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November 5, 2021

The Honorable Thomas J. Vilsack  
Secretary of Agriculture  
US Department of Agriculture  
1400 Independence Ave., SW  
Washington, DC 20250

Re: Support for the proposed National Grain Foods Research and Promotion Board

Dear Secretary Vilsack,

On behalf of the National Association of Wheat Growers (NAWG), I would like to express our strong support of the proposed **Wheat Flour Foods Promotion, Research, and Information Order (Breadbasket Checkoff Program)**.

NAWG is the primary policy representation in Washington, DC, for wheat growers, working to ensure a better future for America's growers, the industry, and the general public. We work with a team of 20 state wheat grower organizations to benefit wheat farmers across the country. NAWG's focus on policies affecting the livelihoods of U.S. wheat producers has brought the proposed Breadbasket Checkoff to our attention, and we write today to confirm our strong support for the program.

In recent years, the wheat-based foods industry that our growers supply has faced growing challenges on several fronts, including protein-centric diet trends, the proliferation of substitutes for baked goods, and new health and nutritional concerns about many of the ingredients used in baked goods. As an indication of these challenges, the per capita wheat flour consumption has been decreasing for several years along with declining sales of bread-basket items like breads and rolls.

Thus, we believe a national Breadbasket Checkoff Program would be ideally suited to help our growers and the food manufacturers they supply. To make official our support, on February 27, 2020, our growers passed the following resolution:

*The National Association of Wheat Growers is supportive of a national checkoff program, funded by the milling and baking community, that would aim to increase the sales of breadbasket products, positively change the perception of bread, work to promote the goodness of bread to consumers, and invest in research to develop varieties of wheat that contain beneficial milling and baking traits and qualities.*

Once again, thank you for advancing the Breadbasket Checkoff Program.

Sincerely,

Dave Milligan  
President, National Association of Wheat Growers