



**NEBRASKA WHEAT**

**Nebraska Wheat Board Directors**

**District 1**

Chris Cullan  
Hemingford

**District 2**

Rick Larson  
Potter

**District 3**

Larry Flohr  
Chair  
Chappell

**District 4**

Dan Hughes  
Venango

**District 5**

Von Johnson  
Vice-Chair  
Cambridge

**District 6**

Delferd Schlake  
Blue Springs

**District 7**

**At Large**

Brent Roberston  
Elsie

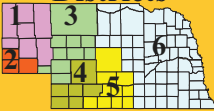
**Staff**

Royce Schaneman  
Executive Director

Zoe Olson  
Public Information  
Officer

Caroline Brauer  
Intern

**Wheat Board Districts**



**DID YOU KNOW?**

Nebraska wheat processing and manufacturing employs more than 4,300 people in 74 businesses statewide.



**Nebraska Wheat—Talking to the World**

The Nebraska Wheat Board (NWB) has a strong history of internationally marketing wheat. In 1955, Public Law 480 was passed allowing the sale of surplus U.S. wheat to foreign countries in exchange for local currency or other terms. This provided an avenue for the sale of grains to developing nations.

Nebraska recognized this tremendous opportunity to expand the wheat market and moved to establish two foreign offices in 1958, using funds collected through the wheat checkoff and foreign currency from the Foreign Agricultural Service (FAS). For a period of several years, Nebraska was, in effect, overseeing wheat promotion activities for FAS while establishing operations in Rome, Rio de Janeiro, Rotterdam, New Delhi, and Lima, Peru. The results were outstanding. U.S. wheat exports grew steadily breaking 500 million bushels in 1959. Today, U.S. Wheat Associates have 16 foreign offices and work with state wheat associations such as the NWB.

During 2010, members and representatives of NWB met with individuals from Nigeria, hosted a trade delegation from South Korea, and participated in the Nebraska Trade Mission to Hong Kong and Taiwan.

In April, NWB member Von Johnson (pictured above) participated in a meeting in

Kansas with a Nigerian trade delegation. Nigeria is one of Nebraska's largest international wheat purchasers.

In July, a trade team from South Korea, consisting of representatives from the top three flour mills in South Korea and a representative of US Wheat Associates flew from Incheon South Korea to Scottsbluff to observe wheat harvest. While in Nebraska, the team visited the Panhandle research station where they met with University of Nebraska researchers; visited elevators in Hemingford and Sidney; visited Cullan Farms Seed and the farm of NWB member, Rick Larson (pictured left); met with area producers over dinner at the Oregon Trail Wagon Train Chuck Wagon; and toured Nebraska historical sites such as Scotts Bluff National Monument and Chimney Rock.

One of the ways the NWB promotes international trade is by providing financial support to the Wheat Marketing Center (WMC) in Portland, Oregon. The WMC is a private, non-profit corporation that bridges wheat producers of the Great Plains and the Pacific Northwest and wheat importers throughout the world. The Korean trade team flew from Nebraska to the WMC to learn more about the benefits of buying Nebraska wheat.

The Wheat Marketing Center is a focal point for wheat processing information, particularly in the countries of the Pacific Rim. The Wheat Marketing Center has a mission to conduct wheat research projects and to provide related educational activities to the worldwide wheat-consuming industry.

The NWB also participates in trade missions to foreign countries. In August, NWB member Dan Hughes (pictured below) was a member of the Nebraska trade delegation to Hong Kong and Taiwan. These missions to promote international wheat trade have produced positive results. NWB trade mission.

The NWB will continue to implement international marketing tactics with the goal of ensuring profitability for today and the future for Nebraska's wheat producers.



**Nebraska Wheat Near Capitol Hill**

What could be more unexpected than a wheat field in Washington DC? The Wheat Foods Council (WFC) and sponsors from all areas of the wheat industry answered that question when the "Urban Wheat Field" opened for two days in view of Capitol Hill, September 23 and 24. The quarter-acre wheat field, open to the public daily, was located in front of the National Museum of the American Indian. The exhibit showcased the different stages of a growing wheat crop, from early season green plants to the amber waves of grain at harvest time.



The Nebraska team (pictured above) comprised of Nebraska Wheat Board (NWB) member Brent Robertson and his wife Amy of Elsie, Nebraska Wheat Growers Association (NWGA) President, Shawn Sullivan of Wallace, NWGA Past President Scott Osler and his wife Debbi of Elsie, NWB Executive Director Royce Schaneman, and NWGA Executive Director Zoe Olson, served as tour guides in the wheat field and baked cinnamon rolls, bread and cookies for visitors.

To create the field, wheat kernels were planted in 200 4x4 foot pallets. The interlocking pallets created the wheat field with a pedestrian path running through it. Congressional members and staffers were invited to a kick-off breakfast hosted by the National Association of Wheat Growers, featuring delicious cinnamon rolls baked in the NWGA mobile baking lab.

Participant interaction in the wheat field was encouraged at several stations. A complete combine with grain head, provided by Case/I-H, drew the attention of DC visitors and citizens at the entrance of the wheat field, a milling station complete with miniature grain mills courtesy of ADM and ConAgra, a baking station featuring the Nebraska Wheat mobile baking lab and a master baker demonstrating home baking techniques, and the grocery store tent where nutritionists discussed with participants the benefits of whole grain in a healthy diet.

Mr. Robertson serves as Secretary/Treasurer of WFC. "The Urban Wheat Field provided an opportunity to articulate a positive agricultural experience to an urban audience," said Robertson.

The wheat industry used the novelty of a wheat field planted in Washington DC to introduce wheat production agriculture to the national and urban media, adult consumers and children. NWB is a supporting member of the Wheat Foods Council.

Additional information about the Urban Wheat Field can be found on the Wheat Foods Council Web site, [www.wheatfoods.org](http://www.wheatfoods.org).

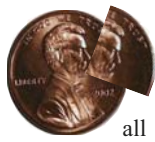


## Nebraska's Wheat Excise Tax

When the Nebraska Wheat Resources Act passed in 1955, the wheat excise tax was formed as a source of funds to underwrite programs of research, utilization and market development.

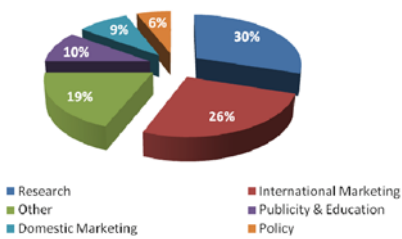
Each bushel of wheat marketed in Nebraska is assessed a 1/4 cent per bushel excise tax at the point of first sale. These monies are deposited into the State Treasury and are used by the Nebraska Wheat Board (NWB) to carry out its mission.

Nebraska wheat producers are continually seeing the benefits of their excise tax dollars. Due to research funded by excise tax dollars, the typical wheat yield in Nebraska has raised from around 25-30 bu/ac. to about 43 bu/ac. New, improved wheat varieties are partially responsible for this increase. The wheat quality lab tests end-use functionality, quality, yield and agronomic components of all university wheat releases. This has paid dividends over and over as Nebraska has earned a worldwide reputation as a quality wheat producer.



In addition to research, the excise tax also funds education, policy development, domestic marketing and international marketing.

### Breakdown of Excise Tax Dollars



The aroma of cinnamon and fresh-baked bread greeted visitors to Exhibition Hall at the 2010 State Fair in Grand Island.

## Nebraska Wheat State Fair Display An Even Bigger Success



provided by John Deere, visitors could watch wheat milled into flour at the table top mill provided by ConAgra foods. Wheat kernels turned into flour continues to amaze fairgoers.

New additions to this year's display were a green-technology building area, loaf of bread-shaped children's playhouse, and a display of products made from wheat. Pictured below, NWB Board member Brent Robertson demonstrates to a young fairgoer how a combine blows

The Nebraska Wheat Board (NWB) and Nebraska Wheat Growers Association (NWGA) combined efforts once again to provide visitors with a visit to the Nebraska Wheat Experience. NWB and NWGA board members, spouses, staff and volunteers staffed the 40' x 40' interactive display during the 11-day fair schedule.

Visitors entered the display located at the entrance to Exhibition Hall through a "wheat field" grown in 200 6-inch clay pots at the University of Nebraska wheat research greenhouses.

Following demonstrations and explanations about harvesting near a 8' x 5' combine cutaway



off chaff from the wheat during harvest.

Over 46,000 samples of delicious cinnamon rolls, bread, cookies, pasta and candy were handed out to visitors. Fairgoers received recipes, pizza cutters, and bread clips. Young visitors received wheat seed to plant at home as well as activity books and coloring sheets teaching them about wheat nutrition. Many visitors declared the Nebraska Wheat booth a State Fair tradition.



## NEBRASKA WHEAT — The Gold Standard

Nebraska is the tenth largest wheat producing state in the United States. Wheat is the earliest harvested grain crop in Nebraska each year with the first combines starting to roll the beginning of July. Approximately 64,070,000 bushels of wheat were harvested in Nebraska in 2010.

Climate and varieties place Nebraska wheat in high demand by millers and food processors around the world. Nebraska is strategically located to access both the West Coast and Gulf export facilities that allows more than half of the state's wheat to be exported annually.

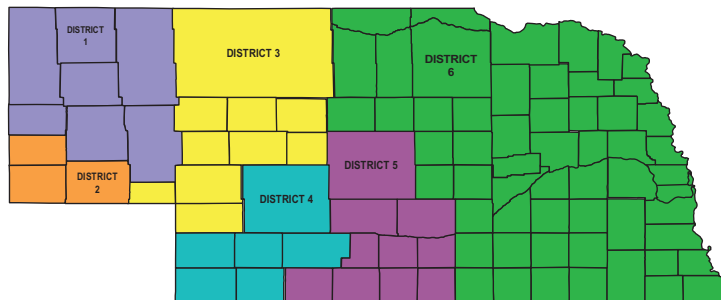
The two primary types of wheat grown in Nebraska are hard red winter and hard white winter wheat.

Hard red winter wheat is a high protein wheat used mostly for bread, all-purpose flour and as a blend in other flours to increase protein content.

Hard white wheat is a medium protein grain that is closely related to red wheat, except for color, in milling and baking qualities. It offers a mild, sweet flavor and is used in yeast breads, hard rolls, bulgur, tortillas, Asian noodles, and brewing.

Wheat production was down in 2010 with average yield at 43 bu/ac down from last year's record.

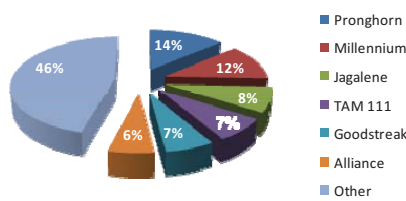
Source: Nebraska Wheat Varieties — USDA's National Agricultural Statistics Service, Nebraska Field Office



2008	District	Acres Harvested	Production / bu
	District 1	276,000	10,755,100
	District 2	340,100	12,173,300
	District 3	283,800	13,573,900
	District 4	286,600	14,395,300
	District 5	290,900	14,310,900
	District 6	482,600	19,071,500

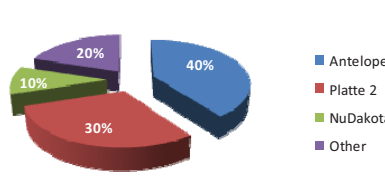
Information about the quality of Nebraska wheat can be found at <http://plainsgrains.org/PGI/survey.htm>

### Top Wheat Varieties for 2010



### 2010 Top Hard White Winter Wheat Varieties

Data from limited survey of state certified seed producers



## Nebraska Wheat Growers Association

The goal of the Nebraska Wheat Growers Association is to improve and stabilize the profitability of the Nebraska wheat producer. To achieve this goal, the NWGA specializes in state affairs, international policy, disaster relief programs, research, environmental policy, and domestic policy.

The NWGA is governed by a five-member Executive Board consisting of four officers and an executive director. The board's role is to develop policy, direct the organization, and—most importantly—know and represent the interests of Nebraska wheat growers.

The NWGA is part of the National Association of Wheat Growers (NAWG). This organization works to advance the wheat industry at state and national levels. NAWG is in daily communication with state associations as well as members of Congress, the USDA, and other government agencies.

The greatest benefit farmers receive from membership in NWGA is the investment in the future of their farm — taking an active role in the programs, environmental issues, and international marketing that affect the industry.

**Nebraska Wheat Growers Association**  
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### QUICK FACTS ABOUT NEBRASKA WHEAT

**2008**  
1,750,000 = Acres planted  
1,670,000 = Acres Harvested  
44 bu/ac = Average yield  
73,480,000 bu = Total Production

**2009**  
1,700,000 = Acres planted  
1,600,000 = Acres Harvested  
48bu/ac = Average yield  
76,800,000 bu = Total Production

**2010**  
1,600,000 = Acres planted  
1,490,000 = Acres Harvested  
43bu/ac = Average yield  
64,070,000 bu = Total Production



**Nebraska Wheat Board**  
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The Nebraska Wheat Board in cooperation with the Nebraska Wheat Growers Association and the University of Nebraska Department of Agronomy and Horticulture are on the web at

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