**Story of Wheat**

1. Story of wheat

Part of Education Series: Connecting the Dots

Author: Paula Perez

Background image of wheat

2. Wheat is one of the main staple foods in the world, one of the most grown food in the world.

Found in bread, couscous, durum, etc.

3. Possible issues

It can be the victim of different plagues and bugs.

It has a lot of nutritious value, but it is also known as the source of gluten, which can cause serious health issues to celiacs and other groups.

4. That is why collecting and sharing knowledge about product containing wheat is very important

This information can be passed down to the people that would need.

https://www.wheatinitiative.org/

5. But this information can sometimes can be dense and difficult to read.

Knowledge graph

Different information could be given to different groups of people involved in the production, distribution and consumption of wheat.

6. We define a “persona” as the social role of a person. We use these personas to decide on which information is relevant for each person.

Examples of personas in this context would be seed breeders, wheat growers, grain handlers, millers, distributors, brewers, bakers, nutritionist, administrators or consumers

7. Based on which persona is our target, we can give different information

The grower might be interested on the type of grain, how much water it needs

The baker would be interested in the kneading properties of the flower

The nutritionist would want to know the caloric and micronutrient content of the food

The consumer would like to know if the food they are eating contains gluten

8. We can use “is a” statements to give this information to the right persona

An administrator would be interested in knowing if X ”is a” Y or X “is not a” Y (counterfeit product)

9.

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Objective

reuse industry information about wheat to feature Knowledge Graph related content

https://afdsi.com/\_\_\_supplier/paula-perez/story-knowledge-graph/

Tell Story of Wheat using Personas

Outline (works in mozilla and edge; fails in chrome)

<https://benetta.net/_supplier/_mahi/story-wheat/specification/___wheat-outline.htm>

Reference document (designed to address concept "Is A")

USDA objective description of wheat

"Is A"

https://metarationality.com/formal-logic

https://en.wikipedia.org/wiki/Is-a

"Is A" enables a clear, unambiguous product descriptions

target Personas need to know X "is a" Y

Practical application: identify counterfeit products

X "is not a" Y

Relationships among objects (using verbs to define actions among objects)

7 main relationship classes

https://afdsi.com/collection/collection-carousel/wheat/

do one using media-panning

show symbols for the remaining 6 and put on links

wheat resource

https://www.wheatinitiative.org/