



2017 Kernza / IWG Meeting Summary

Day 1: Processing, Marketing, Food Science Breakout Session

2nd Annual International Kernza Meeting

University of Minnesota, St. Paul

July 6, 2017

Attendees: Lizzy Haucke, James Farag, Christian Ettinger, Laura Hansen, Tonya Schoenfuss, George Annor, Sandra Wayman, Robin Meijer, Zachary Golper, Rao Vadlamani, Richard Magnusson, Chathurada Suge Gajadeera, Kelly Maynard, Marisa Lanker, David Christophe, Connie Carlson

Topic 1: What is your burning question when it comes to

Kernza? Production-related:

- How will breeding affect how processing is done and products are developed?
 - Can there be more coordination between breeding and markets?
- How can we maximize yield through regenerative organic practices?

Processing-related:

- What is good enough when it comes to quality?
- How can we optimize processing for the types of products being introduced?

Market-related:

- How do/will consumers react to Kernza?
 - Discussion about organic versus conventional - will there be confusion in the marketplace?
- Can Kernza be used as a tool for environmental improvement and crop diversification in rural agricultural communities?

Topic 2: Which areas would you like to see more research into?

- Nutritional potential of Kernza
- Carbon sequestration/GHG impacts of Kernza
 - Discussion of various measurement tools that could be applied to measuring Kernza environmental benefits

- Updates on getting approvals for use of chemicals to manage conventional fields - mixed feelings about whether this is an appropriate or necessary step for Kernza
- Unified talking points - likely to be addressed with communications work being led by TLI
- Better coordinated data and naming conventions

Topic 3: What do you see as current, five-year, and 10-year priorities for Kernza?

Current:

- Getting a handle on the regulatory environment.
- Spread risk by getting Kernza out to more farms and buyers
- Keep breeders in close communication with buyers to ensure breeders are developing traits that mesh with product development needs of buyers
- Measure/monitor consumer response

Five-year:

- Multiple locations for processing, purchasing Kernza
- Could we establish a Kernza Council that functions as an advocacy and technical assistance group like the Wheat Council does?
- Keep diversity in both the production and manufacturing sides of value chain

10-year:

- Multiple varieties in the marketplace
- Sustainability at scale
- “Mainstream but not dominant” - accessible and available but not another monoculture
- More crops similar to Kernza