



European Newsletter

December 2009

U.S. Wheat Associates (USW) develops export markets by demonstrating the reliability, choice and value of U.S. wheat in over 90 countries. For more information, visit www.uswheat.org.



1. U.S. Wheat's Crop Quality Seminars well Attended

By the end of November U.S. Wheat's Crop Quality Tour was completed after having visited nine European cities in seven different countries within two and half weeks. USW was pleased to having welcomed 270 wheat professionals to this year's crop quality seminars.

In some of the venues the presentations of Bert D'Appolonia, Professor Emeritus at North Dakota State University, and Goris van Lit, USW's Regional Director Europe, were followed by a lively discussion. The U.S wheat staff certainly enjoyed talking to many of the attendees during the informal luncheon / reception function after the presentations.

If you like to receive hard copies of the 2009 crop quality reports that were discussed during the seminars, please send an e-mail including your postal address to InfoRotterdam@uswheat.org.

From our Rotterdam office we can send you hard copies of the following reports:

- USW's national 2009 Crop Quality Report (available in English, Spanish and French) summarizing quality characteristics of all six available U.S Wheat classes;
- 2009 Hard Red Spring Crop Quality Report;
- 2009 Durum Crop Quality Report.

The crop quality reports of the wheat classes Hard Red Winter, Soft Red Winter, Hard White and Soft White can be downloaded from our website: <http://www.uswheat.org/reports/cropQuality>.



2. Fun Facts about Wheat

Here are some fun facts about wheat. Did you know that...:

- It is believed that wheat has been milled for more than 75,000 years.
- The Roman goddess, Ceres, who was deemed protector of the grain, gave grains their common name today – “cereal.”
- The first bagel rolled into the world in 1683 when a baker from Vienna Austria was thankful to the King of Poland for saving Austria from Turkish invaders. The baker reshaped the local bread so that it resembled the King’s stirrup. The new bread was called “beugel,” derived from the German word stirrup, “bugel.”
- Wheat was first planted in the United States in 1777 as a hobby crop.
- Bread is probably the one food eaten by people of every race, culture and religion.
- Kansas produces enough wheat each year to bake 36 billion loaves of bread, or enough to provide each person on earth with 6 loaves of bread.
- Approximately 3 billion pizzas are sold in the United States each year.
- There are more than 600 pasta shapes produced worldwide.
- A family of four could live 25 years off the bread produced by one hectare of wheat.
- It takes 9 seconds for a combine to harvest enough wheat to make about 70 loaves of bread.



3. Season's Greetings from U.S. Wheat Associates

US Wheat's staff is wishing you a happy holiday season and a wonderful year 2010.

In addition, we would like to use this opportunity to thank you for having chosen U.S. wheat in the past and hopefully for choosing it again in the near future! Of course, in the new year to come we look forward to assisting you with purchasing, shipping or using U.S. wheat.

