



The Nebraska Wheat Board (NWB) was formed in 1955 after the Nebraska Wheat Resources Act was passed. All NWB policies are established by a seven-member board of directors.

The board of directors is composed of wheat producers from Nebraska who are appointed by the Governor. In addition to the board, an executive director and a staff assistant serve as full-time employees, with a three-quarter time public information office.

Each bushel of wheat marketed in the state is assessed a 1.25 cent per bushel excise tax at the point of first sale. These monies are deposited

into the State Treasury and are used by NWB to advance Nebraska's wheat industry. To ensure that funds are being spent in the best way, the board of directors oversees all expenditures.

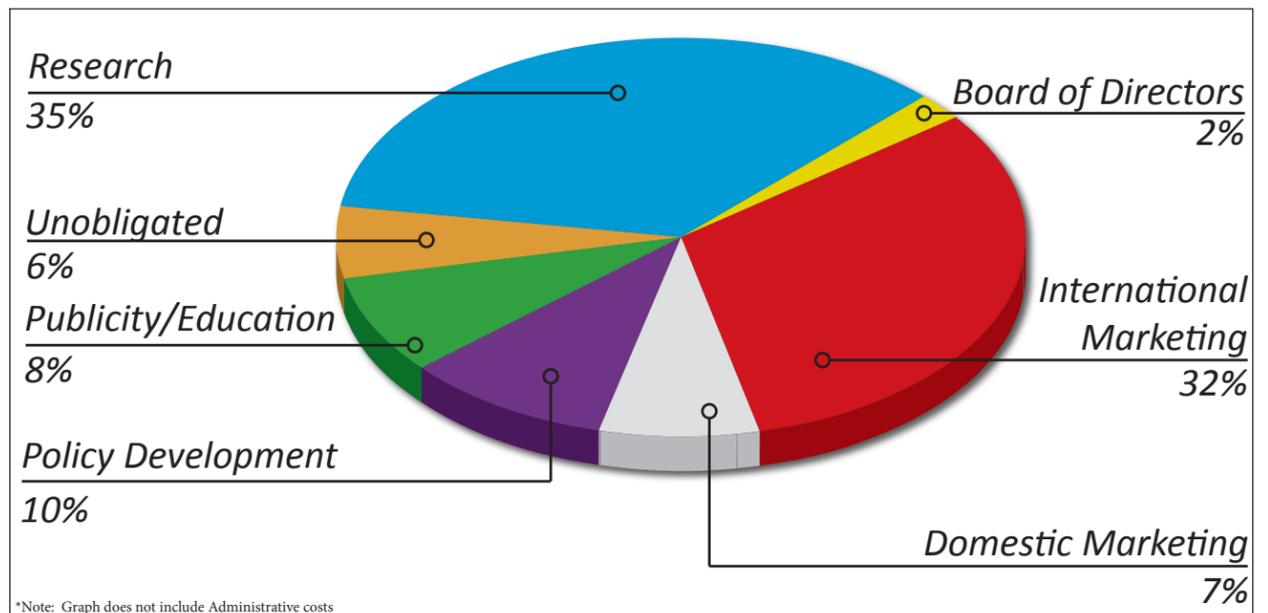
The mission of NWB is to increase both domestic and foreign consumption of wheat and wheat food products through marketing and research, as well as to help develop and maintain both domestic and export markets for the Nebraska wheat producer.

Nebraska consistently has been one of the top ten wheat producing states in the country and is a leader in Hard Red Winter wheat

production. This means Nebraska is a big player in the international grains market and that wheat contributes a significant amount to the state's economy. The wheat industry supports a myriad of jobs statewide. Each dollar in agricultural exports, of which wheat is included, generates approximately \$1.64 in economic activities such as transportation, financing, warehousing, and production.

Since 1955, the Nebraska Wheat Board (NWB) has been dedicated to helping the state's wheat producers advance the wheat industry through research, international and domestic marketing, policy development, publicity and education.

Contracts for FY 10-11	
International Marketing	
US Wheat Associates	205,600
Wheat Marketing Center	45,900
WMC Workshop for NE Producers	12,000
WMC Workshop for NE Elevators	1,000
WMC Connecting Wheat Professionals	5,000
Domestic Marketing	
Wheat Foods Council	27,184
Wheat Quality Council	3,000
Plains Grain Inc. Wheat Quality Survey	11,633
NWGA Mobile Baking Lab	15,000
Whole Grains Council	1,500
Grain Foods Foundation	2,500
Research	
Improving Winter Wheat Varieties	75,000
Testing of Varieties Developed Outside NE	15,000
Selecting Quality NE Wheat for Market Needs	50,000
Improving Wheat Architecture	8,000
Adv. Screening for Mosaic Resistance	15,672
To Fallow or Not to Fallow	7,500
Mitigating Rust and Wheat Streak Loss	37,015
Improved Nitrogen Management	11,500
Integrating Molecular Markers	15,000
Holt County Test Plot	3,500
Improve Tolerance to Preharvest Sprout	12,000
Wheat Biotechnology Traits	72,280
Wheat Genome Sequencing	7,500
Increasing NE Wheat Productivity	11,100
Thermocycler/Select Wheat Resistance	12,000
Develop Biotech Tools for Wheat	34,790
Policy development	
National Association of Wheat Growers	45,000
NWGA Wheat Issues Monitoring	30,000
Whiteside & Associates	4,800
Publicity/Education	
Midwest Messenger	2,020
NE Coop Council	500
KRVN Talking Nebraska Wheat	900
NE Ag Classic	250
NWGA Information Specialist	30,000
NASS Variety Survey	5,500
KRVN "Growing Wheat Well"	2,250
NE Ag Youth Council	1,200
Nebraska FFA	1,000
Nebraska 4-H	1,000
LEAD	7,500
Bread n' Jam Festival	750
NE Ag in the Classroom	3,273



Wheat Research Advancements

Significant private investment in wheat research didn't start until 2008. As a result, supporting advancements in wheat variety development has traditionally been a NWB priority. Research receives one-third of NWB's checkoff investment. Most of these contracts are made with the University of Nebraska-Lincoln and USDA ARS.

Research supported by checkoff dollars has helped improve average wheat yields in Nebraska from 32 bu/acre to 48 bu/acre in the last 20 years. The new varieties developed by UNL have given Nebraska a reputation for consistent, quality wheat.

NWB has contracted several projects for multiple years. Improving Winter Wheat Varieties and Testing of Varieties Developed Outside NE both focus on ensuring quality varieties produce well in Nebraska. Several projects focus on disease resistance: Adv. Screening for Mosaic Resistance, Mitigating Rust and Wheat Streak Loss, Improve Tolerance to Preharvest Sprout. Other projects are geared toward better resource utilization: To Fallow or Not to Fallow and Improved Nitrogen Management.

With decreasing acres, and increasing demand, Nebraska's wheat producers must raise more wheat with fewer resources. NWB is supporting biotech wheat research to ensure Nebraska remains a leader as other states and private companies explore this new frontier.



Wheat plants in the UNL greenhouse have been hand pollinated as part of research to develop new varieties. A video tour of the greenhouses and interview with wheat breeder P. Stephen Baenziger is available on the Nebraska Wheat website. Photo: P. Stephen Baenziger, UNL.

New wheat varieties

(Information courtesy of Husker Genetics)

Husker Genetics released two new hard red winter wheat cultivars in 2010: McGill and Robidoux. NWB contracts helped fund research on both varieties during development.

McGill (NE01481) is adapted to production areas in eastern and west central Nebraska. It performs well under rainfed conditions and has excellent resistance to wheat soilborne mosaic virus, a disease that can occur in early planted wheat in southeastern and southcentral Nebraska.

Robidoux (NI04421) performs well in irrigated and rainfed conditions in western Nebraska and eastern Wyoming.



International Marketing: Trade Teams and the Wheat Marketing Center

NWB invests an average 30 percent of its budget into international marketing. This checkoff investment goes to two main contractors: US Wheat Associates (USW) and the Wheat Marketing Center (WMC) in Portland, Oregon.

USW is a partnership of 18 different wheat producing states who provide financial support from checkoff dollars. USW works out of Arlington, VA and multiple international offices to develop, maintain and expand international markets for US wheat producers.

USW sponsors training and education seminars for millers and grain purchasers, hosts trade missions of US representatives to foreign countries, and brings international leaders in the grain industry to the US on trade visits.

In FY 10-11, NWB hosted two international trade teams. The first team from South Korea toured the

Panhandle, visiting with producers, elevators and the Panhandle Research and Extension Center. The second team from Nigeria visited toured eastern Nebraska and visited with producers, elevators, UNL's wheat breeders and FGIS.

NWB Chairman Larry Flohr also participated on an international trade mission with USW in March 2011. He visited Rotterdam, Netherlands; Kiev, Ukraine; Istanbul, Turkey; and Cairo, Egypt. He met with grain buyers and merchandisers from each country as well as USW's international staff.

NWB member Dan Hughes of Venango was elected to Secretary-Treasurer of USW in January 2011. He will work his way through the chairs over a four-year period.

NWB partnered with WMC to hold its annual Wheat Export and Quality Workshop in

January. Fifteen wheat producers and industry representatives learned about wheat food manufacturing at WMC, toured the Port of Portland, visited with FGIS representatives, toured a bakery and dough factory and visited with USW personnel.



Certified seed producer Mark Knoble explains about wheat production in Nebraska to the Nigerian team while they hand-thresh heads of wheat to see the quality he talks about. Photo: Caroline Brauer

Nebraska Wheat Board Directors

District 1

Chris Cullan
Hemingford

District 6

Delferd Schlake
Blue Springs

District 2

Rick Larson
Potter

District 7

(At-Large)

Brent Robertson
Elsie

District 3

Larry Flohr
Chair
Chappell

Staff

Royce Schaneman
Executive Director

District 4

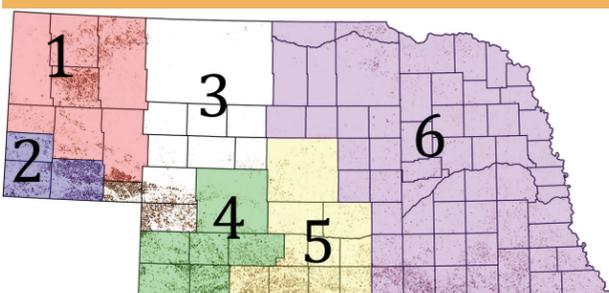
Dan Hughes
Venango

Caroline Brauer
Staff Assistant

District 5

Von Johnson
Vice Chair
Cambridge

Nebraska Wheat Board Districts



Federal Policy

By statute, NWB can invest up to 25 percent of its budget to affect federal policy. NWB has yet to spend more than 10 percent in that category.

Policy contracts pay state association dues to the National Association of Wheat Growers (NAWG). NAWG works to support wheat producers and their interests on Capitol Hill.

NWGA's Wheat Issues Monitoring contract helps NWGA attend national events to support and represent Nebraska's producers.

Whiteside & Associates monitors transportation issues and legislation on the federal level that does affect wheat producers.

Domestic Marketing

In FY 10-11, NWB invested 7 percent of the checkoff in domestic marketing. This investment went to support organizations like the Wheat Foods Council, Wheat Quality Council, Whole Grains Council, and Grain Foods Foundation that work to increase domestic consumption of wheat and wheat foods products in the US.

Plains Grains Inc., evaluates the various milling and agronomic qualities of wheat on a grainshed basis. The data is provided to NWB and area millers. Examples of data evaluated include wheat grade and kernel, flour, dough and baking characteristics.

In addition, NWB helps sponsor the NWGA Mobile Baking Lab. During FY 10-11, the baking lab participated in the Nebraska State Fair, the Iowa State Fair and the National Festival of Breads.

Education/Publicity: Nebraska State Fair

NWB invests around 8 percent of the budget in education and publicity. Contracts in this area support organizations working to teach aspects of agriculture such as: FFA, 4-H, Nebraska Ag Youth Council and the Nebraska LEAD program. The funds also support ag promotion organizations like NE Coop Council, KRVN and Midwest Messenger.

NWB also uses funds in this category to support costs of publishing educational materials from within the office. In addition to print materials, NWB attends area trade shows and educational events.

By far the largest event NWB attends is the Nebraska State Fair. During FY 10-11, NWB hosted a 1600 square foot, interactive display. The display included a miniature wheat field, a combine cutout and hand-threshing

demonstration, a working tabletop mill, a wheat foods display and the Mobile Baking Lab with fresh bread, cinnamon rolls and cookies. New additions to the display included a bread-shaped playhouse, wheat tattoos, "green" building technology with wheat, and a display of non-food products made from wheat.



Josie Hughes and Diane Larson prepare cinnamon rolls. Photo: Caroline Brauer