



News Release

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Nigerian trade team to visit Nebraska

LINCOLN, Neb – An eight-member trade delegation representing Nigeria's largest milling and baking companies will visit Nebraska, June 24-26, 2014. Nigeria is one of the world's largest importers of U.S. wheat, purchasing more than 98 million bushels of wheat during the 2013-2014 marketing year.

The Nigerian trade team is visiting Nebraska to scout the 2014 Hard Red Winter wheat crop. The team will visit with wheat farmers, tour a local grain elevator, visit with University of Nebraska researchers, and tour a grain storage manufacturing facility. This is the fourth consecutive year a Nigerian trade delegation has visited Nebraska.

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. They also conduct reverse trade visits, taking US farmers and industry representatives into the countries where USW operates.

Brent Robertson, the NWB District 7 director, participated in a USW trade mission to Nigeria in January 2014. The trade delegation is expected to visit Robertson's farm while in Nebraska.

"Bringing these teams into our state allows our farmers to connect with them personally and show them first-hand that we raise some of the highest quality wheat in the world on a consistent basis," said Royce Schaneman, NWB executive director. "It's important to maintain these relationships because Nebraska exports nearly 50 percent of its wheat."

Gerald Theus, USW's regional assistant director based in Cape Town, South Africa, and Muyiwa Talabi, USW's marketing consultant based in Lagos, Nigeria, will accompany this year's team.



“The growth of U.S. wheat exports to Nigeria has been exceptional,” said Theus. “Thanks to the relationships built in Nigeria and between the farmers, USW and Nigerian millers on teams like these, U.S. wheat has found a home in Nigeria. And it is there to stay.”

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.

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