



PRESS RELEASE

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Nebraskan Larry Flohr – the New Face of U.S. Wheat

Larry Flohr, of Chappell, vice chairman of the Nebraska Wheat Board is the new face of U.S. Wheat Associates. Flohr was appointed to the Board in 2007 by Governor Heineman to represent District #3. He currently represents the Board on the Wheat Quality Council and the Variety Release Committee. Flohr and his wife, Jan, are certified wheat and millet seed producers and are part of V&F Farms of which he is Corporation President. Flohr is a member of the Deuel County Extension Board and a board member of the Frenchman Valley Co-op.

Flohr was photographed during this year's wheat harvest in mid-July at his farm near Chappell. The photograph selected will be prominently used in printed materials U.S. Wheat Associates uses to promote United States wheat to the world market.

“Nebraskans can take pride in their wheat producers and this photo exemplifies what Nebraska Wheat is all about – consistency, reliability and dependability,” said Royce Schaneman, Executive Director of the Nebraska Wheat Board. According to Steve Mercer, Director of Communications for U.S. Wheat Associates, “Larry’s photo captures the message ‘The wheat you want from producers you can depend on’ exactly. We couldn’t be more pleased with the end result.”

MORE

Dan Hughes, of Venango, Chairman of the Nebraska Wheat Board was also photographed by U.S. Wheat Associates. Hughes was appointed by Governor Heineman in 2006 to represent District #4. He has served the past year as vice chairman of the Board and also serves on the US Wheat Board of Directors and the Hard White Winter Wheat Committee which is engaged in developing hard white winter wheat as a viable market class. He is a member of the Nebraska Wheat Growers Association. Hughes and his wife, Josie, raise wheat, corn millet, dry edible beans and sunflowers on their farm in northwest Chase and southwest Perkins counties.

“Western Nebraska wheat fields are the image that the phrase ‘amber waves of grain’ brings to mind,” said Schaneman. “We couldn’t be more proud to have two Nebraska producers and their farms selected to represent the United States wheat industry—that they are the chair and vice chair of our board is the icing on the cake.”

For a sneak peek at the new U.S. Wheat Associates’ poster, visit the Nebraska Wheat booth at Husker Harvest Days in Grand Island September 9-11 or visit the Nebraska Wheat website www.nebraskawheat.com.

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