

**NWB Meeting minutes
November 19-20, 2015
UNL East Campus, Lincoln, NE**

Board Members Present

Bob Delsing, Hemingford
Rick Larson, Potter
Larry Flohr, Chappell
Kent Lorens, Statton – (absent Nov. 19)
Von Johnson, Cambridge
Mark Knobel, Fairbury
Brent Robertson, Elsie

Staff Present

Royce Schaneman, Executive Director
Caroline Brauer, Ag Promotion Coordinator
Margo McKendree, Staff Assistant

Guests

Jared Evert, UNL
Hector Santiago, UNL
Bob Storant, Dept. of Ag

Ex-Officio

Jeff Noel, UNL
Bobbie Kriz-Wickham, Dept. of Ag

Meeting called to order at 1:00 p.m. Open meetings act was made available. Roll call was taken and guests introduced. Board examined letter from the governor's office accepting the resignation of Steve Wiese from the board. Mark Knobel took his oath of office.

Board reviewed the agenda. **Larry moved to approve the agenda; Brent seconded. Voice vote, motion carried.**

Board reviewed the minutes. **Brent moved to approve the minutes; Von seconded. Voice vote, motion carried.**

Board reviewed the financials. **Larry moved to approve the financials; Bob seconded. Voice vote, motion carried.**

Board reviewed the compliance reviews. Lonnie who used to conduct compliance reviews retired, and a replacement has been hired. Want new employee to be a spokesperson for commodities and ensure agencies all working the same, even the playing field on collection of the checkoff.

Board hearing went well. Some final paper work to complete, but anticipate everything will finish well.

Board conducted a first reading of funding proposals. Board expressed concerns about pulling anymore funds out of unobligated with decrease in commodity supplies. **Brent moved to allocate \$20,000 of the funds currently allocated for purchase of a tortilla machine and dedicate it for the purchase, packing, shipping, modifications and installation of a tortilla maker for the Wheat Marketing Center; the remaining \$30,000 should be allocated for the purchase of a cookie depositor for the Wheat Marketing Center, Larry seconded. Roll call vote: Bob, yes; Rick, yes; Larry, yes; Von, yes; Mark, yes; Brent, yes. 6 yes-0 no, motion carried.**

Board visited with K&M and Wheat Foods Council regarding the development of 5 videos. Looking at using free advertising outreach and partners to do more time than money cost of outreach and marketing. Place videos on YouTube, creating a channel for them. Do e-mails, featured on WFC website, and NWB website. Attending meetings, having them on rotating screens at meetings/events. Thinking

launch in early January after Holiday messaging are done. Launch 1 at time over 8-10 week period. The videos were not specifically for addressing issues with gluten. A bit of it addressed, but not head on as other tools in WFC kit to address gluten, and other programs to communicate wheat nutrition to other audiences. These videos were designed for a broader communication reach. Can be specific on a topic if keep some other videos more generic or broad.

Board also discussed how WFC could or may use some of the funds donated to WFC to help jumpstart the organization's new strategies.

Von moved to waive the second reading and fund a 1/3 page ad with funds totaling \$2,555 from unobligated, and would entertain a larger ad if an outside sponsor would provide funding above the \$2,555 provided by NWB; Larry seconded. Roll call vote: Rick, yes; Larry, yes; Von, yes; Mark, yes; Brent, yes; Bob, yes. 6 yes, 0 no, motion carried.

Board moved to innovation campus to tour the facilities. Meeting recessed at 4:50 p.m.

Meeting reconvened at 8:30 a.m. Roll call taken: Bob Delsing, present; Rick Larson, present; Larry FLoehr, present; Kent Lorens, present; Von Johnson, present; Mark Knobel, present; Brent Robertson, present. Staff: Royce Schaneman, Caroline Brauer. Ex-officio: Jeff Noel, UNL; Steve Roth, NDA. Guests: Hector Santiago, UNL; Bob Graybosch, USDA-ARS; Tatineni, UNL.

UNL will release a new variety NE10589, and is considering naming it Ruth after a wheat breeding manager who passed away unexpectedly. Program released 2 barley varieties and may release 2 more. The triticale lines are moving forward well. There is testing in 11 states and Canada. Licenses for triticale have been picked up in 3 new states. An organic small grains opportunity is also being explored. Foundation seed sales looked about average.

NDA presentation: several trade missions and events worked on; doing conversations with Canada on how they grade US wheat; discussed country of origin labeling. NASDA has recommended that states repeal COOL to prevent tariff penalties. Director Ibach returned from Africa where he was part of USDA to visit Guam, and it's the first time a Nebraska official has been part of a visit to Africa. In addition to product exports, there's also the opportunity for exchange of intellectual property. Working on Nebraska Ag and You magazine. The magazine was mailed to each high school library in the state.

NWGA's trade show season was successful. Several issues were addressed on FGIS, APHIS and WOTUS at the national meeting. NAWG Foundation is looking into a Wheat Action Plan with industry support. The NWGA annual meeting will be Dec. 7 in North Platte.

USW meeting was successful. Royce selected to chair SPS committee.

PGI – meeting was held in Lake Tahoe. Major items discussed included concerns on Mark Hodges being the man who runs and how to handle the succession when he'd retire to ensure continuity, and how to possibly expand membership.

WQC – tests this year showed overall quality just meeting standards across US as a whole. Want each state to talk to breeders on getting quality up. Overland has good yields but just meets baking standards. Concern is that farmers get paid for yield, not quality.

Bob Graybosch presented on work on waxy wheat and WSMV resistance.

WMC – Dave Shelton resigned. Building is 95% rented. Some potential items being developed in Asia that would create increase in demand for HRW. For WMC tour, there's a list of names for nominations. Wanting any to add or check to determine who to send invites to participate. Tour will be January 11-18. Board agreed to fund the project in FY 14-15, but contract was never funded. They've asked to reissue the contract with an end date in FY 15-16 to reimburse cost. **Kent moved to pull \$1,350 from unobligated to fund the Wheat Production Workshop; Larry seconded. Roll call vote: Larry, yes; Kent, yes; Von, yes; Mark, yes; Brent, yes; Bob, yes; Rick, yes. 7 yes – 0 no, motion carried.**

Looking at no-till drill. Dipak is struggling to find the funding for a drill and equipment to make it handle all desired functions. **Brent moved to pull \$15,000 from unobligated to fund the no-till small plot drill; Von seconded. Roll call vote: Von, yes; Larry, yes; Mark, yes; Brent, yes; Bob, yes; Rick, yes; Kent, yes. 7 yes, 0 no; motion carried.**

Board discussed a marketing plan. Board also discussed committee assignments.

Board discussed the calendar. Board discussed tying next NWB meeting into the US meeting in Washington, DC. Kent selected as NWB rep for the Portland trip. Add NCIA meeting January 18-20, 2016. WMC meeting March 17-18, 2016 in Portland. **Larry moved to approve the travel as amended; Bob seconded. Roll call vote: Kent, yes; Von, yes; Bob, yes; Mark, yes; Brent, yes; Rick, yes; Larry, yes. 7 yes – 0 no, motion carried.**

Brent moved to adjourn; Von seconded. Voice vote, motion carried.

Meeting adjourned at 12:26 p.m.