BAKINGTECH 2027

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Sample Content #1

Wheat Improvement: Creating Chords for the Future from Notes of the Past

Wheat variety development in the USA is in the homestretch of a century of organized research, driven by the hybridization of novel and complementary parents followed by stringent selection for progeny with improved agronomic and functional characteristics. The products of wheat breeding in one era become the genetic resources, or germplasm, for further improvement in subsequent eras.

While the overall breeding process has not changed dramatically, the breeding tools and germplasm used to advance the process have become more sophisticated and diverse, with favorable outcomes being increased breeding program efficiency and output. Another noticeable outcome has been an unprecedented level of private sector investment in wheat variety development in only the past five years. Future improvement will continue to depend on expanding our knowledge of inheritance for traits, which impact farmers, processors, and consumers.

In a society inundated with non-factual information and fad diets centered on wheat, true fundamentals and scientific principles of wheat improvement will be presented to help the audience intuitively separate the wheat from the chaff.

What are the three questions your content idea will answer?

- What are the general mechanics of the wheat variety development process, and how do past and present varieties differ?
- What are the facts and myths about the science and impact of wheat breeding at the consumer level?
- What does the future of wheat look like, and how can emerging technologies realistically improve or stabilize yield and functionality traits?

What's the key message you want to share with the audience? And how will it benefit them?
The key message is that wheat variety development has evolved significantly through a century of organized research, with modern breeding tools and germplasm enhancing efficiency, diversity, and private sector investment. Understanding the science behind wheat breeding is crucial to navigating misinformation and recognizing the real impact of these advancements on farmers, processors, and consumers.

- Clarifies Misconceptions: By presenting scientific principles, the audience will be better equipped to separate facts from myths regarding wheat and its role in food production.
- Highlights Industry Advancements: Attendees will gain insight into the evolution of breeding techniques and the growing role of private investment in wheat variety development.
- Explores Future Possibilities: Understanding the future direction of wheat breeding will help stakeholders anticipate changes in yield, functionality, and overall industry trends

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Sample Content #2

Still Distributing Using Company Employees? Letting Go, Raising Profits

Why do so many bakery manufacturers move their product to the market with independent distributors rather than employees? What makes independent distribution such a more profitable and beneficial model?

The trend in the Baking industry from employees to independent distribution began in the 1950's and has accelerated to the point where the great majority of manufacturers use independent distribution in some or all of their customer markets. Find out the how's and whys of independent distribution and answer the question "Can it work for us?" In the current economic environment of increased transportation and personnel expenses as well as the looming healthcare confusion, more and more manufacturers and distribution companies are exploring this option. Find out what you need to know and how companies convert their current DSD employee systems to independents. Why it works, how it works and can it work for you.

What are the three questions your content idea will answer?

- What are the advantages and disadvantages of Independent Distribution?
- Why is Independent distribution a more cost effective model than employees?
- Will i still "control" my market using Distributors?
- What happens with sales and customer service?

What's the key message you want to share with the audience? And how will it benefit them?
Independent distribution has become the preferred model for bakery manufacturers due to its cost-effectiveness, flexibility, and ability to streamline operations. Understanding the transition from employee-based distribution to independent distributors can help businesses improve profitability, reduce expenses, and navigate industry challenges more efficiently.

- Cost Savings & Profitability: Learn why independent distribution is a more financially sustainable model, reducing transportation, personnel, and healthcare costs.
- Operational Efficiency: Discover how transitioning to independent distribution can streamline logistics, expand market reach, and improve responsiveness.
- Market Control & Customer Service: Understand the impact of this model on market control, sales, and customer relationships, ensuring a smooth transition without compromising service quality.