



Annual Report to Producers

2018-2019

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.

International Marketing

U.S. Wheat Associates.....\$175,300

Wheat Marketing Center.....\$25,000

International trade is a top priority when it comes to growing the Nebraska wheat industry. Over 50% of wheat grown in the state is exported annually with our largest purchasers being Japan, Mexico, Philippines, South Korea, and Taiwan. While we continue to focus on overseas exports, the passage of the United States-Mexico-Canada Agreement (USMCA) has been a top priority for wheat producers.

In September of 2018 we saw the United States, Canada, and Mexico reach a free trade agreement. Mexico was the first to ratify USMCA on June 16, 2019. On January 29, 2020 President Trump signed the agreement into law. Canada's parliament will be the last to pass the agreement and are expected to do so without much hesitancy.

Nebraska Wheat also welcomed a trade team from the Philippines to the state. Over the course of their trip they were able to visit with Gavilon Grain LLC., Ardent Mills, Union Pacific, UNL researcher Dr. Stephen Baenziger, BASF, Knobel Farms, and our state representatives Congressman Don Bacon, Governor Pete Ricketts, and the Director of Agriculture Steve Wellman. The trade team was able to witness firsthand the quality wheat crop and supply chain we have in the state of Nebraska. Building relationships with trade team members from the Philippines and other countries provides a promising outlook for the Nebraska export market.

Domestic Marketing

NCIA and Husker Genetics.....\$22,500

Wheat Foods Council.....\$22,364

Wheat Quality Council.....\$3,000

Fad diets have never favored well for the wheat industry. Cutting carbs and reducing your gluten intake are myths that don't provide long term health solutions. The Nebraska Wheat Board supports the Wheat Foods Council (WFC) in their mission to help increase dietary grains as an essential component of a healthful diet. To accomplish this, WFC has targeted personal trainers as their main audience. Personal trainers, through the influence of in-person appointments and social media, can reach an audience of millions in one week and the message that they share impacts that audience's eating habits. Since the inception of this project, personal trainer's perception of wheat has increased and gluten free fad diet talks in the media have drastically decreased. Nebraska Wheat is proud to support the WFC efforts in keeping the domestic perception of wheat in good standing.

Policy Development

National Association of Wheat Growers.....\$44,000

NWGA Wheat Issues Monitoring.....\$22,000

The Nebraska Wheat Board invests money each year to support the Nebraska Wheat Growers Association (NWGA) and the National Association of Wheat Growers (NAWG). These organizations take action to support wheat producers and their interests on Capitol Hill. Funds help send members of NWGA to visit Washington D.C. each winter to meet with Nebraska Senators and Congressmen to discuss issues affecting the states' agriculture industry. Pressing topics for Fiscal Year 18-19 included trade agreements, rural broadband, and USDA's Market Facilitation Program.

NAWG is headquartered in Washington D.C. and works year around to insure that wheat growers are represented at the federal level. The staff also monitors trade, the Farm Bill, and the federal budget among many other things.

Research

<i>Developing High Quality NE Wheat</i>	\$40,000
<i>Developing Hybrid Wheat for NE</i>	\$10,000
<i>Disease Management for Stripe Rust</i>	\$15,000
<i>Evaluation of Feed Wheat as Corn Substitute</i>	\$20,000
<i>Improving N Management in WW</i>	\$15,000
<i>Improving Winter Wheat Varieties</i>	\$120,000
<i>Increasing Research Capacities and Efficiency</i>	\$10,000
<i>Mitigating Winter Wheat Losses from Disease</i>	\$25,000

<i>Out-of-State Variety Testing – Triticale</i>	\$10,000
<i>Out-of-State Variety Testing- Wheat</i>	\$15,000
<i>Planting Date, Seeding Rate, Row Spacing</i>	\$10,000
<i>Yuma Seed Increase - Barley</i>	\$10,000
<i>Yuma Seed Increase – Triticale</i>	\$10,000
<i>Yuma Seed Increase – Wheat</i>	\$10,000
<i>Understanding the Wheat Value Chain</i>	\$13,932
<i>Variety Testing</i>	\$5,000

The University of Nebraska – Lincoln is at the forefront of wheat breeding in the state of Nebraska. Fiscal Year 18-19 provided many research projects to be conducted, one of which was developing hybrid wheat for the state of Nebraska. Hybrid varieties, which use cross-pollination to combine lines, is believed to offer advantages in yields and resiliency. Dr. Stephen Baenziger is leading the research, which is in year 3 of its trials. Nebraska is collaborating with Texas on the project and it coincides with ongoing wheat hybrid research being conducted in Europe.

Accomplishments Dr. Baenziger and his team have had include identifying male lines with excellent pollinator characteristics, genotyping the parent lines, harvesting the second year of hybrid wheat trials, and much more. They are working on building the public platform and germplasm for a global hybrid wheat. Every milestone up until this point has been achieved thanks to Dr. Baenziger and his team.

Publicity & Education

<i>Home Baking Association</i>	\$1,000
<i>Grain Foods Foundation</i>	\$5,000
<i>KRVN “Growing Wheat Well” Series</i>	\$2,678
<i>Nebraska 4H Foundation</i>	\$1,500
<i>Nebraska Ag Youth Council</i>	\$1,000
<i>Nebraska FFA Foundation</i>	\$1,500

<i>Nebraska LEAD</i>	\$1,500
<i>NFBF Ag in the Classroom</i>	\$1,000
<i>NWGA Mobile Baking Lab</i>	\$5,000
<i>NWGA Wheat Education and Outreach</i>	\$1,500
<i>Plains Grain Inc</i>	\$12,972
<i>Wheat Marketing Center Workshop</i>	\$8,000

In 2006 Plains Grains Inc. (PGI) saw a disparity in Hard Red Winter (HRW) wheat production regions having timely and accurate information regarding end-use quality data to provide to customers both domestically and worldwide. The Nebraska Wheat Board continues to support the research that PGI conducts to more accurately educate end users. PGI shares their findings with key purchasers around the world as well as with U.S. Wheat Associates, so that they can use the information to better market HRW wheat.

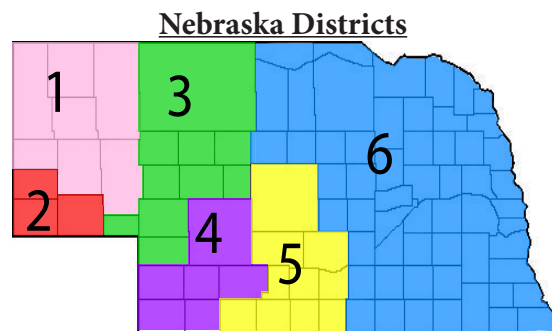
PGI continues their efforts by not only collecting the data, but by designing educational plans to maximize the utilization of their data. They compile the crop quality information and create presentations for state commissions to present to their Trade Teams. They also develop educational materials that highlight projects of regional interest and to use at trade shows across the country. The information collected is also used by U.S. Wheat Associates at crop quality seminars worldwide.

The Nebraska Wheat Board is proud to support the continued work that Plains Grains Inc. contributes to the HRW wheat industry. They continually produce current and accurate information that helps promote Nebraska’s most popular wheat class.



Nebraska Wheat Board of Directors

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