



Annual Report to Producers 2021-2022



Nebraska wheat producers experienced a drier than normal growing season in 2021-2022. Despite the outlook, planted acres were up from the prior year with 980,000 being seeded throughout the state.

Although planted acres had increased across the state, drought conditions hindered the progression of crops. Harvested acres were down compared to the prior year with 820,000. The harvested acres yielded 32 bushels per acre with a total of 26,240,000 bushels.

While harvested acres may have been low, the quality of this year's crop was above average. The increase in quality sparked interest with international buyers that continue to be on the lookout to purchase Nebraska Wheat.

A good quality crop aligned with higher-than-average cash prices. Wheat continues to be a valuable crop in many farm rotations. With continued concern of drought, wheat proves to be a player and performer in the field and market.

The Nebraska Wheat Board (NWB) has recently relocated to a new office building. The NWB was previously located downtown in the Nebraska State Office Building. The new office building is located on the northwest side of Lincoln in the Fallbrook area.


Along with the Nebraska Wheat Board, other commodity boards and agriculture-related state agencies made the move to Fallbrook as well. The Fallbrook building is now home to the Nebraska Departments of Agriculture, Economic Development, Environment and Energy, Natural Resources, as well as the Corn, Sorghum, and Ethanol Boards.

The new building offers a great space for the NWB to operate along with a number of meeting spaces that have been utilized for NWB meetings. Any Nebraska Wheat producer or partner is more than welcome to stop by and pay a visit to the new location!

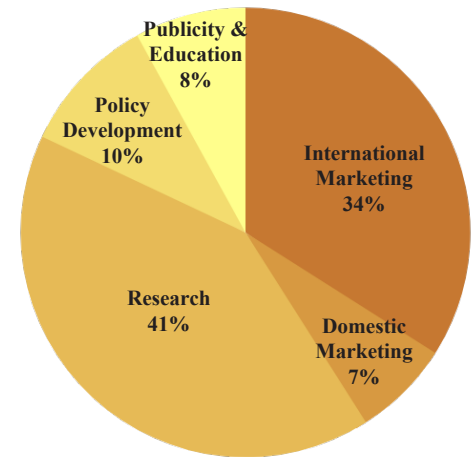
The Nebraska Wheat Development, Utilization and Marketing Board continues to invest the tax-excised funds to advance the wheat industry within the state. Primary investments help develop wheat varieties that will benefit the Nebraska producer, create, and maintain markets both domestically and internationally, and promote and educate about wheat to the consumer.

Sincerely,


Mark Knobel 2021-2022 Chair


Royce Schaneman, Executive Director

2021-2022 Budgeted Funding Summary



International Marketing.....	\$234,000 (34%)
Domestic Marketing.....	\$48,704 (7%)
Research.....	\$282,000 (41%)
Policy Development.....	\$68,500 (10%)
Publicity & Education.....	\$54,578 (8%)
Total Investment 2021-2022.....	\$687,782



NWB Board Members and Staff FY 2022-2023 (pictured left to right)
Royce Schaneman, Jared Sayer, Kent Lorens, Mary Eisenzimmer, Bob Delsing, Mark Knobel, Jady Hecklenlivey, Tyson Narjes

Mission

The mission of the Nebraska Wheat Board (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 international export markets for the Nebraska wheat producer. The NWB will accomplish this by investing the wheat check-off in the areas of research, international and domestic marketing, policy development and publicity and education.

International Marketing

International and national travel have begun to increase compared to last year. Due to the COVID-19 pandemic, travel was put on hold. Teleconference calls are still being utilized to reach all individuals involved in the promotion of Hard Red Winter wheat. Due to the use of teleconferences, Nebraska wheat has been able to be promoted to hundreds of buyers in a matter of minutes. Although the use of teleconferences has been beneficial to connecting with international buyers, Nebraska is looking forward to hosting international buyers again.

Along with meeting with international buyers, the NWB partners with Wheat Marketing Center in Portland, OR, to host growers and other wheat partners for a Wheat Export and Marketing Workshop. During the workshop, participants explore the export and marketing systems in the Pacific Northwest. Attendees also receive market and trade updates from industry professionals and participate in wheat and flour-related hands-on learning tutorials and tours. Any grower or wheat partner that is interested in attending the workshop is welcome to contact the NWB for more information.

Domestic Marketing

The Wheat Foods Council (WFC) serves as the US wheat industries domestic marketing arm. The WFC recently celebrated their 50th anniversary of the organization. Along with the celebration of their anniversary, the WFC has recently celebrated a few successful programs they have held.

Due to the COVID-19 shutdown, WFC began creating short educational videos and sharing them through their social media. By June 2022 these videos had achieved over 18 million views. The WFC also conducted a Chef Workshop in April 2022. In this workshop WFC gave a hands-on demonstration of how wheat foods are a key menu component to meeting the recent plant-forward food trend. Chefs identified trends such as these crucial to the future of their companies.

Research

The NWB invests in research that will allow production trends to increase in quantity and quality. Variety development, disease resistance, stem sawfly, and viral disease control are current priorities for research.

The USDA-ARS has recently added two wheat geneticists. Dr. Jeffrey Boehm and Dr. Xiwen Cai have joined USDA-ARS and currently have projects focused on improved winter wheat disease resistance and understanding the wheat genome by inducing secondary homoeologous recombination. Dr. Boehm and Dr. Cai have connected with Dr. Katherine Frels at the University of Nebraska-Lincoln on projects such as these in the Small Grains Breeding Program. The NWB looks forward to continued partnership to help advancing these programs.

Federal Policy

The NWB 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 state’s agriculture industry. NAWG’s headquarters, located in Washington D.C., work year-round to ensure that wheat growers are represented at the federal level.

Publicity & Education

The NWB has continued with their Ambassador Program. Two University of Nebraska-Lincoln students, Payton Flower and Samantha Oborny, were selected to serve as ambassadors during the nine-month program that ran in accordance with the school year.

Over the course of the year, ambassadors were immersed in the wheat industry to expand their knowledge on one of Nebraska’s top three crops. The ambassadors created legislative updates and social media content as well as participating in classroom presentations and promotional events. At the conclusion of the program, each ambassador was awarded a \$1,000 scholarship for the upcoming school year.

Trade shows and promotional events are slowly beginning to go back to in-person. The NWB continued to have a presence at key events as well as mailing educational information to schools and county fairs throughout the year.

Nebraska Wheat Board of Directors FY 2021-2022

- District 1:** Bob Delsing.....Hemingford, NE
- District 2:** Tyson Narjes.....Sidney, NE
- District 3:** Larry Flohr.....Big Springs, NE
- District 4:** Kent Lorens, *Vice Chair*.....Stratton, NE
- District 5:** Jared Sayer.....Cambridge, NE
- District 6:** Mark Knobel, *Chair*.....Fairbury, NE
- District 7:** Rick Dunbar, *At large*.....Eustis, NE

Nebraska Wheat Board Staff

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