



News Release

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FOR MORE INFORMATION

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Ecuador/Chile trade team visits Nebraska

LINCOLN, Neb – A four-member wheat fact-finding trade delegation representing Ecuador and Chile arrived in Nebraska on Tuesday, June 26, 2018 for a three-day stay. The team members were comprised of high level executives from major flour and pasta companies in Chile and Ecuador.

In addition to visiting farm sites, the team toured research and breeding facilities at the University of Nebraska's East Campus, as well as Lincoln Grain Inspection Service and National Manufacturing, TMCO.

Members of the delegation were experienced buyers and directly responsible for evaluating and importing wheat for their organizations. Their objectives included visits to wheat producing areas to gain first-hand knowledge of US quality characteristics by specific region, allowing participants to adequately plan their purchasing strategies. By giving the team members a better understanding of the US wheat industry and its marketing system, buyers will be well equipped to make purchasing decisions and be more confident in the US market and product.

The trade team's visit was 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.

“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.”

For more information on the team's visit to Nebraska, contact the NWB office at (402) 471-2358 or 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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Members of the Ecuador/Chile Trade Delegation looking over wheat in the Fairbury, NE area. Pictured, from left to right, Maria Velarde, Maria Ferrer, Henry Medina, Osvaldo Seco, and host, Mark Knobel of Fairbury, NE. *(Photo courtesy Nebraska Wheat Board)*