



Annual Report

2024-2025

**Texas
Wheat**

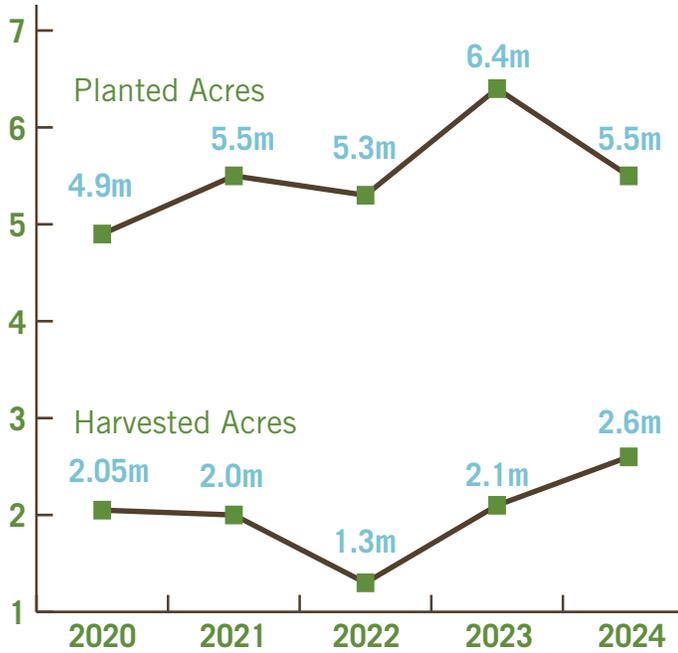


**PRODUCERS
BOARD *and*
ASSOCIATION**



CROP STATISTICS

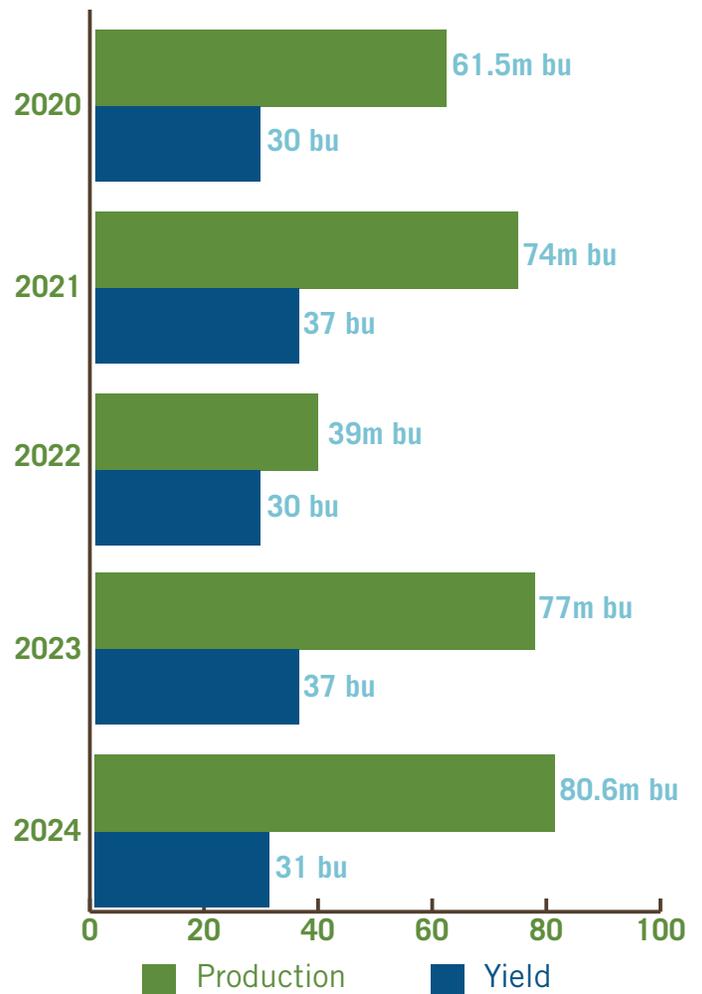
Planted & Harvested Acres



2025 Estimates

USDA NASS estimates 2025 winter wheat production at 69 million bushels with an average yield of 30 bushels per acre on 2.3 million acres.

Production & Yield





MARKET DEVELOPMENT

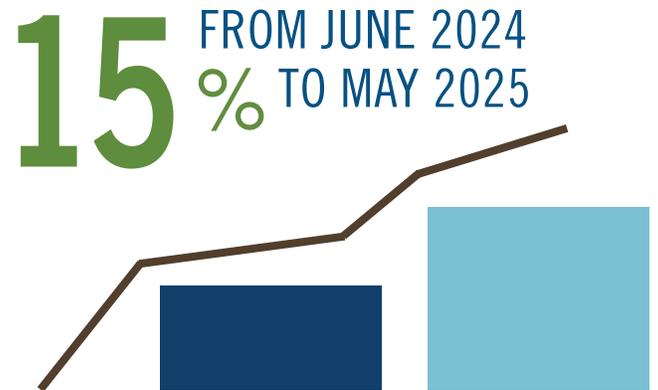
In 2024, the Texas Wheat Producers Board (TWPB) hosted a South African trade delegation in Houston to showcase the quality and export readiness of Texas wheat. Their visit, coordinated with U.S. Wheat Associates, helped strengthen relationships in a challenging but high-potential market and demonstrated how checkoff investments open doors for Texas wheat in the global marketplace. This U.S. visit was followed by the first-ever Sub-Saharan Africa Wheat Buyers Conference, hosted by U.S. Wheat Associates. The event, attended by wheat buyers in several African countries, was designed to build relationships and increase knowledge of current trends and quality of U.S. wheat supplies.



WHEAT EXPORTS PROJECTED



INCREASED BY



KEY INITIATIVES

- Partnered with Plains Grain Inc. (PGI) on quality-testing initiatives.
- Supported efforts to modernize data collection methods and enhance data dashboards improving service and accessibility.
- Discussed critical needs and issues that could improve outcomes for farmers marketing their grain in the state.

RESEARCH



Research is a major focus of TWPB. Major investments included continued support for the development of higher-performing TAM varieties, enhanced genetics techniques to speed breeding efforts, regional variety trials and genetic testing. A new project titled, “Integrating Nitrogen-saving traits into Texas winter wheat lines” seeks to develop innovative Nitrogen-smart wheat varieties that naturally keep more N in the field. This provides both economic and environmental benefits through more efficient use of fertilizers. The research builds upon the discovery of a unique plant root trait called biological nitrification inhibition (BNI) in wild crop genotypes.

During the 2024 budget cycle, the board expanded their research investment by joining other state wheat organizations and industry representatives in the Wheat Genetics Resource Center Industry University Cooperative Research Center (IUCRC). This partnership is a critical step in advancing wheat research on a regional level, with a specific focus on the center’s extensive collection of wheat germplasm.

APPROVED
RESEARCH
BUDGET OF

\$350,000

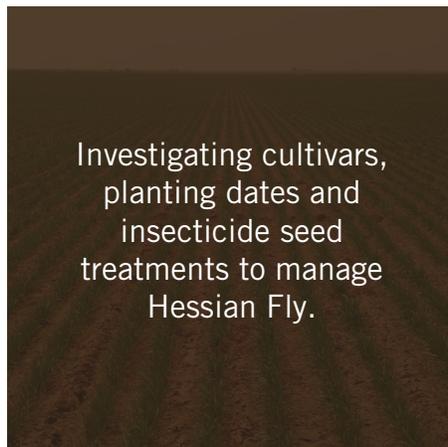
FOR 2024-2025 FISCAL YEAR

A C R O S S

14

RESEARCH
PROJECTS

CURRENT KEY OBJECTIVES





EDUCATION

TWPB partners with multiple organizations to enhance consumer knowledge of wheat production and increase consumption of wheat products. Board staff also participated in events with county Texas A&M AgriLife Extension agents and local schools to educate students about wheat.



The Wheat Foods Council (WFC) is comprised of wheat commissions and millers across the country to promote domestic consumption of wheat. In the 2024-2025 fiscal year, the board worked closely with the WFC to develop communication strategies to address common misconceptions about wheat production practices.

The WFC board is currently developing a new strategic direction and plan for the organization that will focus on the health and safety of wheat consumption. As the quality of agricultural products is under scrutiny from government and non-government entities, it is crucial the wheat industry provides a consistent message to the public.



The Home Baking Association (HBA) targets family and consumer sciences educators and extension leaders with the goal of fostering the next generation of home bakers. In July 2024, HBA hosted 4 workshops at the FCSTAT conference for 250 participants.

HBA has started a new partnership with Texas Tech Curriculum Center for Family & Consumer Sciences to align HBA curriculum to Texas education standards and co-create professional development resources for educators. Additionally, HBA is collaborating with AAFCS to develop a new baking certification for students and educators. This certification will launch in fall 2025.



Coming Soon!

TWPB is enhancing education programming through its new Fields of Learning activities. These resources are designed to improve awareness, knowledge and engagement of wheat production and nutrition in K-12 students. These resources will be available on the Texas Wheat website and are free to teachers, extension leaders and parents.

ADVOCACY

Throughout the year, TWPA leaders were actively engaged in Washington, D.C., advocating for stronger farm programs and highlighting the urgent need for additional economic support for producers.

In December 2024, these collective efforts by agricultural stakeholders were rewarded with the inclusion of several key agriculture-related provisions in the year-end federal spending package.

TWPA also maintained a strong focus on crop insurance reform. In addition to advocating for improvements through the traditional Farm Bill process, the association pushed for enhancements to quality loss provisions. These efforts culminated in the successful elevation of key policy priorities to the National Association of Wheat Growers, leading to the formation of a National Quality Loss Working Group in early 2025 to further advance these initiatives.

At the state level, TWPA navigated a dynamic legislative environment marked by new faces and emerging issues. Key priorities during the 2025 legislative session included expanding access to grant programs for farmers and agricultural businesses and defending the safety and integrity of common farm and food production practices.



TWPA Director Eddie Womack attended a round table session with Secretary of Agriculture Brooke Rollins.



TWPA Director Jody Bellah recognized Rep. Jodey Arrington with the Wheat Advocate Award.

KEY HIGHLIGHTS

EMERGENCY COMMODITY ASSISTANCE PROGRAM



\$10 BILLION
released in March 2025



\$21 BILLION

in disaster assistance for crop losses incurred in 2023 & 2024



ONE-YEAR EXTENSION

of the expired Farm Bill, ensuring farm program delivery through

2025





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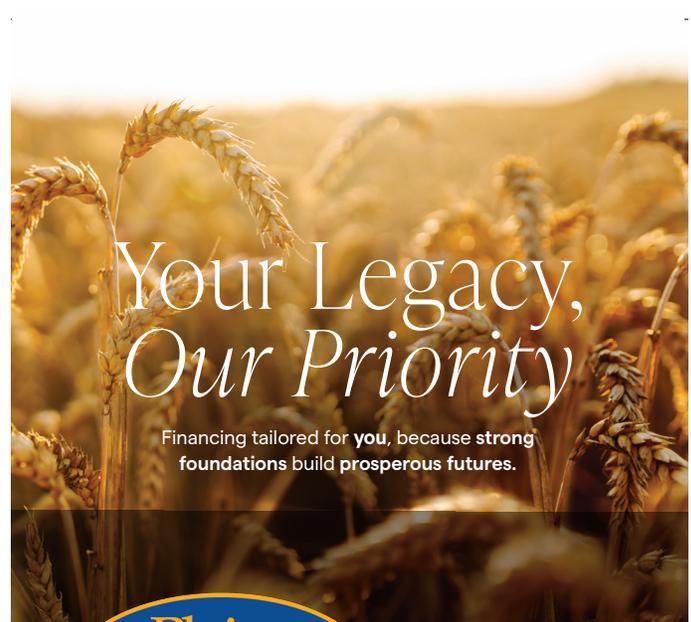


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ASSOCIATION**

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- Weekly Market Report
- Monthly & Seasonal Email Updates
- High Plains Journal Subscription
- National Wheat Yield Contest

Eligibility

- National Scholarship Eligibility

Associate Membership

- Web & Email Placement
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