



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.

In October 2012, the new the checkoff rate of 0.4 percent of the net value of wheat began being applied. 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 12-13

International Marketing

US Wheat Associates	\$204,400
Wheat Marketing Center	\$47,900
WMC Portland Workshop for NE Producers	\$12,000
WMC Connecting Wheat Professionals	\$5,000

Domestic Marketing

Wheat Foods Council	\$29,311
NWGA Mobile Baking Lab	\$10,000
Wheat Quality Council	\$3,000
Plains Grains Inc.	\$11,280
Home Baking Association	\$2,000

Research

Improving Winter Wheat Varieties	\$75,000
Testing Varieties Developed Outside Neb.	\$20,000
Selecting NE Wheat for Market Needs	\$50,000
Advanced Screening for Mosaic Resistance	\$16,604
Mitigating Leaf, Stem Rust, WSMV Loss	\$34,700
Integrating Molecular Markers	\$15,000
USDA/ARS Preharvest Sprout Tolerance	\$12,000
Wheat Biotechnology Traits	\$66,688
Improve Protein in Water-Limited Wheat	\$20,000
USDA/ARS Research Triticum	\$15,000

Policy Development

National Association of Wheat Growers	\$51,000
NWGA Wheat Issues Monitoring	\$25,000
Whiteside & Associates	\$4,800

Publicity/Education

Midwest Messenger	\$2,050
NE Coop Council	\$500
KRVN Talking Nebraska Wheat	\$900
NWGA Wheat Education and Outreach	\$7,500
Nebraska Ag Youth Council	\$1,200
Nebraska FFA	\$1,500
Nebraska 4-H	\$1,500
KRVN "Growing Wheat Well"	\$2,678
LEAD	\$2,500
Bread & Jam Festival	\$750
Nebraska Ag in the Classroom	\$3,630
AFAN	\$1,000
Nebraska Grain and Feed	\$1,000
NAWG Wheat Industry Biotech Council	\$5,000

International Marketing

NWB hosted a trade team from Taiwan and its third consecutive trade team from Nigeria. Both teams represented some of the largest milling and food processing companies in those countries.

The Taiwan team discussed biotechnology with UNL researcher Dr. Tom Clemente, toured the UNL Food Processing Center, visited Kriesel Seed Farms to learn about certified seed production, toured TMCO/National Manufacturing Company and visited a local FGIS office.



Members of the Nigerian Trade Team pose with representatives of Nebraska Wheat after the dinner hosted at Hughes Farms.

The Nigerian team participated in a dinner hosted at Hughes Farms that included many area farmers and grain elevator representatives. The team also visited a shuttle train facility operated by Gavilon Grain, and Peters Seed Farms in McCook, NE before heading to Lincoln.

In Lincoln the team toured TMCO/National Manufacturing Company and visited Dr. Tom Clemente before continuing on to Kansas.



Dr. Tom Clemente discusses biotechnology while leading team members on a tour of greenhouses in the UNL Beadle Center.

Wheat Research

NWB contracted with the University of Nebraska-Lincoln and USDA's Agricultural Research Service for 10 research projects during FY 12-13.

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 12-13, NWB expanded its participation in educational and outreach events for both consumers and producers

The largest event was the Nebraska State Fair. NWB hosted it's World of Wheat display for the fifth consecutive year. More than 36,000 visitors to the fair were able to walk through a miniature wheat field, play in the wheat sandbox and grind wheat into flour with the table mill.

New to the display were a table top threshing machine that illustrated how a combine works, a seed sorter that helped explain some of the science involved in wheat production, and the ability for visitors to take a wheat quiz and earn a 2 lb. sample bag of Ultragrain flour. NWB also sponsored a cinnamon roll eating contest, with prizes of a 10 lb. bag of flour going to the winners in three different age groups.

NWB staff also attended Husker Harvest Days and River City Rodeo, providing print information about nutrition and wheat in a rotation.

During March, NWB continued its annual tradition of celebrating Bake and Take. However, in addition to providing resources to 4-H groups and serving the traditional cinnamon rolls around Lincoln, NWB partnered with NWGA to participate in the Triumph of Ag Expo in Omaha. Together the groups shared cinnamon rolls and educational information with the consumers, farmers and vendors who attended the show.

NWB also continued its tradition of supporting ag education organizations. During FY 12-13, NWB supported the Nebraska LEAD program, 4-H, Nebraska FFA, the Nebraska Ag Youth Institute, and Nebraska Ag in the Classroom.



Dan Hughes, Kristi Block and Diane Larson stop for a photo while prepping cinnamon roll samples at the 2012 Nebraska State Fair.

NWB Board Directors

District 1
Chris Cullan
Hemingford

District 2
Rick Larson
Vice Chair
Potter

District 3
Larry Flohr
Chappell

District 4
Dan Hughes
Venango

District 5
Von Johnson
Chair
Cambridge

District 6
Delferd Schlake
Blue Springs

District 7
Brent Robertson
Elsie

Staff
Royce Schaneman
Executive Director

Caroline Brauer
Public Information
Officer

Kristi Block
Intern

Domestic Marketing

In FY 12-13 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 13-14.

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

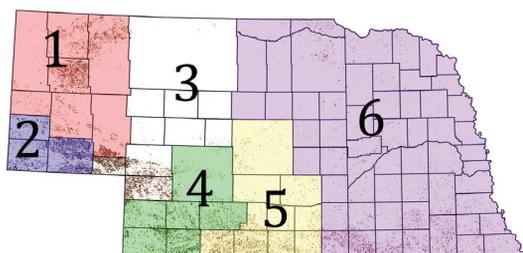
In FY 12-13 NWB continued to demonstrate leadership qualities with many board members being elected to posts on various other organization boards.

Dan Hughes (District 4) served as vice-chair of USW and was installed to serve as chair for FY 13-14. He will conclude his service in USW in June 2014.

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

Brent Robertson (District 7) served as chairman of the Wheat Foods Council Board.

NWB Districts



Nebraska Wheat goes Overseas

During FY 12-13, NWB executive director, Royce Schaneman, traveled overseas to promote US wheat in Asia.

The two-week trip was made in conjunction with US Wheat Associates. Schaneman's participation included multiple presentations on Hard Red Winter wheat quality to milling and baking representatives. Schaneman visited and presented to interested parties in Japan, Indonesia, Thailand, Taiwan, the Phillipines, mainland China and Hong Kong.

While in Taiwan, Schaneman also visited a Taiwan Baking School that NWB helped found 50 years ago with several other state wheat organizations.



Royce Schaneman, NWB executive director, poses for a photo during an event at a Taiwan Baking School the Nebraska Wheat Board helped found.