



News Release

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Nebraska Wheat sponsors wheat tour in Portland for six college students

Lincoln, NE--The Nebraska Wheat Board (NWB) recently sponsored a spring break trip for six students from the University of Nebraska-Lincoln to learn more about marketing and exporting wheat at the Wheat Marketing Center in Portland, Ore. The students included current and past members of the NWB wheat ambassador program.

During the three-day trip, ambassadors were educated about wheat transportation and processing after the wheat leaves Nebraska. They took a tugboat ride with a barge transportation company, visited a local bakery, toured a grain export terminal and learned about wheat grading from the Federal Grain Inspection Service. The ambassadors also learned about foreign marketing from U.S. Wheat Associates, a cooperative between NWB and 18 other wheat producing states marketing U.S. wheat in more than 100 countries.

“Our student ambassadors play a large role in helping us tell wheat’s story to students and consumers,” said Royce Schaneman, NWB executive director. “This tour let them see and experience another part of that story first-hand.”



This is the second year for the ambassador program but the first year for the ambassador tour to Portland. Ambassadors are selected by an application and interview process. They complete classroom visits to educate students about wheat and assist NWB with promotional events. Upon completion of these tasks, ambassadors receive a scholarship for collegiate education in an agriculture-related area of study.

The Wheat Marketing Center is a non-profit organization that conducts research on all wheat classes; serves as a bridge between wheat customers and wheat producers; partners with farmers, wheat processors, U.S. Wheat Associates, the grain trade, wheat breeders and Federal Grain Inspection Service; and strives for continuous impact by dynamic responsiveness to market fluctuations.

The Nebraska Wheat Board administers the check-off of 0.4% of net value of wheat marketed in Nebraska at the point of first sale. 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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