



News Release

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Nebraska farmers promote wheat overseas

Lincoln, NE— Two Nebraska Wheat Board (NWB) members, Bob Delsing of Hemingford and Von Johnson of Cambridge recently promoted Nebraska wheat overseas with U.S. Wheat Associates. Delsing, NWB's District 1 representative, spent eight days visiting Taiwan and the Philippines, while Johnson, NWB's District 5 representative, spent 13 days visiting Colombia, Costa Rica and Mexico.

Delsing's trip to Taiwan and the Philippines was crucial, as both countries are top-ten U.S. wheat importers. Delsing was accompanied by representatives from the Montana Wheat and Barley Committee, the Washington Grain Commission, and U.S. Wheat Associates. The group toured several different milling facilities and bakeries. They learned about the milling capacities of each country, as well as the trends in wheat consumption.

"This trip was eye-opening for me," said Delsing. "No one country has the same needs. Participating on this team and hearing the desires of our foreign customers helped me learn what the U.S. and Nebraska farmers can do to maintain markets in these countries. They really do like and want the quality wheat we produce."

While Mexico was the only top-ten wheat importing country visited during Johnson's travels, the trip remained important as recent free trade agreements have opened the door for potential increased market share for U.S. wheat in Colombia. Johnson traveled with representatives from the North Dakota Wheat Commission, the Kansas Wheat Commission, the Wyoming Wheat



Growers Association and U.S. Wheat Associates. During their trip the group also visited several milling facilities, a grain storage and shipping facility, a pasta production facility and local bakeries.

“It’s important for us to participate in trade missions like these,” said Johnson. “It gives us the chance to see first-hand the needs of our customers, while reassuring them that we continue to raise the highest quality wheat in the world. These trips help us build relationships that maintain our market shares in each country.”

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.

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