



The Nebraska Wheat Board (NWB) was formed in 1955 after the Nebraska Wheat Resources Act was passed. All NWB policies are established by a seven-member board of directors.

The board of directors is composed of wheat producers from Nebraska who are appointed by the Governor. In addition to the board, a staff of 2.75 FTE's helps serve Nebraska Wheat.

During the FY 11-12, each bushel of wheat in the state was assessed a 1.25 cent per bushel excise tax at the point of first sale. As of October 1, 2012, the checkoff rate is 0.4 percent of the net value of wheat. The monies collected are deposited

into the State Treasury and are used by NWB to advance Nebraska's wheat industry. To ensure that funds are being spent in the best way, the board of directors oversees all expenditures.

The mission of NWB is to increase both domestic and foreign consumption of wheat and wheat food products through marketing and research, as well as to help develop and maintain both domestic and export markets for the Nebraska wheat producer.

Nebraska consistently has been one of the top ten wheat producing states in the country and is a leader in Hard Red Winter wheat production. This means Nebraska is a big player

in the international grains market and that wheat contributes a significant amount to the state's economy. The wheat industry supports a myriad of jobs statewide. Each dollar in agricultural exports, of which wheat is included, generates approximately \$1.64 in economic activities such as transportation, financing, warehousing, and production.

Since 1955, the Nebraska Wheat Board (NWB) has been dedicated to helping the state's wheat producers advance the wheat industry through research, international and domestic marketing, policy development, publicity and education.

Contracts Approved from FY 11-12

International Marketing

US Wheat Associates	\$197,900
Wheat Marketing Center	\$45,900
WMC Portland Workshop for NE Producers	\$12,000

Domestic Marketing

Wheat Foods Council	\$29,407
NWGA Mobile Baking Lab	\$10,000
Wheat Quality Council	\$3,000
Plains Grains Inc.	\$12,149
Grain Foods Foundation	\$2,500

Research

Improving Winter Wheat Varieties	\$67,500
Selecting NE Wheat for Market Needs	\$45,000
Advanced Screening for Mosaic Resistance	\$16,048
Integrating Molecular Markers	\$15,000
USDA/ARS Preharvest Sprout Tolerance	\$12,000
Wheat Biotechnology Traits	\$65,000
Increasing NE Wheat Productivity	\$15,300
Developing Biotech Tools	\$19,000
Define Wheat Grain-fill Gene Expression	\$23,500
Improve Protein in Water-Limited Wheat	\$20,000
USDA/ARS Research Triticum	\$12,000

Policy Development

National Association of Wheat Growers	\$50,000
NWGA Wheat Issues Monitoring	\$30,000
Whiteside & Associates	\$4,800

Publicity/Education

Midwest Messenger	\$2,020
NE Coop Council	\$500
KRVN Talking Nebraska Wheat	\$900
NWGA Information Specialist	\$30,000
NASS Variety Survey & Maps	\$6,500
Nebraska Ag Youth Council	\$1,200
Nebraska FFA	\$1,000
Nebraska 4-H	\$1,000
KRVN "Growing Wheat Well"	\$2,250
LEAD	\$2,500
Bread & Jam Festival	\$750
Nebraska Ag in the Classroom	\$2,600
AFAN	\$500
Nebraska Grain and Feed	\$1,000

International Marketing: Trade Delegations

NWB hosted two international trade delegations during FY 11-12: one from China and one from Nigeria.

Both groups visited Eastern Nebraska, where they toured the UNL Wheat Quality Lab, visited with a biotechnology researcher and Certified Seed Producers, toured local grain elevators and visited with FGIS representatives. The Nigerian delegation also visited a local bakery and learned more about Nebraska's local habitat with a visit

to Pioneers Park.

"It's important to continue hosting these trade teams because their visits allow us to create personal connections with the customers purchasing our wheat," said NWB executive director Royce Schaneman. "Many of our international customers want to meet the producers raising the wheat. In letting them visit the state, we can show them first-hand how we raise consistent, quality wheat.



Members of the Nigerian Trade Team look on as a Pioneers Park representative explains about local snakes and presents on the team can touch.



The Nigerian trade team visited UNL's Wheat Quality Lab where Lan Xu explained various tests conducted on wheat, bread and flour samples.

Wheat Research

NWB contracted with the University of Nebraska-Lincoln and USDA's Agricultural Research Service for 11 research projects during FY 11-12. A full list of the contracts and the amount which each was funded can be found on the chart at left.

NWB's current research priorities include biotechnology; agronomic traits such as increased yields, disease resistance, pest resistance, increased winter hardiness, drought resistance/water-use efficiency, increased nitrogen use efficiency, better stand quality, improved sprout tolerance; and end-use quality traits such as improved protein levels, high falling number, gluten strength, baking characteristics (dough strength, dough elasticity, dough texture, crumb structure) and milling characteristics (1,000 kernel weight, moisture, kernel structure).

Those with questions about NWB's research contracts can get more information by contacting the office.

Federal Policy

By statute, NWB can invest up to 25 percent of its budget to affect federal policy. NWB has yet to spend more than 10 percent in that category.

Policy contracts pay state association dues to the National Association of Wheat Growers (NAWG). NAWG works to support wheat producers and their interests on Capitol Hill.

NWGA's Wheat Issues Monitoring contract helps NWGA attend national events to support and represent Nebraska's producers.

Whiteside & Associates monitors transportation issues and legislation on the federal level that does affect wheat producers.



Education/Publicity: Baking, Trade Shows and Fairs

During FY 11-12, NWB kept busy attending multiple events where staff and representatives communicated the benefits of wheat in the diet to consumers and decision makers.

The first and largest event was the Nebraska State Fair. NWB hosted a 1,500 square-foot display with the Nebraska Wheat Growers Association and the Mobile Baking Lab. More than 36,000 visitors to the fair were able to walk through a miniature wheat field, hand-thresh wheat heads, mill wheat with a tabletop mill, and enjoy fresh-baked wheat foods from the Mobile Baking Lab. A wheat sandbox and theater area with wheat videos marked new additions to the fair display.

NWB also attended Husker Harvest Days and River City Rodeo. However, staff attended and presented print information about nutrition and wheat in a rotation. The Mobile Baking Lab was not used at either event.

During March, NWB continued its annual tradition of celebrating Bake and Take. Recipe cards and stickers were provided to 4-H programs and individuals who wished to participate by baking a wheat-food item and sharing it with a neighbor, shut-in or friend. NWB presented cinnamon rolls and information about wheat and ag education to other ag organizations, state offices and the Unicameral.

NWB also participated in a baking and nutrition event in Lincoln in June. The Taste of Home, a nationally recognized magazine and cooking school event hosted one of their cooking school demonstrations at Pershing Center. NWB ran a booth where staff handed out fresh-baked cookies, recipe cards, nutrition information, gluten facts vs. fads cards and 2 lb. sample bags of Ultragrain flour. More than 600 participants stopped by the booth for information and samples.



Visitors line up for samples at the Nebraska State Fair while examining a stack of pizza boxes indicating how many pizzas could be made from one bushel of wheat.

NWB Board Directors

District 1
Chris Cullan
Hemingford

District 2
Rick Larson
Potter

District 3
Larry Flohr
Chair
Chappell

District 4
Dan Hughes
Venango

District 5
Von Johnson
Vice Chair
Cambridge

District 6
Delferd Schlake
Blue Springs

District 7
Brent Robertson
Elsie

Staff
Royce Schaneman
Executive Director

Caroline Brauer
Public Information
Officer

Cody Felber
Intern

Domestic Marketing

In FY 11-12 NWB continued to contract with several other organizations in the area of domestic marketing. These contracts help NWB continue to invest in this area by maximizing on the limited resources and staff available.

During the fiscal year, NWB contracted with the Wheat Foods Council who worked to continue combating the gluten-free diet, the Wheat Quality Council, Plains Grains Inc., and the Grain Foods Foundation.

In addition, NWB continued to support the Mobile Baking Lab which participated in multiple events across the state, with several more planned for FY 12-13.

A full list of domestic marketing contracts and funding amounts can be found on the previous page. Or those interested may contact the NWB office for further information.

NWB represented on other boards

In FY 11-12 NWB continued to demonstrate leadership qualities with many board members being elected to posts on various other organization boards.

Dan Hughes (District 4) was elected Secretary/Treasurer of US Wheat Associates. He will continue working his way through the chairs until finishing his term as president during the summer of 2014.

Chris Cullan (District 1) was elected chairman of the Wheat Marketing Center Board.

Brent Robertson (District 7) was elected chairman of the Wheat Foods Council Board.

Nebraska Wheat gives back

During October, NWB and NWGA celebrated national Pasta Day by giving back to others in the community.

NWB hosted a pasta feed for other agriculture and commodity organizations in the Lincoln area, as well as the UNL researchers whom NWB had worked with during the previous year.

Following the pasta feed, more than 400 pounds of uncooked pasta and 40 pounds of cooked pasta was delivered to the People's City Mission and the Matt Talbot Kitchen in Lincoln.

"We say our farmers are helping feed the world," said Royce Schaneman, NWB executive director. "This event let us recognize the other ag

organizations doing their part to feed the hungry as well as help some of those who are hungry in our own neighborhood."



Royce Schaneman and Cody Felber help deliver boxes of uncooked pasta to the People's City Mission.

NWB Districts

