



Kernels

Vol. 30

Fall 2020

It took us 5 months to reach 1,000,000 views. We got to 1.5 million in a month.

Can Comfort Foods Be Healthy?

Member Profile: Idaho Wheat Commission

Cold Weather Comfort Food Recipes

Match the Celebrity to their Favorite Recipe





Message from the President

We are excited to share the news that our videos surpassed 1.5 million views! As COVID-19 shut down the events where we would have made presentations and exhibited, we felt delivering these videos on social media was the best alternative to continue our educational outreach. Our videos are reaching our target audiences in an entertaining and informative way that is highly successful. You can scroll down to see our top 5 most watched videos. You will also find some comfort food recipes that will tempt you to give them a try, along with a profile of WFC member Idaho Wheat.

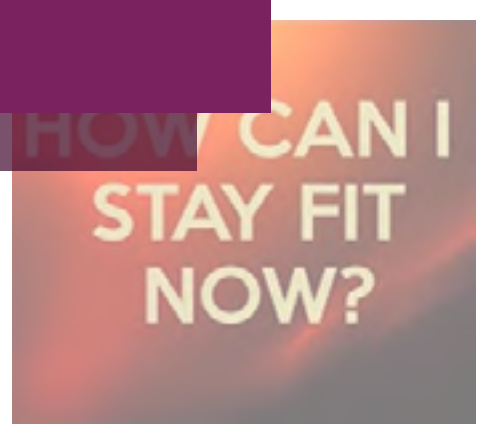
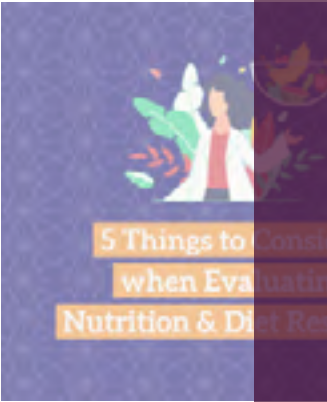
Tim O'Connor
President, Wheat Foods Council

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Videos Highlight Wheat Foods, Nutrition and the Wheat Industry

With our scheduled events on hold for the foreseeable future, we turned to creating videos to reach our audiences. When we dove into our effort last March, we accumulated 25,000 views the first week. Now we are getting over 100,000.

The videos highlight interesting facts about wheat foods, the importance of eating grains for nutrition and fitness, easy-to-make recipes, and up-to-date information and advice from WFC members of the farming, milling and baking industries, as well as experts in the field of sports nutrition.



Most of the videos deliver useful info about how nutrition impacts a wide variety of health and wellness issues, such as gut health, athletic performance, and metabolic changes that affect weight, among others. And some are designed just to entertain while sharing some “fun facts” you may not know. Here are some of our staff favorites: Where in the World is Babka from?; How To Pronounce French Pastries; and Great Moments in Taste Bud History.

All videos are available at WheatFoods.org and FoodFit.org and via the WFC social media channels.

Here are the top 5 most viewed videos as of October 1:



100,590 views



102,224 views



63,836 views



75,220 views



55,163 views



Can Comfort Foods Be Healthy?
Balancing Cravings with Healthy Swaps and the Occasional Indulgence

Eating comfort foods in order to cope with the anxiety and uncertainty of the COVID-19 pandemic made headlines earlier this year. Stressful times persist for many, and as fall ushers in cooler weather, it's more important than ever to carefully balance indulging those comfort cravings with healthier food choices for better nutrition.

Comfort foods can be anything that helps a person feel better and find solace.

It could be a gooey grilled cheese sandwich and hot tomato soup on a cold day, a favorite childhood meal, or a nostalgic holiday treat that reminds you of family, friends and a simpler time. People tend to seek calorie-laden, high-fat foods during periods of stress. In fact, pizza, mac n cheese, grilled cheese and chocolate were listed among the top 5 most comforting foods, according to a recent consumer survey conducted by Ranker.

So, can comfort foods be healthy? The answer is yes and no!

Sometimes trying lower calorie versions or swapping ingredients can boost the nutritional value for some foods typically considered an indulgence.

For example, substituting a whole wheat crust, using low-fat cheeses and meats, or adding fresh veggies for your next pizza creates a healthier version of a comforting favorite.



Slow-Cooker Fudge Pudding



Cinnamon Sugar Cookies



Swap egg noodles for high protein, whole grain pasta when making beef stroganoff, use chicken or turkey for your next batch of spaghetti and meatballs, or add pumpkin and mushrooms to whole wheat noodles and low fat ricotta to create a healthier, seasonal version of lasagna.

It is also okay to indulge your cravings in moderation.

Deprivation can backfire, and overly limiting calories, repeatedly eating the same foods, and foregoing favorite treats may actually increase cravings. Sometimes it is better to go ahead and treat yourself to a small portion of your favorite comfort food, as long as you eat plenty of other healthy ones.

Sports nutritionist and author, Nancy Clark, MS, RD, CSSD, agrees. Ms. Clark believes eating 85 to 90 percent quality foods and 10 to 15 percent fun foods is the way to go saying "you don't have to eat a 'perfect diet' to eat an excellent diet."

The Wheat Foods Council's website promotes balanced nutrition featuring a number of recipes to satisfy any craving, both healthy or indulgent. Try baking these [Cinnamon Sugar Cookies](#) made with whole wheat flour, or this [Slow Cooker Fudge Pudding Cake](#).

Ingredients:

2 loaves refrigerated bread dough
2 pounds ground beef
1 can (8 ounces) mushroom stems and pieces, drained
1-1/4 cups shredded cheddar cheese
1-1/2 teaspoons Italian seasoning
1 clove garlic, minced
1/2 teaspoon salt
1/4 teaspoon pepper
Homemade or Store Bough Marinara Sauce, warmed

Directions:

Preheat oven to 350°. Meanwhile, in a Dutch oven, cook beef over medium heat until no longer pink, breaking into crumbles, 12-15 minutes; drain. Stir in mushrooms, cheese and seasonings.

Divide each loaf into 10 portions; roll each into a 4-in. circle. Top with 1/4 cup filling; bring edges of dough up over filling and pinch to seal.

Place meat pies in greased muffin cups, seam side down. Bake until golden brown, 20-25 minutes. Serve with warm Marinara sauce for dipping.

Note: Cooled, put beef pies in a freezer container. To use, reheat beef pies on greased baking sheets in a preheated 350° oven until heated through.

Nutrition:

Servings: 20
Calories/Serving: 215
Total Fat 6.6g, Saturated Fat 2.8g, Cholesterol 47mg, Sodium 443mg, Total Carbohydrate 19.7g, Dietary Fiber 1.5g, Total Sugars 4.5g, Protein 18.6g, Vitamin D 42mcg, Calcium 49mg, Iron 10mg, Potassium 334mg

For more recipes, visit:
WheatFoods.org/recipes

Cold Weather Comfort Foods

**Muffin Cup
Beef & Cheddar Pies**

Pumpkin Mushroom Lasagna

Ingredients:

2 teaspoons olive oil
1 medium onion chopped (about 1 cup)
1 pound sliced fresh mushrooms
½ teaspoon salt, divided
1 ½ cups canned solid-pack pumpkin
½ cup half and half
2 teaspoons fresh sage leaves, chopped or 1
teaspoon dry
Dash pepper
9 oven ready (no boiling required) lasagna
noodles
1 cup reduced fat ricotta cheese
1 cup (4 ounces) shredded part-skim mozzarella
cheese
¾ cup grated Parmesan cheese

Directions:

Preheat oven to 375°.

In small skillet heat oil, add onion and sauté until tender, add mushrooms and ¼ teaspoon salt. Heat about 2 minutes until mushrooms are heated through. Set aside.

In a small bowl, combine pumpkin, half and half, sage, pepper, and remaining ¼ teaspoon salt.

Spread ½ cup pumpkin sauce in an 11 X 7 inch baking dish lightly coated with cooking spray.

Top with 3 noodles (noodles will overlap slightly). Spread ½ cup pumpkin sauce to edges of noodles. Top with half of mushroom mixture, ½ cup ricotta cheese, ½ cup mozzarella and ¼ cup Parmesan cheese. Repeat layers. Top with remaining noodles and pumpkin sauce.

Cover and bake in preheated oven for 45 minutes. Uncover; sprinkle with remaining Parmesan cheese. Bake 10-15 minutes longer or until cheese is melted. Let stand for 10 minutes before cutting.

Nutrition:

Calories/Serving: 313

One serving provides approximately: 20 g Protein, 31 g Carbohydrates, 5 g Fiber, 14 g Fat (6 g saturated), 33 mg Cholesterol, 63 mcg Folate, 2 mg Iron, 563 mg Sodium



Member Profile:



We recently talked with Idaho Wheat's Executive Director, Casey Chumrau, to learn more about the work of the Commission. Ms. Chumrau spent 9 years at U.S. Wheat before joining Idaho Wheat. No stranger to farming, she experienced life on her aunt and uncle's wheat farm in the Golden Triangle of Montana.

So, let's start with some basics. What percentage of U.S. wheat is produced in Idaho?

5% of all U.S. wheat is produced in Idaho, and it is the second largest crop behind potatoes in the state.

How much does wheat farming contribute to the state's economy?

Idaho is the 5th largest agriculture economy in the U.S. with 20% of the state's income based on agriculture. Wheat production contributes \$2 billion in cash receipts to Idaho's economy and more than 8,500 jobs.

What is the most common class of wheat grown in Idaho?

While the state's wheat farmers grow five of the six classes of wheat on their farms, 80% is soft white wheat. Soft white is used by customers desiring low gluten and white color.

How much of Idaho wheat is consumed domestically vs. exported?

50% of Idaho wheat is sold domestically and 50% is exported. Asia is a leading customer, but over the past 10 years there's been a push to expand exports to Latin American countries.



In what ways does the Commission work to promote the state's products both here at home and abroad?

Idaho, Washington and Oregon have collaborated to educate customers about soft white wheat, its quality and uses. We've been promoting its use for cookies and crackers, and as a blended flour

option for bread. Blending soft white with hard wheat increases its potential end uses, maintains the quality of those products and can make the flour more economical.

Obviously, this year has been like no other. The onset of COVID-19 tested the strength of our nation's food supply. How did the wheat industry respond to meet demand?

Despite COVID-19, there was always plenty of wheat. However, as demand from food service diminished and grocery store retail exploded, it was a challenge to shift production from the large flour bags to the smaller ones. For example, hamburger and hotdog buns were packaged and ready for shipping to foodservice venues at baseball stadiums across America for the Opening Day that never happened.

The shift in consumer demand for product sizes of flour and baked goods, disrupted production in the milling and packaging sector of the wheat industry. In order to alter logistics, re-tool expensive machinery and create different packaging, manufacturers had to pivot and get creative to get product to market.

Add to these challenges, new safety protocols and limited transportation options, and its impressive what U.S. companies did to rebound in such a short time compared to other countries. The wheat industry certainly pulled together, and it didn't take too long to get milling and production back online again.

Finally, what does Idaho Wheat like most about its association with the Wheat Foods Council?

The Idaho Wheat Commission has enjoyed a long partnership with the Wheat Foods Council. Since, 50% of Idaho wheat is used domestically, it is vitally important to promote a strong domestic market. We are small, and we appreciate the collaboration, input and resources of the WFC. The creativity and drive of the WFC benefits the entire industry.

Reaching out to personal trainers, and by association, their clients, is expanding our reach and will help us better educate more people about the nutritional value of grains and the importance of eating wheat foods as a part of a healthy diet.

The Idaho Wheat Commission was created to expand and develop export markets for Idaho wheat, invest in wheat research and educate wheat growers. Nearly half of the Commission's annual budget is used for research, and it also serves to educate growers and consumers about the nutritional and economic value of wheat.

Established in 1959, Idaho Wheat is governed by a board of five wheat growers, appointed by the Governor to serve a five-year term. The board hires an executive director who assembles a staff and works out of offices in Boise.

Meet some Idaho Farm Families!



The Hamilton Family



The Kaufman Family



The Brown Family

Match the Celebrity with their favorite recipe.

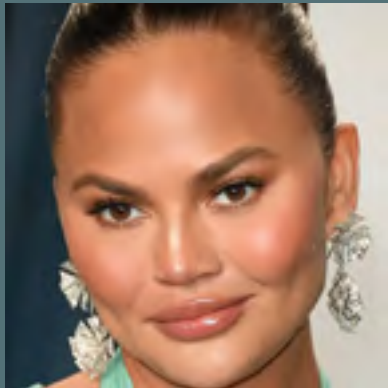
1.

Julia Roberts



2.

Chrissy Tiegen



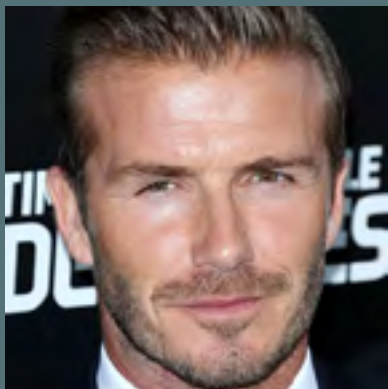
3.

Eva Longoria



4.

David Beckham



a.

Cheesy Tuna Melt



b.

Tortilla Soup



c.

Fresh Peach Crisp



d.

Homemade Pasta



****KEY: 1: c, 2: a, 3: b, 4: d**