

From the Oat Newsletter, volume 21, 1970:

D. E. Western  
Award for Distinguished Service to Oat Improvement



Mr. Dallas Ernest Western, Director of Grain Research and Development, The Quaker Oats Company, has long been a staunch supporter of research on oats and other grains. He has been untiring in his efforts to encourage and support legislation which finances research on oat breeding, pathology, and physiology in the Agricultural Experiment Stations, both Federal and State. In addition to Mr. Western's individual efforts, The Quaker Oats Company established and now maintains several graduate assistantships at State Universities.

Mr. Western was a Vocational Agricultural Instructor at Jesup, Iowa, from 1929 to 1933 and a County Extension Agent at Independence, Iowa, from 1933 to 1939. During his tenure as County Agent, he was one of those remarkable leaders who foresaw the benefits of Rural Electrification and was directly responsible for establishment of R.E.A. in his County. He has been with The Quaker Oats Company since 1939. He served as Agriculturalist from 1939 to 1948, as Director of Grain Development and Agricultural Relations from 1948 to 1967, and as Director of Grain Research and Development from 1967 to the present time. During each growing season over a period of several years he prepared a crop progress report. This report was in great demand by farmers, elevator operators, grain buyers, milling executives, food processors, and others.

Mr. Western is a member and Fellow of the American Society of Agronomy, and received the Society's Agronomic Service Award in 1963. He is a member of Gamma Sigma Delta. In 1964 he received the Iowa State University Club Service Key. Kansas

Iowa State University named him as recipient of "The Distinguished Service in Agriculture Award" in 1967. Iowa State University presented him with an Alumni Merit Award in 1967. The Quaker Oats Company established the Dallas E. Western Assistantship in Agriculture at Iowa State University in 1968 in recognition of his numerous significant contributions to progress in agriculture.

Dallas Western's many activities included a term as President of the Student Council at Iowa State University in 1928; President of the Agricultural Council of the Chicago Association of Commerce in 1948; member of the American Farm Bureau Federation from 1929 to the present; President of the Grain Improvement Council in Minneapolis, 1953-54; member of the Agricultural Business Committee, Illinois State Chamber of Commerce from 1944 to the present; member of the U.S. Department of Agriculture Advisory Committee for Grain and Marketing Research, 1958-62 (Vice-Chairman 1961, Chairman 1962); member of the Agricultural Relations Council from 1958 to the present time; member of the Agricultural Advisory Committee of The Grocery Manufacturers of America from 1946 to the present (Chairman 1959-62); trustee of the Renner Research Foundation in Texas; and other assignments.

Mr. Western was born September 1, 1907, at Creston, Iowa. He attended Creston High School, Simpson College at Indianola, Iowa, and Iowa State University at Ames, Iowa. He received a B.S. degree from Iowa State University in 1929.