

**Minutes**  
**Nebraska Wheat Development**  
**Utilization and Marketing Board**  
Holiday Inn  
Kearney, NE  
March 4, 2008

**Board Members Present**

Chris Cullan, Hemingford  
Rick Larson, Potter  
Dan Hughes, Venango  
Brent Robertson, Elsie  
Larry Flohr, Chappell  
Delferd Schlake, Blue Springs

**Board Members Absent**

Pat Nelson, Upland

**Staff Present**

Royce Schaneman, Exec. Director  
Donna Sturdy, Assistant Director  
Jill Goetz, Intern

**Ex-Officio Member Present**

Dan Duncan, UNL-IANR

**Guests**

Scott Osler – Pres NWGA  
Mike Keenan – NWGA  
Joe Parsons, USDA-NASS  
Paul Johnston, NE Farm Bureau  
Jeff Noel, UNL Foundation Seed  
Dayle Williamson, Sen. Nelson's Office  
Tom Clemente, UNL  
Dean Groskurth, USDA-NASS  
Eugene Bargman  
Bob Storant, NDA

Chairperson Cullan called the meeting to order at 8:00 a.m. Roll call was taken. Six board members were present, one absent. Wheat reports were given. The group, in general, reported that crop conditions, although somewhat dry, have potential for a good crop.

Guests present were introduced and welcomed to the meeting.

The agenda was reviewed. A regional transgenic report by UNL was added. **Flohr moved to accept the revised agenda. Seconded by Robertson. Voice vote; all in favor.**

Patricia Nelson, Upland, has submitted her resignation. **Schlake moved to accept Nelson's resignation, and have the resignation letter entered into the meeting book. Seconded by Hughes. Roll call vote: Robertson, yes; Hughes, yes; Larson, yes; Flohr, yes; Schlake, yes; Cullan, yes. Motion carried.**

**Hughes moved to dispense with the reading of the minutes of the December 11, 2007 meeting and approve the minutes as presented. Seconded by Larson. Voice vote; all in favor.**

Schaneman presented the financial reports for December 07 and January 08. **Larson moved to approve the financial reports including expenditures as submitted. Seconded by Flohr. Roll call vote: Robertson, yes; Hughes, yes; Larson, yes; Flohr, yes; Schlake, yes; Cullan, yes. Motion carried.**

Cullan and Noel reported on the NCIA conference. UNL is releasing 4 new varieties. Mace, wheat streak mosaic resistant, Anton, a low PPO white, a Clearfield variety and a good quality baking wheat.

Schaneman reported on the Crop Quality Survey meeting. U.S. Wheat is asking regions to use the same survey and reporting criteria.

Cullan, Hughes, Flohr and Schaneman reported that the Wheat Technology conferences were very good and attendance was much improved from last year.

Robertson, Schlake, Hughes and Schaneman reported on the USW meeting including the NAWG joint board meeting. Robertson reported the USW is adding a blog feature to the website to improve communication. Schlake reported that the new building will save approximately \$65,000 per year, once the previous office is sublet.

The Hard White Wheat committee extended its appreciation to Senator Nelson for his work on a Hard White Wheat incentive in the farm bill.

Cullan reported on the Wheat Foods Council meeting. There was much discussion of the urban wheat field promotion in New York City. Schaneman has arranged for Claas Manufacturing of Omaha to donate a combine. Robertson will be the new WFC representative.

Flohr and Schaneman reported on the Wheat Quality Council meeting. NAMA discussed hard white wheat. Millers want HWW but are not able to provide much of a premium.

Schlake discussed the Plains Grains Inc. meeting. The organizational meeting dissolved the previous board and began restructuring with a representative from each of the five states boards/commissions as well as one representative each from industry.

Flohr and Schaneman reported on the Wheat Marketing Center Portland Tour. All participants reported the trip was extremely educational. There are currently 17 prospective guests for the 2009 tour.

Schaneman presented a potential project with the Department of Ag for a promotional activity in Vietnam - possibly a baking school. Contact with the USW foreign office and the USW Washington office had mixed results. Duncan reported that UNL has an agreement with Vietnam's University and would be willing to assist. Staff will continue to seek other marketing opportunities.

Osler reported on the NAWG Board meeting and the Strategic Planning meeting. NAWG has adopted the strategic plan. NWGA is considering a harvest tour with media and possibly an urban family.

Duncan reported that student numbers are up, especially in IANR. IANR will hire for vacant positions, including the small grains/crop breeding specialist at the PREC.

Schaneman reported that after consultation with board members, he approved a \$1,500 sponsorship for a media representative on the USW Latin America Trade Team.

Board members were reminded to use the new expense form and to submit accountability and disclosure forms for 2007. Board discussion continued to support the use of email to forward information to members. Hughes requested the Board policy handbook be reviewed and updated.

Schaneman has been asked to serve on the Hard Winter Wheat coordinating project, part of the U. S. Wheat and Barley Scab Initiative.

Schaneman reported that the Oklahoma Wheat Commission would be willing to bring their cinnamon roll baking project to Nebraska events. Cost would be expenses only. Board members discussed having them bake rolls during the NE state fair.

Schaneman gave an update on the deficit budget request to increase PSL to hire a .75 FTE. A preliminary vote by the appropriations committee was not favorable. Board members have contacted senators on their own behalf encouraging support.

Schaneman and Robertson discussed the trends and issues in transgenic crops. Thomas Clemente, UNL Associate Professor, gave a presentation on the University's current transgenic research.

USW special project funding proposals were reviewed for the second reading. No funding action was taken.

Funding proposals for the 2008/2009 fiscal year received first reading. Joe Parsons, USDA-NASS presented the board a continuing proposal for the NASS variety survey and a new proposal for a HWW survey. Clarification on the NGFA container shipping survey and the UNL - HWW as an Ingredient contracts was presented. Both contracts will be using one half of the currently approved funds in 2007/2008 and are requesting new contracts for one half of the currently approved funds in the next fiscal year.

Board members discussed partial sponsorship of the USW World Staff Conference. Schlake reported that PGI was also requesting some sponsorship of the conference. **Schlake moved to approve \$2000 for the World Staff Conference with \$1500 going directly to USW and \$500 to PGI for their contribution. Seconded by Hughes. Roll call vote: Robertson, yes; Hughes, yes; Larson, yes; Flohr, yes; Schlake, yes; Cullan, yes. Motion carried.**

Board members cancelled the executive session.

Future travel was reviewed and discussed. Future travel/meetings are as follows:

USW Crop Survey Mtg. KC Jan.24, 2008

PGI Board Mtg, KC Feb. 18, 2008

WMC Board Mtg, Portland April 10-11, 2008

Wheat Quality Council Tour, Manhattan, May 5-8, 2008

WFC Board Mtg. Minneapolis, June 17-18, 2008

**Schlake moved to approve travel as presented. Seconded by Flohr. Roll call vote: Robertson, yes; Hughes, yes; Larson, yes; Flohr, yes; Cullan, yes. Motion carried.**

The next meeting is set for June 5-6, 2008 in Sidney. Plot tours of the research station will be scheduled.

**There being no further business to come before the board, Robertson moved to adjourn. Seconded by Larson. Voice vote: All in favor. Motion carried.**

Submitted By: Donna Sturdy