The FAPC and Oklahoma Wheat Commission are helping to promote Bake and Take Month
By Mandy Gross, FAPC Manager of Communications Services

(March 6, 2009  Stillwater, Okla.) The Robert M. Kerr Food & Agricultural Products Center, located on the Oklahoma State University – Stillwater campus, is teaming up with the Oklahoma Wheat Commission to promote Bake and Take Month during March and Bake and Take Day on March 28.

The purpose of the Bake and Take promotion is to encourage participants to bake a product made from wheat and take it to a neighbor, friend or relative. This year the FAPC and Oklahoma Wheat Commission are working with Oklahoma 4-H to encourage 4-H clubs statewide to participate in Bake and Take Month.

Bake and Take is a great way to get closer to one’s community and family and support Oklahoma’s agricultural tradition of wheat and flour production, said Reneé Albers-Nelson, milling and baking specialist for the FAPC.

“A 4-H member, with either his or her family or club members, will bake an item from scratch and deliver the baked product to someone in the community as a gesture of thanks or just to say they care,” Nelson said. “It’s family or friend time without TV or video games!”

Bake and Take Day began in 1972 by the Kansas Wheathearts, an auxiliary organization of the Kansas Association of Wheat Growers, as a community service event to celebrate the wheat harvest in Sumner County, Kan.

Even though the Kansas Wheathearts disbanded in 2001, Kansas Wheat continues these efforts today by partnering with the Wheat Foods Council and ACH Food Companies to extend the tradition to a broader audience and expand the program to Bake and Take Month.

Mike Schulte, director of marketing for the Oklahoma Wheat Commission, said he is excited about promoting Bake and Take Month in Oklahoma.

“Bake and Take Month is always a great time of year for us to promote whole grain consumption,” Schulte said. “We look forward to always giving information and recipes out to those who are looking for new baking recipes.”

Several flour/baking promotions are planned with Oklahoma 4-H during the month of March. For more information about the FAPC or Oklahoma Wheat Commission, visit www.fapc.biz/calendar or www.wheat.state.ok.us/, respectively.
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