



California Wheat Commission Office 1240 Commerce Ave. Suite A, Woodland, CA
CWC Steering Committee Meeting May 31, 2018 (10:00 a.m.)

Conference Call Attendance

Access Number Participant: = +1 408-638-0968 (US Toll) or +1 646-558-8656 (US Toll)

Participant Passcode/Meeting ID: 466 870 1284

Join by Link: <https://zoom.us/j/4668701284>

	<u>Call In</u>	<u>Attending</u>
1. Scott Schimdt	Yes	
2. Lee Jackson		Yes
3. Ron Rubin	Yes	
4. Steven Windh	Yes	
5. Bill Cruickshank	Yes	



Steering Committee Meeting Notice

Sent and posted May 18, 2018

Via Teleconference Call

DATE: Thursday, May 31, 2018
TIME: 10:00 A.M.
ACCESS NUMBER: +1 408 638 0968 (US Toll) or +1 646 558 8656 (US Toll)
PASSCODE/ Meeting ID: 466 870 1284
Or Join with the link: <https://zoom.us/j/4668701284>
LOCATION: 1240 Commerce Ave. Suite A
Woodland, CA 95776

*Board Members wishing to participate in the meeting VIA TELECONFERENCE CALL must notify Crystal Sandoval via email to (csandoval@californiawheat.org) or by Fax to (530) 661-1332 at least 24 hours prior to the listed meeting. **Failure to do so will disqualify you from participation.***

AGENDA

- I. Call to order/ Roll call/ Establish Quorum Chairman Scott Schmidt
- II. Public Comments
- III. Approve agenda
- IV. Overview by Executive Director
- V. Challenges/Opportunities at first glance
- VI. Propose and Discuss Potential Strategies
- VII. Set Potential Strategies for preliminary assessment
- VIII. Set Future Meeting date – July 9, 10, or 12
- IX. Public Comments
- X. Adjourn

All agenda items are subject to discussion and possible action. All interested parties are invited to attend the meeting. Time will be allowed for members of the public to make comments on each agenda item (up to 2 minutes). To make a request for more information, or to make a request regarding a disability-related modification or accommodations for the meeting, please contact Crystal Sandoval at 530-661-1292, or 1240 Commerce Ave., Ste. A Woodland, CA 95776, or via email at csandoval@californiawheat.org. Requests for disability-related modification or accommodation for the meeting should be made at least 48 hours prior to the meeting time. This notice and agenda are available on the Internet at www.californiawheat.org



California Wheat Branding Strategy

What is California Wheat branding? Branding is our promise to our customers. It tells them what they can expect from our WHEAT and it differentiates it from our competitors (domestic and international). How do we originate CA Wheat brand? See PDF with examples of categories.

What is CA Wheat industry?

CA Wheat is part of innovation. CA Wheat is high quality, reliable, and premium with specific intrinsic and extrinsic characteristics for specific wheat products.

Who is our target customer?

Customers (national and international) who are looking for specific quality and unique traits (i.e. high protein blending wheat, high fiber wheat, etc.) that is consistent in quality. The wheat with specific quality and unique traits will carry a premium.

Some Ideas to move this forward

- Develop categories and a list within each category of varieties that meet the quality specifications.
- Work with the end-users such as bakeries like Bimbo; tortilla manufacturer like Mission Foods, pasta maker like New World Pasta, etc. Create value and Demand for what they are looking for in wheat.
- Opportunity for us is to develop wheat lines that deliver what they are looking for to reduce cost and to create Clean Labels. I will further explain this point.
- We already have logos for Desert Durum® and the California Wheat Commission. Encourage millers and end-users to use our Logo if they meet our requirements for use.
- Develop a well-prepared marketing strategy to promote our Brand.
- Information to growers about this program will be crucial.

Develop messages about:

- What are the benefits and features of CA Wheat?
- What do your customers and prospects already think of CA wheat?
- What qualities do you want them to associate with CA wheat?

Other key areas to discuss:

- Investment in a Commercial Bakery/ baking facility in Downtown Sacramento?
- Partner with Artisan Millers and Bakers who already use CA Wheat and are highly successful. For example, Josey Baker, Craig Ponsford, Dave Miller, Nan Kohler.
- Hire consultants that are familiar with the Seed and Grain business, and also a consultant who is familiar with the Baking Industry? To help us develop and execute our Branding Strategy?

CA Wheat Brands - Categories

Each Category will have its own Quality Definition and Specific Quality Values

CA Pasta Premium

- Desert King HP
- Mohave

CA Bread Premium

- Joaquin Oro
- Central Red

CA Tortilla Premium

- Patwin and Patwin HP
- Cal Rojo
- Summit 515

Garbanzos are catching on as an excellent rotation crop

Issue Date: [May 16, 2018](#)

By Bob Johnson



Garbanzos are superior in size and quality to commercially grown garbanzos in other states that are typically used to make hummus.

Photo/Bob Johnson





Paul Gepts, UC Davis legume breeder, says California garbanzos are superior in size and quality to commercially grown garbanzos in other states that are typically used to make hummus.

Photo/Bob Johnson



Garbanzo plantings in California are on the increase, with 21 million pounds produced on 10,000 acres in the state in 2016.

Photo/Bob Johnson

Some Sacramento Valley growers are finding garbanzos, or chickpeas, an attractive winter-rotation crop alternative to small-grain crops that have suffered recently from poor markets.

California growers have carved out a niche among canners who want larger, better looking beans than the commodity chickpeas growers in other states send to be crushed for hummus.

"My only market is for canning; I don't know if there is a fresh market for them," said Bob Payne, who has grown garbanzos in the Woodland area for a decade. "For the canners, you want size. You want to be able to deliver U.S. Department of Agriculture No. 1 grade."

Nearly all California garbanzo growers aim for the premium market that needs good looking, large seeds that hold up under the canning process.

"The largest part of our crop goes to canning, maybe 90 percent," said Paul Gepts, University of California, Davis, plant sciences professor and legume breeder. "California can only compete with high quality products. We have other varieties with higher yields, but the seeds are too small. The growers get a premium for larger, high quality seeds."

Gepts developed the two newest UC garbanzo varieties, Vega and Pegasus. Both have large, attractive seeds well suited for the canning market, and both have resistance to *Ascochyta* blight, a fungal disease that can devastate the crop.

"The Vega is a composite leaf type; you would compare it to Sutter," he said. "The canning quality is slightly better than Sutter. It has larger, better, higher quality seeds. Pegasus compares to Sierra, but it has higher yields and slightly higher quality seeds."

UC Foundation Seed is in the process of multiplying seeds for Vega and Pegasus, and UC and the U.S. Department of Agriculture are completing the paperwork for a joint release of these two newest public garbanzo varieties.

Resistance to wet-weather diseases is an essential trait in a variety because the crop is typically grown through the winter.

"Disease resistance, or tolerance really, is No. 1," Payne said. "The varieties we grow now are more tolerant of *Ascochyta* than what we grew in the past. We also want resistance to *Botrytis*, and a lot of other wet-weather diseases, because we grow them in the winter."

Like many growers, Payne plants the variety chosen by his canner, and that choice is proprietary information.

As a winter crop, garbanzos are largely rainfed in the Sacramento Valley, but wet weather can be a curse as well as a blessing.

"Last year, because of the rains, we didn't finish planting until March, and the late ones didn't do too well," Payne said. "We like to plant in December and January, and maybe early February."

Garbanzo planting already increased to more than 10,000 acres statewide in 2016, as the harvest exceeded 21 million pounds.

"I think growers are more interested in garbanzos because it's a winter crop, and wheat prices are low," said Rachael Long, UC Cooperative Extension farm advisor in Sacramento, Solano and Yolo counties. Long is finishing up UC's first Garbanzo Production Manual, which should be available before the end of the year.

Muller Ranch grows everything from corn to processing tomatoes and bell and jalapeño peppers, and from almonds and walnuts to alfalfa on Sacramento Valley ground Joe Muller Sr. acquired five decades ago.

The dismal wheat market convinced the family to plant a field in garbanzos for the first time this season.

"This is our first year doing garbanzos," said Colin Muller of Muller Ranch in the Woodland area. "We decided to try 60 acres because wheat is not a very good option with the price. The garbanzos look good right now, but we won't harvest until the middle of the summer."

Payne has been growing chickpeas for a decade or so, but he, too, increased his acreage in response to the grain markets.

"They are a good rotation crop because we grow tomatoes, too," he said. "They are competing with and beating the heck out of wheat because of the price. We've got a nice mix of winter crops right now."

As a legume, the garbanzos put nitrogen into the ground for the following tomatoes, but they also leave behind ground beetles that have to be managed.

Fortunately for California growers, the larger volume production to the north is not directly competitive because it is headed almost entirely to the hummus market.

"Nearly 100 percent of our acreage is going to canning; in Washington, they are growing a small bean that is sent back east for hummus," Long said. "These new public varieties can better, look better and yield better. Most of the varieties out there are private varieties. The private varieties are good, but they are private; you have to pay for them."

Even with the most recent releases, UC breeders are already at work on the next generation of garbanzos, which should be able to produce good yields of canning quality seeds in a hotter, drier California.

"It is still yield and seed quality, but we will be looking at yield under well-watered conditions and under drought stress," Gepts said. "We had good results in Davis last year. This year, we are trying them in Davis and at the Westside center in Parlier. If they look good, it will be two years minimum after this year before release."

(Bob Johnson is a reporter in Davis. He may be contacted at bjohn11135@aol.com.)

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