



PRESS RELEASE

For Immediate Release

Lincoln, NE
July 14, 2010

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Nebraska Wheat Board to Host Korean Trade Team

On Sunday, July 18 the Nebraska Wheat Board will welcome a wheat crop survey team of four Korean milling executives and officials to Nebraska. The visit to Nebraska is part of a trade mission arranged by U.S. Wheat Associates. Members of the trade team include **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.

Participants represent target trading, milling and handling companies within Korea. The Nebraska Wheat Board and U.S. Wheat Associates hope to increase participants' knowledge of the U.S. wheat marketing system from farm to export point through a general overview of the system. This will include information on harvest quality for various wheat classes; transportation and handling from local production to sub-terminal and export facilities; wheat grading and price discovery throughout the marketing chain. Korean representatives will have an opportunity to convey their quality interests and needs to the local and foreign grain trade. Some mills represented in the delegation have an interest to include 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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Royce Schaneman, Executive Director of the Nebraska Wheat Board and Zoe Olson, Public Information Officer for Nebraska Wheat will serve as guides for the group during their stay in Nebraska.

While in Nebraska, the team will tour the Rick Larson Farm in Banner County, Panhandle Research Station in Scottsbluff, Cullan Seed Farm and Farmers Coop Elevator in Hemingford, The Scoular Company in Sidney, the Scotts Bluff National Monument, Farm And Ranch Museum in Gering, Chimney Rock and meet with Nebraska Wheat producers at the Oregon Trail Wagon Train Chuck Wagon. The team will depart Scottsbluff on July 21 on route to Portland, OR. A detailed itinerary is available by contacting the Nebraska Wheat Board office.

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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