



The Nebraska Wheat Board (NWB) was formed in 1955 after the Nebraska Wheat Resources Act was passed. All NWB policies and expenditures are established and overseen by a seven-member board of directors.

The board of directors is composed of wheat producers from Nebraska who are appointed by the Governor. In addition to the board, a staff of 2.75 FTE's helps serve Nebraska Wheat.

The checkoff rate currently sits at 0.4 percent of the net value of wheat. The monies collected are deposited into

the State Treasury and are used by NWB to advance Nebraska's wheat industry.

The mission of NWB is to increase both domestic and foreign consumption of wheat and wheat food products through marketing and research, as well as to help develop and maintain both domestic and export markets for the Nebraska wheat producer.

Nebraska consistently has been one of the top ten winter wheat producing states in the country and is a leader in Hard Red Winter wheat production. This means Nebraska is a big player in the international grains market and that wheat contributes a significant amount to the state's

economy. The wheat industry supports a myriad of jobs statewide. Each dollar in agricultural exports, of which wheat is included, generates approximately \$1.64 in economic activities such as transportation, financing, warehousing, and production.

Since 1955, the Nebraska Wheat Board (NWB) has been dedicated to helping the state's wheat producers advance the wheat industry through investment in the five key areas designated in its statute: research, international and domestic marketing, federal farm policy, education and promotion.

### Contracts Approved from FY 16-17

#### International Marketing

US Wheat Associates	\$135,000
Wheat Marketing Center	\$20,000
WMC Portland Workshop for NE Producers	\$8,750
USW World Staff Conference	\$2,800

#### Domestic Marketing

Wheat Foods Council	\$22,670
Wheat Quality Council	\$3,000
Plains Grains Inc.	\$12,972

#### Research

Improving Winter Wheat Varieties	\$130,000
Testing Varieties Developed Outside Neb.	\$7,500
Selecting NE Wheat for Market Needs	\$45,000
Advanced Screening for Mosaic Resistance	\$7,500
Mitigating Leaf, Stem Rust, WSMV Loss	\$34,700
Integrating Molecular Markers	\$5,000
USDA/ARS Triticum Virus	\$7,500
Wheat Biotechnology Traits	\$30,000
Improve protein & yield with limited water	\$11,000
Dev. Intergrated Management Root Rot	\$35,000
Variety Test/Triticale Outside NE	\$21,000
Yuma Winter Triticale Variety Increase	\$31,150
Yuma Winter Wheat Variety Increase	\$15,000
Phenotyping Tech/Accel Wheat Breeding	\$20,000
UNL/USDA Winter Wheat Variety Test	\$25,000
Enhance Dryland WW Establishmetn	\$6,000
Developing Proso Millet Varieties	\$10,000
Identification of Landscape Factors	\$40,000
Optimizing Plant Date, Seed Rate	\$20,722

#### Policy Development

National Association of Wheat Growers	\$44,000
NWGA Wheat Issues Monitoring	\$31,000
Whiteside & Associates	\$4,800

#### Publicity/Education

NWGA Wheat Education and Outreach	\$5,000
Nebraska Ag Youth Council	\$2,000
Nebraska FFA	\$1,500
Nebraska 4-H	\$1,500
KRVN "Growing Wheat Well"	\$2,678
LEAD	\$2,500
Bread & Jam Festival	\$750
Nebraska Ag in the Classroom	\$2,500
AFAN	\$1,000
Ageceptional Women's Conference	\$500

## Wheat Research

NWB contracted with the University of Nebraska-Lincoln and USDA's Agricultural Research Service for 19 research projects during FY 16-17.

NWB's current research priorities include biotechnology; agronomic traits such as increased yields, disease resistance, pest resistance - particularly the wheat stem sawfly, and nitrogen and water-use efficiency; and end-use quality traits such as improved protein levels, gluten strength, baking characteristics and milling characteristics. NWB also supported several other small grains research projects. Those with questions about NWB's research contracts can get more information by contacting the office.

## Federal Policy

NWB uses funds from within the federal farm policy sectino of its budget to pay state association dues to the National Association of Wheat Growers (NAWG). NAWG works to support wheat producers and their interests on Capitol Hill on issues like Farm Bill, NAFTA, environmental regulations and other farm and trade policy issues.

NWGA's Wheat Issues Monitoring contract helps NWGA attend national events and NAWG meetings to support and represent Nebraska's producers. It also helps NWGA share info with state wheat producers on federal farm policy issues affecting them.

Whiteside & Associates monitors transportation issues and legislation on the federal level that could affect wheat producers and movement of wheat.

### Additional Publicity/Education Contracts

Nebraska Academy of Nutrition & Dietetics	\$3,000
NCIA/Husker Genetics market wheat varieties	\$23,000
Nebraska Wheat Youth Ambassador Program	\$5,000
Home Baking Association	\$2,000
WMC Youth Tour & Workshop	\$76,000
Aksarben trade show/classroom days	\$5,000

## International Marketing

With 50 percent of Nebraska's wheat exported each year, international marketing remained a priority for NWB. The support provided to US Wheat Associates ensured messaging about Hard Red Winter wheat Hard White wheat and Nebraska varieties was shared with international customers in over 100 countries around the world.

NWB hosted a Mexican trade team from Trimex and a Venezuelan trade team during the early part of FY 16-17. The participants visited research facilities, farms, grain elevators and met railroad representatives.

NWB also sponsored a wheat export workshop for producers, to help illustrate the role exports play in Nebraska wheat marketing, and to help educate producers on what they can do producer wheats international customers are looking for. The trips was conducted with the Wheat Marketing Center in Portland, Ore.



**Participants in the Export and Marketing Workshop to Portland with the WMC visit a grain export facility to learn about how wheat is loaded and shipped.**

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## Education/Publicity: Baking, Trade Shows and Fairs

During FY 16-17, NWB econtinued its participation in educational outreach events for consumers and producers

NWB forewent participation in the Nebraska State fair for the first time in many years. However, the organization increased efforts to share information via online and social media. Recipe posts shared in conjunction with NWGA reached over half a million people.

NWB renewed its Youth Ambassador Program, providing three college students scholarships as Wheat Ambassadors. In return, they each visited several classrooms, telling the story of wheat and doing hands-on activities with students. They also assisted at multiple trade shows and baking lab events throughout the school year.

NWB also continued its support of ag education organizations like 4H, FFA, Ag in the Classroom,

the Nebraska LEAD program and the Department of Agriculture's Nebraska Ag Youth Council.

NWB continued its education efforts on gluten and nutrition by hosting a booth at the Nebraska Academy of Nutrition and Dietetics conference. With support from the Wheat Foods Council, NWB was able to provide nutrition information on wheat and grains in the diet written by RDs for RDs.

FY 16-17 marked the third year NWB hosted a wheat youth export workshop. Several wheat ambassadors and former interns spent 2.5 days in Portland learning about wheat production, marketing, exports, research and domestic product development.

NWB joined with NWGA to provide a booth at the AKSARBEN Stockshow & Rodeo. More than 2,000 elementary students visited the booth to see and participate

in hands-on activities about how wheat is grown, milled and turned into food.

NWB also partnered with the US Customer Harvesters and Ag in the Classroom to provide a hands-on workshop for youth during the USCHI annual convention in Omaha. Kids were able to plant their own wheat field in a cup, mill wheat and make flour tortillas.

NWB also joined with NWGA to provide wheat treats and information to consumers during a tailgate event hosted at a Lincoln grocery store on a Husker football weekend. The event was done in conjunction with several other commodity groups as well.

A full list of publicity and education contracts can be found on the previous page. Or those interested may contact the NWB office for further information.

### NWB Board Directors

**District 1**  
Bob Delsing  
Hemingford

**District 6**  
Mark Knobel  
Fairbury

**District 2**  
Rick Larson  
*Chair*  
Potter

**District 7**  
Brent Robertson  
*Vice-chair*  
Elsie

**District 3**  
Larry Flohr  
Chappell

**Staff**  
Royce Schaneman  
Executive Director

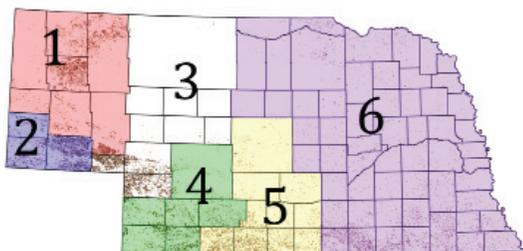
**District 4**  
Kent Lorens  
Stratton

Caroline Brauer  
Ag Promotion  
Coordinator

**District 5**  
Von Johnson  
Cambridge

Margo McKendree  
Staff Assistant

### NWB Districts



NWB student ambassador Autumn Lemmer helps one of the kids participating in the workshop at the USCHI convention make flour tortillas.



NWB ag promotion coordinator Caroline Brauer speaks to students about wheat production during the AKSARBEN stockshow and rodeo.

### Domestic Marketing

In FY 16-17 NWB continued to contract with organizations like the Wheat Foods Council to combat misinformation on the gluten-free diet, and the Wheat Quality Council and Plains Grains Inc. to promote the quality of wheat raised in the state.

WFC, with support from organizations like NWB, was able to share information with nutritionists, nurses, doctors and personal trainers across the U.S. on the benefits of wheat and grains in the diet.

NWB also participated in the Wheat Quality Council's Hard Red Winter wheat quality tour. An NWB representative helped lead a team to scout wheat fields across southern Nebraska, and provided an update to the group on wheat conditions in other parts of Nebraska. The tour is held annually to update media and domestic partners on the wheat crop status each May.

A full list of domestic marketing contracts can be found on the previous page. NWB office for further information.



NWB student ambassador Jordan Bothern talks to consumers about wheat production and how wheat is milled into flour during a tailgate event.