



News Release

FOR IMMEDIATE RELEASE
May 29, 2013

FOR MORE INFORMATION
Caroline Brauer
Ag Promotion Coordinator
(402) 471-2358
wheat.board@nebraska.gov

Nigerian trade team to visit Nebraska

LINCOLN, Neb – A nine-member trade delegation representing Nigeria's largest milling and baking companies will visit Nebraska, June 4-6, 2013. Nigeria is one of the world's largest importers of U.S. wheat, and has purchased more than 2.35 million metric tons of Hard Red Winter (HRW) wheat during the 2012-2013 marketing year.

The Nigerian trade team is visiting Nebraska to scout the 2013 HRW crop. The team will visit with wheat farmers while touring grain elevators, farms, baking lab equipment manufacturers and visiting with University of Nebraska-Lincoln (UNL) researchers.

The trade team's visit is part of an agreement between the Nebraska Wheat Board (NWB) and U.S. Wheat Associates (USW), a national cooperative of 19 wheat-producing states that focuses on international marketing. Each year USW brings foreign trade delegations to the United States to visit with wheat farmers, see the wheat crop first-hand and visit with grain marketing companies.

“Trade teams bring together both the beginning and end of the grain chain,” said Gerald Theus, assistant regional director for the U.S. Wheat Associates (USW) Sub-Sahara African Office in Cape Town, South Africa. “Visits like this one allow our Nigerian customers to make a personal connection with U.S. wheat farmers – who consistently produce the high quality wheat Nigeria's industry needs.”

Theus and Muyiwa Talabi, USW's marketing consultant based in Lagos, Nigeria, will accompany this year's team.

Dan Hughes, a wheat farmer from Venango, Neb., the NWB District 4 director and the chairman-elect of USW will host the Nigerian team for a farm tour and barbeque with local producers.

“It's vital that we maintain these positive relationships with our foreign customers,” Hughes said. “Nebraska exports 50 percent of its wheat overseas. When we can get these foreign



representatives to the farms and to our grain elevators, it lets us show them the quality we produce and prove to them why they should continue to source wheat from the U.S.”

In addition to visiting Hughes’ farm, the team will also visit a grain elevator in Benkelman, Neb., tour Peters Seed Farm in McCook, Neb., visit National Manufacturing Co., in Lincoln, NE and visit with researchers at UNL before continuing on to Kansas.

For more information on the team’s visit to Nebraska, contact the NWB office at (402) 471-2358 or by e-mail at wheat.board@nebraska.gov.

The Nebraska Wheat Board administers the check-off of 0.4% of net value of wheat marketed in Nebraska at the point of first sale. The board invests the funds in programs of international and domestic market development and improvement, policy development, research, promotion, and education.

USW is the industry’s market development organization working in more than 100 countries. Its mission is to “develop, maintain, and expand international markets to enhance the profitability of U.S. wheat producers and their customers.” USW activities are made possible through producer checkoff dollars managed by 19 state wheat commissions and cost-share funding provided by USDA’s Foreign Agricultural Service. USW maintains 17 offices strategically located around the world to help wheat buyers, millers, bakers, wheat food processors and government officials understand the quality, value and reliability of all six classes of U.S. wheat.

###