Describe the mitzvah

First dough should go to kohen

This was mitzvah that was not done in midbar but only when entering eretz Yisroel

The pasuk says from the bread of the earth to exclude the bread that came from shomayim

When you perform the mitzvah you will make the bread holy similary to bread that came from shomayim

The main mitzvah only in ereetz Yisroel

It is written in Yechezkail (44:30),  
“וראשית עריסתיכם תתנו לכהן להניח ברכה אל ביתך”  
“And the first of your [dough] you shall give to the Kohen, in order that blessing will rest in your home.”

Interestingly as well, it is from this particular passuk that Chazal teach us that the vehicle for the household’s blessing is through the woman – the one who has this commandment of “being mafrish” challah.

<https://www.chabad.org/library/article_cdo/aid/1027135/jewish/The-Bloodless-Challah.htm>

<https://www.chabad.org/theJewishWoman/article_cdo/aid/4542035/jewish/Women-and-Challah.htm>