

# From the DIRECTOR



**A. G. HAZEN**

Even the briefest scanning of the last three issues of this publication would reveal that considerable space has been devoted to the subject of wheat.

We believe this is as it should be since the major share of North Dakota's cash farm income is derived from small grains. We also believe we must continue to stand firm in our feeling that the long-range goals of North Dakota's wheat farmers are best served by insisting on **quality** wheat varieties.

As Dr. Donald Anderson observed in the last issue of this publication, "North Dakota farmers, having consistently produced high quality wheats, have been rewarded in the marketplace through higher prices." The emphasis, again, is on **quality**. Traditionally, North Dakota durum has been used as a mark of quality in the production of pasta products. Our spring wheat has been used to upgrade the quality of other wheats — usually low in protein — nationally and abroad.

The demand for quality is no happenstance. Dedicated researchers and growers have teamed together in a highly successful "selling job" on behalf of the state's quality wheat. European acceptance of North Dakota wheat has improved considerably since 1966, according to Dr. K. A. Gilles, vice president for agriculture. He recently returned from an assignment in Europe on behalf of Great Plains Wheat, Incorporated.

To our best knowledge, the market for quality spring wheats and durum is an expanding one. But trade team after team, visiting at the Department of Cereal Chemistry and Technology on campus, have stressed that price and quality must remain competitive. Several teams have expressed concern over recent semi-dwarf introductions and their effect on the quality of North Dakota's product.

We believe that wheat quality and yield should go hand in hand. But the emphasis must remain on quality to protect the reputation North Dakota now has and which was won through its insistence on that high quality.

This issue contains two more articles on wheat quality control research at our Station.

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**On The Cover:** Sugarbeet harvest time in the Red River Valley means busy days and long lines of trucks delivering the crop to market. Our lead story this month brings sugarbeet production cost figures up-to-date.

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