

AGENDA

SEEDS OF SUCCESS:

What We Can Learn from Past Consumer-Oriented Trait Introductions



FEBRUARY 18, 2025 | 12:00 PM - 5:30 PM

**Embassy Suites by Hilton Kansas City Olathe
10401 S Ridgeview Rd, Olathe, KS 66061**



11:30AM - 12:00PM ● **Registration**

12:00PM - 12:30PM ● **Lunch**

12:30PM - 12:35PM ● **Overview of the Day's Program and Introduction**



Dr. Katherine Frels
Assistant Professor,
University of Nebraska-Lincoln

12:35PM - 12:50PM ● **Opening Remarks and Speaker Introduction**



Dave Green
Executive Vice President,
Wheat Quality Council

12:50PM - 1:30PM ● **Wheat as an Engine for Public Health**



Dr. Sean Finnie
Director of Research,
USDA-ARS Western Wheat Quality Lab



Dr. Katherine Frels
Assistant Professor,
University of Nebraska-Lincoln



Dr. Rod Wallace
President
Foundation for Innovation
in Healthy Food (FIHF)

1:30PM - 1:55PM ● **Arabinoxylan Fiber Variation in Elite US Germplasm**



Dr. Emily Klarquist
Postdoctoral Research Associate,
Washington State University

1:55PM -
4:30PM

DISCUSSION PANELS

Perspectives on Consumer-Oriented Trait Introductions

1:55PM -
2:40PM

Consumer-Oriented Trait Introductions - Farmers' Perspectives



Justin Gilpin
CEO,
Kansas Wheat Commission



Ron Suppes
Kansas Wheat Commissioner,
Kansas Wheat Commission



Brad Erker
Executive Director,
Colorado Wheat

2:40PM -
3:25PM

Wheat Value Chain - US Wheat Processing Perspectives



Dr. Ed Souza
Plant Breeder & Research Manager,
Goodland Innovation LLC.

James Bowling
Supply Chain Management,
Bay State Milling



Dr. Deirdre Ortiz
Retired Kellogg,
FellowFormer President of Cereals
and Grains Association

3:25PM -
3:40PM

Break

3:40PM -
4:25PM

Beyond Wheat - Non-Wheat Perspectives



Dr. Natalia Palacios Rojas
Maize Quality Specialist,
CIMMYT



Juergen Keil
Strategic Agri-Food Advisor,
(ex Cargill)



Fernando Arias
Former Vice President of Sales,
Marketing, and Application Development,
Cargill Dressings, Sauces, and Oils

4:25PM -
4:35PM

Break

4:35PM -
5:20PM

Key Takeaways for the Coalition of Grain Fiber, Bringing It All Together: Groups Discussion



Dr. Sean Finnie
Director of Research,
USDA-ARS Western Wheat Quality Lab



Dr. Katherine Frels
Assistant Professor,
University of Nebraska-Lincoln



Dr. Rod Wallace
President
Foundation for Innovation
in Healthy Food (FIHF)

