



The Nebraska Wheat Board (NWB) was formed in 1955 after the Nebraska Wheat Resources Act was passed. All NWB policies are established 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. To ensure that

funds are being spent in the best way, the board of directors oversees all expenditures.

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 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 13-14

International Marketing

US Wheat Associates	\$187,500
Wheat Marketing Center	\$60,000
WMC Portland Workshop for NE Producers	\$12,500

Domestic Marketing

Wheat Foods Council	\$27,716
NWGA Mobile Baking Lab	\$15,000
Wheat Quality Council	\$3,000
Plains Grains Inc.	\$11,280
Home Baking Association	\$2,000

Research

Improving Winter Wheat Varieties	\$79,000
Testing Varieties Developed Outside Neb.	\$30,000
Selecting NE Wheat for Market Needs	\$50,000
Advanced Screening for Mosaic Resistance	\$18,500
Mitigating Leaf, Stem Rust, WSMV Loss	\$34,700
Integrating Molecular Markers	\$15,000
USDA/ARS Preharvest Sprout Tolerance	\$13,889
Wheat Biotechnology Traits	\$50,840
Developing Biotech Tools	\$36,400
Monitoring Stem Sawfly	\$20,000

Policy Development

National Association of Wheat Growers	\$50,000
NWGA Wheat Issues Monitoring	\$30,000
Whiteside & Associates	\$4,800

Publicity/Education

Midwest Messenger	\$2,050
NE Coop Council	\$550
KRVN Talking Nebraska Wheat	\$900
NWGA Wheat Education and Outreach	\$5,000
Nebraska Ag Youth Council	\$1,200
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
Nebraska Grain and Feed	\$1,000
NAWG Wheat Industry Alliance	\$5,000
Conjo Studios "Great American Wheat Harvest"	\$5,000
"Raising Nebraska"	\$5,000
Nebraska Wheat Youth Ambassador Program	\$5,000
Agronomy Club Regional meeting	\$1,000
NE Dept. of Ag Magazine Ad	\$3,000
Commodity Trading Room	\$5,000

International Marketing

With 50 percent of Nebraska's wheat exported each year, international marketing remains a priority for NWB. During FY 13-14 NWB hosted three trade teams from Taiwan, Japan and Nigeria. This was Taiwan's second team to the state, and the fourth consecutive team from Nigeria. The teams represented some of the largest milling and food processing companies from their respective countries.

The Japanese team visited Omaha where they discussed grain marketing and shipment. The Taiwan team discussed biotechnology with UNL researcher Dr. Tom Clemente, toured TMCO/National Manufacturing Company, visited Lincoln Grain Inspection, toured the UNL Food Processing Center, and visited Knobel Seed Farms to learn about certified seed production.

The Nigerian team visited Western Nebraska, including a tour of Robertson Farms just months after Brent Robertson had been in Nigeria visiting several team member's facilities, lunch with Frenchman Valley Coop's board of directors before touring a shuttle loading facility, a tour of V&F Farm, a visit with researchers at the High Plains Ag Lab, and a tour of Chief Industry's grain bin facility.



Members of the Nigerian trade team pose with Brent Robertson and his wife Amy after visiting their farm in Elsie, Neb.



Todd Blacksher of TMCO/National Manufacturing discusses the functionality of a seed sorter during the Taiwan trade teams visit to their facility.

Wheat Research

NWB contracted with the University of Nebraska-Lincoln and USDA's Agricultural Research Service for 10 research projects during FY 13-14.

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 (dough strength, dough elasticity, dough texture, crumb structure) and milling characteristics (1,000 kernel weight, moisture, kernel structure).

Those with questions about NWB's research contracts can get more information by contacting the office.

Federal Policy

Policy contracts pay state association dues to the National Association of Wheat Growers (NAWG). NAWG works to support wheat producers and their interests on Capitol Hill.

NWGA's Wheat Issues Monitoring contract helps NWGA attend national events to support and represent Nebraska's producers.

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



Education/Publicity: Baking, Trade Shows and Fairs

During FY 13-14, NWB expanded its participation in educational and outreach events for both consumers and producers

The largest event was the Nebraska State Fair where NWB set some new records. In its sixth year hosting the World of Wheat display, Nebraska Wheat served more than 42,000 samples out of the Mobile Baking Lab. In addition to the booth staples like a wheat field, the mill and threshing machine, NWB added playdough in a bag, an interactive farming challenge and 2 pound bags of flour for fairgoers to take home.

A new education opportunity NWB started in FY 13-14 was its Youth Ambassador Program. Four college students were awarded scholarships as the new 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 funded the “Great American Wheat Harvest Documentary” by Conjo Studios. This documentary followed the custom combine crews that traverse the country harvesting wheat. It featured a custom combine team, Zeorian Harvesting, from Manley, NE. The first public premiere of the film was hosted in Lincoln, followed by an additional premiere in Scottsbluff. The film’s director, Conrad Weaver, along with Tracy Zeorian, attended both premieres.

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.



Governor Heinemann was just one of hte many visitors who stopped at the “World of Wheat” display to and sampled a cinnamon roll.

NWB Board Directors

District 1
Chris Cullan
Hemingford

District 6
Delferd Schlake
Blue Springs

District 2
Rick Larson
Vice Chair
Potter

District 7
Brent Robertson
Elsie

District 3
Larry Flohr
Chappell

Staff
Royce Schaneman
Executive Director

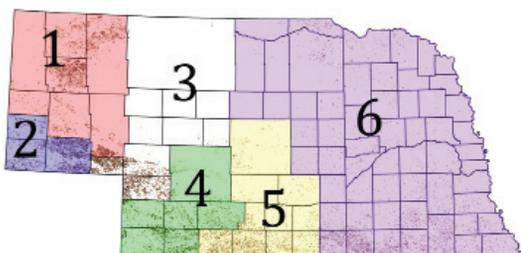
District 4
Dan Hughes
Venango

Caroline Brauer
Ag Promotion
Coordinator

District 5
Von Johnson
Chair
Cambridge

Mollie Wilkens
Intern

NWB Districts



Domestic Marketing

In FY 13-14 NWB continued to contract with organizations like the Wheat Foods Council who worked to continue combating the gluten-free diet, the Wheat Quality Council and Plains Grains Inc. who worked to promote the quality of wheat raised in the state, and the Home Baking Association and NWGA Mobile Baking Lab who promoted consumption of wheat foods to consumers and home bakers.

NWB also sent representatives to participate in the Wheat Quality Council’s wheat tour across southern Nebraska and into Kansas. It partnered with NWGA and Wheat Foods Council to participate in the Omaha Health Expo. The baking lab also provided free wheat foods to volunteers and residents of several tornado hit communities.

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



The Mobile Baking Lab pulls up next to the Salvation Army to help serve cinnamon rolls and cookies to volunteers and residents of tornado-hit Beaver Crossing.



Participants scout a field for yield potential and yield stresses like diseases during the Wheat Quality Council wheat tour.

NWB hosts summer USW meeting

In FY 13-14 Dan Hughes (District 4) served as chairman of USW. As a result, NWB had the honor of hosting the USW summer meeting in Omaha.

More than 150 producers and staff from state wheat organizations across the country, as well as industry partners, gathered for three days to discuss the wheat industry. Meetings culminated in a wheat tour of Omaha that included the Historic Florence Mill, Union Pacific Railroad’s Harriman Dispatch Center and dinner at the headquarters of ConAgra Foods.



Participants in the 2014 USW Summer Meeting “Wheat Past and Present” tour pose in front of the Old Florence Mill in Omaha.