



PRESS RELEASE

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For More Information Contact:

Royce Schaneman, Executive Director, 402.471.2358
Zoe Olson, Public Information Officer, 402.471.2358

Korean Millers Impressed with Nebraska Wheat

On Sunday, July 18 the Nebraska Wheat Board (“NWB”) welcomed a trade and wheat crop survey team made up of Korean milling executives and officials to Nebraska. The visit to Nebraska was part of a trade mission/crop survey visit arranged by U.S. Wheat Associates. Members of the trade team included **Mr. Kyung-Joo Jeong**, General Manager, Sales and Marketing Samhwa Flour Mills Co., Ltd.; **Mr. Kwang-Tae Kim**, Assistant Manager, Sales Department Daesun Flour Mills Co., Ltd.; **Mr. Chang-Hee Kim**, Manager, Wheat Purchase Team, CJ Cheiljedang Corp; and **Dr. Woojoon Park**, Senior Technical Marketing Specialist, U.S. Wheat Associates Seoul.

The Korean participants represented three of the largest target trading, milling and handling companies within Korea. The NWB and U.S. Wheat Associates work to increase participants’ knowledge of the U.S. wheat marketing system from farm to export point through a general overview of the system. This included information on harvest quality for wheat classes grown in Nebraska; transportation and handling from local production to sub-terminal and export facilities; wheat grading and price discovery throughout the marketing chain. Korean representatives had many opportunities to convey their quality interests and needs to the local producers and grain traders. The mills represented in the delegation are interested in purchasing Hard Red Winter wheat and Hard White Winter wheat, the two classes of wheat grown in Nebraska, in their wheat purchases.

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NWB staff members Executive Director Royce Schaneman, Public Information Officer Zoe Olson and Intern Caroline Brauer served as guides for the group during their stay in Nebraska. This was the first visit to the United States for two of the team members and the first to Nebraska for three team members. Dr. Park received his Ph.D. at the University of Nebraska-Lincoln where he worked with UNL wheat researchers.

On Monday, July 19, the team met with UNL researchers Dr. Linda Boeckner, Dr. Drew Lyon, and Dr. Dipak Santra at the Panhandle Research Station in Scottsbluff where they learned about the extensive wheat research conducted throughout Nebraska. They then traveled to Hemingford where they enjoyed lunch courtesy of the Farmers Coop Elevator and discussed the handling of wheat during the harvest as well as the capability to transport wheat to international markets through the Pacific Northwest, the Gulf and Mexico. Leading the discussion in Hemingford were Tod Clark, Bart Moseman and Lee Andersen from Farmers Coop. The team visited Cullan Seed Farm owned by NWB member Chris Cullan. While at Cullan's operation, the team learned about certified seed production and the steps Nebraska wheat producers take to ensure the highest-quality product for our customers. Upon returning to Scottsbluff the team toured the Scotts Bluff National Monument. They marveled at the beauty and history of the area. "The land and area is so beautiful", remarked Mr. Kwang-Tae Kim, "it is so open and an amazing landscape." Following a visit to Chimney Rock, the team met area wheat producers over dinner at the Oregon Trail Wagon Train Chuck Wagon.

On Tuesday, July 20, the team visited the farm of NWB member Rick Larson in Banner County. They discussed wheat production with area producers and learned about custom harvesting and the challenges producers work through to produce a high quality crop. During the visit at the Larson farm team members rode in combines and surveyed the crop awaiting harvest. "We have found through this visit that we are all more similar than different. We have the same goals in life: taking care of our families and making a living while enjoying our lives. Through this interaction the team has gained a better understanding of what farmers undergo to produce a crop and we have a better understanding of what millers need to be successful. We understand each others' challenges and can better work together to produce what they want and they can trust in our ability to consistently produce a high-quality wheat crop," said Larson.

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The team enjoyed lunch prepared by Diane Larson and then traveled to Sidney where they visited with Kevin Farner and Andrew Kabes of The Scoular Company, made a visit to Cabela's and met over dinner at Dude's with NWB Chairman Dan Hughes of Venango and his wife Josie and Vice-chairman Larry Flohr of Chappell. "It is an honor to host such important customers of Nebraska wheat producers," Hughes said. Flohr agreed adding that, "People buy from other people. It is relationships such as those we develop during these visits that make international trade possible."

On Wednesday, July 21, the team met with Dr. Roger Luehrs of Agri Affiliates, Inc., Joe Schon, and Hunter Kosman over breakfast and learned about the farm real estate market and discussed the value of agriculture land in Nebraska. After breakfast the team learned about and experienced the popularity of agricultural tourism and recreation in Nebraska by participating in some target shooting provided by Agri Affiliates, Inc. in a field near Scottsbluff. The team departed Scottsbluff for a flight to Portland, Oregon where they will visit the Wheat Marketing Center and learn more about the US wheat industry. The NWB is a member of the Wheat Marketing Center and supports programs that develop uses for US wheat in international cuisine and wheat food products.

Photos of the visit can be found in the photo gallery on the Nebraska Wheat website at www.nebraskawheat.com. A video of the visit will be posted within the coming week.

The Nebraska Wheat Board administers the one and one-quarter cent per bushel excise tax levied on wheat marketed in Nebraska. The Board invests the funds in programs of international and domestic market development and improvement, policy development, research, promotion and education.

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