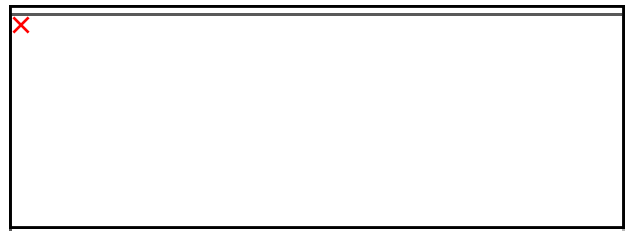


## Kansas Wheat Commission Launches 'America's Breadbasket' Web Site

A new website called "America's Breadbasket" creates an online community where home bakers can share recipes, baking tips and more, plus gain access to the nutrition information and educational resources of the Kansas Wheat Commission (KWC).

America's Breadbasket fulfills the Kansas Wheat Commission's mission to provide topical, factual information about wheat foods, plus delivers a wealth of top-notch recipes that have withstood the test of time.

"The goal of America's Breadbasket is to provide consumers with information, advice and encouragement about home baking and wheat foods," says Cindy Falk, nutrition educator for the Kansas Wheat Commission. "Home baking provides unique opportunities for families to share time together in the kitchen, plus save money and eat healthy. America's Breadbasket is designed to dispel many of the myths of baking at home and provide a community of tips and tricks to ensure success."



Recipes featured on [www.AmericasBreadbasket.com](http://www.AmericasBreadbasket.com) have been thoroughly tested by the Kansas Wheat Commission's nutrition team. Many of them are old family favorites that have been refreshed and updated to meet today's time demands and ingredient choices.

In the website's blog, "[Daily Bread](#)," industry experts address topics ranging from nutrition trends and fads; new recipes; kitchen tips and more.

Also, users can ask questions about all things related to wheat food and wheat flour of the KWC's nutrition educators. "Over the years, we have answered countless user questions, first through letter, then phone, and now via e-mail. The online '[Ask a Question](#)' feature of America's Breadbasket is a natural step forward in providing the information consumers need to provide healthy, wholesome and homegrown wheat foods to their families and friends," Falk says.

The America's Breadbasket site includes the contest entry information and database for the [National Festival of Breads](#). Folks who seek to submit recipes to the 2013 National Festival of Breads will be able to access the online entry form at either [www.AmericasBreadbasket.com](http://www.AmericasBreadbasket.com) or [www.NationalFestivalofBreads.com](http://www.NationalFestivalofBreads.com).

"America's Breadbasket will constantly feature fresh content, keeping consumers engaged even in years when the National Festival of Breads is not scheduled," says Bill Spiegel, director of communications with the Kansas Wheat Commission. The site is designed to provide visitors with new information each time they come back. "We are excited that this new online presence will continue to highlight the National Festival of Breads, which is the only nation-wide amateur bread-baking competition. Plus, it provides an online community for bakers to learn from each other."

Wamego-based Imagemakers, Incorporated, designed and built the Web site.

"We are so pleased to see the America's Breadbasket site go live, as it offers bakers a new digital platform to learn from other bakers as well as from the nutrition experts at the Kansas Wheat Commission," said Mary Foster, Imagemakers project manager.