



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 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 15-16

International Marketing

US Wheat Associates	\$189,100
Wheat Marketing Center	\$75,000
WMC Portland Workshop for NE Producers	\$12,000
WMC - Connecting Wheat Professionals	\$10,000
PGI Gulf Export Tour	\$12,000

Domestic Marketing

Wheat Foods Council	\$25,143
NWGA Mobile Baking Lab	\$15,000
Wheat Quality Council	\$3,000
Plains Grains Inc.	\$13,000
Wheat Foods Council Video Series	\$21,920

Research

Improving Winter Wheat Varieties	\$134,722
Testing Varieties Developed Outside Neb.	\$7,500
Selecting NE Wheat for Market Needs	\$50,000
Advanced Screening for Mosaic Resistance	\$19,982
Mitigating Leaf, Stem Rust, WSMV Loss	\$34,700
Integrating Molecular Markers	\$15,000
USDA/ARS Preharvest Sprout Tolerance	\$22,315
Wheat Biotechnology Traits	\$50,385
Improve protein & yield with limited water	\$20,935
Dev. Integrated Management Root Rot	\$37,832
Survey Dryland PProduction	\$22,080
Long Term Crop Rotation Study	\$15,249
Impact Control Tactics for Stem Sawfly	\$32,618
Variety Test/Triticale Outside NE	\$21,000
Yuma Winter Barley Variety Increase	\$15,500
Yuma Winter Wheat Variety Increase	\$15,750
Phenotyping Tech/Accel Wheat Breeding	\$25,076
UNL/USDA Winter Wheat Variety Test	\$30,000

Policy Development

National Association of Wheat Growers	\$47,000
NWGA Wheat Issues Monitoring	\$32,500
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	\$5,000
Bread & Jam Festival	\$750
Nebraska Ag in the Classroom	\$2,500

Wheat Research

NWB contracted with the University of Nebraska-Lincoln and USDA's Agricultural Research Service for 18 research projects during FY 15-16.

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

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.

Additional Publicity/Education

AFAN	\$1,000
Nebraska Grain and Feed	\$1,000
Agceptional Women's Conference	\$500
Autumn on the Bricks	\$500
Nebraska Academy of Nutrition & Dietetics	\$3,000
Nebraska Farm Bureau	\$500
Taste of Home	\$525
NCIA/Husker Genetics wheat booklet	\$11,000
Nebraska Wheat Youth Ambassador Program	\$5,000
Home Baking Association	\$2,000
WMC Youth Tour & Workshop	\$7,000
USDA-NASS Variety Survey	\$15,000

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 and Nebraska varieties was shared with international customers in over 100 countries around the world.

NWB sent a representative to the Latin American Buyers Conference in Portland, Ore. The connections made there led to a Mexican trade team from Trimex and a Venezuelan trade team arranging visits to Nebraska in early FY 16-17.

NWB also sponsored two wheat export workshops for producers, to help illustrate the role exports play in Nebraska wheat marketing, and to help educate producers on what they can do to producer wheats international customers are looking for. The trips were conducted with the Wheat Marketing Center in Portland, Ore., and Plains Grains Inc., in the Gulf of Mexico region.



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.



Education/Publicity: Baking, Trade Shows and Fairs

During FY 15-16, NWB expanded its participation in educational and outreach events for both consumers and producers

NWB again participated in the Nebraska State Fair, partnering with several other 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 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 brought in guest speakers to talk about what gluten is, cooking activities for children, and GMO research.

NWB renewed its Youth Ambassador Program, providing four 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 expanded its education efforts by supporting a guest speaker and 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.

NWB also expanded consumer education by participating in a Taste of Home cooking school expo. NWB shared information on how wheat is produced and milled, along with flour samples guests could take home and bake with.

FY 15-16 marked the second 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.

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.



Sharon Davis with the Home Baking Association joined NWB to talk to students about baking and wheat food activities during the Nebraska State Fair.

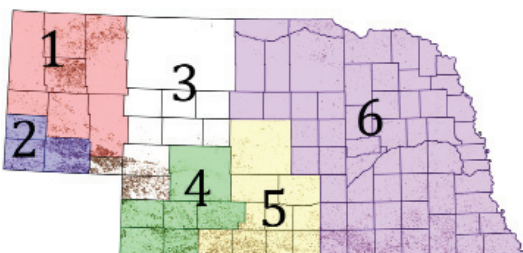


Two elementary students joined Nebraska Wheat volunteer Bill Booker to use a table top threshing machine that demonstrated how wheat was harvested.

NWB Board Directors

<u>District 1</u> Bob Delsing Hemingford	<u>District 6</u> Mark Knobel Fairbury
<u>District 2</u> Rick Larson <i>Chair</i> Potter	<u>District 7</u> Brent Robertson <i>Vice-chair</i> Elsie
<u>District 3</u> Larry Flohr Chappell	<u>Staff</u> Royce Schaneman Executive Director
<u>District 4</u> Kent Lorens Stratton	Caroline Brauer Ag Promotion Coordinator
<u>District 5</u> Von Johnson Cambridge	Margo McKendree Staff Assistant

NWB Districts



Domestic Marketing

In FY 15-16 NWB continued to contract with organizations like the Wheat Foods Council to combat misinformation on 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 again. Representatives shared wheat treats and information during the Nebraskaland Days parade.

NWB also sponsored the development of five high-quality videos developed by the Wheat Foods Council. The videos discussed important ag and wheat issues like gluten, sustainability and responsible farming.

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

and 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. Or those interested may contact the NWB office for further information.



Volunteers line up by the Mobile Baking Lab before the Nebraskaland Days parade.