



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.

Contracts Approved from FY 17-18

International Marketing

US Wheat Associates	\$100,000
Wheat Marketing Center	\$20,000
Wheat Marketing Center Educatoin Displays	\$1,000

Domestic Marketing

Wheat Foods Council	\$23,236
Wheat Quality Council	\$3,000
Plains Grains Inc.	\$12,972

Research

Improving Winter Wheat Varieties	\$50,000
Selecting High Quality NE wheat for Market Needs	\$40,000
Mitigating Losses Caused by Diseases	\$25,000
Yuma Winter Wheat Variety Seed Increase	\$10,000
State Variety Testing of Winter Wheat	\$5,000

Policy Development

National Association of Wheat Growers	\$45,000
NWGA Wheat Issues Monitoring	\$20,000

Publicity/Education

KRVN "Growing Wheat Well" Radio Series	\$2,678
Nebraska Ag Youth Council	\$1,000
Nebraska FFA	\$1,500
Nebraska 4H	\$1,500
Nebraska LEAD	\$1,500
NWGA Wheat Education and Outreach	\$1,000
Home Baking Association	\$1,000
Nebraska Wheat Ambassador Program	\$3,500
Husker Genetics Marketing NE Developed Wheat	\$11,500
Nebraska Academy of Nutrition and Dietetics	\$350

Contract Process

NWB places a call for proposals in January of every fiscal year. Submitted proposals go through a two-read process. All proposals are considered by the seven-member board of directors during a spring board meeting and either denied funding or passed to a second reading. At a following board meeting, NWB members will conduct the second reading of proposals that were passed on and choose to fund fully, partially fund, or not fund as they determine which projects best fulfill the mission of NWB and fit within the organization's budget parameters for the upcoming fiscal year.

Wheat Research

NWB contracted with the University of Nebraska-Lincoln for five projects during FY 17-18. A very tight budget year forced NWB to cut its support down from the average 15 projects funded.

NWB chose to prioritize projects directly affecting variety releases that benefited the state's farmers. The funded projects include support for the breeding program at UNL, funding of the state variety trials, research on diseases affecting wheat in Nebraska, and increasing seed to ensure varieties were available for producers wishing to purchase and plant them. Those with questions about NWB's research contracts can get more information by contacting the office.

Federal Policy

NWB uses funds from within the federal farm policy section of its budget to pay state association dues to the National Association of Wheat Growers (NAWG). NAWG works to support wheat producers and their interests on Capitol Hill on issues like Farm Bill, the United States-Mexico-Canada Agreement (USMCA), environmental regulations and other farm and trade policy issues.

Nebraska Wheat Growers' Association's (NWGA) Wheat Issues Monitoring contract helps NWGA attend national events and NAWG meetings to ensure the priorities and needs of Nebraska's wheat producers are represented. It also helps NWGA share info with state wheat producers on federal farm policy issues that may affect them.

During FY 17-18, NWB's support allowed Nebraska to have representation at the 2018 Winter Wheat Conference in Washington, DC, including visits to the Nebraska Congressional Delegation on Capitol Hill. NWGA also used contracted funds to represent Nebraska at the NAWG annual meeting at Commodity Classic, and to send NWGA past-president Randon Peters to Washington, DC to meet with Mexican Ambassador to the US, Geronimo Guteirrez, to talk about trade and NAFTA.

International Marketing

With 50 percent of Nebraska's wheat exported each year, international marketing remained a priority for NWB. The support provided to U.S. Wheat Associates ensured messaging about Hard Red Winter wheat, Hard White wheat and Nebraska varieties was shared with international customers in over 100 countries around the world.

NWB hosted a trade team of millers and wheat purchasers from Ecuador and Chile during June 2018. The participants visited research facilities at UNL, met with grain marketers at Gavilon in Omaha, learned about wheat grading at Lincoln Grain Inspection Service, and visited a wheat farm near Fairbury.

NWB also funded the Wheat Marketing Center, where researchers partner with international customers to do baking and product demonstrations and testing. This allows the international customers to experiment with incorporating more U.S. wheat varieties and classes into their products, thus increasing demand for U.S. wheat.



Members of a trade team from Ecuador and Chile tour a wheat field near Fairbury and learn about wheat production in Nebraska from NWB member Mark Knobel.

301 Centennial Mall S, PO Box 94912, Lincoln, NE 68509
www.wheat.nebraska.gov • Phone: 402.471.2358
 Fax: 402.471.3446 • wheat.board@nebraska.gov



Education/Publicity: Baking, Trade Shows and Fairs

During FY 17-18, NWB continued its participation in educational outreach events for consumers and producers.

NWB renewed its Youth Ambassador Program, providing three 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. They coordinated an interactive booth during the state FFA convention, and joined other UNL ag clubs to talk about agriculture on the student union plaza during Husker Food Connection.

NWB also continued its support of ag education organizations like 4H, FFA, the Nebraska LEAD program, and the Department of Agriculture's Nebraska Ag Youth Council. Board members indicated expanding agriculture education opportunities across a variety of

ages and platforms was important to bridging the divide between producers and consumers.

NWB chose to fund a promotional booklet produced by Husker Genetics to ensure producers across the state had access to current information about Nebraska-developed wheat varieties and choices available to them for planting.

NWB continued its education efforts on gluten and nutrition by 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 registered dietitians for more than 300 Nebraska-based nutritionists and dieticians.

NWB joined with NWGA to host a booth at Husker Harvest Days again in FY 17-18. Information on wheat varieties and production practices was available for

producers who visited the display. For consumers, recipe cards, information on gluten and updates on how to spot and avoid fad diets was provided. Students from local FFA chapters were also able to stop by and learn more about wheat production in Nebraska.

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.



UNL students stop at the Mobile Baking Lab to visit with the Wheat Ambassadors, get a free cookie, and learn about the role of wheat in food during Husker Food Connection.



Several hundred nutritionists and dieticians listen to a presentation during the Nebraska Academy of Nutrition and Dietetics annual conference in Lincoln. NWB shared information on gluten, grains in the diet, carbohydrates, and fad diets with participants.



Members of the Nebraska Wheat Ambassador team talk about wheat and share donut holes with Governor Pete Ricketts during a commodities tailgate event hosted at a Lincoln grocery store.



FFA students stop to talk about wheat with NWB executive director Royce Schaneman at the commodities building during Husker Harvest Days.

Domestic Marketing

In FY 17-18 NWB continued to contract with organizations like the Wheat Foods Council to combat misinformation on the gluten-free diet, and the Wheat Quality Council and Plains Grains Inc. to promote the quality of wheat raised in the state.

WFC, with support from organizations like NWB, was able to share information with nutritionists, nurses, doctors and personal trainers across the U.S. on the benefits of wheat and grains in the diet.

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 an update to the group on wheat conditions in other parts of Nebraska. The tour is held annually to update media and international 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 you can contact the NWB office for further information.

NWB Board Directors

District 1
Bob Delsing
Vice-chair
Hemingford

District 2
Rick Larson
Potter

District 3
Larry Flohr
Chappell

District 4
Kent Lorens
Stratton

District 5
Von Johnson
Cambridge

District 6
Mark Knobel
Fairbury

District 7
Brent Robertson
Chair
Elsie

Staff
Royce Schaneman
Executive Director

Caroline Brauer
Ag Promotion
Coordinator

Pam Wurdeman
Staff Assistant

NWB Districts

