

**Nebraska Wheat Board
Board Meeting
February 12, 2020
8:30 AM – 4:30 PM
Nebraska Cattleman, Lincoln NE
MINUTES**

Board Members In Attendance Mark Knobel, Vice Chair, District 6
Von Johnson, District 5
Brent Robertson, District 7
Tyson Narjes, District 2
Kent Lorens, District 4
Bob Delsing, Chair, District 1

Not Attending Larry Flohr, District 3

Others Present Royce Schaneman, Executive Director Nebraska Wheat Board
Sarah Morton, Nebraska Wheat Board
Pam Wurdeman, Nebraska Wheat Board
Jeff Noel, University of Nebraska – Lincoln
Hector Santiago, University of Nebraska – Lincoln
Cody Creech, University of Nebraska – Scottsbluff, via teleconference

Proceedings

- Meeting called to order at 8:32 AM CST. Roll call was taken and crop condition reports were presented. Guests were introduced and welcomed.
- Review of the agenda. **Mark moved to adopt the agenda as presented; Tyson seconded. Voice vote, motion carried.**
- Approval of minutes. **Von moved to approve the minutes as presented; Kent seconded. Voice vote, motion carried.**
- Royce addressed that there have not been any compliance audit reviews during Fiscal Year 2019-2020. The wheat board pays for audits to be completed each year with the Nebraska Department of Agriculture and that portion of our contract should be fulfilled. Pam adds that their auditor just resigned and the department is in the process of hiring for the vacant position. They will then need to train the new employee on the process. **Kent moved to send a letter to the Department of Agriculture to have a compliance audit completed within Fiscal Year 2019-2020; if it is not, the Nebraska Wheat Board should be refunded with a prorate over the time-lapse of the compliance audit not being conducted; Von seconded. Voice vote, motion carried.**

Financial Reports

- Royce presented the last quarter financial statements. Brent brings to attention that we are over budget on the LEAD program. Royce informs the board that there is a mishap between UNL's financial office system and the state's financial system. We have only paid them once, however, it keeps being reported twice. It is in the process of being worked out. **Tyson moved to approve the financial records; Von seconded. Voice vote, motion carried.**

Domestic and International Marketing

- US Wheat Associates
 - Bob sat on the board at the Winter Conference meeting. There was one action item during the meeting and that was to approve the support of the lock and dam system in the PNW. Mark mentioned that hill

visits went well. The group was able to visit with both Nebraska Senators and all three Congressmen or their staff. He noted that all of our state representatives work in harmony with us and understand the agriculture industry. Royce mentioned that there was an announcement from Ambassador Gregg Doud, Chief Agriculture Negotiator for the USTR, that trade deals will be coming in quicker. Mark reminded the board that Michael Peters from Oklahoma was elected to serve on the USW board of directors. Royce reminded the group that Kansas is still floating around the idea of combining both the hard red and hard white winter wheat classes to create a Hard Winter Wheat class. Kent informs the group that the Food Aid committee visited with both the house and the senate ag committees while they were in D.C. and that food aid is the #4 market for US wheat.

- Wheat Marketing Center
 - Von was unable to attend the last meeting due to flight cancellations from weather. The next meeting is scheduled for the end of March. They are still in the process of deciding how to handle the sale of the other half of the building they are housed in.
- Wheat Foods Council
 - Brent informed the group that the main focus continues to be working with key influencers in the health and nutrition world, specifically personal trainers. The circulation of negative gluten news is declining. The WFC is bringing personal trainers to Denver this summer to do a wheat fields tour. WFC has recruited Gemma Stafford to be a spokesperson for the industry. The next meeting will be held in July in conjunction with US Wheat's summer meeting in Cincinnati.
- Plains Grains Inc.
 - Royce attended the meeting this past December in Denver and Larry joined via phone. There is currently nothing to report.
- Wheat Quality Council
 - There is a meeting next week in Kansas City. Royce will be the outgoing chairman and there will be a speaker presenting on the foreign perspective of quality.

First Reading of Funding Proposals

- Von brings to attention the Broadcasters Association proposal, mentioning that with budget restrictions it may be too high. **Brent moved to take number's 1-58 of the proposals to the second round of readings; Mark seconded. Voice vote, motion carried.**

Nebraska Wheat Board Issues

- Royce informs the board that the Department of Agriculture is heading up a food event in D.C. highlighting each state by preparing and serving food items produced there. The budget for the event is \$6,000 and they are looking for money from all the commodities. It is taking place at the end of the month. We currently have Ardent Mills donating pasta and Rotella's donating bread. We are working to find a company that will donate tortillas. We can donate somewhere between \$500 and \$750 to the event as well.
- The Governor put out his trade mission list for 2020. In June he will be heading to the United Kingdom and Israel and in August to South Korea and the Philippines.
- Accountability and Disclosure forms are due on or before March 1st by Bob, Von, Tyson, and Brent.
- It isn't necessary for anyone to purchase travel insurance when flying. Unless you see an absolute need to have it, please refrain from purchasing.
- We are tracking office expenses because they keep increasing. We are currently paying for about nine different phone lines and we may be removing some in the future.
- Royce shared about his UES trip in the Canary Islands with the board. It is amazing the amount of data the Mexico and African offices collect regarding trade and quality. We have a great overseas staff that is working hard for the US wheat industry.

Handbook Revision

- It is mentioned that there are some grammatical errors that still need corrected, but none of that will change the text or context of the handbook. **Von moved to approve the handbook changes with corrections; Tyson seconded. Voice vote, motion carried.**

UNL Update

- Jeff Noel informs the board that Dr. Baenziger got approval from BASF on two new 2 gene Clearfield lines. There will be a group going in April to look at all the increases in wheat, barley, and triticale in Arizona if anyone wants to join the trip.
- Dr. Santiago hands out the Institute of Agriculture and Natural Resources UNL Year in Review and mentions that research and development updates are highlighted in the publications. He is planning on sitting down with Royce and the State Attorney's office on either February 25th or 26th. He is looking forward to a good conversation and that an agreement can be made between the UNL and NWB.

NWGA Update

- Sarah presented that the NWGA Annual meeting was held on Monday, January 27th, 2020 at the West Central Research and Extension Center in North Platte, NE. Brian Schafer was elected President of the board and no other board members were elected. The grower board sold the mobile baking lab and pickup to Ardent Mills the end of January. Board members will be attending Commodity Classic in San Antonio, TX at the end of February. Membership is pretty stable, but we are looking for new ways to recruit and retain members. Mark suggested having industry partners sponsor memberships for growers they believe would benefit.

Calendar

- USW has a trade team from Peru and Ecuador June 22-26, 2020. USW and WFC meetings will be held in conjunction in July in Cincinnati. The next wheat board meeting will be held in Ogallala, NE either May 27th or 28th (dependent on availability). **Tyson moved to approve the calendar; Brent seconded. Roll call vote: Mark, yes; Brent, yes; Von, yes; Tyson, yes; Kent, yes; Bob, yes. 6 yes – 0 no, motion carried.**

High Plains Research Lab Report

- Cody Creech with UNL joined via Zoom to update the board about the High Plains Research Lab. HPAL will be hosting a field day in Sidney, NE on June 18th, 2020 and celebrating their 50th anniversary. The event will take place in the evening with a dinner and social hour. Cody asked for representation from the Nebraska Wheat Board by possibly donating a wheat baked snack for 150+ people. The wheat board decided to discuss the issue at a later date and report back to Cody with an offer to help. HPAL increased registration prices for variety testing this past year, however, entries remained consistent. They are currently developing a variety testing website for all data collected each year; it will provide a central location and be easy to navigate.

Open Session

- Royce informs the board that Director of Agriculture Steve Wellman sent an email requesting nominations for the Plant Variety Protection Board and that nominations are to be received by February 21st. The board serves to provide direction for the PVP through biannual meetings. Board members serve 2 years and can be on the board for up to 3 terms.
- Nebraska Wheat Board is celebrating 65 years this year. Let the office know if there are any special celebration ideas to pursue.
- The USDA filled Dr. Bob Graybosch's position with an applicant from Georgia.
- Wheat Workers Field Day is May 7th in Lahoma, OK. Jeff Noel offered a ride to anyone who would want to attend.
- Wheat Quality Council tour dates should be coming out in the near future.

Executive Session

- Bob formally announced the Board would move into Executive Session at 2:28 PM CST. **Von moved to enter into Executive Session regarding contracting and legal litigation; Kent seconded. Roll call vote: Von, yes; Kent, yes; Brent, yes; Mark, yes; Tyson, yes; Bob, yes. 6 yes- 0 no, motion carried**
- **Tyson moved to reconvene open session, Mark seconded. Roll call vote: Mark, yes; Tyson, yes; Brent, yes; Von, yes; Kent, yes; Bob, yes. 6 yes – 0 no, motion carried.** Open session reconvened at 3:59 PM CST.

Open Session

- Royce reminds the board of Bake & Take on Thursday February 13, 2020. Meet at the office at 8:00 AM CST.
- **Brent moved to recess until 8 AM CST Thursday, February 13, 2020 at the office; Von seconded. Voice vote, motion carried.**

**Nebraska Wheat Board
Bake & Take
February 13, 2020
8:00 AM – 11:00 AM
State Office Building
MINUTES**

**Board Members
In Attendance**

Mark Knobel, Vice Chair, District 6
Von Johnson, District 5
Brent Robertson, District 7
Tyson Narjes, District 2
Kent Lorens, District 4
Bob Delsing, Chair, District 1

Others Present

Royce Schaneman, Executive Director Nebraska Wheat Board
Sarah Morton, Nebraska Wheat Board
Pam Wurdeman, Nebraska Wheat Board
Marilyn Lorens

Proceedings

- **Mark moved to reconvene the board meeting at 8:05 AM CST on February 13, 2020; Von seconded. Voice vote, motion carried.**
- Board members split into two groups to deliver cinnamon rolls to Nebraska State Senators, UNL researchers, and other affiliates of NWB.
- **Von moved to adjourn the meeting, Kent seconded. Voice vote, motion carried.** Meeting adjourned at 11:18 AM CST.

Nebraska Wheat Board

2020-2021 Funding Proposals

Organization and Contact	Proposal Focus Area / Title	Amount Requested	New or Renewal	Objective
ADMINISTRATION				
Nebraska Dept. of Agriculture	Administrative and Fee Collection	\$15,450	Renewal <i>Pages 1-2</i>	Provide fee collection, budgeting and accounting, and auditing services.
	ADMINISTRATION SUBTOTAL	\$15,450		

INTERNATIONAL MARKETING

US Wheat Associates	International Marketing	\$171,100	Renewal <i>Pages 3-6</i>	Participate in USW's FY2021 market development programs to increase US wheat market share around the world.
Wheat Marketing Center - Janice Cooper	Improving Competitive Edge	\$25,000	Renewal <i>Pages 7-11</i>	Wheat Marketing Center welcomes the opportunity to assist Nebraska farmers in providing the competitive edge for wheat the world wants to buy.
Wheat Marketing Center - Janice Cooper	Wheat Export & Marketing Workshop	\$8,000	Renewal <i>Pages 12-14</i>	A four-day activity usually conducted in early January and overlaps with the Idaho Wheat Commission Annual Growers' Workshop
	INTERNATIONAL MARKETING SUBTOTAL	\$204,100		

DOMESTIC MARKETING

Wheat Foods Council - WFC Tim O'Connor	Marketing Program	\$20,732	Renewal <i>Pages 15-19</i>	The Wheat Foods Council (WFC) is non-profit, industry-wide partnership dedicated to increasing the consumption of domestic wheat and wheat-based foods through nutrition information, education, and other promotional activities.
Wheat Quality Council - WQC Dave Green	Wheat Quality Enhancement and Comparison	\$3,000	Renewal <i>Pages 20-21</i>	Provide Nebraska wheat breeders the opportunity to have their potential varieties evaluated by industry cooperators against wheat lines from other states. An industry-wide review will take place in February 2021, where printed results of milling and baking quality tests will be analyzed and feedback provided to breeders.

DOMESTIC MARKETING Continued					
Plains Grains Inc. - PGI Hodges	Mark	2020 Wheat Quality Survey	\$12,972	Renewal <i>Pages 22-26</i>	Plains Grains, Inc. (PGI) is a non-profit organization that works to enhance Hard Red Winter (HRW) wheat marketing activities and to ensure US Wheat Associates (USW) has all the information necessary to successfully market HRW on a world-wide basis. It
Grain Foods Foundation Erin Ball		Nutrition Research and Education	\$5,000	New <i>Pages 27-28</i>	One strategy for elevating consumer perception of wheat-based foods is to use science-based, research-proven messaging to attack misconceptions and to bolster the good news about grains nutrition.
DOMESTIC MARKETING SUBTOTAL			\$41,704		

POLICY DEVELOPMENT					
National Assn of Wheat Growers NAWG - Chandler Goule		Membership	\$47,000	Renewal <i>Pages 29-33</i>	Membership in NAWG allows the Nebraska Wheat Board (NWB) to leverage its investment with other state wheat organizations to educate Members of Congress and Administration officials to shape federal policy in Washington, D.C. Joining with 19 other NAWG-affiliated state associations expands the reach of NWB far beyond what it could achieve alone.
Nebraska Wheat Growers NWGA - Sarah Morton		Wheat Issues Monitoring	\$22,000	Renewal <i>Pages 34-35</i>	The Wheat Issues Monitoring project will ensure the interests and positions of Nebraska wheat farmers are represented before Congress.
POLICY DEVELOPMENT SUBTOTAL			\$69,000		

PUBLICITY AND EDUCATION

NE Crop Improvement Steve Knox	NCIA and Husker Genetics Marketing of NE Developed Wheat and Triticale Varieties	\$ 23,000	Renewal <i>Page 1</i>	Provide print media to growers, in Nebraska and surrounding states, with yield and quality information on Nebraska developed varieties. Funding will provide 13,000 booklets.
Nebraska 4-H Foundation Stuart Shepherd	Support and Sponsorship	\$ 5,000	Renewal <i>Pages 2-3</i>	We are most grateful for the financial investment the Nebraska Wheat Board makes in the youth of our state. Your partnership is important to us as we work together to ensure that all of Nebraska's youth are successful and become true leaders.
NE Crop Improvement Steve Knox	KRVN - Growing Wheat Well	\$ 2,678	Renewal <i>Page 4</i>	The Growing Wheat Well programs are designed to provide wheat producers with agronomic and marketing information just prior to the new wheat seeding season. The programs will air for 5 weeks.
NDA-NE Ag Youth Institute Christin Kamm	Nebraska Agriculture Youth Institute conference sponsorship	\$ 1,000	Renewal <i>Pages 5-7</i>	The relevance to the Nebraska Wheat Board is to be able to interact with over 200 students who attend NAYI and be able to educate students on the wheat industry and the impact that it has on our state's economy.
Nebraska FFA Foundation Victoria Broders	Education Base Funding and Booth Space at State Convention	\$ 1,500	Renewal <i>Pages 8-10</i>	Sponsorship of FFA Convention, Mission Based Funding, Grain Production Entrepreneurship Proficiency Awards and Trophies
Nebraska LEAD Program Terry Hejny	Sponsorship of LEAD Program	\$ 5,000	Renewal <i>Pages 11-17</i>	Financial support by the NWB, helps enable the NE LEAD Program to meet its commitment to and insure the continued success of the program.
NE Farm Bureau Foundation Megahn Schafer	Nebraska Ag-In-The-Classroom's Ag Mag	\$ 2,500	Renewal <i>Pages 18-20</i>	Provide financial support for the Ag-Mag, a weekly reader style magazine to be mailed to all fourth-grade classrooms in Nebraska. Ag Mag will promote ag literacy among students and families.
NE Wheat Growers Assn. Sarah Morton	Wheat Education Opportunities	\$ 2,500	Renewal <i>Pages 21-22</i>	The Wheat Education Opportunities project will provide activities and materials to both consumers to educate them on the role of wheat and agriculture in food, as well as education farmers on production practices to better the wheat grown on their operations.
North Platte Natural Resources District - John Berge	Water Conference Sponsorship	\$ 250	New <i>Pages 23-24</i>	NWB's support will help keep the costs of the tour down and help refill the Agribusiness Scholarship Fund that has been so valuable to students in the past.
Home Baking Association Charlene Patton	Membership	\$ 2,500	Renewal <i>Pages 25-29</i>	HBA staff, with its members, board and committees, research, develop/revise and promotes compelling baking ingredient resources for educators to conduct in Pre-K to 12th grade at-home, school classrooms and the 12+ MM youth in out-of-school programs

Midwest Messenger Ashley Ray	Publicity and Education	\$ 5,200	New <i>Pages 30-33</i>	Create a digital promotion and education campaign that will target consumers aged 18-35, specifically those who currently show no interest in agriculture or farming via the social media platform, YouTube.
PUBLICITY AND EDUCATION Continued				
Nebraska Broadcasters Assn. Jim Timm	Consumer Education Proposal (1-3 Months)	\$ 16,800	New <i>Pages 34-36</i>	Air a series of recorded messages on statewide radio stations. Messages will be written and produced for consumer education; to help Nebraskan's better understand the importance of wheat in nutrition, gluten acceptance, and ag education in general.
Nebraska Broadcasters Assn. Jim Timm	Consumer Education Proposal (Six Month Campaign)	\$ 29,400	New <i>Pages 34-36</i>	Air a series of recorded messages on statewide radio stations. Messages will be written and produced for consumer education; to help Nebraskan's better understand the importance of wheat in nutrition, gluten acceptance, and ag education in general.
NE Career Education Foundation	Rich Katt Outstanding Educator Foundation Awards	\$500	New <i>Page</i> <i>37</i>	Co-sponsor the Rich Katt Outstanding Career Educator for Human Sciences/Family Consumer Sciences/Training and Education awards.
PUBLICITY AND EDUCATION SUBTOTAL		\$ 97,828		
TOTAL OF ALL FUNDING PROPOSAL RECEIVED			\$ 428,082	