



NEBRASKA WHEAT



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 14-15

International Marketing

US Wheat Associates	\$183,900
Wheat Marketing Center	\$65,000
WMC Portland Workshop for NE Producers	\$12,000

Domestic Marketing

Wheat Foods Council	\$24,958
NWGA Mobile Baking Lab	\$15,000
Wheat Quality Council	\$3,000
Plains Grains Inc.	\$11,280

Research

Improving Winter Wheat Varieties	\$133,722
Testing Varieties Developed Outside Neb.	\$30,000
Selecting NE Wheat for Market Needs	\$50,000
Advanced Screening for Mosaic Resistance	\$19,536
Mitigating Leaf, Stem Rust, WSMV Loss	\$34,700
Integrating Molecular Markers	\$15,000
USDA/ARS Preharvest Sprout Tolerance	\$24,000
Wheat Biotechnology Traits	\$47,924
Improve protein & yield with limited water	\$21,441
Developing Proso Millet	\$20,790

Policy Development

National Association of Wheat Growers	\$48,000
NWGA Wheat Issues Monitoring	\$37,500
Whiteside & Associates	\$4,800

Publicity/Education

Midwest Messenger	\$2,108
NE Coop Council	\$600
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
Nebraska Grain and Feed	\$1,000
NCIA/Husker Genetics wheat booklet	\$5,400
Nebraska Wheat Youth Ambassador Program	\$5,000
Agronomy Club Regional meeting	\$1,000
Home Baking Association	\$2,000
WMC Youth Tour & Workshop	\$6,000
Omaha Children's Museum Ag Exhibit	\$2,500
USDA-NASS Variety Survey	\$14,000
UNL Sawfly Ed Program	\$1,350

International Marketing

With 50 percent of Nebraska's wheat exported each year, international marketing remains a priority for NWB. During FY 14-15 NWB hosted three trade teams from South Africa, Brazil and the Caribbean. This was the first visit for each of the teams to Nebraska from their respective regions.

All three teams visited eastern Nebraska, making stops at locations like Lincoln grain Inspection, TMC/National Manufacturing, Knobel Seed Farms, a local grain elevator, and visiting UNL's breeding program and talking about seed development and biotechnology.

NWB also supported a short course with US Wheat Associates to train buyers on the benefits of US wheat. Two NWB members also participated in reverse trade missions. Von Johnson visited the Caribbean region, and Bob Delsing visited the Phillipines and Taiwan

Both types of trade mission play a role in supporting the international marketing efforts of NWB. Trade teams allow farmers to visit directly with foreign buyers and millers and discuss first-hand the quality wheat produced by Nebraska's farmers.



Bob delsing discusses wheat trade issues over dinner with the chairman of the Taiwan Flour Millers Association.



Members of the Brazilian trade team pose for a photo at the Nebraska Wheat Board office after visiting with Nebraska farmer Dan Hughes and a Cargill representative.

Wheat Research

NWB contracted with the University of Nebraska-Lincoln and USDA's Agricultural Research Service for ___ research projects during FY 14-15.

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 14-15, NWB expanded its participation in educational and outreach events for both consumers and producers

NWB again participated in the Nebraska State Fair, however the venue for educating changed. NWB partnered with several other commodity organizations to support “Raising Nebraska,” a digitally interactive display educating consumers about where their food comes from.

At the display, NWB conducted several cooking demonstrations in the new presentation kitchen, provide cinnamon rolls and cookies to guests, talked about the journey wheat makes from seed to flour with the table thresher and hand mill, and partnered with Midwest Dairy to talk to school students about healthy snack choices. NWB also provided cinnamon rolls for the State Fair opening ceremony.

NWB also continued its support of the Youth Ambassador Program. In FY 14-15, five college students were awarded 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.

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.



A group of students learn about where their food comes from and how to pair dairy and grains into healthy snacks at the Nebraska State Fair.

NWB Board Directors

District 1
Bob Delsing
Hemingford

District 6
Steve Wiese
Wilber

District 2
Rick Larson
Chair
Potter

District 7
Brent Robertson
Vice-chair
Elsie

District 3
Larry Flohr
Chappell

Staff
Royce Schaneman
Executive Director

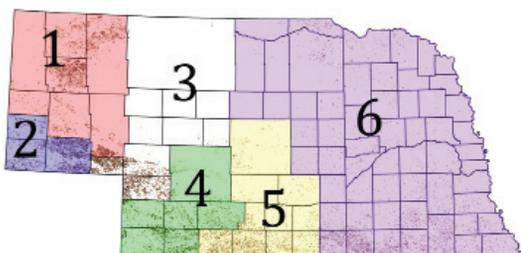
District 4
Kent Lorens
Stratton

Caroline Brauer
Ag Promotion
Coordinator

District 5
Von Johnson
Cambridge

Hannah Gaebel
Intern

NWB Districts



Domestic Marketing

In FY 14-15 NWB continued to contract with organizations like the Wheat Foods Council to continue combating the gluten-free diet, the Wheat Quality Council and Plains Grains Inc. to promote the quality of wheat raised in the state, and the NWGA Mobile Baking Lab to promote to consumers and home bakers.

NWB partnered with NWGA and participated in Nebraskaland Days for the first time ever. Representatives shared wheat treats and information during the Nebraskaland Days parade. NWB also partnered with NWGA and Wheat Foods Council to participate in the Nebraska Academy of Nutrition and Dietetics annual convention. Accurate information on gluten and grains was provided to the nutritionists and dieticians in attendance.

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.



Nebraska Wheat representatives pass out wheat candy and wheat information during the Nebraskaland Days parade.

NWB hosts youth tour

In FY 14-15, NWB expanded its successful wheat export and marketing workshop to conduct a similar tour for college-aged ag students. The goal of the event was to further the education of the youth on wheat production and help them be better advocates.



Youth tour participants watch as Middle-Eastern flat bread is baked in a specialty oven.

NWB welcomed new board members

In FY 14-15, NWB welcomed a few new board members. Kent Lorens of Stratton was selected to represent district 4. Bob Delsing of Hemingford was selected to represent District 1.

