

White wheat is in demand

When it comes to hard white wheat production in the United States, speakers at a recent Kansas State University conference said two key ingredients are still missing: a consistent supply and a liquid market.

About ag
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"We've got people interested, but there isn't a consistent supply," said Seaboard Corp.'s Roy Loepp, referring to overseas buyers. "Hard white wheat production in the United States needs to reach a critical mass point where it becomes a consistent part of the landscape."

Loepp, who is the quality director of milling operations at Seaboard, was speaking at the K-State International Grains Program's Hard White Wheat Export Contracting Conference and Trade Show held March 14-16 on the Manhattan campus. The conference, also sponsored by U.S. Wheat Associates, brought together producers, grain handlers, domestic and export wheat buyers, and flour millers.

Despite overseas buyers' strong interest in hard white wheat for such products as noodles, tortillas and bread, the United States continues to produce much more hard red winter and other types of wheat than it does hard white wheat, said Mark Fowler, International Grains Program miller and conference coordinator.

Hard white wheat production in Kansas this year is estimated to be about 5 percent of the total wheat crop, with hard red winter wheat making up the rest, said David Frey, administrator of the Kansas Wheat Commission. U.S. hard white wheat production this year is estimated at 1.01 million metric tons, said Ron Stoddard, executive director of the Nebraska Wheat Board. That compares with the U.S. Department of Agriculture's estimate of 2004 hard red winter wheat production at 23 million metric tons.

Kansas-based Seaboard is widely known as a hog production company, Loepp said, but it has a long history in the milling industry. He listed several factors that would help the U.S. wheat industry expand hard white wheat production, including:

- Promoting white wheat to make it safer for millers to gain experience with it.
- Having enough varieties that

will work year in and year out.

• Proliferating performance data so everyone in the marketing chain has a better understanding of what he or she is growing, buying and selling.

Kelly Spitzer of Tempel Grain Co. said five of Tempel's 11 elevators in southeastern Colorado will handle hard white wheat this year. Spitzer is the vice president and grain merchandiser at Tempel, based in Wiley, Colo. Two of its locations (in Towner and Sheridan) will be devoted to hard white wheat only, while its elevators in Haswell, Wiley and Springfield will take in other wheat as well.

Tempel will segregate the hard white wheat from other cultivars, she said.

"We've made this commitment to the producers in the area," she said, adding that Trego, a variety of hard white wheat, has outperformed some types of hard red winter wheat in recent Colorado trials. Southeast Colorado has a fairly arid climate, averaging 11 to 12 inches of rain annually. Tempel is looking to California and Mexico as its best market prospects, Spitzer said.

Keys to success for hard white wheat are a liquid market, competitive yields and incentives for growers, she said.

"What growers want is to be able to call up an elevator or mill at any time and get a bid," she said.

Trego was developed by wheat breeder Joe Martin at K-State's Agricultural Research Center at Hays. It is the most widely used hard white wheat variety in the country, said Frey of the Kansas Wheat Commission, which has supported hard white wheat research at K-State for 20 years.

"Hard white wheat enhances the strength of the U.S. in the world wheat market," said Seaboard's Loepp. "Some synergies will be realized with hard red winter wheat and perhaps with northern spring or even other commodities.



Jessica Peterson, owner of Studio 508, a new hair salon on North Second Street, looks over a product brochure. — Telegram photo by Carolyn Plotts

Classy hair salon open for business

By CAROLYN PLOTTS

There's a new, chic, hair salon in town. Studio 508 recently opened under the ownership of cosmetologist Jessica Peterson.

Its address is 508 N. Second, hence the name.

Mrs. Peterson, a 2001 Norton Community High School graduate, has always wanted to be involved in the "business of beauty". She is a graduate of the Academy of Hair Design in Salina and offers a complete line of services for men

and women, including manicures, pedicures, shampoo, cut, style, highlights, low lights, perms, coloring and foiling.

Her business carries Redken, Redken For Men, Matrix/Biolage, and Bedhead plus a full line of professional products. Mrs. Peterson also uses Creative Spa products when giving a pedicure.

"I have lots of new ideas," she said. "Having a flattering style builds your confidence. And if you

look good, you feel good."

She keeps up-to-date with the beauty profession by attending workshops in Kansas and Colorado. Sometimes there are professional speakers and sometimes the workshop is "hands-on". There she learns the latest techniques in hair cuts and styles and keeps up on product knowledge.

She said, "I want to thank my family for all their help and support. They really helped get my salon open."

Her husband is Chad Peterson, son of Joseph Peterson, Norton and Mary Slocum, Nebraska. He is a manager for BAH Farrowing, Hendley, Neb.

Mrs. Peterson's parents are Judy Holzapfel and step-father, Dave Holzapfel, Norton and her father, the late Chip Carreau.

Studio 508 is open from 9 a.m. to 6 p.m. Monday through Friday and by appointment on Saturday. To schedule an appointment, call 874-4906.

Deadline Wednesday for emergency loans

The deadline for farmers and ranchers to file applications for emergency disaster loans in Norton, Decatur, Rawlins, and Phillips counties is Wednesday, April 20.

Farm Loan Manager John Vogt said that those needing farm credit as a result of freezing conditions that happened from April 7-May 15, 2004, and drought conditions from Jan. 1, 2004 should make their applications at the Norton County Farm Service Agency office, 11640 Pineview Drive, before the expiration date.

He said loans covering physical and/or production losses may be made at a 3.75 percent interest rate and are scheduled for repayment as rapidly as possible.

Disaster loans covering physical losses may be used to replace installations, equipment, livestock, or buildings, including

homes, that were lost through the disaster.

Loans covering production losses may be used to buy feed, seed, fertilizer, livestock, or to make payments on real estate and chattel. The money can also be used for other essential operating and living expenses, he said.

To be eligible for an emergency disaster loan, an applicant must operate a family farm or ranch, be unable to get credit elsewhere, and have suffered a physical and/or production loss from the disaster.

Farmers who suffered at least a 30 percent loss of at least one crop may have a qualifying production loss. Emergency disaster production loss loans cover up to 100 percent of losses, or \$500,000, whichever is less.

For more information, contact the Norton County Farm Service Agency at 877-5156.

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Would like to thank the public for their overwhelming response at the potato bar fundraiser Saturday evening.