



WHEAT QUALITY COUNCIL

PO BOX 19539
LENEXA KS 66285

dave.green.wqc@gmail.com

Phone # 913-634-0248

Bill To

NE WHEAT BOARD
PO BOX 94912
LINCOLN NE 68509

Invoice

Date	1/17/2017
Invoice #	1927
P.O. Number	

Description	Amount
Your investment for supporting the work of the Wheat Quality Council for the year 2017 is now due. Thank you for your support. Please read the attachment. It has the new contact information for sending payment.	3,000.00

Your Contribution is Tax Deductible:

EIN #48-0586390

☒ APPROVED

Ryce Schanman

1-19-17

#56650002

www.wheatqualitycouncil.org



Dave Green
Executive Vice President
dave.green.wqc@gmail.com
www.wheatqualitycouncil.org

A COORDINATED EFFORT BY BREEDERS AND PROCESSORS TO IMPROVE WHEAT QUALITY

MEMO

TO: All WQC Members
FROM: Dave Green, Executive Vice President
RE: Annual Membership Dues
DATE: January 17, 2017

PLEASE NOTICE: Ben Handcock is retiring effective February 28, 2017. Dave Green has been hired as the Wheat Quality Council Executive Vice President. Please change your records to reflect his address and phone number (see below); and email address found in the upper right hand corner. Please notify your Accounts Payable person of the change.

Enclosed you will find your membership dues notice for 2017. In order to plan our budget we ask that you make payment as soon as possible, however, I realize that some of you are on a fiscal year that begins much later than January 1.

If you would like to pay your membership dues electronically, please contact me and I will email you the ACH information required by your Accounts Payable department.

We also accept Visa and Master Card payments. Please include card number, expiration date, security number (back of card) and name and address on card; and return with payment portion of the dues billing.

Also, I would like to remind you of our upcoming annual meeting in Kansas City. The dates are February 21- 23, 2017. A tentative agenda and registration form were previously emailed.

Please access our web site at www.wheatqualitycouncil.org to read the 2016 Wheat Quality Council updated activities; and to access the 2017 Annual Meeting registration form if you did not receive one.

We appreciate your contribution to the Wheat Quality Council. We believe this organization is vital to our members as we continue the wheat variety development process in this country. Results of quality testing programs DO influence decisions on variety releases.

If you have questions or concerns, please contact me. Thank you for your support.

Your contribution is tax deductible.



- **Type of Project:** Publicity and Education – Nebraska Agricultural Youth Institute (NAYI)
- **New or Renewal:** Renewal
- **Total Amount Requested:** \$2,000.00
- **Project Duration:** July 10- 14, 2017
- **Project Coordinator**
 - ☐ **Name:** Christin Kamm
 - ☐ **Address:** 301 Centennial Mall South
PO Box 94947
Lincoln, NE 68509
 - ☐ **Phone:** (402) 471-6856
 - ☐ **Fax :** (402) 471-6876
 - ☐ **Email:** christin.kamm@nebraska.gov
- **Organization**
 - ☐ **Name:** Nebraska Department of Agriculture
 - ☐ **Address:** 301 Centennial Mall South
PO Box 94947
Lincoln, NE 68509
 - ☐ **Phone:** (402) 471-6856
 - ☐ **Fax:** (402) 471-6876
 - ☐ **Email:** christin.kamm@nebraska.gov

Project Abstract

The goal of the 2017 Nebraska Agricultural Youth Institute (NAYI) is to help educate and advocate for the agriculture industry. Over 200 high school aged delegates attend the Institute to learn about the different sectors within the agriculture industry. The delegates will have a chance to connect with other delegates as well as different agricultural commodity boards and companies. Many of these boards and companies will educate and discuss the future of the industry.

Project Outcomes

The delegates attending NAYI 2017 will leave the conference with a better understanding of the different sectors of agriculture, the many job opportunities within each sector, an idea of where the future of agriculture is heading, and lifelong connections with speakers and other delegates.

Method of Approach

Our approach to informing and educating the youth about agriculture is through a week-long summer conference where over 200 youth join together to connect and learn more about agriculture. NAYI is located on UNL's East campus and is organized by the Nebraska Department of Agriculture. Throughout the week delegates will listen to multiple speakers, participate in a hands on farm management game, tour different departments on UNL campus, and network with other delegates and speakers.

NAYI is a great way to inform future wheat producers. The students attending NAYI 2017 are looking for an opportunity within the agricultural circuit, and they will get to hear from the Nebraska Wheat Board. This would be a huge promotional item for the wheat producers because the future consumers and producers of wheat can gain the education they need for the future success in the soybean sector.

Impact

NAYI 2017 will impact both the delegates and speakers. The conference will benefit the delegates because they are provided an endless amount of information that could lead to their future success. They also get the chance to network with 200 other delegates who have a similar interest. Many times this network leads to lifelong relationships. Speakers will benefit from the conference as they are investing in the futures success of the agriculture industry by educating the future generations of agriculture.

Method Suitability

Our method of educating delegates through NAYI 2017 is appropriate because the delegates get to network with multiple industry professionals as well as getting a glimpse of what college may look like for those planning on continuing their education.

Budget

We are asking \$2,000.00 to purchase Valentino's pizza for the delegates the night of our street dance.

January 26, 2017

Royce Schaneman, Executive Director
Nebraska Wheat Board
301 Centennial Mall South
P.O. Box 94912
Lincoln, NE 68509

Dear Royce,

I would like to thank you and the Nebraska Wheat Board for helping to sponsoring the 2016 Neligh Bread N Jam Festival. We have changed the name of the festival to the Neligh Mills Fall Festival. This year's festival will be held on Saturday, September 9, 2017. This will be the 12th year for a fall festival at the Neligh Mills.

The festival showcases our community by focusing on its strengths. The Neligh Mills represents Neligh's rich heritage and is a legacy of the importance of the wheat industry to the not only Neligh, but to the whole state of Nebraska also. The main focus of the festival once again is the baking contest and the importance of flour production at the Neligh Mills years ago. The bake off contest is held inside the Neligh Mills and we are planning on having an adult cookie baking contest being the main focus again this year. This year's festival will once again include cookie decorating for kids, a craft show/flea market, car show and shine, a pancake breakfast by the Neligh Lions Club, a fun run/walk sponsored by the Antelope Memorial Hospital Wellness Center and kids activities done by the Neligh -Oakdale FCCLA & FBLA organizations. We hope to have the Nebraska State Patrol, Neligh Jaws of Life and the Elkhorn Rural Public Power return this year to put on safety demonstrations to the public. We also hope to have the Pierson Wild Life Museum exhibit back for this year's festival.

The Neligh Mills Fall Festival will be enriched by the participation of the Nebraska Wheat Board we hope that you agree to sponsor our baking contest. The Neligh Mills Fall Festival would like to request \$750 for the 2017 festival. Cash prizes are awarded to the first, second and third places in our adult baking contest. Last year we had celebrity judges for our cookie contest.

The Nebraska Wheat Board is a valuable sponsor of our baking contest. Thank you for your past support of the festival. Thank you for your consideration, if you have any questions, feel free to contact us.

Sincerely,

Don Ofe
Neligh Mills Fall Festival
Box 276
Neligh, NE 68756
402-887-4303

Mckendree, Margo

From: Ofe, Harv
Sent: Thursday, January 26, 2017 1:36 PM
To: Wheat, Board
Subject: 2017 Funding propsal
Attachments: Nebraska Wheat Board 2017 letter.doc

Royce,

Attached is a funding proposal for the Neligh Mills Fall Festival that was previously known as the Bread N Jam Festival which is held at the Neligh Mills Historic Site.

Thanks,

Don "Harv" Ofe, Co-chairman of the Neligh Mills Fall Festival
Site Supervisor
Neligh Mills Historic Site

Nebraska Wheat Board
Funding Proposal Fiscal Year 2017

Project Title:

Nebraska Agriculture in the Classroom

Type of Project:

Publicity and Education – Build public awareness to increase opportunities for Nebraska wheat. In addition, educate producers, consumers, youth and end-users to advance the industry in a positive manner.

New or Renewal:

Renewal

Total Amount Requested

\$2,500.00

Project Duration

July 1, 2017 to June 30, 2018

Project Coordinator Name

Courtney Schaardt, Director of Outreach Education
5225 S 16th Street
Lincoln, NE 68512
402-421-4461 office
402-421-4439 fax
courtneys@nefb.org

Organization Name

Nebraska Farm Bureau Foundation
Megahn Schafer, Executive Director
5225 S 16th Street
Lincoln, NE 68512
402-421-4747 office
402-421-4439 fax
megahns@nefb.org

Nebraska Wheat Board Proposal
Project Title: Nebraska Agriculture in the Classroom
Organization: Nebraska Farm Bureau Foundation

Abstract

The Nebraska Farm Bureau Foundation implements the Agriculture in the Classroom program statewide to help students and teachers develop an awareness and understanding that agriculture is their source of life necessities. AITC equips classroom teachers with materials that promote the value of agriculture and enable them to integrate agriculture into existing curriculum. AITC staff and farm and ranch volunteers make the program come alive in classrooms with hands-on activities and frequent face-to-face interaction.

Through AITC, Nebraska students learn that the agriculture industry includes the production, processing, distribution, and marketing of products used every day. These future consumers, voters, and community leaders are exposed to the critical message that agriculture is important to their daily lives, as well as to the state, nation, and world.

The Nebraska Farm Bureau Foundation respectfully requests the support of the following programs within AITC: Ag Pen Pal Program, Teacher Education, Classroom Presentations, and Field Trips.

Outcomes

- Sustained positive influence on students' perception of the agriculture industry (During FY 2015 – 2016, 98% of participating teachers in the Ag Pen Pal program who completed a post-program survey reported their students gained appreciation for agriculture through participating in the program).
- 10% increase in Ag Pen Pal program matches to 287 (265 FY 2016-2017).
- 5% increase in number of counties with Ag Pen Pal activity to 89 (85 FY 2016-2017).
- 45% increase in teachers and future teachers reached to 556 (384 FY 2015-2016)

Method or Approach

Ag Pen Pal Program: The Ag Pen Pal program celebrated 25 years of connecting classrooms with farms and ranches during the 2016-2017 school year. Currently, 261 classrooms participate in the program. In the program, a farm/ranch volunteer is matched with a kindergarten through eighth grade classroom in Nebraska, and the two exchange correspondence three times throughout the year. The farm/ranch volunteer explains what life is like for a producer and how local agriculture effects all communities – urban and rural. Letters can detail what farmers do, how they do it and why they do it. Ag Pen Pal volunteers are encouraged to write about the importance of agriculture to Nebraska, the state's economy, and stewardship of the land.

While the only requirement of the program is to write 3 letters, many producers send photos, videos or samples to their classroom. Producers continue to understand the need to be innovative to keep up with a busy classroom. Many producers go above and beyond by recording their voices reading their letters to send or even by creating photo books of their farms and ranches through the seasons.

Teacher Education (Pre-Service and In-Service): Agriculture in the Classroom has provided guest lecturer workshops in teaching at universities, colleges, teacher conferences and education service units (ESU's.) Professors and Learning Coordinators often choose to include guest lecturers within their curriculum to introduce resources that are available for teachers seeking to build or expand their portfolio of curriculum and activity guides.

In order to qualify for teaching certification through the state of Nebraska, students must complete at least one teaching methods course prior to graduation. AITC pre-Service education takes place in methods courses at 10 of Nebraska's teacher education colleges and universities. AITC staff presents to future teachers in science, social studies, math, and language arts methods courses to demonstrate how to use agriculture as the vehicle to fulfill Nebraska State Educational Standards.

Expanded in-service teacher education is a priority for Nebraska AITC. In 2016, Nebraska AITC presented to Nebraska Career Educators Association and the Nebraska Association of Teaching Sciences. In 2017, AITC will present to ESU 13 in Scottsbluff and ESU 8 in Clearwater. Workshops present hands-on activities that align with Nebraska State Education Content standards in the areas of science, social studies, math and language arts.

We aim to reach more than 500 future and current teachers in FY 2017-2018 through pre-service and in-service presentations.

Classroom Presentations: AITC staff provide many presentations and hands-on activities in classrooms each year. Many presentations incorporate all Nebraska commodities. These presentations augment the Ag Pen Pal program and foster strong relationships between AITC, teachers, and students. This in-person interaction helps to create personal connections between stakeholders, personalize those involved in Nebraska agriculture, and debunk the myth that agriculture is made of large, nameless, faceless corporations.

Field Trips: Classroom teachers may apply for funding to support a field trip to a farm to learn more about machinery, seed choices, land management and the process of planting and harvest. AITC staff vet and recommend locations to visit, suggest topics for discussion, facilitate activities for field trips, and provide resources to encourage continued learning about Nebraska following the field trip.

Relevance

As the wheat industry seeks to "build public awareness to increase opportunities for Nebraska wheat," the Nebraska Farm Bureau Foundation can help by including positive wheat messages in accurate and useful educational materials and distributing them statewide. Students and teachers involved in AITC programs receive training, print materials, and online resources that highlight the value of wheat production in Nebraska. Through these positive messages teachers (current consumers) and students (future consumers) will learn about the stewardship and sustainability farmers and ranchers practice through wheat production in Nebraska.

The Nebraska Farm Bureau Foundation also benefits Nebraska farmers and ranchers by supporting a platform that connects producers and consumers with programs such as the Ag Pen Pal program and Ag Field Trips. We provide resources with information and answers to the questions students and consumers have about their food and food production practices across the state.

Impact

The AITC program provides agriculture awareness, encourages effective teaching about modern agriculture, leads the development of instructional materials, and provides leadership training for teachers and agriculture promotion and education advocates. Through these methods, the foundation is able to connect with a wide audience of youth, educators, general public, and future agriculture leaders.

Method Suitability

Ag Pen Pal: With more of the population being several generations removed from the farm or ranch, the Ag Pen Pal Program is a critical tool in bridging the gap between agricultural producers and consumers in Nebraska.

At the end of the year, the producer volunteers were sent a survey to gauge how producers view the effectiveness of the program and their responsibility to agricultural literacy.

How responsible do you feel for educating the next generation of consumers?

Scale of 1 to 5, with 5 being high

- **82%** answered **5**
- **12%** answered **4**
- **6%** answered **3**

As a producer, are you satisfied with the Ag Pen Pal Program?

- **100%** answered **yes**

At the end of the year, teachers were sent a survey to quantify the effects of the Ag Pen Pal Program. A sample of questions from the survey are below.

Have your students gained an appreciation for agriculture over the past nine months?

- **97%** of respondents answered **yes**

How often do you integrate agriculture based lessons into your classroom?

- **28%** of respondents answered **Weekly**
- **42%** of respondents answered **Monthly**
- **23%** of respondents answered **Quarterly**
- **7%** of respondents left the answer **Blank**

The correlation between the statistic of farm and ranch volunteers feeling the responsibility to share about agriculture and the statistic of teachers using agriculture in the classroom often proves that the Ag Pen Pal Program is effective and will continue.

Teacher Education: Teacher Education stands out above all other education because of the ripple effect teachers can provide. Engaged teachers impact classrooms full of students, year after year. Their reach could be hundreds of students each year that could learn about agriculture multiple times throughout the school year.

Agriculture is often viewed as something “extra” that must be added to teacher curriculum. Through the work of AITC staff workshops and developing curriculum, agriculture is shared as a cross-curricular tool to teach lessons aligned to Nebraska State Education Content Standards. Nebraska Farm Bureau Foundation has a longstanding relationship with Nebraska Department of Education to ensure the resources created are applicable to today’s classroom.

The method of pre-service and in-service education effectiveness can be viewed through the comments of those who participate in the workshops. Examples of the comments can be seen below.

- “Before, I didn’t feel confident in ag knowledge, but now I feel good about using it in the classroom.” – *Creighton Student*
- “This was a wonderful experience! I was unsure of how my “lack of ag” knowledge would pan out, but I learned so much in such a short time! Thank you!” – *Peru State Student*
- “This was a really fun way for us to learn about agriculture and how to incorporate it into the classroom.” – *University of Nebraska-Lincoln Student*
- “My favorite part was all of the hands-on lessons I get to take home with me for my new classroom.” – *University of Nebraska- Kearney Student*
- “This seems like something I can easily incorporate into my classroom.” – *Doane College Student*

Classroom Presentations: Classroom presentations create in-person interaction between AITC Staff and Classrooms in Nebraska to provide a face to agriculture. Students are engaged through hands-on activities that correlate to Nebraska State Education Standards. In an effort to quantify the effects and success of the program, teachers were asked to complete a survey. A sample of questions are below.

Would you participate in this presentation again?

- **100%** answered **yes**

Please explain why you would or would not participate again:

- My kids loved participating in this project! I appreciated that the project was ready to go, with all the needed materials prepared ahead of time. Also, love the book 😊
- The presentation fit exactly with our standards and our kids learned so much from this presentation

Please rank your students’ knowledge of agriculture before the presentation (1 low, 5 high)

- **100%** answered **1**

Please rank your students’ knowledge of agriculture after the presentation (1 low, 5 high)

- **13%** answered **2**
- **87%** answered **3**

Field Trips: Prioritizing ag field trips is supported by Nebraska Rural Poll research which suggests students are more likely to have a positive perception and opinion of agriculture if they have visited a farm or ranch in person. In an effort to quantify the effect of 2015-2016 field trips, teachers were asked to complete a post survey of their reactions to their trip. A sample of questions are below.

Do you feel your students’ perception of agriculture has changed because of this field trip?

- **100%** answered **yes**

Did your students' understand how the farmer/rancher works to take care of the environment?

- **100%** answered **yes**

Comments about the Field Trips

- "I feel that all of my questions and/or concerns were answered immediately by Courtney. She went above and beyond many times to help me out. I am excited to utilize all the Farm Bureau has to offer in the future. This was overall, an experience rewarding beyond words for me as well as my students! Thank you to all those who made it happen."

– Omaha Private School 4th Grade Teacher

- "I love that I was able to take my students to the farm in the spring to see the new life, baby calves, fields being planted, etc. I also think it would be great to take them again in the fall to see the harvest and fall activities."

-Omaha Public School 5th Grade Teacher

Budget

Director of Outreach Education (1 full-time employee)	\$50,000
Ag in the Classroom Presenters (2 part-time/contract employees).....	\$40,000
Printing & Supplies.....	\$14,000
AITC National Conference Grants for Teachers 4 full-cost grants, 6 registration-only grants, and bus rental One-time project due to proximity of 2017 Conference in Kansas City	\$9,000
AITC Field Trip Grants	\$4,000
AITC Teacher of the Year Award Registration and travel expenses to National AITC Conference for 2 Teachers	\$3,000
AITC Classroom Project Grants	\$2,000
Travel Travel expenses for program delivery and regional AITC staff conference.....	\$1,500
Postage.....	\$1,000
National Ag in the Classroom Membership Dues	\$400
Estimated Total	124,900

Additional Funding Sources

Nebraska Corn Board	\$51,000
Lancaster County Farm Bureau.....	\$20,000
Nebraska Beef Council	\$15,000
Nebraska Soybean Checkoff	\$12,000
Other individuals and organizations	\$5,000



WFC Funding Proposal for the NWB

Project Name: Domestic Promotion of Wheat and Wheat Foods through Robust Four-Prong Strategy

Type of Project: Domestic Marketing

New or Renewal: New, but a yearly funding request

Total Amount Requested: \$23,236.00

Project Duration: July 1, 2017 through June 30, 2018 (FY 2017-18)

Project Coordinator: Tim O'Connor, WFC President, 303-229-9198, 7817 S. Forest St., Centennial, CO 80122, toconnor@wheatfoods.org

Organization: Wheat Foods Council, 51-D Red Fox Ln., Ridgway, CO 81432

WFC Federal I.D. Number: 36-3495285

Mission:

The Wheat Foods Council (WFC) is non-profit, industry-wide partnership dedicated to increasing the domestic consumption of wheat and wheat-based foods through nutrition information, education, and other promotional activities.

Background:

WFC was created in 1972 by five producer members when U.S. per capita flour consumption was at an all-time low of 110 pounds per person. The Council is now a forty-seven member strong, industry-wide organization supported voluntarily by wheat producers, millers, bakers, cereal manufacturers, allied industry and related organizations. Backed by our 45 year history, WFC is uniquely qualified to provide a credible voice and accurate messaging to nutrition professionals, Registered Dietitians and Personal Trainers, as well as to the media and consumers.

Though the Wheat Foods Council's exact communication's program will not be finalized until our summer meeting in June 2017, FY 2017-18's wheat promotion efforts will be similar to our current fiscal year's promotion efforts, and will be based on our four pronged strategic plan developed in 2015.

Communications Program – A Four Pronged Strategy:

REGISTERED DIETITIANS

Our longstanding partnership with Registered Dietitians has paid healthy dividends, as they continue to amplify our strategic messaging through their expert voice. We will deepen our ties by providing them with the most current nutrition information and updates — supporting our new messaging priorities — we can further strengthen the effectiveness of this proven partnership.

Currently we're focusing on three key messages:

- Gut health
- Gluten-free fad diets
- Nutrients of concern

ENRICHED WHEAT PRODUCTS

Our members play an important role in helping us make decisions in target audience choices and messaging priorities. We're aligned to take on the task of improving the image of enriched flour.

With an excess of misinformation out there, there couldn't be a better time to drive broad understanding that the foods made from enriched flour fit perfectly well into a healthful, balanced diet. As we introduce this communications effort, our focus will be on talking to retail dietitians, chefs, and consumers about these five key areas:

- The value of folic acid fortification
- Contribution of nutrients of concern in these foods
- Fiber content in enriched flour
- Demystifying the milling process
- Variety, value, and good taste across foods made with enriched flour

Specialized programs will further support the content of our campaign across several key events:

This event is taking place in FY 2016-17, but we will have promotional programs in FY 2017-18 along the same lines. In 2017 we are hosting a fun, engaging chef-focused event at the Culinary Institute of America. Twenty top U.S. chefs and food and nutrition editors and bloggers have been invited to join us for informative seminars and a competitive cook-off to create the best-tasting meals using enriched wheat as its basis.

In June, 2017, Wheat Foods Council is hosting an "Enrich Your Life 5K Race" in conjunction with the Kansas Wheat Commission's National Festival of Breads being held in Manhattan, KS. We're also partnering with the festival to collect and share top bread recipes. These two events (and future events along these same lines) will allow us to build stronger connections and create a vibrant buzz around the many positive benefits of enriched flour. By focusing on great-tasting food and fun contests, we can deliver our message in memorable new ways.

PERSONAL TRAINERS

Relationships with nutrition experts will always be at our core, but we are also reaching out to other influential validators. Our newest partnership with Personal Trainers.

Why Personal Trainers?

Personal Trainers (PTs) had the least grasp of nutrition and wheat facts of the three groups (RDs, MDs, and PTs) WFC surveyed last year.

They are a large group of potential influencers - over 3X more than Registered Dietitians (284,000 vs. 94,000); have strong relationships with consumers as a go-to source for health and nutrition information; and had the least grasp of nutrition and wheat facts of the three groups (RDs, MDs, and PTs) surveyed last year.

Our initial Personal Trainer outreach will focus on three key goals:

- Establish a presence in the Personal Trainer community
- Become a source of science-based nutrition advice and information
- Begin to build relationships with influential members of the PT community

Our introduction and outreach programs includes a dedicated Personal Trainer-focused website (Center for Nutrition and Athletics) and a “Did You Know?” Social Media Campaign. We’re bullish on the powerful benefits of this new engagement. Once we have established name recognition with this influencer group we will be submitting articles for publication in ACSM and IDEA Personal Trainer organizations. We will also be recording a webinar for Personal Trainers to be able to listen to in order to learn more about the benefits of including wheat and wheat foods in a nutritious training diet and to be able to obtain continuing education credits through completion of the webinar.

MODERN WHEAT

Another important conversation that’s dominated by misinformation is the one about the future of modern agriculture. GMO “scares” and press coverage of “Franken-food” ballot initiatives need to be balanced with true and positive information about the future of wheat production in the U.S. Higher yields, improved drought resistance, less chemical application, and other sustainable long-term practices are just a few of the important topics the industry will bring forward to help shape a better understanding and image of “modern wheat” and how it can be beneficial to a growing world.

Our goal for the coming years is to be an industry resource on this issue, and work with all our members to provide the tools and support they need to communicate the facts and engage in helpful conversations.

As a first step toward leading these conversations, we are launching an education series called *Conserving the Grain, Extending Its Legacy*. Its focus will be on increasing understanding on these key topics:

- That wheat is both wholesome and natural, and contrary to misconceptions, its makeup today is principally the same as it was when wheat breeding got started in the early 20th century.
- The remarkable similarity between the wheat we eat today and the legacy grains that make up their backbone. Biochemically and genetically, today’s wheat varieties are mirror images of heirloom varieties.
- How all types of wheat research, including wheat breeding, have contributed to significant gains in overall productivity and a more plentiful and reliable food source for everyone.

In addition to our four pronged strategy, WFC will continue to:

Maintain a professionally developed website devoted to being “The place to go when you want to know about all things wheat.” Our resource section continues to grow and contains “toolkits” on a variety of topics geared to a variety of target audiences, PowerPoint Presentations and “Fact Sheets” available free of charge at www.wheatfoods.org

Promote and defend wheat using science-based facts to counter the numerous myths surrounding gluten and wheat. Science is on our side. WFC promotes the nutritional benefits of wheat and provides influencers with valid reasons to recommend wheat and wheat-based foods (delicious taste, budget friendly, can assist in weight management, aids in the prevention of certain diseases and cancers, etc.).

Distribute our messaging materials through our popular quarterly e-magazine “Kernels,” which currently has approximately 4,500 subscribers as well as to over 500

supermarket dietitians who work directly with consumers in their retail stores and often have in-store newsletters, newspaper columns, TV shows and social media platforms. Our “News You Can Use” newsletter is written and targeted primarily to this group, but can also be edited slightly and used for other target audiences.

Utilize our advisory board members throughout the year to review research literature and to seek their expert advice on the content of letters we send in defense of wheat, and advocating against “fad diets” such as “gluten-free” (which is only medically necessary for those diagnosed with celiac disease) and “anti-grain” diets. Our advisory board was developed to have a pro-active as well as re-active role regarding threats such as Wheat Belly, Grain Brain, and others. We have added two additional advisory board members in the past few months that have sports nutrition expertise. All four advisory board members will continue to be a vital part of our crisis communications program. We have relied on their expertise numerous times in the past and will continue to use them as needs arise for presentations, articles, developing messaging points, etc., throughout the year.

Our Advisory Board:



- Brett Carver, PhD – Wheat breeder, OSU
- Glenn Gaesser, PhD – Professor, Director of Healthy Lifestyles Research Center, ASU
- Nancy Clark MS, RD – THE premiere sports nutritionist for age group and elite athletes for more than 20 years
- Travis Thomas, PhD, RD, CSSD - Assistant Professor, Clinical and Sports Nutrition, University of Kentucky

Work in collaboration with the “Grain Chain” which represents producers, millers, bakers, and manufacturers and includes the American Bakers Association, Grain Foods Foundation, National Association of Wheat Growers, National Pasta Association, North American Millers' Association, U.S. Wheat Associates, USA Rice Federation, and Wheat Foods Council.

Develop science-supported materials/talking points for member use against “threats” to the wheat industry as they arise. It’s vital to the industry to have a unified voice with consistent messaging to combat misinformation.

Reach consumers through media registered dietitians (RDs). Currently 12 dietitians who regularly work with national and local media with a diverse geographic/demographic representation have been charged with initiating TV and print placements based on message points and story ideas the WFC provides. This outreach provides a ready-made team to respond to media in crisis situations as well as providing for ongoing positive messaging.

Work with our agency's consultant and tri-athlete world-medalist, Michele Tuttle, MPH, RD, to promote the importance of complex carbohydrates, such as wheat, to athletes for performance and endurance.

Total Dollar Amount Requested: 23,236.00

The requirement for voting membership is based on the five year Olympic average wheat production. To calculate NWB's membership dues, WFC takes the last 5 years' wheat production numbers, drops the high and low, and averages the remaining three years. That number is then multiplied by \$.41/thousand bushels to determine annual dues.

WFC's Programming budget will be approximately \$400,000.00 (The amount allocated to each of the four prong strategies will be determined at the June 2017 meeting).

NWB's voting member annual dues = \$23,246.00

Your contribution would be 5.8% of our PR budget and you will be able to reap 100% of our PR budget programming efforts.

State	2011	2012	2013	2014	2015	Total	Olympic Ave.	Multiplied by \$.41/1000 bu.
Nebraska	53,300	39,900	71,050	45,980	70,740	170,020	56,673	\$23,236

Payment Schedule:

Payments may be made on a quarterly, monthly, or bi-annual basis. Specific arrangements can be made by contacting Gayle Veum, Wheat Foods Council VP at: 1-800-970-2254 or gveum@wheatfoods.org. In the past, the NWB has paid quarterly through electronic funds transfer.

We appreciate the support and commitment the Nebraska Wheat Board has given the WFC in the past and hope you will continue to do so in the future. Thank you for your consideration of our funding proposal.



TO: Royce Schaneman, Executive Director
Nebraska Wheat Board (NWB)

FROM: The Home Baking Association (HBA)
Charlene Patton, Executive Director--LL: 785.478.3283; E: hbapatton@aol.com
Sharon Davis, Program Development--LL: 785.539.7044; E: hbadavis@gmail.com

RE: **2017 Funding Proposal**

DATE: January 25, 2017

Thank you for reviewing the following proposal to support *domestic marketing, research, education and policy missions* of the Nebraska Wheat Board and Nebraska wheat producers.

Title: Wheat flour-to-table baking education resources for at-home, in-school and out-of-school educators

Type: Publicity and education

Renewal with new Program developments annually

Amount requested: \$2,000

Project duration: July 1, 2017 to June 30, 2018

Project Coordinator: Charlene Patton and Sharon Davis
Home Baking Association

Contact information: 2931 Gainsboro Road, Topeka, KS 66614
T: 785.478.3283 Fax: 785.478.3024
E-Mail: hbapatton@aol.com and hbadavis@gmail.com

Project abstract: HBA staff, with its members, board and committees, research, develop/revise and promote compelling baking ingredient resources for educators to conduct in Pre-K to 12th grade at-home, school classrooms and the 10.2 MM youth in out-of-school programs. Collaboration with 37 HBA trade association and corporate milling and baking ingredient members plus audience partners (Wheat Foods Council, Whole Grains Council, Family Dinner Project, FCCLA, AAFCS and NEAFCS) maximizes the quality and quantity of messages resources and reach with the educators of young consumers. HBA's non-profit collaboration provides educator a one-stop connection to primary providers of reliable home and classroom baking resources.

Project goal: *Grow the practice of year-round baking in homes, schools and out-of-school programs*

Project outcomes: 2.8 million youth educators will receive:

1. Home baking science, literacy, culinary, math, art, career and family teaching resources via HBA e-news, blogs, social media and HomeBaking.org to Nebraska food educators and youth programs
2. Wheat-to-table baking ingredient knowledge and applied baking activities will be provided via HomeBaking.org, face-to-face events for its members and partners.
3. NWB support of Wheat Foods Council nutrition and food educator resources will be extended, not duplicated, with HBA audiences.

Methods: HBA staff, with the oversight of the HBA members and board will:

1. Present Baking Builds Steam workshop at (NEAFCS) National Extension Association of Family and Consumer Sciences Annual Meeting October 16-19, 2017, Omaha, NE; NWB provide speaker for HBA workshop.
2. Research, compile, prepare, vet and post the "how and why bake" for weekly social media posts; Wordpress blogs, (1/2 MM views), web-site resources for 50,000 monthly HomeBaking.org visitors and monthly e-news for 47,000 educators with wheat and baking connections for youth educators.
3. Provide NWB links, web-site, social media and face-to-face events within HBA resources and events; all are always available to NWB for re-posting, extending.

4. Research, propose, promote and provide baking workshops, media features, WFC resources, HBA and members' links and baking resources at state, regional and national events (see 2016 Annual Report) such as FCCLA National Leadership Conference and Capitol Leadership Training; Ag and Culinary Career and Tech Educators; Parents as Teachers; (NASAFACS) National Association of Family and Consumer Sciences Administrative Conference, after-school programs (*Portable Kitchen*) with on-line resources
 5. HBA resources provided to partner Wheat Foods Council for related programs and events.
 6. Provide an annual Baking Educator Award and annual home baking member meeting
- Note:** 2017 Annual meeting date: October 1-3, 2017, New Orleans, LA

Relevance:

- Educators - at-home, in schools and in out-of-school community programs are encouraged to provide STEM related educational opportunities. Baking is rich with STEI connections and offers a perfect opportunity to educate re: the value of wheat varieties, gluten's importance for in baking and both their nutritional value in daily diets.
- Home baking activities provide the base knowledge consumers need about ingredients, science, functional literacy and math. They become knowledgeable wheat food consumers in general when they have baked.
- More than 20 Pre-K-12th grade core education, Family & Consumer Sciences and Culinary Career & Technical education standards are served by HBA baking labs and activities.
- The connection between personal culinary skills and reducing the risks for obesity in youth continues to mount, with physicians and health educators seeking to add food skill education for youth.
- When "healthy foods" are recommended, fruits and vegetables will be top-of-mind or primary to consumer messaging.

Impact: HBA brought baked goods and grain foods—enriched and whole wheat—"to the table" with over 2.2 MM child nutrition, foods and health educators in 2016 reaching over 142.6 MM households.

(Reach is calculated by educator reported student/HH numbers: Example: When HBA reaches 1,750 Nebraska FCS classroom foods educators, NWB and HBA know we reach a reported 450,000+ households)

Our goal is to expand this reach a minimum of 10% in Program Year 2017.

Method suitability: The non-profit status of the Home Baking Association is welcomed by educators, allowing both corporate and trade associations to have a presence in classroom and out-of-school program education. HBA continually seeks partners who extend HBA visibility and applications with actual hands-on baking opportunities. This far exceeds goals of simply gaining "impressions" and allows us to achieve the goal of actual (not virtual) wheat flour use and purchases.

Budget: The HBA FY2017 Budget of \$225,246.00 has been provided to all members including the NWB representative. Please refer to it and we welcome any additional questions.

- This budget is supported by 37 corporate and trade association members plus the NWB
- This membership list is included with this proposal
- A full reporting of FY2016 is also provided with the attached annual report provided to NWB representative, Royce Schaneman, Executive Director

Respectfully submitted by Charlene Patton, Executive Director

Sharon Davis, Home Baking Association Program Development



2016-2017 MEMBERSHIP

Ardent Mills

Argo Corn Starch

Chelsea Milling Company

Clabber Girl Corporation

Colorado Wheat

Country Crock

Domino Foods, Inc.

El Dorado Paper Bag Manufacturing Co, Inc.

Farmer Direct Foods, Inc

Fleischmann's Simply Homemade

Fleischmann's Yeast

Grain Craft

Hodgson Mill, Inc.

Hopkinsville Milling Company

Kansas Wheat Commission

Karo Syrup

King Arthur Flour Company

Land O' Lakes, Inc.

Lesaffre Yeast Corporation

Nebraska Wheat Board

North American Millers' Association

North Dakota Mill

North Dakota Wheat Commission

Oklahoma Wheat Commission

Panhandle Milling

Renwood Mills

Share Our Strength

Shawnee Milling Company

Sokol and Company

South Dakota Wheat Commission

Stafford County Flour Mills Company

Stone-Buhr Flour Company

Texas Wheat

The J.M. Smucker Company

The Sugar Association

The Uhlmann Company

Washington Grain Commission

Education Partners

Family Dinner Project

FCCLA (Family, Career and Community Leaders of America)

NEAFCS (National Extension Association of Family & Consumer Sciences)

Wheat Foods Council

Whole Grains Council



THE NEBRASKA WHEAT GROWERS ASSOCIATION

P.O. Box 95063
Lincoln, NE 68509

Telephone (402) 471-2358
FAX (402) 471-3446

To the Nebraska Wheat Board

The Nebraska Wheat Growers Association is requesting funding support for the Mobile Baking Lab project in fiscal year 2017-2018. We appreciate your consideration of this request.

Project Title: NWGA Mobile Baking Lab

Project Type: Education and Domestic Marketing, Renewal

Funds Requested: \$8,000

Project Duration: July 1, 2017-June 30, 2018

Project Coordinator: Caroline Brauer, PO Box 95063, Lincoln, NE 68509;
newheatgrowers@gmail.com; (402) 471-2358

Organization: Nebraska Wheat Growers Association
PO Box 95063
Lincoln, NE 68509
P: 402-471-2358
F: 402-471-3446
newheatgrowers@gmail.com

Additional Participating Institutions: At this time Ardent Mills has indicated they intend to continue supporting the lab through in kind donations of flour and ingredients. It is likely Plains Grains Inc. will borrow the lab or participate in joint events where the lab is present. In addition, several state institutions have requested use of the lab for events in their respective states. FCSA has also made a sponsorship to continue support of the lab's educational outreach activities.

Abstract: The mobile baking lab is a 24-foot trailer with a full-service kitchen used to bake wheat foods including: cinnamon rolls, cookies, bread and pasta. It is run by mostly volunteers in an effort to connect the farmer to consumers and share the message of agriculture through fresh-baked wheat foods.

Outcomes: The baking lab will increase consumer awareness of what foods contain wheat, how wheat is grown in Nebraska and the nutritional benefits of grain in the diet.

Methods: The baking lab will participate in several key trade show events in the state of Nebraska, and be available to participate in other regional events as requested by other wheat-friendly



THE NEBRASKA WHEAT GROWERS ASSOCIATION

P.O. Box 95063
Lincoln, NE 68509

Telephone (402) 471-2358
FAX (402) 471-3446

organizations. The events will be targeted to reach maximum consumers for the cost of input, with a focus on reaching youth and school aged children as they're a growing audience with less access to ag education and are more likely to be influenced in opinion than older consumers.

NWGA is also looking into partnering with area ag organizations or youth ag programs like FFA to provide a symbiotic ag outreach effort: youth could gain experience "agvocating" and network with wheat farmers and leaders, and NWGA would gain assistance at trade show events. NWGA would solicit volunteer support from ag organizations as an in-kind sponsorship; a small monetary donation would be made to ag youth organizations (e.g. local FFA chapters) for their support at events.

Some events NWGA would consider participating in with the baking lab include but aren't limited to:

Chase County Fair: Located in the heart of wheat country, the baking lab would provide cookies to fairgoers as a way to open conversations on wheat nutrition and wheat production. Information would be split between marketing to consumers and marketing to producers. Additional resources like a hand mill and thresher would help youth engage more in the story of wheat from field to food.

Aksarben Stockshow & Rodeo: The baking lab would be part of a larger "World of Wheat" display presented to 2,000+ elementary students from the Omaha Public Schools system, as well as general public attendees of the Aksarben Rodeo. Cookies would be offered to attendees, along with educational resources for consumers and teachers.

Nebraskaland Days: The lab is at the forefront during the parade, raising attention to both NWGA and farming. Signage and handouts will offer parade participants the ability to learn more about wheat and wheat foods.

Relevance: There is an average two to three generation gap between consumers and the farm. People want to know where their food is coming from, but the market is flooded with inaccurate information from bloggers and activist organizations with ulterior agendas. The baking lab will provide accurate and engaging information for consumers on where their food comes from and why they should eat wheat. This will help NWB with both its education and domestic marketing goals.

Impact: Wheat farmers will benefit from having their industry portrayed in an accurate and positive light. The wheat industry as a whole will benefit from increasing consumer awareness of wheat foods, and ideally, increasing consumption on a domestic level.

Market Suitability: The baking lab provides actual interaction with farmers at events rather than stories or printed data. The providing of wheat foods also helps open doors for more conversations and attracts people who otherwise may not express an interest in learning more about agriculture.



THE NEBRASKA WHEAT GROWERS ASSOCIATION

P.O. Box 95063
Lincoln, NE 68509

Telephone (402) 471-2358
FAX (402) 471-3446

Budget: The \$8,000 would be used to cover expenses of volunteers working in the baking lab outside those mentioned in volunteer sponsorship areas listed above. NWGA provides a mileage reimbursement, lodging during overnight/multiday events, and a meal per diem at the federal rate for all volunteers. This would be the primary expense. Donations to local ag groups like FFA chapters for assisting at events would fall under this expense category. The second largest expense would be the insurance and maintenance of the lab, which can run in excess of \$2,000 annually, depending on needed repairs. The remainder of the allotted monies would be used to purchase ingredients not sponsored by Ardent Mills, fuel to travel to events, and the retaining of a cleaning company to come in and professionally clean the baking lab between uses to maintain sanitation.



Mr. Royce Schaneman
Nebraska Wheat Board
PO Box 94912
Lincoln NE 68509

Dear Royce,

We are most grateful for the investment the Nebraska Wheat Board makes in the youth of our state. Your partnership is important to us as we work together to ensure that all of Nebraska's youth are successful and develop into positive, contributing members of society.

Nebraska 4-H is proud to be strongly grounded in agricultural science programs. More than 100 years ago, our programs began as a way to give rural youth new skills and to introduce new ideas and technology to adults and the broader community. 4-H clubs and programs were an ideal way to bring new information about agricultural science to communities, while simultaneously fostering the positive youth development of rural youth.

Just as bellbottoms evolved to skinny jeans, 4-H has grown a lot over the years. But, we're still the same 4-H that teaches responsibility, compassion and the value of hard work. Through its programs reaching youth in Nebraska's communities, 4-H continues to teach the latest science in agriculture, food safety, environmental sustainability and natural resources. As with all 4-H programs, agriculture programs combine skill-building activities, meaningful leadership roles and connection to a caring adult to create a high-quality positive youth development experience that helps prepare youth for a lifetime of success.

I would like to ask the Nebraska Wheat Board to invest \$5,000 in Nebraska 4-H this year. By supporting Nebraska 4-H, the Nebraska Wheat Board is investing in the leaders, thinkers and change-makers of tomorrow.

Sincerely,

A handwritten signature in cursive script that reads "Sara Werner".

Sara Werner
Foundation Relations Coordinator
Nebraska 4-H Foundation



THE NEBRASKA WHEAT GROWERS ASSOCIATION

P.O. Box 95063
Lincoln, NE 68509

Telephone (402) 471-2358
FAX (402) 471-3446

To the Nebraska Wheat Board

The Nebraska Wheat Growers Association is requesting funding support for the Wheat Education Opportunities project in fiscal year 2017-2018. We appreciate your consideration of this request.

Project Title: NWGA Wheat Education Opportunities

Project Type: Education

Funds Requested: \$2,500

Project Duration: July 1, 2017-June 30, 2018

Project Coordinator: Caroline Brauer, PO Box 95063, Lincoln, NE 68509;
newheatgrowers@gmail.com; (402) 471-2358

Organization: Nebraska Wheat Growers Association
PO Box 95063
Lincoln, NE 68509
P: 402-471-2358
F: 402-471-3446
newheatgrowers@gmail.com

Abstract: The Wheat Education Opportunities project will provide activities and materials to both consumers to educate them on the role of wheat and agriculture in food as well as educating farmers on production practices to better the wheat on their operations. These projects are education opportunities that would happen outside of educational events where the Mobile Baking Lab would be present.

Project Outcomes: This project would increase the access of accurate information to schools and consumers on the benefits of wheat and grains in the diet. The project would also increase the presence of wheat foods highlighting that they are such on recipe and social media platforms. The project would also increase farmer awareness of and access to information on best farming practices for wheat.

Method: NWGA will participate in cooking school events across the state to share information with home bakers on the benefits of wheat and grains in the diet. In addition, the organization will continue to maintain the “Fun with Wheat” blog that features fun and easy wheat food recipes, wheat nutrition info and facts about flour. Each post will also be tied into social media outlets like Facebook, Twitter and Pinterest to increase attention and presence before consumers actively engaged in baking and cooking.



THE NEBRASKA WHEAT GROWERS ASSOCIATION

P.O. Box 95063
Lincoln, NE 68509

Telephone (402) 471-2358
FAX (402) 471-3446

To educate producers, NWGA will participate in trade shows and field days to share information on best farming practices. Events may include but aren't limited to: Certified Seed Dealer Days, Husker Harvest Days, hosted education seminars and networking events, and UNL wheat plot tours. In addition, NWGA may support the sharing of printed information on farming practices in e-mail blasts, direct mail pieces or the NWGA newsletter *Newswheat* with farmer members.

Relevance: There is a growing divide between the consumers and the farm. There is also a misperception of wheat and gluten as being bad. Efforts by this project will target individuals making food decisions for their households. There are also decreasing wheat acres in the state, cost of production is high, and challenges facing farmers are ever growing. This project will provide information to farmers allowing them to make production decisions to produce the best quality and quantity of wheat possible.

Impact: The overall beneficiary of this project would be the wheat farmer. In addition to getting farming information that could be applied to their operations, they will get positive messaging about their product presented to consumers.

Method Suitability: Online recipe databases are the new norm, especially for younger generations. Bloggers, Pinterest and sites like All-recipes tout everything from homemade breads to 7-course meals. This project will ensure accurate information about gluten as well as foods containing wheat are shared on those platforms to balance all the gluten-free recipes shared and promoted. It will also provide accurate information on various production issues, compiled into one resource for farmers.

Budget: Funds for this project would cover reimbursement of travel expenses for board members and volunteers running booths at educational events or trade shows. Up to \$250 would be used to cover NWGA's booth rental at Chase County Fair to reserve the same location from previous years. Other funds would be used to cover supplies and ingredients used in the development of recipes shared on the "Fun With Wheat" blog and the cost of development (printing and mailing) of production information to farmers.



THE NEBRASKA WHEAT GROWERS ASSOCIATION

P.O. Box 95063
Lincoln, NE 68509

Telephone (402) 471-2358
FAX (402) 471-3446

To the Nebraska Wheat Board

The Nebraska Wheat Growers Association is requesting funding support for the Wheat Issues Monitoring project in fiscal year 2017-2018. We appreciate your consideration of this request.

Project Title: NWGA Wheat Issues Monitoring

Project Type: Federal Policy Development

Funds Requested: \$20,000

Project Duration: July 1, 2017-June 30, 2018

Project Coordinator: Caroline Brauer, PO Box 95063, Lincoln, NE 68509;
newheatgrowers@gmail.com; (402) 471-2358

Organization: Nebraska Wheat Growers Association
PO Box 95063
Lincoln, NE 68509
P: 402-471-2358
F: 402-471-3446
newheatgrowers@gmail.com

Abstract: With an upcoming farm bill and trade limitations part of conversations in Washington DC, the Wheat Issues Monitoring project will ensure the interests and positions of Nebraska wheat farmers are represented before Congress.

Outcomes: The project will provide representation for Nebraska wheat farmers in national wheat meetings where industry policy stances are decided. Wheat farmers will be provided a forum in the format of local NWGA meetings to discuss policy and regulatory concerns. Accurate information on wheat production practices and the impact of policy decisions will be provided to Nebraska's congressional leaders.

Method: NWGA board members will participate in annual meetings of the National Association of Wheat Growers, of which NWGA is a voting member, to ensure Nebraska is represented in national wheat policy conversations. NWGA will hold local meetings within the state to discuss federal trade and policy issues, and allow state wheat producers to voice concerns or provide input. NWGA will participate in at least one trip to DC as part of a larger NAWG/USW meeting, along with other fly-in or potential return trip opportunities for NWGA leadership or farmer members to educate the state's



THE NEBRASKA WHEAT GROWERS ASSOCIATION

P.O. Box 95063
Lincoln, NE 68509

Telephone (402) 471-2358
FAX (402) 471-3446

congressional leaders on policy and trade issues affecting Nebraska wheat farmers. Potential events or meetings NWGA will participate in during FY 17-18 include but are not limited to:

NAWG/USW joint fall convention, Charlotte, SC
NWGA annual meeting, Kearney, NE
NAWG/USW joint winter convention, Washington, DC
Nebraska Wheat reception for congressional leaders
Commodity Classic, Anaheim, CA
Governor's Ag Conference, Kearney, NE
NWIC research fly-in, Washington, DC

Relevance: Congress will soon be discussing a new Farm Bill, along with issues like MAP/FMD funding, support for USDA-ARS research, trade agreements like NAFTA, and EPA/OSHA regulations. All of these have the ability to impact wheat farmers in Nebraska. With less than 2 percent of the population actively engaged in agriculture, and the average person at least two generations removed from the farm, it's safe to say most congressional delegates do not understand agriculture. If farmers don't take steps to ensure their voices are heard and accurate information is provided, Congress will set agriculture policy based on information from other organizations and groups who may not have the best interests of our state's wheat farmers in mind.

Impact: Every wheat farmer in the state who desires new varieties of wheat to be researched, who pays to have crop insurance as protection against crop failures from means beyond their control, who is subject to the rules and regulations of organizations like the EPA will benefit from this project because their interests will be represented by like-minded farmers who have listened to their input and then presented it to leaders in Washington DC.

Method Suitability: This method ensures that the interests of Nebraska farmers are represented by farmers who have heard and also have first-hand experience in the impacts of federal policy and regulations on their operations. It allows the interests of Nebraska farmers to be carried to DC by those who are more than just a lobby organization hired to express a viewpoint; these delegates are farmer constituents, giving them more clout with congressional leaders. This approach also allows for a unified message to come from Nebraska's wheat industry.

Budget: The funds will be used to support the transportation and participation of NWGA board members to NAWG meetings and national fly-ins. On average, it costs \$2,000 per person to send a member to a NAWG meeting. These funds cover mileage, airfare, a per diem for meals provided at the federal rate and lodging. The allocated funds would also cover the mileage, per diems or lodging needed for NWGA members to participate in local meetings covering federal policy issues. Also included in the budget is the cost of hosting an annual convention for NWGA where state farmers can voice their opinions on issues and set resolutions on how to address policy topics.



**Proposal to the Nebraska Wheat Board
From the Grain Foods Foundation
Submitted: January 25, 2017**

Title of Project: Grains Are Good for You: Grain Foods Foundation Research Awareness Initiative

Type of Project: Publicity and Education

New or Renewal: Renewal — The Grain Foods Foundation has received funding from Nebraska Wheat on a continual basis for initiatives to support public awareness and consumer education about the benefits of grain-based foods.

Total Amount Requested: \$5,000

Project Duration: Three months (anticipated mid-to-late 2017)

Project Coordinator:

Erin E. Ball
Director of Operations
Grain Foods Foundation
601 Pennsylvania Avenue NW
Suite 230
Washington, DC, 20004
Office: (202) 289-6119 ext. 201
Fax: (202) 491-6930
eball@grainsfoundation.org

Organization Details:

Grain Foods Foundation
601 Pennsylvania Avenue, NW
Suite 230
Washington, DC 20004
Phone: (202) 289-6119
Fax: (202) 491-6930
info@grainsfoundation.org

**Abstract (150 word maximum):**

As the Grain Foods Foundation continues to invest in research to understand the health benefits of grain-based foods, we will use funding from the Nebraska Wheat Board to implement a strong, multifaceted communications approach for our soon-to-be-published Child Cluster journal article. This approach will encompass the following communications tools to elevate consumer perceptions of grain-based foods:

- **Press Release Distribution:** Issue a formal press announcement about the key messages and findings of the data analysis to generate media interest and secure coverage for the study's results.
- **Proactive Media Relations:** Engage in targeted media outreach to amplify the reach of the study (i.e., interviews, contributed articles, etc.).
- **Infographic:** Create a custom asset to visually depict the research findings using colorful illustrations and consumer-friendly messages. This will be shared across social channels by GFF and the industry and used in education efforts with healthcare professionals, policymakers and consumers. (Examples in Appendix A)

Project Outcomes:

This effort will educate influencers and consumers about the nutritional value of grain-based foods for specific populations (i.e., children and adolescents) and elevate consumer perceptions of the category. Our work will also provide the industry with data-driven facts about the benefits of grain-based products as well as visual assets and peer-reviewed research that can be leveraged for marketing and promotional purposes.

Approach:

For several years, the Grain Foods Foundation has been investing in research to evaluate the contributions of grain-based foods to the American diet. Our next research study has been accepted for publication in a notable peer-reviewed journal. This proposal will enable us to communicate our findings directly to consumers.

The next step involves the development and implementation of a proactive communications program, including the creation and distribution of a press release, proactive media relations and the development of an educational infographic. All of the assets created to promote our research findings will be shared with the industry as tools for their own communications efforts.

Relevance:

As the Nebraska Wheat Board and the grain foods industry as a whole continue to combat elimination-style diets (i.e., gluten-free, paleo, no carb), this research and communications endeavor will help to dispel consumer misconceptions and misinformation by providing data-driven findings that showcase the health benefits of including grain-based foods in the diet.

**Impact:**

This communications effort will benefit the entire industry by educating consumers and raising the profiles of grain-based products.

Method Suitability:

Our approach is appropriate for a journal publication of this kind. Over the years, GFF has refined its strategic approach to research communications. The combination of media relations, asset development and industry resources has yielded optimal benefit, as it allows us to share research findings through traditional media channels, across social channels and with peers in the industry to better inform the public.

Budget:

The Grain Foods Foundation requests **\$5,000** in support of the research communications strategy. These funds will go directly toward the dissemination of the infographic (\$3,500) and press release (\$1,500). Grain Foods Foundation will be responsible for the additional costs associated with the development and distribution of these materials, including, but not limited to, staff time and creative development.

About GFF**Who we are:**

GFF was established in 2004, during the height of the Atkins Diet's popularity, to stop the decline in grain foods consumption. In contrast to most commodity boards, we are not funded through a check-off program, but by voluntary contributions from approximately 130 investors from the baking, milling and allied industries and their respective association partners.

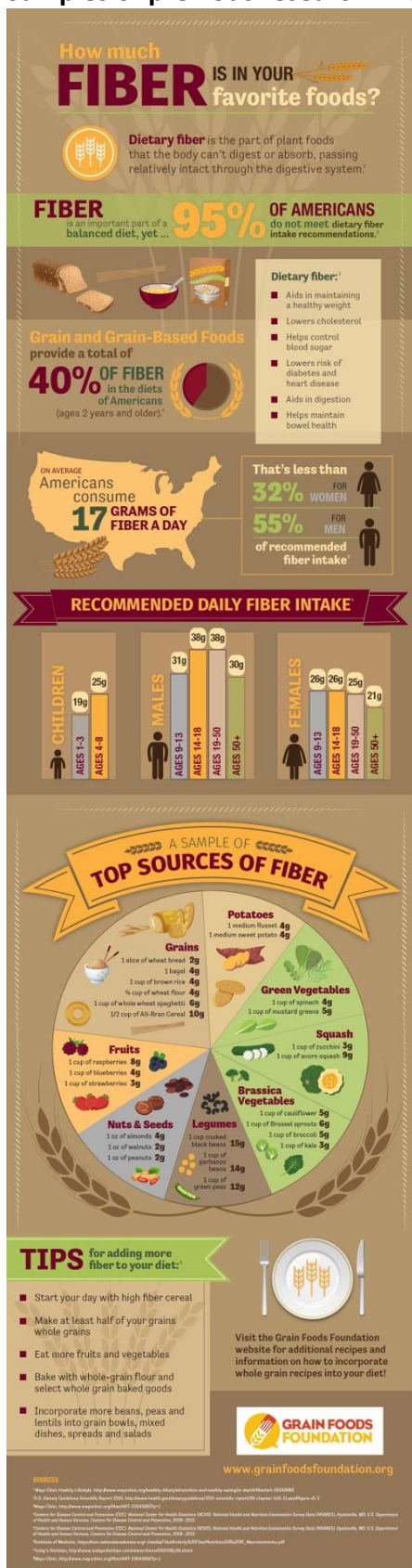
Our mission:

The Mission of GFF is to support and grow the consumption of grain-based foods by promoting the nutritional benefits of our investors' products through PR and social media efforts fueled by an ongoing research pipeline working to further educate the scientific community, health influencers, and consumers about the essential role of grain-based foods in the American diet.

We appreciate your continued support of the Grain Foods Foundation and look forward to the opportunity for continued collaboration.



Appendix A: Samples of previous research infographics



SOURCE: Centers for Disease Control and Prevention (CDC), National Center for Health Statistics (NCHS), National Health and Medical Examination Survey Data (NHANES), MyPlate, USDA, U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2009-2010.

FOR MORE INFO, VISIT WWW.GRAINFOODSFUNDATION.ORG.

January 25, 2017

Mr. Royce Schaneman
Executive Director
Nebraska Wheat Board
301 Centennial Mall South
Lincoln, NE 68509

Dear Royce:

We most certainly appreciate the past support of the Nebraska Wheat Board and for the opportunity to once again apply for financial assistance for the upcoming fiscal year.

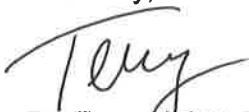
Royce, we consider our organizations as partners in improving the agricultural outlook in Nebraska. Through this partnership, the Nebraska LEAD Program assists you in meeting your mission to create and enhance profitable opportunities for Nebraska's wheat growers. We do this by training Nebraska's agriculturalist to promote Nebraska's wheat industry in their local areas and throughout the state. Their words also reach extended boundaries when our Fellows participate in both national and international travel study seminars.

It is again time to ask you to make an investment in the amount of **\$5,000**. The Nebraska Wheat Board's support will provide valuable assistance in underwriting program delivery costs for the **2017-2018** programming year. This investment, along with that of others, will insure the high quality program that we have come to know through the years. I am the first to say that our past success is due to the generosity of many individuals, corporations, organizations and foundations, including the Nebraska Wheat Board.

As a leader yourself, you are aware of the large number of Nebraska LEAD alumni who serve in policy and decision-making positions of leadership at all levels. Your continued investment in Nebraska's future will permit the Nebraska LEAD Program to continue its purpose in developing the problem-solvers, decision-makers and spokespersons needed by agriculture and our state.

If you would like, I am pleased to meet with you or others in your organization that are responsible for funding decisions. If you would like to meet with me, I can be reached at 402-472-6810. With grateful appreciation for your consideration of this request for support, I remain

Sincerely,



Dr. Terry Hejny, Director

Grant Proposal Submitted To

NEBRASKA WHEAT BOARD

Lincoln, Nebraska

Submitted by:

NEBRASKA LEAD PROGRAM

Nebraska Agricultural Leadership Council

Dr. Terry Hejny, President

Amount Requested: \$5,000

Projection Duration: July 1, 2017 – June 30, 2018

January 25, 2017

PROGRAM TITLE:

Nebraska LEAD Program
(Leadership Education/Action Development)

ORGANIZATION NAME:

Nebraska Agricultural Leadership Council

PROGRAM DIRECTOR:

Dr. Terry Hejny, Director
Nebraska Agricultural Leadership Council
104 ACB
University of Nebraska
Lincoln, NE 68583-0763
Phone: 402/472-6810 FAX: 402/472-6799
thejny1@unl.edu

ORGANIZATION STATUS

Educational Non-Profit Corporation
IRS Section 501(c) (3) Status
(Document available upon request)
Tax Exempt #47-0379839
or #47-0769903

BACKGROUND, PURPOSE, GOALS AND MISSION

Thirty-six years ago, the Nebraska LEAD (Leadership Education/Action Development) was established with funding from a host of donors, from all levels, including the W. K. Kellogg Foundation. The Nebraska LEAD Program is under the direction of the Board of Directors of the Nebraska Agricultural Leadership Council and is a statewide agricultural leadership development program. The purpose of the Nebraska LEAD Program is to provide Nebraska's most promising adult men and women agriculturalists an opportunity to participate in an intensive two-year educational program designed to enhance leadership development, essential for both the short-term and long-term future of farming/ranching, agribusiness, Nebraska and the nation. ***Specifically, the program is designed to both prepare and develop those problem solvers, decision makers and spokespersons so much needed by both agriculture and our state. The mission of the Nebraska LEAD Program is "to prepare and motivate men and women in agriculture for more effective leadership."***

NEED FOR THE PROGRAM

In less than one-hundred years, our nation has transformed from frontier agriculture into the most productive and efficient system in the world. Today, we live in a society that has never experienced the extreme ravages of hunger and is now predominately two to three generations removed from the land. As a result, an abundant and varied food supply is assumed and few worry about agriculture as long as our nation's supermarkets are well stocked with quality, healthful, reasonably priced food.

The unprecedented success of agriculture has brought on a whole new array of challenges, issues and concerns. As the focus of our society has shifted from agriculture to more contemporary issues of our time, terrorism, crime, legislation, health care, job security and environmental quality, to name a few, capture our attention. Expanding technology, shifting demographic patterns, changing family structures and fluctuating employment are bringing about significant changes to our society. With less than two percent of our nation's population engaged in farming, and twenty-five percent employed in agriculturally-related business, low-populated, leading states like Nebraska face change and extraordinary challenges.

In more urban areas and at the national level, agriculture is often viewed by the public as competition for natural resources while failing to understand that these same natural resources are the source of their own sustenance. Urban and rural sectors continue to increase the debate over appropriate use of land. Environmental compatibility,

construction, vistas, water, road traffic, odor, air quality, and noise are at issue between both groups. Agriculture's political clout has been shifting to the urban and suburban sectors of our society.

In recent memory for most, our nation's farm and land policy was formulated by agricultural organizations and interests. Yet today, farm and land policy draws attention and input from environmentalists, wetland ecologists, and wildlife preservationists, supporters of animal rights, advocates of food safety and food stamps, those opposed to biotechnology, those with interest in rural revitalization, and others. Provisions in legislation such as the Clean Water Act, Endangered Species Act, Safe Drinking Water and others have already provided new challenges with respect to the nature of doing business.

In order to effectively deal with these challenges, agricultural leaders must possess an understanding of opposing viewpoints of people from diverse segments of our society and sensitivity to a broad array of issues. To be effective, our food and agricultural community must acknowledge emerging trends and understand the driving forces behind them. Agriculture and our rural-urban society must be able to see the "bigger picture" and must learn how to more effectively work together. An unprecedented need exists to increase communication and understanding between urban and rural interests. Agriculture critically needs leaders capable of addressing both national and global perspectives, and be tuned to economic opportunities for our mutual success and quality of life. We need leaders who can communicate and effectively solve complex problems for a positive influence on our future. Leaders from both urban and rural interest must be working together for the well-being of everyone.

PROGRAM DESCRIPTION

The Nebraska LEAD Program is Nebraska's premier, state-wide, agricultural leadership education program and has received considerable national attention and often serves as a role model for other states. Participants are selected annually for a two-year "fellowship". Over the two-year period, Nebraska LEAD "Fellows" participate in twelve three-day in-state seminars, which include spouses on four occasions. Seminars are conducted at eleven cooperating public and private colleges and universities across Nebraska. Recognized leaders and presenters represent a wide-range of disciplines from various colleges and universities, the governmental and the private sectors, which include corporate executives, entrepreneurs, organizational interests and prominent community leaders. Educational content addresses interpersonal skill development, communications, sociology, history, education, public policy issues, macroeconomics, labor, business, industry, community development, natural resources, cultural understanding, leadership as well as agriculture and a host of other topical areas.

During the first year of the program, participants study local, state and national issues which culminate with a ten-day national study/travel seminar to three major U.S. cities. Meetings with representatives from government, business and industry, labor and both state and national organizations complement the in-state seminar study and provide participants with practical first-hand exposure to the varied social, political, economic and other conditions that exist in this country.

The second year of the program continues to build on the first year topics with added global perspectives. Emphasis is placed on international trade, foreign policy, cross-cultural understanding, and geopolitics. The capstone of the second year's study is a fourteen-day international study/travel seminar to selected countries of the world. A mix of highly developed and highly undeveloped countries serves as the basis for this experience. Considering that many of the world's most critical problems tie directly with agriculture, population expansion, world religions, increasing food deficiencies, global trade dependencies, energy concerns, the international seminar provides immeasurable learning opportunities for heightened global understanding for more effective agricultural leadership and perspective.

PROGRAM PARTICIPANTS:

By design, program participants come from every sector of agriculture and every part of Nebraska. Annually up to thirty “fellows” are selected for participation in each class with preference given to applicants between the general ages of 25-50.

Applicants provide extensive information about themselves, their business and organizational affiliations. They must establish a sound reason for involvement in the Nebraska LEAD Program and how they will use the knowledge, skills and abilities received through the program to benefit their community, business and/or organizations.

Following the review of applications, five member regional lay selection committees representing agriculture, business, academia and Nebraska LEAD Alumni personally interview each candidate along with their spouse, if married, in each of five geographic districts throughout Nebraska. The recommendations of the regional selection committees are then presented to the Nebraska Agricultural Leadership Council Board of Directors for final approval and acceptance into the program.

PROGRAM EVALUATION AND RESULTS:

Program evaluation is ongoing and continuous. Participant evaluations of all seminar activities are reviewed by the Program Director and the Academic Committee of the Council. The Academic Committee actively monitors the program's state goals and objectives for program change, refinement and overall effectiveness.

The Nebraska LEAD Program is also open to public scrutiny daily because of its highly visible nature. The program's board members, committees, council members, alumni and supporters share in the responsibility to ensure high program quality and work for the program's continued improvement.

FORMAL PROGRAM FOLLOW-UP STUDIES:

Comprehensive follow-up studies have been conducted by external evaluators, on a regular five year basis throughout the history of the Nebraska LEAD Program. Each of the studies has targeted one or more of the following groups: program participants, program alumni, individuals who had applied for the program but who were not accepted and individuals who had not applied for the program.

The most recent five year follow-study (2011) is entitled “A Thirty Year Follow-up Study of the Nebraska LEAD Program and is available for review upon request.

ACCOMPLISHMENTS OF THIS PROGRAM:

Past participants of the Nebraska LEAD Program serve in a large number of policy and decision-making roles. They represent a cross section of Nebraska; serving at the local, state, national and international level. A long list of organizations and groups including boards of education, commodity boards, county commissions and agricultural associations and organizations have benefited through effective agricultural leadership development. One simply needs to look at membership of any statewide agricultural organization to see program alumni. Program alumni often note self-confidence, improved communication skills, expanded horizons, attitudinal changes, the ability and willingness to examine all sides of issues, better understanding of others and a commitment to be a part of a solution. Coupled with unique educational experiences and precious exposure, they possess rekindled energy and confidence to be involved with more open participatory leadership style and skill.

BOARD MEMBERS, PAID STAFF AND VOLUNTEERS

The Board of Directors of the Nebraska Agricultural Leadership Council, an educational, non-profit corporation, provides overall direction for the Nebraska LEAD (Leadership Education/Action Development) Program. The Council is composed of recognized leaders in education, business, industry, production agriculture and agribusiness throughout Nebraska.

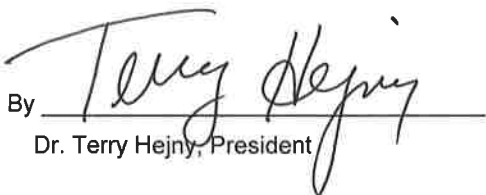
The Council's Board of Directors serves voluntarily receiving no compensation for expenses. All Board members either represent corporate donors or are individual donors to the program. Board members serve for a three-year period, with a maximum of two consecutive terms, with various committee responsibilities.

The Board works in conjunction with a full-time Executive Director and Administrative Associate along with a one-half time secretary during the academic/school year. The office staff is essentially responsible for resource development, program development and delivery and public relations. The Executive Director's salary and office space are provided on an in-kind basis by the University of Nebraska-Lincoln through the Institute of Agriculture and Natural Resources. All other program operating expenditures are provided through private contributions and support.

FUNDING REQUEST

The Nebraska Agricultural Leadership Council requests financial support from the Nebraska Wheat Board in the amount of \$5,000 for the 2017-2018 program year. This contribution, along with support from other private individuals, businesses and foundations will enable the Council to meet its commitment to, and insure the continued success of, the Nebraska LEAD Program.

Respectfully submitted on behalf of the Council on January 25, 2017, to the Nebraska Wheat Board:

By 
Dr. Terry Hejny, President

NEBRASKA LEAD PROGRAM SCHEDULE-TENTATIVE

2017-2018

NEBRASKA LEAD 37: YEAR 1 SCHEDULE

Seminar 1: September 17-19, 2017 (Sun-Tue) **

Theme: Leadership Assessment and Potential
Location: University of Nebraska—Lincoln

Seminar 2: October 1-3, 2017 (Sun-Tue)

Theme: Natural Resources, Water and Energy
Location: Nebraska College of Technical Agriculture

Seminar 3: November 5-7, 2017 (Sun-Tue)

Theme: Leadership Through Communication
Location: University of Nebraska - Kearney

Seminar 4: January 28-30, 2018 (Sun-Tue)

Theme: Our Political Process
Location: Union College—Lincoln

February 7, 2018 (Wed)

Theme: Nuclear Energy
Location: Peru State College

Date: February 8-16, 2018

Theme: Various Topics
Location: National Study Group

Kansas City, Washington D.C., Chicago

Seminar 5: March 1-3, 2018 (Thu-Sat) **

Theme: Social Issues (No Alumni Dinner)
Location: Creighton University - Omaha

Seminar 6: March 25-27, 2018 (Sun-Tue)

Theme: Panhandle Agriculture – The Land & The People
Location: University Nebraska Research and Extension Center – Scottsbluff

NEBRASKA LEAD 36: YEAR 2 SCHEDULE

Seminar 7: September 24-26, 2017 (Sun-Tue) **

Theme: Understanding and Developing Our Leadership Skills
Location: Chadron State College

Seminar 8: November 1-3, 2017 (Wed-Fri)

Theme: Agricultural Policy, Finance and Marketing (No Alumni Dinner)
Location: University of Nebraska—Lincoln

Seminar 9: November 12-14, 2017 (Sun-Tue)

Theme: Global Perspectives
Location: Wayne State College

Seminar 10: December 3-5, 2017 (Sun-Tue)

Theme: Comparative Cultural, Educational, Political & Religious Systems
Location: Nebraska Wesleyan University - Lincoln

January 2018

Theme: International Study/Travel
Location: **TBA**

Seminar 11: February 22-24, 2018 (Thu-Sat)

Theme: Agribusiness and Advances in Health Care
Location: University of Nebraska – Omaha, UNMC

Seminar 12: March 8-9, 2018 Thu-Fri) **

Theme: Looking Ahead – Final Seminar (No Alumni Dinner)
Location: University of Nebraska—Lincoln

March 9, 2018

Annual Recognition Banquet
UNL East Campus Union

****seminar with spouses**

“To Prepare and Motivate Men and Women in Agriculture for More Effective Leadership”

Nebraska LEAD Program, 104 AgCom Bldg, University of Nebraska-Lincoln, Lincoln, NE 68583-0940, (402)472-6810

Director: Dr. Terry Hejny thejny1@unl.edu

Current Board Members

2016-17 NALC Board and Officers

CHAIR: Terry Schutte, Wells Fargo, Lincoln

VICE CHAIR: Greg Ibach, Nebraska Department of Agriculture, Lincoln

PRESIDENT: Terry Hejny, Ph.D., Nebraska LEAD Program, Lincoln

SECRETARY: Leland Poppe, Great Western Bank, North Platte

TREASURER: Jarid Childears, First National Bank of North Platte, North Platte

IANR LIAISON REPRESENTATIVE AND EX OFFICIO MEMBER: Jill Brown, Director of External Relations, Office of the Vice Chancellor

Members of the Board:

- Cindi Allen, Agricultural Producer, Ogallala
- Bryan Barrett, Farm Credit Services of America, Gering
- Eric Brown, Ph.D., KRVN General Manager Emeritus, Lincoln
- Kelly Brunkhorst, Nebraska Corn Board, Lincoln
- Jim Farrell, Farmers National Company, Omaha
- Galen Frenzen, Agricultural Producer, Fullerton
- Kerry Glandt, (LEAD Alumni Assn. Rep.), Grand Island
- Carol Hudkins, Agricultural Producer, Malcolm
- Stephanie Liska, BeckAg, Inc., Wayne
- Brad Lubben, Ph.D., UNL Department of Agricultural Economics, Lincoln
- Lori Pankoke, Channel, Lincoln
- Pat Rasmussen, Northpoint Insurance, Inc., Geneva
- William Rhea III, Agricultural Producer, Arlington
- Royce Schaneman, Nebraska Wheat Board, Denton
- Ray Ward, Ph.D., Ward Laboratories, Inc., Kearney
- Ed Woeppel, Nebraska Cooperative Council, Firth



Consumer Education: Wheat and Gluten in Nebraska

Type: Publicity and Education, NEW project

Total Amount Requested:

\$34,800.00 for a six-month campaign (which could be aired as two, three-month campaigns within a 12-month window)

Or,

\$19,500 for one, three-month campaign

Project Duration: Subject to your needs based on the options above

Coordinator & Organization:

Jim Timm, President/Executive Director
Nebraska Broadcasters Association
11414 West Center Road, Suite 342
Omaha, NE 68144
402-933-5995 (phone)
402-933-0059 (fax)
jim@ne-ba.org (email)
www.ne-ba.org



Abstract: Nebraska Wheat Board will air a series of recorded messages on statewide radio stations through the NBA's Public Education Program (PEP). Messages will be written and produced for consumer education; to help Nebraskans better understand the importance of wheat in nutrition, gluten acceptance, and agricultural education in general as desired by Nebraska Wheat Board.

Outcomes: Depending on the contents of your messages, outcomes may include increased awareness and understanding of wheat in nutrition and clarity of facts versus myths on the effects of gluten consumption. Increased web traffic may result by directing listeners to "learn more about the healthy benefits of Nebraska wheat at www.nebraskawheat.com" in every message, regardless of its theme. Anecdotal feedback from consumers and wheat producers may also be received.

Method: Participating NBA member radio stations reserve part of their unsold commercial inventory for PEP messages contracted through the NBA. The PEP is available only to government agencies and qualifying nonprofit organizations, which usually lack the funding to place traditional media buys. The PEP allows these organizations to air noncommercial messages to educate Nebraskans on their initiatives. NBA can assist with typical writing and production of messages at no additional charge and is responsible for distributing approved messages to member stations.

PEP airtime is provided on a "multiplier" basis upon completion of the campaign, at a minimum of \$2.00 returned for each \$1.00 invested. NBA limits the number of PEP campaigns airing to assure the promised return for all partners. A summary of total messages aired by each participating station is provided at the end of each calendar quarter during which your PEP campaign is active.

Relevance: We live in an era where consumers are increasingly concerned about how their diet affects their health. Multiple and often mixed messages on the benefits and detriments of certain food ingredients leave most people confused. Through a carefully worded, sustained radio campaign, Nebraska Wheat Board can broadcast factual consumer information that will rise above the comings and goings of related messages that compete for the consumer's trust and Nebraska values.



Impact: *Nebraska consumers* will benefit from this project, by achieving a better understanding of the benefits of wheat consumption, along with the erosion of certain myths about gluten and wheat consumption.

Nebraska wheat producers will benefit from this project, through greater acceptance of wheat as an ingredient in the meals Nebraskans consume, as well as the psychological lift of hearing a campaign that supports the hard work they engage in as producers.

Nebraska Wheat Board will benefit from this project, by helping to fulfill one of its priorities of gluten acceptance and nutrition education.

Method Suitability: Radio gets results. Radio's national audience is at an all-time high; some 244 million Americans age 12 and older use radio in a given week.

PEP messages are heard by Nebraskans. *"We've received so many comments from all across the state about the quality of our messages and the times during the day that they've been heard – a clear indication that working with the Nebraska Broadcasters Association and the Public Education Program was a wise decision for our organization's efforts."* -- Nicole Carritt, Executive Director, Project Extra Mile, Omaha

Budget:

\$34,800.00 for a six-month campaign (which could be aired as two, three-month campaigns within a consecutive 12-month window).

Or, \$19,500 for one, three-month campaign.

An invoice with a quarterly report of total messages aired by station is mailed within about three weeks of the end of each calendar quarter. Payment is expected within 45 days of receipt of invoice; credit cards are not accepted.

Whiteside & Associates

Transportation & Marketing Consultants

February 2, 2017

Mr. Royce Schaneman, Executive Director
Nebraska Wheat Board
P O Box 94912
Lincoln, NE 68509

Dear Royce:

Our hope you can see your way clear to accept this proposal and we can continue to represent you and the NWB. This is an extremely crucial time for STB activity as the Board has opened a host of proceedings that affect rail grain transportation. The NWB has been an active participant in each of these proceedings, and I am encouraged in our recent email exchange that you are pursuing these filings (and let me know errors – eek)

The purpose of this letter is to transmit a transportation proposal for consideration by the Nebraska Wheat Board for FY 2017-2018 with Whiteside & Associates. I personally have always prided myself on the value given by this firm for the dollars spent by the clients. We continue at Whiteside & Associates to give NWB value more than the amount funded.

I want to give you a quick overview of our proposed transportation activities that Whiteside & Associates, as a contractor, desires to perform for the grain producers of Nebraska and specifically for the Nebraska Wheat Board during the next Fiscal Year.

The Contractor shall provide to the Board the following services:

- Act as a retainer: Contractor agrees to serve as a transportation consultant to assist the Commission and/or its individual members for fiscal year 2017-2018, with any matter relating to areas where the contractor possesses expertise, representing the Board in matters before the STB as needed. In the past 12 months, we have provided education and representation of the NE farm producer's position on rail transportation issues. Additionally, we have provided a liaison for NE Wheat Board Members and NE farm producers to meet with and discuss NE issues with the STB on several occasions.

*P O Box 20574
Billings, Montana 59104-0574
Phone: (406) 245-5132
email: twhitesd@wtp.net*

- Provide a monitoring service. Contractor shall monitor carriers, state and federal regulatory agencies and the transportation industry for changing federal and state regulations and emerging issues to insure the grain industry is best served by such changes. This information shall be reported to the Board, upon request of the Board, or when deemed appropriate to the Contractor.
- Assist on Proposals. The Board may elect to represent itself by a staff member or one of its Board members in a transportation-related matter. When doing so, the Contractor will assist in preparation of any material relating to transportation, as part of this contract.
- Wheat Freight Rate Publications. Contractor shall publish and maintain wheat railroad rates from the major wheat producing states to all major exporting and consuming points whenever there are major changes in the rate structure but at least once per year.
- Rail costing determination on rail of wheat from Nebraska to major ports as requested.
- **Provide representation before the Surface Transportation Board in proceedings that involve Nebraska wheat movements.**
- The Contractor will report to the Board through mail or via facsimile or email.

Whiteside & Associates continues to raise the public consciousness about the Nebraska captive farm producer's transportation issues. The farm producers are unique in the captive transportation environment. While they bear the transportation costs for the wheat, they do not physically pay the railroads and they are unable to pass the transportation costs onto to anyone else. This does not make them victims but it does make them truly captive and unique among captive rail customers. Importantly, we have engaged the STB leadership and staff in education about farm producers being the actual rail customer.

It is important to face and work on improving the railroad transportation conditions in Nebraska and this country. We, at Whiteside & Associates, are committed to work on rail transportation issues facing wheat producers providing a positive voice to solve problems. The nation's railroad shippers are facing a rail system that appears (absent the current economic downturn) to be facing capacity constraints coupled with increasing rail freight rates as railroads try to rationalize capacity in their system. The railroad industry is one of the most profitable industries (5th most profitable per Fortune magazine) which is nothing short of amazing for a transportation provider in a time of recession. This is predominantly due to the railroad market dominant power. The cost of trying to effect positive change is trivial compared to the astronomical cost of doing nothing and accepting an ever-worsening status quo.

W&A will be honored to work for and represent the NWB and I fervently hope that the NWB can see its way clear to consider accepting this proposal. Whiteside & Associates is proposing a \$4,800/year fee for the work herein

proposed (the same as previous years). If you have any questions, please let me know.

Sincerely,



Terry C. Whiteside



KNEB AM/FM
Scottsbluff

KTIC AM/FM
West Point

Marketing Proposal for.....

The Nebraska Wheat Board

Funding Request for “**Growing Wheat Well**” radio series; July-August 2017

On behalf of the Nebraska Crop Improvement Association, we request funding for the 2017 “Growing Wheat Well” radio program to air on KRVN, Lexington and KNEB, Scottsbluff. If funded, this will be the 18th consecutive series of “Growing Wheat Well”.

Objective: The Growing Wheat Well programs are designed to provide wheat producers with agronomic and marketing information just prior to the new wheat seeding season. The programs will air for 5 weeks – July 18, 2017 through August 17, 2017.

The requested funding from the Nebraska Wheat Board is **\$2,678.00**, which partially funds 30 Growing Wheat Well programs on each station - KRVN and KNEB.

30 Growing Wheat Well programs on KRVN

30 Growing Wheat Well programs on KNEB

Funding Request-Nebraska Wheat Board \$2,678.00

Investment-Nebraska Crop Improvement \$4,972.00

Total Program Cost \$7,650.00

**As possible, additional Wheat Industry sponsors can be added to expand program frequency.

The Nebraska Wheat Board will be recognized as a major co-sponsor of this program, along with the Nebraska Crop Improvement Association.

Your funding is provided to the Nebraska Crop Improvement Association. All invoices from KRVN and KNEB will be directed to the Nebraska Crop Improvement Association.



Rural

Radio Network

KRVN ♦ KNEB ♦ KTIC ♦ KAMI ♦ KAWL/KTMX

January 20, 2017

Mr. Royce Schaneman, Executive Director
Nebraska Wheat Board
301 Centennial Mall South - 4th Floor
Post Office Box 94912
Lincoln, Nebraska 68509

Dear Mr. Schaneman,

On behalf of the Nebraska Crop Improvement Association, I'm submitting the attached funding proposal for the 2017 "Growing Wheat Well" radio programs that air on KRVN, Lexington and KNEB, Scottsbluff. Thank you and the Nebraska Wheat Board members for your support of this program for the past 18 years.

Please contact me at 308-340-0695 (cell), or email gstamm@krvn.com if there are any questions or there is need of additional information for the funding request.

Sincerely,

Gina Stamm, Sales Representative
KRVN - Nebraska Rural Radio Association
Post Office Box 880
Lexington, Nebraska 68850-0880

Enclosure

THE STATE CHAMBER

Nebraska Chamber of Commerce & Industry

Telephone (402) 474-4422 / Fax (402) 474-5681 / P.O. Box 95128 / Lincoln, NE 68509

The **VOICE** of Nebraska Business



Initial and give
to Acct. Payable

1/18/17

Dues Investment..... \$ 350.00

(Due Upon Receipt)

Invest now and receive Full Member Services For all of 2017!

Please return with dues investment to:

Attn: James Berringer, IOM
Senior V.P. Membership & Marketing
Nebraska Chamber of Commerce & Industry
P.O. Box 95128
Lincoln, NE 68509

Name/Title: _____

Company Name: _____

Mailing Address: _____ Employees _____

City: _____ State: _____ ZIP: _____

Telephone Number: _____ Fax: _____

E-mail: _____ Website: _____

Dues to the organization are not deductible as a charitable contribution but may be deductible as an ordinary and necessary business expense. A portion of dues, however, is not deductible as a business expense because of the organization's lobbying activity. The non-deductible portion is 50%.

The Nebraska Chamber of Commerce & Industry

The Voice of Nebraska Business

**We Mean
Business!**

THE STATE CHAMBER

Your State Chamber: Member Supported ~ Member Approved

Here is what some of our members have said about the Nebraska Chamber of Commerce & Industry:

"The State Chamber continues to stand strong for business interests around the state -- from the Panhandle to the Missouri Valley."

- Tom Whalen, Blue Cross Blue Shield, Omaha

"The Chamber is committed to making Nebraska the best place in America to do business."

- Tony Raimondo, Behlen Mfg., Columbus

"Being a member of the State Chamber helps me stay up-to-date on important issues affecting my business and quality of life."

- Dan Koch, Perrin Manufacturing, Inc., Alliance

"An excellent voice for the business community."

- Tom Berger, Fuchs Machinery, Inc., Omaha

"I've seen firsthand the work done by the State Chamber. Members get a great value for their dues investment."

-Matthew H. Williams,
Gothenburg State Bank, Gothenburg

"I am impressed with the current job the State Chamber does in their lobbying efforts to assist businesses of Nebraska."

- C.G. "Kelly" Holthius, Cornerstone Bank, York



THE STATE CHAMBER

Nebraska Chamber of Commerce & Industry

1320 Lincoln Mall, P.O. Box 95128
Lincoln, NE 68509-5128
(402) 474-4422; Fax (402) 474-5681
<http://www.nechamber.com>
e-mail: nechamber@nechamber.com

Nebraska's Business Advantage

- ◆ Nebraska offers one of the nation's top business incentive programs. The Nebraska Advantage Act – the state's current business incentive law – has spurred more than 116 companies to invest more than \$4 billion in Nebraska, resulting in about 10,000 new jobs over the next few years.
- ◆ Nebraska ranks in the top ten of pro-business states. (Source: 2007 Pollina Corporate Survey.)
- ◆ Nebraska ranks as the third best state in legal climate for business. (Source: The U.S. Chamber Institute for Legal Reform study, 2007.)
- ◆ Nebraska is one of 19 states with a Workers' Compensation premium rate of 2.25% or lower. (Source: Oregon Department of Consumer & Business Research, 2007.)
- ◆ Nebraska is one of 15 states with Unemployment Insurance taxes under \$200 average cost per employee. (Source: U.S. Department of Labor.)
- ◆ Nebraska ranks eighth best in educational attainment for residents 25 and older.
- ◆ Nebraska consistently offers some of the lowest energy rates in the nation.
- ◆ Nebraska's quality of life is in the top ten of several national rankings.

Please send additional information on the State Chamber to:

Name _____	Title _____
Firm _____	No. of Employees _____
Address _____	Phone _____
City _____	State _____ ZIP _____
E-mail _____	Website _____

Please check information needed:

<input type="checkbox"/> State Chamber Membership	<input type="checkbox"/> Publications on Labor Laws/ADA/Compliance
<input type="checkbox"/> Business Related Seminars	<input type="checkbox"/> Employment Policies & Forms
<input type="checkbox"/> PAC (Political Action Council)	<input type="checkbox"/> Car Rental Discounts - Free Upgrades and Discounts
<input type="checkbox"/> Pay and Benefit Surveys	<input type="checkbox"/> Other _____
<input type="checkbox"/> Nebraska/Federal Employment Posters	

P.O. Box 95128, Lincoln, NE 68509

Nebraska Chamber of Commerce & Industry

Fax: (402) 474-5681

e-mail: nechamber@nechamber.com

About the State Chamber

The State Chamber is Nebraska's only statewide broad-based business association. We represent individuals, large and small companies, other state associations, and local chambers of commerce.

With a grassroots membership of more than 500,000 people, the State Chamber has proudly served as the voice of Nebraska's business community for almost a century.

Our Top Priorities

We represent the interests of the business community, including broad-based issues such as:

- ◆ Economic Development
- ◆ Business and Job Creation Incentives
- ◆ Tax Climate
- ◆ Regulatory Reform
- ◆ Labor Requirements

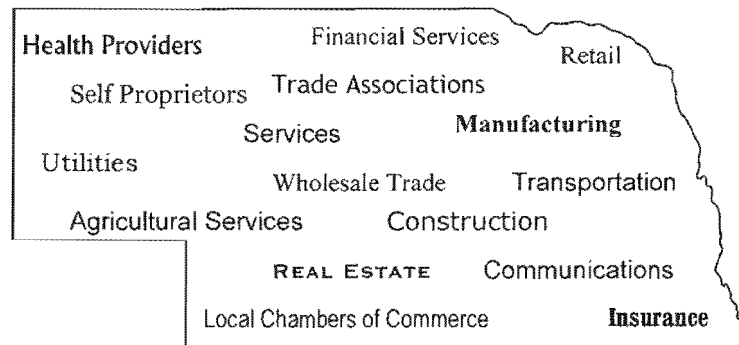
We also provide services and programs to address small business, manufacturing, community development, agri-business and other issues important to our state economy.

Improving Our Business Climate

A sound tax policy, job creation incentives, our right-to-work guarantee, and fewer mandates on employers will help ensure that Nebraska continues to be more competitive in the global marketplace. That is why the State Chamber each year tracks hundreds of bills that could impact the business community.

We are committed to strengthening Nebraska's economy while advocating policies that allow business to thrive, expand, and create new jobs for the Cornhusker State.

Who Invests in the State Chamber?



...and all other sectors of the Nebraska economy.

State Chamber's Recent Legislative Accomplishments:

- ◆ Worked to draft and support passage of the new state business incentives package (the Nebraska Advantage Act), which includes:
 - Job creation incentives;
 - Small Business Advantage;
 - Research & development credits;
 - Rural development credits; and
 - Sales tax exemptions for manufacturing machinery and equipment.
- ◆ Supported the abolishment of the sales tax on commercial construction labor.
- ◆ Promoted the inclusion of \$10 million in additional job training funds.
- ◆ Helped gather support for legislation that provides new road construction funds.
- ◆ Supported beneficial legislation addressing Workers' Compensation hospital fees and sick leave benefits.
- ◆ Worked to pass into law the record \$420 million state tax cut package in 2007.
- ◆ Successfully lobbied to repeal the state estate tax.
- ◆ Helped stop the advancement of legislation requiring non-union employees to pay union fees.

Business Tools for Our Members

- ◆ Comprehensive reports on the Unicameral and regulatory activity. This includes the State Chamber's weekly *Legislative Report* and THE EXECUTIVE newsletter.
- ◆ Daily e-mail news updates during the legislative session.
- ◆ "How To" survival guides, educational seminars, workshops, publications, and member directories.
- ◆ Pay-and-benefit surveys for employers.
- ◆ Labor law and minimum wage posters, employment policy forms, and other publications.
- ◆ State Chamber Membership Directory and Web site listing.
- ◆ Car rental discounts and free upgrades.

Membership Involvement

Through our annual Fall Legislative Forums, surveys and other activities, we listen to what our members are saying. The feedback we receive is used to form the State Chamber's positions on legislation and regulations impacting businesses across Nebraska.

As a member of the State Chamber, you have the opportunity to work and communicate with Nebraska's only statewide broad-based business organization.

We hope you will join us and assist us in growing Nebraska's economy, to ensure that all employers have every opportunity to prosper and experience the Good Life in our state.

THE STATE CHAMBER



Nebraska Chamber of Commerce & Industry

Results For Business

2016 Nebraska Legislature



What passed. What didn't.
And what it means to your bottom line.

— 2016 LEGISLATURE —

When the Nebraska Legislature is in session, the actions of lawmakers can impact the business community and its ability to grow – for better or worse. That is why the Nebraska Chamber of Commerce and Industry works hard to represent the interests of your business. Located just a half-block from the State Capitol, the Nebraska Chamber staff stays in close contact with lawmakers, as well as the governor and his administration. This ensures that businesses – regardless of size or sector – have a powerful, respected voice in the legislative process.

In the 2016 legislative session, the State Chamber worked diligently to ensure the passage of bills that will make Nebraska a better state in which to do business. Equally as important, the Chamber worked hard to defeat or amend harmful legislative proposals. Here is a look at what passed this year, what did not, and what it means to your bottom line.





The State Chamber SUPPORTED pro-business, growth-oriented legislation.






The State Chamber OPPOSED legislation that threatened the success of Nebraska's businesses and economy.






— TAXATION —

Job Creation & Main Street Revitalization LB774		Includes language similar to LB888, which was supported by the Nebraska Chamber. As amended, LB774 clarifies that insurance companies may utilize credits under the Nebraska Job Creation and Main Street Revitalization Act, and reserves the first \$4 million of credits for applications seeking credits of less than \$150,000 until April 1 of each year. State Chamber Supported. (Introduced by Norfolk Senator Jim Scheer.)	PASSED
Cigarette Tax Hike LB1013		Would have significantly raised Nebraska's excise tax on cigarettes, increasing the tax from 64 cents to \$2.14 per pack, in an effort to expand an existing tax shift program. The Chamber believes tax structure should be fair and equitable with no discriminatory or punitive features. Moreover, the Chamber has long opposed legislative initiatives that purport deliver property tax relief by simply shifting the mix of tax collections from property to sales and income taxes. State Chamber Opposed. (Introduced by Grand Island Senator Mike Gloor.)	KILLED



— WORKFORCE DEVELOPMENT —

Intern NE Expansion LB1093		Includes provisions to expand the state's unique internship program, known as Intern NE. Eliminates Intern NE's residency requirement for student interns while allowing 11th and 12th graders to participate. Both provisions were initially offered in LB1017 by Omaha Senator Brett Lindstrom. Administered by the Department of Economic Development, Intern NE provides financial assistance to businesses that create new internship positions. State Chamber Supported. (Introduced by Senator Heath Mello.)	PASSED
Workforce Housing LB1059		Contains language from a Chamber-supported bill (LB860 by Venango Senator Dan Hughes) to allow a municipality to use funds from a Local Municipal Economic Development (LB840) plan for workforce housing. The Nebraska Chamber recognizes the importance of housing as an economic development issue. State Chamber Supported. (Introduced by Bellevue Senator Sue Crawford.)	PASSED
Community College/Workforce Training LR390CA		Would have created a constitutional amendment providing that the Legislature could only fund community colleges with sales and income taxes, and not with property tax revenue. This would have threatened workforce development, especially in rural Nebraska. The Chamber opposes efforts to remove local property taxing authority from community colleges. State Chamber Opposed. (Introduced by Hyannis Senator Al Davis.)	KILLED

— ECONOMIC DEVELOPMENT —

Transportation Infrastructure LB960		Creates a state infrastructure bank to accelerate work on Nebraska's major highway projects. By dedicating \$450 million over 17 years, LB960 will quicken the completion of more than 130 unfinished miles of four-lane expressways, while helping repair county bridges and boosting transportation-related economic development. State Chamber Supported. (Introduced by Senator Jim Smith of Papillion.)	PASSED
Business Incentives LB1022		Clarifies the Legislature's oversight of Nebraska's business incentive programs, including the Nebraska Advantage Act. As amended, the bill extends the sunsets of the Nebraska Advantage Act by three years – to December 31, 2020 – instead of just one year as in the bill's original version. The Chamber worked with legislative leaders to extend the bill's sunset provisions. There were 70 Nebraska Advantage applications in 2015 alone, representing private-sector commitments of nearly 34,000 new jobs statewide. State Chamber Supported as Amended. (Introduced by the Legislative Performance Audit Committee.)	PASSED
Livestock Growth LB176		Allows meat processors to feed and own swine through custom feeding agreements and contracts with individual producers. The bill repeals previous law that prohibited packer ownership in the pork industry. Since Nebraska enacted its packer ownership ban in the late 1990s, neighboring states have experienced dramatic growth in pork production, while Nebraska hog inventories fell from 4 million head in 1991 to 3 million head in 2012. State Chamber Supported. (Introduced by Senator Ken Schilz of Ogallala.)	PASSED
Roads Funding Repeal LB671		Would have repealed the Build Nebraska Act (LB84), which dedicates a quarter cent of the state's 5.5% sales tax to roads funding. LB84 provides a more reliable method of funding for transportation infrastructure in an era of declining revenues from the fuel tax – generating up to an additional \$70 million a year. The Chamber opposes any diversion of highway funding. State Chamber Opposed. (Introduced by Omaha Senator Bob Krist.)	KILLED
Restrictions on Economic Development LB719, LB1042, LB1102, LR394CA, LR399CA		Would have made harmful changes to Nebraska's tax increment financing (TIF) program, which provides an important tool for local governments to attract private dollars for redevelopment projects. Under state law, TIF projects may be commercial, residential, industrial, or mixed use. The Chamber supports redevelopment tools made available to communities and opposes efforts to drastically restrict such tools or remove local control. State Chamber Opposed. (Introduced by Senators Mike Groene of North Platte, Curt Friesen of Henderson, Dan Hughes of Venango, and Al Davis of Hyannis.)	KILLED

— LABOR LAW DEVELOPMENT —

Family/Medical Leave Mandate LB850		Would have established a statewide paid family leave insurance program similar to the state's unemployment insurance. The bill would have created many indirect costs and regulatory burdens for employers. Employees could have conceivably taken 24 consecutive weeks of paid leave every year while employers would have been forced to keep their jobs open. The Chamber opposes state legislation that exceeds federal family medical leave requirements. State Chamber Opposed. (Introduced by Bellevue Senator Sue Crawford.)	KILLED
Minimum Wage Hike LB1089		Would have raised the state minimum base wage for tipped employees. Under current law, if an employee's tips combined with the base wage does not equal the state minimum hourly wage – which is currently \$9 – the employer must make up the difference. The Chamber opposes any effort to expand the state minimum wage in excess of federal law. State Chamber Opposed. (Introduced by Lincoln Senator Matt Hansen.)	KILLED

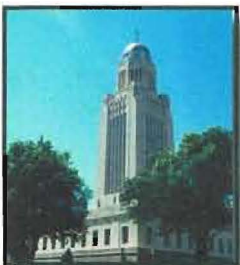
— OTHER ISSUES —

Measure	Issue	Summary	Status
LB754	Military & Vets Commission	LB754 establishes a Military & Veterans Commission to help Nebraska preserve its military interests, including Offutt Air Force Base near Bellevue. Offutt's estimated economic impact to Nebraska is \$1.3 billion and the base is one of the state's largest employers, with approximately 10,000 military and civilian personnel. State Chamber supported.	PASSED
LB794	Model Business Corporation Act Clean-Up	LB794 cleans up portions of the Nebraska Model Business Corporation Act, including as it relates to foreign corporations that have domesticated. The changes contained in LB794 are the result of recommendations gathered from a 2015 interim study. State Chamber supported.	PASSED
LB817	Direct Primary Care Contracts	LB817 provides Nebraska residents with the option to contract directly with physicians for primary medical care, thereby complementing their existing health insurance. The bill is expected to help employers who provide benefits by lowering overall health care costs. State Chamber supported.	PASSED
LB947	Working Credentials for DACA Immigrants	LB947 authorizes the granting of professional or commercial licenses to immigrants who are in the state legally following federal actions. Eligible residents must have unexpired employment authorization and documentation from a federal agency. State Chamber supported.	PASSED
LB1083	Business Growth Task Force	LB1083 creates the Next Generation Business Growth Act and the Legislature's Venture Development and Innovations Task Force. The task force will consist of six members of the Legislature, who will develop a statewide strategic plan and policy initiatives to cultivate a climate of entrepreneurship and innovation. State Chamber supported.	PASSED
LB1109	NU Leadership Search Rules	LB1109 modernizes the University of Nebraska's search process for top leadership posts such as NU president and chancellor of its campuses. Critics of the previous search process – in which four finalists for a position were named – said it deterred many top candidates from applying because it did not allow candidates to maintain confidentiality. LB1109 requires NU to provide public notice of one priority candidate 30 days before a vote to hire the candidate. State Chamber supported.	PASSED
LB1110	Workforce Development Planning	LB1110 adopts the Nebraska Workforce Innovation and Opportunity Act (WIOA) so the state, local entities, other grantees and stakeholders are prepared for the implementation of the federal WIOA. It outlines guiding principles for workforce programs to be more responsive to the needs of employers, workers and students. Creates a sector partnership program to study labor availability and skills gaps in the state. State Chamber supported.	PASSED



(From top left) Gretna Senator John Murante speaks to the Chamber's Public Affairs Council. Nebraska Chamber staff share the business community's perspective on a key bill with Henderson Senator Curt Friesen. Norfolk Senator Jim Scheer discusses his priorities at a meeting of the Chamber's Public Affairs Council, which meets weekly during the Legislature's session.

(From lower left) State Capitol. State Chamber Chair Steve Martin, CEO of Blue Cross & Blue Shield of Nebraska, presides over the "Legislative Leaders" panel during the Chamber's annual meeting in Lincoln. Omaha Senator Burke Harr, chair of the Business and Labor Committee, addresses the Chamber's Public Affairs Council.



THE STATE CHAMBER

Nebraska Chamber of Commerce & Industry

Dear State Chamber Member:

The second session of the 104th Nebraska Legislature adjourned *sine die* on April 20, 2016. Nearly 450 bills were introduced this session – a tally that does not include resolutions and constitutional amendments. Additionally, there were more than 400 measures carried over from last year's session.

In total, your Nebraska Chamber either took positions on or monitored roughly 250 measures due to their potential impact on the state's business community. During the session, the Chamber made it a priority to keep our members informed about pending legislation and the Legislature's actions.

While much of the news coverage of this year's session focused on divisive social issues, the 90-day session brought some notable achievements for the business community, including State Chamber-supported bills such as:

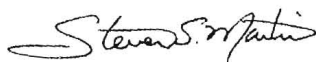
- LB960: Creates a state infrastructure bank to accelerate completion of more than 130 unfinished miles of expressways.
- LB1022: Extends Nebraska's business incentives, including the Nebraska Advantage Act, by an additional three years compared to previous law.
- LB1093: Eliminates Intern NE's residency requirement for student interns, while allowing high school students in the 11th or 12th grade to participate in this successful internship program.
- LB176: Allows meat processors to use custom feeding agreements and contracts with individual ag producers to expand pork production in the state. This will also allow a new generation of producers to enter the industry.

The Nebraska Chamber worked just as hard to defeat or amend proposals that would have harmed business interests. In the 2016 session, there were a number of such bills in the Legislature. Fortunately, all of these bills either died at session's end or were amended significantly.

Among this year's more menacing measures that did not advance were:

- LB850: Would have created a mandatory, statewide, paid leave program funded by a new payroll tax.
- LB1089: Would have raised the state minimum wage for tipped employees.
- LB671: Would have reduced transportation infrastructure funding by repealing the Build Nebraska Act (LB84).
- LR390CA: Would have threatened Nebraska's community colleges and workforce development by prohibiting the funding of community colleges with property tax revenue.
- LB719, LB1042, LB1102, LR399CA, LR394CA: Would have placed severe restrictions on Tax Increment Financing (TIF), an important method of financing public costs associated with local economic development efforts.

Thanks to all of you who were involved and took time to contact your state senators during the session. And thank you for being a valuable part of the Nebraska Chamber. Together, we are making Nebraska a better place for business.



Steven S. Martin
Chairman of the Board



Barry L. Kennedy, CAE, IOM
President

1320 Lincoln Mall P.O. Box 95128 Lincoln, NE 68509-5128
Tel: (402) 474-4422 / Fax: (402) 474-5681 / nechamber@nechamber.com / www.nechamber.com/



Representing the business community at the signing ceremony for LB960 – the infrastructure bank bill — was State Chamber Chair-Elect Dirk Petersen, general manager of Nucor Steel in Norfolk.



Left: Omaha Senator Brett Lindstrom meets with Nebraska Chamber staff during a busy time at the State Capitol.



Left: The Nebraska Chamber's Barry Kennedy (right) and Ron Sedlacek discuss legislative priorities with Bancroft Senator Lydia Brasch.

Below: Governor Pete Ricketts, Gothenburg Senator Matt Williams, and the State Chamber's Joseph Young tour Sargent Pipe Company of Broken Bow to recognize Nebraska's manufacturing sector.



The Membership & Mission Of The State Chamber

For more than a century, the State Chamber has proudly served as the voice of Nebraska's business community. Today, it is the state's only broad-based business association, representing a grassroots membership of approximately 1,600 businesses.

The State Chamber works hard to promote the interests of employers of all sizes, as well as self-employed individuals, other Nebraska associations and local chambers of commerce. What links our members is the shared goal to improve Nebraska's business climate.

The State Chamber staff works effectively with members of the Legislature and other government officials, with three full-time lobbyists leading our legislative efforts. Throughout every legislative session, the State Chamber keeps its members well informed on day-to-day action through the *Legislative Report* and electronic communications such as the *News Update*.

State Chamber members know when lawmakers are considering legislation that could impact their interests. Action alerts notify members when they should contact senators regarding upcoming votes. After the session, State Chamber members receive complete summaries of the year's legislative activities, as well as a scorecard on key votes.

The State Chamber also monitors legislative activities in Washington, D.C. The association stays in close contact with Nebraska's congressional delegation, as well as its national affiliates – the U.S. Chamber of Commerce and the National Association of Manufacturers.

Beyond legislative services, the State Chamber provides many programs, publications and other tools for our members, including educational workshops, member directories, labor law publications, and unemployment services.

With a record of major legislative accomplishments and solid service to its members, Nebraska's business community can count on the State Chamber to stand strong for its interests.

THE STATE CHAMBER

Nebraska Chamber of Commerce & Industry

1320 Lincoln Mall, Suite 201
(402) 474-4422

P.O. Box 95128
nechamber@nechamber.com

Lincoln, NE 68509-5128
www.nechamber.com

*For membership questions, contact James Berringer at (402) 474-4422 or jberringer@nechamber.com
For questions regarding legislation, contact Jamie Karl at (402) 474-4422 or jkarl@nechamber.com*

3. Unemployment Compensation. To safeguard the integrity of the Unemployment Insurance Trust Fund, the State Chamber recommends continual legislative review and implementation of appropriate reforms regarding unemployment compensation tax rates, the tax rate structure, disqualifying events, and benefits. Employers pay the entire cost of unemployment compensation benefits, either through taxes based on experience ratings or by direct reimbursement to the unemployment compensation fund. Unemployment benefits must be reserved for individuals who are unemployed through no fault of their own and who are available for and able to work. In addition, Nebraska law should maintain a neutral position in regard to labor disputes.

HEALTH INSURANCE

1. Mandated Benefits. Self-funded health plans offered by employers to employees must comply with minimum coverage provided by federal law (ERISA) and are not subject to state group health insurance mandates. This is not the case for individual health insurance plans or group health insurance plans provided by employers to employees. The State Chamber will oppose legislation requiring group health insurance plans to cover specific diseases, illnesses, drugs or therapies that exceed ERISA requirements. Additional mandated benefits increase group health insurance premiums for those plans not subject to ERISA and make these employer-provided plans less affordable and less available to employers and their employees.

2. Health Insurance Reform. To protect the interests of Nebraska and its citizens, the State Chamber supports efforts in which Nebraska is in the best position to control its own health care insurance future. The State Chamber supports a common-sense, step-by-step free-market approach to health care reform that will protect Nebraskan's access to the health care they need, from the providers they choose and at a lower cost through enhanced private competition.

AGRICULTURE AND ENVIRONMENT

1. Agribusiness Issues. Nebraska's agricultural laws and regulations should encourage reasonable natural resource conservation while preserving private property rights. Food safety, biotechnological developments, agricultural processing and economic security are important issues that impact the growth of Nebraska's economy. When appropriate, the State Chamber will provide testimony, comments or policy recommendations on those agribusiness issues that may affect this vital sector of our economy.

2. Energy Supply. Nebraska's economy depends on a reliable, plentiful and affordable supply of electricity. The State Chamber will support state laws and policies that promote a diverse fuel supply including coal, natural gas, uranium, wind, solar and other innovative sources; however policymakers should recognize the regional cost advantages of fossil fuels to ensure competitive electric rates and reliable power supplies.

A TRADITION OF SERVICE

Now in its 105th year, the Nebraska Chamber of Commerce & Industry is an organization dedicated to serving the interests of Nebraska businesses of all sizes and types. The State Chamber is well known as the "Voice of Nebraska Business" and derives its strength from its diverse statewide membership and the hundreds of thousands of individuals employed by the member firms. Since 1912, the State Chamber has been committed to the private enterprise system and the continued development of a vibrant business climate in Nebraska. The State Chamber remains committed to working for a better Nebraska and to give Nebraskans a competitive edge in the 21st century.



Dirk Petersen
2017 Chairman of the Board

These major legislative objectives do not constitute the entire range of legislative interests of the Nebraska business community, but only those that have been prioritized as major. The State Chamber will closely follow all bills deemed to have an impact upon the state's business climate.

Nebraska Chamber of Commerce & Industry
P.O. Box 95128
1320 Lincoln Mall
Lincoln, Nebraska 68509-5128
(402) 474-4422
www.nechamber.com
nechamber@nechamber.com

Nebraska Chamber of Commerce & Industry

2017 Major State Legislative OBJECTIVES



"More than a century after its founding, the Nebraska Chamber is the only statewide association that truly represents the business perspective. It is a responsibility we take seriously. The legislative objectives approved by the Chamber board are essential to making Nebraska's business climate more competitive and our economy more vibrant and resilient. We believe that 2017 offers a renewed optimism for our country, our state and our businesses. Of course, the Chamber's long history and record of success are due primarily to our many members. By working together, sharing ideas and experiences, we can maximize the impact of the improved business climate."

Dirk Petersen
Vice President & General Manager
Nucor Steel
Division of Nucor Corporation

THE STATE CHAMBER

Nebraska Chamber of Commerce & Industry

TAXATION AND GOVERNMENT SPENDING

- 1. Strategy for Overall State Economic Growth.** Nebraska tax policy should encourage investment in the retention and development of job-creating businesses and business opportunities within the state. While a competitive, efficient and fair tax system is essential to promote job creation and economic development, *Nebraska's tax climate must also become more competitive, regionally and nationally.* Although attempts to reduce the local property tax burden have been accomplished mainly by shifting additional state sales and income revenues to subsidize local governments and schools, the State Chamber believes that *major tax reform must be accomplished to reduce the overall tax burden* on all Nebraska taxpayers. The State Chamber encourages new and innovative ways to improve Nebraska's competitive position by reducing the operating cost of government and lowering the total tax burden on Nebraskans, which is vital to Nebraska's rural and urban communities. The State Chamber will support efforts that avoid: increasing state sales and income tax rates; expanding the state sales tax base; and the further earmarking of state sales and income taxes for specific programs.
- 2. Efficiency in Government.** The State Chamber will support initiatives by the governor and the legislature to implement processes that improve taxpayer satisfaction and the timeliness of delivering public services; improve public employee capacity and output; eliminate unnecessary services, programs and processes; and restrain or reduce state and local government spending. The State Chamber will support legislative and administrative proposals that provide for more streamlined, efficient, flexible and focused government services, including further implementation of laws allowing voluntary mergers of governmental entities.
- 3. Income Taxation.** Nebraska's corporate income tax rates should be competitive with

entities operating under other types of business structures. The State Chamber will support legislation to harmonize the corporate income tax rate structure with individual income taxpayers. In addition, the State Chamber will support legislative initiatives to lower Nebraska's highest individual income tax rate in order to improve our competitive position regionally.

- 4. Sales Taxation.** The State Chamber continues to oppose further broadening of the state's sales-and-use tax base to include more business-to-business services or to repeal sales tax exemptions that are needed by businesses to remain viable and competitive. The State Chamber will support legislation to repeal the taxation of those services that are both difficult to fairly administer and place an undo burden on consumers. In addition, the State Chamber will oppose proposals that would impose sales and use taxes on business inputs.

ECONOMIC DEVELOPMENT

- 1. Economic Development Incentive Programs.** A strong Nebraska economy contributes to our quality of life by providing economic security today and the opportunity of career opportunities for future generations. Increased business and job growth help combat the social issues of unemployment, poverty and crime. The State Chamber believes the growth of investments and job opportunities in Nebraska is a direct result of targeted job and investment incentive laws. Our performance-based incentives laws require continual review and updating in order to: retain jobs and create new employment opportunities; encourage investments, as well as research and development in competitive facilities; fund job training; and allow existing enterprises in Nebraska to be competitive. As the economy evolves, enhanced incentive programs are necessary to give Nebraska a competitive edge, including targeting incentives and access to capital for high-tech business investments.

- 2. Talent Recruitment and Workforce Development.** The State Chamber supports policy and program initiatives aimed at growing, educating and improving the Nebraska workforce. A reliable supply of talent, with appropriate career skills, is a key to future economic growth. Efforts should be made to enhance the technological skills of current residents who must compete in an ever-changing global business environment. The State Chamber supports the career academy concept. The State Chamber also supports reciprocal state licensure and certification recognition. In addition, the State Chamber will support efforts to actively recruit new workers as a means to address current workforce demands and to attract additional business opportunities to Nebraska.
- 3. Housing.** In recent years, a majority of Nebraska communities – large and small – have experienced a shortage of available housing, regardless of price level. The State Chamber supports policy and program initiatives to encourage private sector development of housing that meets both low income and market rate demand. The State Chamber also supports policy that results in public/private partnership initiatives in order to increase the housing stock in underserved areas of Nebraska. Finally, the State Chamber supports tax policy that encourages citizens in Nebraska to invest in new housing.
- 4. Highway Development.** The State Chamber supports the preservation of the State's Highway Trust Fund and will oppose efforts to divert dedicated roads funding for other purposes. Necessary infrastructure improvements should be a budget priority and not accompanied by new or increased rates of taxation.
- 1. Educational Funding.** To remain competitive in an increasingly global economy, a skilled labor force is essential for Nebraska businesses. Educational funding programs should be utilized to improve accountability, reward

excellence and encourage innovation. The State Chamber supports the efficient delivery of higher educational opportunities in Nebraska in order to provide educational excellence for all students, including the state's economic and cultural development through research and outreach.

- 2. Customized Job Training.** The State Chamber supports legislative commitments to provide funding for quality start-up job training and enhanced job training opportunities for individuals employed in qualified economic development projects.
- 3. Early Childhood Education.** Investments in quality early childhood programs return strong dividends, including: reduced costs for health care, criminal justice, social services and welfare; reduced drop-out rates; enhanced opportunities to succeed in higher education, including career and technical education, which will lead to higher-paying jobs; and other personal and societal benefits. The State Chamber will encourage increased participation in and access to early childhood education.

LABOR RELATIONS

- 1. Right-to-Work.** The State Chamber supports Nebraska's Right-to-Work constitutional guarantee and will defend Nebraska's Right-to-Work law against any effort to weaken or repeal it.
- 2. Workers' Compensation.** The State Chamber supports legislative initiatives that contribute to cost containment of employer-funded Workers' Compensation expenses while ensuring that injured workers are promptly and properly treated. Employers pay the entire cost of Workers' Compensation coverage. To assure the integrity of the Workers' Compensation system in Nebraska, the State Chamber recommends continued legislative review and the implementation of appropriate reforms to our Workers' Compensation laws. Legislative proposals that would significantly increase Workers' Compensation expenses will be opposed by the State Chamber.

EDUCATION

Mckendree, Margo

From: Schaneman, Royce
Sent: Wednesday, January 18, 2017 2:43 PM
To: Mckendree, Margo
Subject: FW: INVOICE - NE CHAMBER OF COMMERCE & INDUSTRY
Attachments: INVOICE2.doc; State Chamber brochure.pdf; 2016 Results Brochure.pdf; 2017 Legislative Objectives.pdf

Importance: High

Royce Schaneman, Executive Director
Nebraska Wheat Board
P.O. Box 94912
Lincoln, NE 68509
Phone: (402) 471-2358
Fax: (402) 471-3446
Email: Royce.Schaneman@nebraska.gov
Website: www.wheat.nebraska.gov

From: James Berringer [mailto:jberringer@nechamber.com]
Sent: Wednesday, January 18, 2017 2:42 PM
To: Schaneman, Royce <royce.schaneman@nebraska.gov>
Subject: INVOICE - NE CHAMBER OF COMMERCE & INDUSTRY
Importance: High

Royce,

I've attached an invoice for your convenience if inclined!

We are the only statewide broad-based business organization fighting to keep your costs down at the legislature.

We project the business point of view on Economic Development, Workers Compensation, Unemployment, Taxes, Insurance, Regulation, Mandates, and many others.

We also will put your information on our Website, Membership Directory, and the Newsletter. New directory coming out soon. Would like to have you in it. Great Exposure!

Membership is just \$350, and covers all of 2017!!

We provide timely info for business leaders, making your job a lot easier.

This seems like a perfect fit to me!

Hope to have you on board soon!

Thanks,

James D. Berringer, IOM
Senior Vice President-

Membership & Marketing

Nebraska Chamber of Commerce & Industry

1320 Lincoln Mall, Suite 201

Lincoln, NE 68509

Phone (402) 474-4422

Fax (402) 474-5681

E-Mail: jberringer@nechamber.com

Visit www.nechamber.com

Nebraska's Business Advocate

THE STATE CHAMBER 



January 17, 2017

Royce Schaneman
Executive Director
Nebraska Wheat Board
P.O. Box 94912
Lincoln, NE 68509

Dear Royce:

I'm writing to renew the support of the Nebraska Wheat Board for your 2017-18 fiscal year for the awards program and the activities you have been involved with in the past. These projects fall into line with your publicity and education focus areas.

Our renewal request to you is for the following in 2016-17:

	<u>2016-17 Support</u>	<u>2017-18 Request</u>
• Grain Production – Entrepreneurship Proficiency Award	\$ 650.00	\$650.00
• 2016 State Fair FFA Champion Wheat Exhibit	32.50	32.50
• 2016 State Fair FFA Reserve Champion Wheat Exhibit	30.00	30.00
• Booth at the State FFA Convention	150.00	150.00
• Mission-based FFA Support	<u>637.50</u>	<u>637.50</u>
TOTAL RENEWAL FUNDS REQUESTED	\$ 1,500.00	\$ 1,500.00

The following pages provide greater detail on each of these programs for your consideration. The support of the Nebraska Wheat Board is vital to our mission of helping students succeed through agricultural education. Thank you for believing in the young people of FFA.

Sincerely,

Sarah Mullen
Program Manager
sarah@neffaoundation.org
402-472-5224



Nebraska Wheat Board Sponsorship Request

Presented by the Nebraska FFA Foundation

Overview

The requested sponsorships from the Nebraska Wheat Board for the 2017-18 fiscal year are broken into four categories.

Grain Production – Entrepreneurship Proficiency Award

The Agricultural Proficiency Awards program challenges students to set goals and apply skills to achieve those goals. The program rewards FFA members at the local and state level for exceptional accomplishment in their Supervised Agricultural Experience (SAE) programs. Each year, the top three applicants for each proficiency area are interviewed at the State FFA Convention and a winner is recognized on stage.

The student owns an enterprise or business that applies the best management practices available to efficiently produce and market crops for grain production such as corn, barley (including the malting types), millet, buckwheat, oats, grain sorghum, milo, wheat, rice and rye. Grain Production does not include any of the aforementioned crops with an intended use for forage.

State Fair FFA Division Wheat Trophy Sponsorship

The goal of the State Fair FFA Wheat Exhibit program is to provide FFA members the opportunity to produce wheat using their Supervised Agricultural Experience Program (SAE) and the opportunity to showcase their wheat at the the Nebraska State Fair. The program provides public relations opportunities to recognize FFA member soybean projects, promote wheat and the vital role it plays in Nebraska and the nation's agriculture. Two FFA members are recognized at State Fair with a Champion and Reserve Champion trophy, as part of this sponsorship.

FFA Expo Booth at State FFA Convention

The purpose of the FFA Expo at State FFA Convention is to provide students with information on agriculture related organizations, colleges, commodity groups, etc. This is an opportunity for the Nebraska Wheat Board to get in front of over 4,000 members, parents and guests at during this three-day convention.

Nebraska FFA Foundation Mission-Based Support

The mission of the Nebraska FFA Foundation is to enhance quality education/FFA programs in order to achieve excellence in leadership development, curriculum innovation and scholastic advancement of students. In order to achieve that, the Nebraska FFA Foundation focuses on four strategy areas to meet this mission: growing FFA in more communities, getting students plugged into the ag industry, supporting agriculture teachers and supporting statewide leadership capacity. Mission-based support funds used to meet the mission and strategies of the Nebraska FFA Foundation. Last year, this support was put towards Nebraska FFA State Officer Selection.

Budget

The proposed sponsorship is laid out as follows:

\$	650.00	Grain Production – Entrepreneurship Proficiency Award
\$	62.50	State Fair FFA Division Wheat Exhibit Trophies
\$	150.00	Booth at State FFA Convention
\$	627.50	Nebraska FFA Foundation Mission-Based Support
\$	1,500.00	Total Sponsorship Amount

Sponsor Benefits and Visibility

Sponsorship of the provides many benefits, as well as visibility for the organization involved:

- Affiliation with largest agriculture-based, youth membership organization in Nebraska.
- Recognition as a sponsor in the State FFA Convention program book – 5,000 printed and provided to students, parents, teachers and guests at convention and after, in various mailings and promotions.
- Recognition as a sponsor in the Nebraska FFA Annual Report – over 2,500 printed and provided to individuals, FFA program, parents, and corporate sponsors
- Invitation to serve as a judge for evaluating the proficiency award finalists, to determine the state winner, and an invitation to present awards on stage at State FFA Convention, with your name and logo on stage screen during the awards presentation.
- Invitation to attend the Sponsor Recognition Reception/Dinner at the State FFA Convention.
- Listing of Nebraska FFA Foundation sponsors – provided to all 158 agriculture education programs in the state.

For questions about this proposal, please contact Sarah Mullen, Nebraska FFA Foundation Program Manager, at sarah@neffafoundation.org or 402-472-5224.

2017 Wheat Quality Survey And Administrative Proposal

Nebraska

\$12,972.00

Mark Hodges, Director, Plains Grains, Inc., 127 NRC, Stillwater, OK 74078, is the contact for this project and can be reached electronically at hodgesm1@cox.net or at 405-249-4817 or 405-744-9333. This proposal is a request for renewal.



Plains Grains, Inc.

Mission

Plains Grains, Inc. (PGI) is a non-profit organization that works to enhance Hard Red Winter (HRW) wheat marketing activities and to insure US Wheat Associates (USW) has all the information necessary to successfully market HRW on a world-wide basis. It is this organization's belief that the best way to accomplish this is to provide end-use quality data to the customer through extensive testing. This data is obtained through the PGI HRW Wheat Quality Survey. The mission of the survey is to provide each state with state specific data as well as regional data. This data will be formatted in such a way that it can be used to market wheat to foreign and domestic buyers, and it can be used to show producers the quality in the state and region. The data is also shared with US Wheat Associates for their marketing activities internationally, including inclusion in the USW Annual Crop Quality Report.

Project Narrative

In 2006, PGI began working with states in the HRW wheat production region to develop grainsheds (reporting areas). A terminal elevator (with 50 – 110 car or shuttle) facility and the production region that supplies that facility are considered a grainshed. Currently, 48 grainsheds have been defined in 12 states from Texas to PNW. For the 2017 Wheat Quality Survey, PGI will pull samples from each of these grainsheds. **Estimated number of individual samples for the 2017 survey is 533, with a maximum number of composites of 192.** Composites will be made from the individual samples within a grainshed divided into potentially 3 groups based on protein, then an overall individual grainshed composite. **A minimum of 20% of the individual samples must make up a protein level to be separated out into a protein level. The protein splits are: below 11.5%, 11.5% – 12.5% and above 12.5%.**

Samples from all states will be collected and sent to the lab for evaluation. Individual and composite samples will be sent to an official grain inspection service for testing as outlined below. The forwarding of those tests will be done in an Excel spreadsheet to US Wheat and PGI in a timely manner.

Test results will be compiled and summarized on a weekly basis using a Microsoft Excel spreadsheet, that information will then be submitted to US Wheat and PGI in an electronic format. The testing lab will be responsible for developing a final report that includes a comprehensive analysis of the information, regional summary tables and tied to the USDA, NASS 5 year average production within each grainshed. The report will be the product of extensive consultation by the lab, US Wheat & PGI and is due no later than October 1, 2017.

Reporting:

- Weekly reports submitted to PGI and USW in electronic format with individual test results and a current narrative summarization of testing and progress and forwarded to PGI states.
- Testing reports will be in a Microsoft Excel format and narrative reports will be in a Microsoft Word format.

- The final report will include all testing data, regional summary tables based on USDA NASS 5 year average production within each grainshed and a comprehensive narrative analysis of the data.
- All reports will utilize the term “grainshed”, but define the term as a “reporting area”.
- The final report will be a product of extensive consultation with USW and PGI states.
- Final report due no later than November 1, 2017.

Test to be preformed:

Individual wheat samples (By Official Inspection Service for Grade Factors)

Official Grade

Test weight (lb/bu)

(kg/hl)

Damaged kernels (%)

Foreign material (%)

Shrunken & broken (%)

Total defects (%)

Dockage (%)

Moisture (%)

Protein (%) 12%/0% moisture basis

Ash (%) 14%/0% moisture basis

Single kernel: Hardness

Weight (mg)

1000 kernel weight (g)

Diameter (mm)

Kernel size

Falling Number (sec)

Sedimentation (cc)

Composite wheat samples

Protein (%) 12%/0% moisture basis

Moisture (%)

Ash (%) 14%/0% moisture basis

Kernel Size (%) lg/md/sm

Single kernel: Hardness

Sedimentation (cc)

Lab Mill Extraction (%)

Composite flour samples

Moisture (%)

Protein (%) 14%/0% moisture basis

Ash (%) 14%/0% moisture basis

Wet Gluten (%)

Gluten Index

Color (Hunter L*,a*,b*)

Mixograph

Farinograph

Alveograph

Starch damage

Amylograph

Extensigraph

Falling number

SRC on composites

Baking Evaluation

Loaf Volume (cc)

Crumb Texture (scale 0 to 6) (0 to 10)

Crumb Grain (scale 0 to 6) (0 to 10)

Project Timeline

Sample collection will begin when harvest is 1/3 of the way complete at the sample location. Samples will be shipped or delivered to successful bidder within a week of collection and testing will begin immediately. Individual testing and preliminary results are to be completed by the lab within 30 days of receiving the sample. Composite results should be completed and reported within 30 days after receiving the last sample in that composite grainshed. HRW wheat data will be delivered to US Wheat Associates no later than October 1st, subject to constraints beyond the control of PGI.

2016 Crop Testing information can be viewed at www.plainsgrains.org. 2017 data will also be available as harvest samples are processed and posted (weekly basis).

ADMINISTRATION

PGI will provide administration to include the following services:

1. Management of Crop Quality Testing
 - a. Manage the collection of timely, accurate data and the transference of this data to relevant information for distribution to key buyers using the web, email, USW, etc.

- b. Manage the development of an educational plan designed to maximize utilization of crop quality data.
 - c. Customer relations, travel & attend buyer conferences
 - d. Development of crop quality presentations for use with Trade Teams by state wheat commissions.
- 2. Strategic Planning
 - a. Continuation of the development of the Plains states marketing plan.
 - b. Creation of a plan that defines accountability to Plains board of directors, state Wheat Commissions and has clear measurements of adding value.
- 3. Development of new methods of marketing and transportation/logistics to key regional markets.
 - a. Transfer of ownership of varieties (regional development for marketing purposes)
 - b. Industry/Supply chain partnerships, including other grains and oilseeds (vertical integration when possible, establish a field to fork mentality)
- 4. Coordination of multi-state research projects
 - a. Develop educational materials that highlight projects of regional interest.
 - b. Active consolidation when possible.
 - c. Develop regional approaches for funding.
 - d. Actively work with state wheat commissions, WFC, USW and NAWG.
- 5. Coordination of regional representation of trade shows.
 - a. Use of baking for promotion utilizing local growers as volunteers.
 - b. Development of educational materials.
 - c. Presentation of regional testing and data information.

Projected Cost:

Total Final Cost (matching funds applied) ESTIMATED

\$12,972.00

Whiteside & Associates

Transportation & Marketing Consultants

February 2, 2017

Royce Schaneman, Executive Director
Nebraska Wheat Board
P O Box 94912
Lincoln, NE 68509

Dear Royce,

Enclosed is a proposal for the fiscal year 2017-2018. I hope it is in a form acceptable to you.

First, my apology to you Royce and the Board. I have been under the weather and this is the first day back in the office in several weeks – and thus is late. I hope you can see your way clear to accept this proposal and we can continue to represent you and the NWB. This is an extremely crucial time for STB activity as the Board has opened a host of proceedings that affect rail grain transportation. The NWB has been an active participant in each of these proceedings, and I am encouraged in our recent email exchange that you are perusing these filings.

Thank-you for your organization's support this last year. After working for a decade on captive shipper interest's, changes at the STB and Congress, 2015 - 2016 marks the beginning of a milestone era. Working closely with Chairman John Thune (SD) who heads up the Senate Commerce Committee, we were able to spearhead the passage of S. 808 in December of 2015, the STB Reauthorization Act of 2015. **Now in 2016 it is ever so important for us to make sure we can keep the gains in the bill and enact them at the STB into shipper friendly rules and regulations.** Under S. 808, there are several major STB changes and several STB hard deadlines for both implementation and reporting back to the Congress. STB has in 2017 begun to work through a number of Rule Making procedures and these are impactful on captive grain shippers and farm producers.

*P O Box 20574
Billings, Montana 59104-0574
Phone: (406) 245-5132
email: twhitesd@wtp.net*

These include:

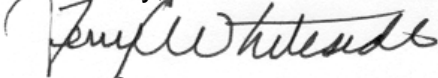
1. **Dispute resolution** – the process must be developed probably first by Ex Parte and then be rulemaking – and that is of immediate priority to the Congress
2. **Alternative rate and adjudication methodology** – the STB is currently finishing up three major Ex Parte's and these have, after STB formal decision, moved to proposed rulemaking.
3. **Arbitration procedures** – deadline was December 2016 – to both develop acceptable methodology and expand the pool of arbitrators – now awaiting decision.
4. **Investigative powers** – the process for STB to enter into investigative review without shipper/carrier initiation must be established and was scheduled to be completed by December 2016 – however, the rule making portion is still awaiting action.
5. **Development of the complaint database** at the STB and reported quarterly
6. Also a **complaint dashboard** – where in the process are each complaint – must be reported quarterly
7. **Improve structure within STB** for better communication within the agency – must be accomplished during the 2017 – we will monitor this activity – the Board is already meeting together in non-deliberative but public announced sessions.
8. **Administrative independence from the USDOT** – will take some time but must be watched carefully by shippers
9. **Hazmat regulations and develop of shipper hazmat requirements** while transporting on railroads, must have shipper input at STB proceeding
10. **Liability study on different allocation of risk of transportation** – and establishment of liability caps – especially important to chemical and fertilizer transporters
11. **Addition of two new STB Board members.** Ann Begemen, current Board member from SD has been reappointed – we were very supportive of this reappointment.

As evidenced with our US Wheat / NAWG meetings with the board members on a personal level, we have had a very busy year but we are making good progress. The

STB is active, engaged and interested in grain transportation issues. For the first time in my experience with the board, they will continue to focus on the problems the grain producer is faced with dealing with monopoly railroads. We will be spending a great deal of energy and resources during the next year. I will continue to educate your members about the issues and conclusions that we will be presenting to the STB.

Again thank you for the opportunity to represent you and the organization in these important transportation matters.

Sincerely,

A handwritten signature in dark ink, appearing to read "Terry C. Whiteside". The signature is fluid and cursive, with the first name "Terry" and last name "Whiteside" clearly distinguishable.

Terry C. Whiteside

TCW: jjg

From: jsydney@uswheat.org [mailto:jsydney@uswheat.org]

Sent: Friday, December 09, 2016 1:10 PM

To: State_Administrators@uswheat.org

Cc: USW_Board_Directors@uswheat.org; alan_tracy@uswheat.org; vpeterson@uswheat.org; jfrahm@uswheat.org

Subject: Proposed Activities for State Funding

All,

At the end of November, USW received the 2017 MAP/FMD allocations from FAS, which unfortunately were much lower than anticipated. The FMD cut is \$615,500 lower than the 2016 approved FMD level, a particularly difficult decrease as USW must pay for all overseas non-US citizen staff salaries with FMD funds. In order to meet the lowered allocations, USW had to cut a total of \$1.7 million from the 2017 requested MAP/FMD activity budgets.

State support is needed this year more than ever. Attached below is a state funding proposal that lists activities in need of state contributions, as well as activities which may be of interest to your states for various reasons. This proposal contains activities that will take place throughout calendar year 2017, but is not meant to be a full listing of all planned activities.

You'll notice that the activities are in various stages of funding: fully funded by MAP/FMD, partially funded, not funded, and some contain "producer funding". The producer funding refers to the \$500,000 set aside for overseas activities in the annual producer budget, a source that was invaluable in helping to save several activities from cancellation. Activities marked as 'not funded' mean just that, and will not be able to be implemented without state contributions. Contributions to any of these activities, whether funded or unfunded, will greatly help us with our overseas marketing efforts.

One of the top funding needs is the World Staff Conference (WSC) planned for May 22-25, 2017 in Estes Park, Colorado. These events are expensive to implement; however, we have identified some creative ideas to reduce costs, and because the WSC provides an important opportunity to gather overseas staff, domestic staff, and state representatives together, we have opted not to cancel it. State contributions would be particularly helpful for this effort.

Thanks for any support your state can provide. If you have questions on the funding or any of the activities, please let me know.

Best regards,
Jennifer

Jennifer Sydney
Vice President of Programs and Planning
U.S. Wheat Associates
Phone: 703.650.0248
jsydney@uswheat.org

U.S. WHEAT ASSOCIATES
2017 Activities Proposed for State Funding
December 2016

Region	Activity	Request	Activity Description	Expected Timing	Wheat class
Mexico, Central America, Caribbean Region	Grain Transportation Workshop	\$24,400 Funded with MAP	A two-day workshop covering transportation and logistics will be held in Mexico for grain purchasers. Workshop presenters will include transportation and logistics specialists from all major railroad companies transporting wheat from the US to Mexico and major shipping companies shipping wheat from the PNW and Gulf regions.	Summer 2017	HRS, HRW, SW, SRW
			Funds will be used to cover the round trip airfare and per diem for three presenters for three days in Mexico City, as well as room rental, translation, and materials costs associated with hosting the workshop.		
	Comparative Analysis of PNW Port Costs	\$15,900 Partial funding from MAP	USW will commission a comparative analysis of PNW port costs for freight into Mexico and Central America. The analysis will evaluate freight and port costs from the PNW compared to costs out of Vancouver, Canada. Canadian wheat has been able to enter the Mexican and Costa Rican markets at prices considerably cheaper than that of wheat from US origins. The study will provide valuable information regarding the differences in US and Canadian port costs, and will indicate what measures can be taken in addressing these differences. The analysis will also examine expenses at the Mexican ports of Lazaro Cardenas and Manzanillo, and the port of Caldera, Costa Rica. The full activity request is \$29,900, with only \$14,000 from MAP. Without additional state funding contributions, the study will be downsized. Funds will cover consultant's fee to conduct the study and airfare, per diem, and lodging for any necessary port visits.	2 nd Quarter 2017	SW, HRS, HRW, Durum
	Regional Solvent Retention Capacity (SRC) Workshop.	\$8,000 Partial funding from MAP	USW/Mexico will conduct a Solvent Retention Capacity (SRC) testing workshop at the USDA Agricultural Research Service in Wooster, Ohio. The workshop will include quality control staff from mills in El Salvador, Guatemala, Honduras, Costa Rica, Dominican Republic, Haiti, and Venezuela. The workshop will focus on the conducting SRC testing for US wheat classes, in particular for soft wheat. The workshop will demonstrate how to properly conduct SRC testing, as well as explain the benefits of conducting SRC tests to improve flour functionality. Presenters will highlight the suitability of US soft wheat classes in the production of cookies, crackers, and cake products; and how best to source and specify their quality needs from US suppliers. The full activity request is \$14,100, with only \$6,100 funded by MAP. Without state funding contributions, the number of participants will be reduced. Funds will be used to pay airfare, lodging, and per diem expenses for up to eight days for seven participants.	2 nd or 3 rd Quarter, 2017	SW, SRW, HRS, HRW

Region	Activity	Request	Activity Description	Expected Timing	Wheat class
	MOCRISA Trade Team to the US	\$14,200 MAP Funded	A trade delegation from the MOCRISA mill in Costa Rica will travel to the US for one week including visits to HRW, SW, and HRS states and a PNW export facility. Participants will meet with various state wheat commissions, producers, and the grain trade, and visit a country elevator. The team will focus on US grain grading and inspection procedures, wheat buying specifications and grain handling operations both at interior elevators as well as at the PNW. Meetings will also be arranged with FGIS officials to discuss buyer dissatisfaction with the export inspection certificate and overall quality of wheat received at destination. Funds will cover airfare, lodging, and per diem while in the US for the team members.	3 rd Quarter 2017	HRS, HRW, SRW, SW
South America	Brazil Trade Mission to the US	\$31,400 Not Funded	USW will host a group of five milling officials representing the major wheat importing groups in Brazil that account for over 60% of all wheat imports. The time frame coincides with the window of Brazilian imports, as most imports from the northern hemisphere are usually during the second half of the year. The team will include companies importing wheat for mills in the northeast of Brazil. Through conversations with US millers, producers, exporters, grain quality laboratories, etc., the team will receive a good overview of US wheat quality, versatility and multiple end-uses, important factors when comparing US with Argentine or Canadian wheat. The team will visit HRW and SRW producing areas, their main interests. Due to MAP/FMD cuts, this team is not funded. It would require full funding from states in order to implement. Funds would cover airfare and per diem for five team members.	June or July 2017	HRW, HRS, SRW
	Chilean Trade Mission	\$30,000 MAP Funded	USW will bring a Chilean trade team to the US, putting Chilean wheat buyers in contact with traders and renew their familiarity with the advantages of the US wheat marketing system over other origins. The team will be comprised of five milling officials representing the major wheat importing groups in Chile, and will include visits to HRW, SW and HRS producing areas, an FGIS laboratory, a visit to a wheat flour mill, a pasta or cookie plant, and a visit to a country and/or an export elevator. Meetings will be held with wheat producers, millers and grain exporters. Funds will cover airfare and per diem while in the US for the team members.	July 2017	SRW, HRS, HRW, SW, Durum
	Wheat Food Consultant to Colombia	\$16,200 MAP Funded	USW will partner with the Colombian Millers Federation (FEDEMOL) to bring a US based wheat foods consultant to Bogota, Colombia. Through a series of promotional events and meetings, information presented will dispel the misconception among medical leaders and consumers in general that bread is fattening. Events will also promote wheat based products consumption and will help develop niche markets for whole wheat products. Funds will cover consultant fees, airfare and one week of per diem.	April 2017	SRW, HRS, HRW, SW

Region	Activity	Request	Activity Description	Expected Timing	Wheat class
South Asia	Vietnam Trade Team to the US	\$33,000 Partial Funding from FMD	<p>A five-person team from the Vietnam flour milling industry will travel to the US for ten days. The participants will meet state wheat commissions, producers, FGIS and grain traders, and visit a port loading facility and an FGIS dockside laboratory. The flour millers will better understand the US wheat marketing system and will learn about various purchasing options available from the US to reduce price while maintaining product quality.</p> <p>The full activity request is \$48,200, with \$15,200 funded by FMD. State contributions would be helpful here; without, the remainder will be applied to the overseas activity producer fund. Funds will cover airfare, hotel accommodations and per diem during the travel period for the team members and one USW South Asia staff.</p>	August 2017	HRS, HRW, SW
	Baking Consultant to the Philippines	\$25,000 Not Funded	<p>USW will employ a US baking consultant to conduct two two-day seminars in Metro Manila for the Filipino Chinese Bakers Association Inc., PhilBaking (the two largest bakers associations) and select others. The consultant will address technical problems, demonstrate the superior baking performance of HRS compared to CWRS, demonstrate uses of high-protein HRW as an alternative to CWRS, introduce healthy and other baked products using SW/WW, HRS and HRW and, most importantly, advise participants of the power that they, as bakers, have to influence millers to buy US wheat. Additionally, the consultant will provide in-house consultancy to mills with baking laboratories and will perform baking demonstrations for mills' large- and medium-sized customers.</p> <p>Due to MAP/FMD cuts, this activity is not funded. It would require full funding from the states in order to implement. Funds would cover airfare, per diem and fees for a baking consultant from the US.</p>	October 2017	HRS, HRW, SW
North Asia	Korea Whole Wheat Biscuit and Cracker Team to WMC	\$19,800 Producer Funded	<p>A five-person team consisting of two researchers from two biscuit and cracker manufacturers, two researcher from two major mills, and one USW Seoul staff will participate in a five-day program at the Wheat Marketing Center (WMC). The program will include development of whole wheat flour-based formulations using SW for whole wheat biscuit items and product quality evaluation. Following the program, the team will take a confectionery plant tour and visit supermarkets in Portland to learn about whole wheat confectionery items in the US.</p> <p>Funds will cover the program fee of four researchers, per diem of four team members, airfare for USW staff, and local transportation for the team. The participating companies will pay airfare for the participants.</p>	March/April 2017	HRS, SW, HRW

Region	Activity	Request	Activity Description	Expected Timing	Wheat class
	Korea Contracting for Wheat Value Workshop	\$27,500 FMD Funded	<p>In the fifth year for this activity, a nine-person team consisting of four wheat import staff, four R&D millers, and USW/Seoul staff, will attend the Contracting for Wheat Value (CFV) workshop at NCI or WMC for one week. The workshop will be designed to review current contract specifications and develop a "Wheat Value Matrix" that will help the participants determine the "economic value" of the wheats available to them. The workshop participants will also learn about various physical, chemical and end-product tests used to evaluate wheat, flour and end-product quality. The workshop will include Federal Grain Inspection Service sampling, quality testing, weighing procedures, and grading system for the export documentation.</p> <p>USW will pay per diem of the participants, airfare for USW staff, local transportation, the workshop package fee for the participants, and flour sample analysis costs. The participating companies will pay airfare of the participants.</p>	August 2017	HRS, SW, HRW
	Japan Baking Industry Team to the US	\$19,600 MAP Funded	<p>Five baking industry executives and the USW Tokyo country director will travel to the US for seven days with the goal of learning more about the US wheat classes and end-use characteristics. The team will travel to North Dakota, Montana, and Kansas, the main HRS and HRW producing states, and also to Portland to visit export facilities and FGIS offices.</p> <p>Funds will cover all travel costs for the USW director and all per diem for the five baking industry representatives. The baking industry representatives will pay their own airfare.</p>	April 2017	HRS, HRW
	Taiwan TFMA Purchasing Managers Team	\$24,600 Producer Funded	<p>USW will sponsor a team to Portland to explore additional options for purchasing wheat from the US. The team will learn the export systems and sourcing practices of exporters for bulk shipments and will explore the opportunities for purchases of containerized wheat, including HW. The group will also discuss how contracting for HW production could be achieved. While in Portland, the team will visit the FGIS office and an elevator to learn about the quality assurance program for US wheat exports and will have one-on-one meetings with US exporters.</p> <p>Funds will cover the round-trip airfare, per diem and related transportation cost for four millers and USW staff during the one week trip.</p>	May/June 2017	HRS, HRW, SW, HW
	Taiwan IGP Flour Milling Short Course	\$28,000 Producer Funded	<p>USW will sponsor a team of flour millers to attend an IGP milling short course. USW will coordinate with TFMA to select four to six millers to participate, and will send a USW staff person as team manager and interpreter. The selected team members will be currently involved in managing mill operations. During the two-week itinerary, the team will learn updated milling technology at IGP for milling US wheat. USW will schedule travel arrangements and consult with team members to help them obtain a better understanding and impression of US wheat quality characteristics and US wheat industry capabilities.</p> <p>Funds will cover tuition, per diem and surface transportation costs for four participants and the airfare and per diem of the USW staff person. Participants will pay their airfare costs and other related expenses.</p>	June 2017	HRS, HRW, HW, SW

Region	Activity	Request	Activity Description	Expected Timing	Wheat class
	Taiwan Noodle and Chinese Flour Products Seminar	\$11,000 Partial Funding from MAP	USW will cooperate with TFMA, noodle associations and universities to conduct one day seminars to introduce health facts on whole wheat flour and aleuron flour for making noodle, steam bread and other Chinese flour products to noodle manufacturers, Chinese flour products manufacturers and nutritionists of school lunch programs. USW will print and distribute the seminar presentation materials with the school lunch recipe booklets to the instructors and nutritionists in school lunch providing schools throughout Taiwan. Information presented will include US wheat quality assurance programs, wheat flour quality and nutrition facts of whole wheat flour and aleuron flour. Instructors from universities and/or CGPRDI, senior milling technicians, and USW technicians will be speakers at the seminars. The full activity request is \$12,000, with \$1,000 approved under MAP. Funds will cover speakers fees and cost for conference rooms for seminars. All trainees will pay their own local transportation cost for attending the seminars.	July/August 2017	HRS, HRW, SW
Middle East, East and North Africa Region	Maghreb Durum Team to US	\$60,000 FMD Funded	USW Casablanca will sponsor six durum wheat traders and processors- two each from Algeria, Morocco and Tunisia- to travel to the US for ten days. The delegation will be comprised of the upper management individuals in each group. The team will focus mainly on the US durum market, with visits to the main durum production areas in the northern and southwestern states. The itinerary will include briefings, meetings, trading practices, export elevators, an FGIS inspection system overview, and visits to wheat quality labs. Funds will cover round trip airfare, per diem, accommodation, local transportation, and brochures for the participants, and will also cover USW staff per diem.	May 2017	Durum
China	Contracting for Wheat Value Workshop	\$47,300 FMD Funded	USW will sponsor up to ten participants from the flour milling industry, trading companies, Sinograin or COFCO to attend a five-day Contracting for Wheat Value Course at WMC or NCI. Participants will be management personnel or staff that have direct contact with traders and are influential in wheat purchasing decisions in their respective agencies. Individuals will also have post-course visits for up to three working days in at least two additional locations to observe the US wheat export system, quality control, inspection, transportation, farming, breeding, etc. USW will hire the services of a translator if needed, depending on language skills of participants. Funds will support transportation, food and lodging, course fees, and translation services.	July 2017	SRW, HRS, HRW, SW

Region	Activity	Request	Activity Description	Expected Timing	Wheat class
Worldwide	Wheat Quality Improvement Team (WQIT)	\$8,000 per person	<p>USW will organize a team of up to six wheat quality laboratory personnel, or extension small grains specialists, and one USW staff person to meet with key overseas buyers, millers and end-product manufacturers in Latin America. The primary goals of the team are to gather input on wheat quality from key customers and return that information to US wheat breeding programs, demonstrating the US industry's willingness to listen and exchange ideas with customers, to share quality improvements of newly released US wheat varieties, and to agree on key messages to bring back to the US industry and incorporate into their respective breeding programs.</p> <p>Past teams to Asia, Europe and Latin America have helped US wheat breeders and others understand key customer likes and dislikes about US wheat and how US wheat compares with competitors. Each team member is asked to provide a presentation showing quality improvements in the wheat varieties released over time.</p> <p>Funds will pay for airfare, per diem and related travel expenses for the wheat breeders.</p>	March/April 2017	SRW, HRS, HRW, SW, Durum
	USW World Staff Conference	\$60,000 Partial Funding	<p>The biennial USW World Staff Conference (WSC) will be held May 22-25, 2017, at the historic Stanley Hotel in Estes Park, Colorado. The schedule outline is:</p> <p>Monday, May 22: Evening welcome reception Tuesday, May 23: WSC Conference Wednesday, May 24: WSC Conference Thursday, May 25: WSC Conference (morning only)</p> <p>The WSC will bring together the domestic and overseas USW staff for a series of focused break-out sessions and general meetings. These conferences provide an excellent opportunity for USW's member states to meet with the overseas staff and learn about market strategies, constraints and overseas programs.</p> <p>This event is underfunded with \$35,000 in FMD and \$105,000 in producer funds. USW will use airline points for staff airfare, but with a total estimated cost of \$200,000 to implement the event, state contributions would be very helpful here.</p>	May 2017	HRW, HRS, SRW, SW, HW, Durum

PROPOSAL FOR FUNDING

Calendar Year 2017

ORGANIZATION: Wheat Quality Council

TITLE OF PROJECT: Wheat Quality Enhancement and Comparison

AMOUNT REQUESTED: \$3,000

PRINICPAL INVESTIGATOR: Wheat Quality Council

MISSION:

To analyze advanced experimental wheat lines for milling and baking/processing quality.

GOALS AND OBJECTIVES:

Provide Nebraska wheat breeders the opportunity to have their potential varieties evaluated by industry cooperators against wheat lines from other states.

An industry-wide review will take place in February 2018, where printed results of milling and baking quality tests will be analyzed and feedback provided to breeders.

PROJECT NARRATIVE:

Hard Winter wheat breeders from the University of Nebraska would be allowed to submit one or two lines for an industry wide milling and baking analysis. They would be allowed to pick sites to grow their lines side by side with a good quality check variety. The harvested lines would be sent to the Hard Winter Wheat Quality Lab at Manhattan KS. The wheat would be milled and the resulting flour sent to ten to fifteen cooperators who would test bake them. The Nebraska lines would be compared with lines from SDSU, MT State University, Colorado State, OK State, KSU, TX A&M, AgriPro, Westbred/Monsanto, Limagrain and other private breeders.

All information garnered from the milling and baking tests will be compiled in an annual report that is available electronically to members of the WQC.

An annual meeting is held each February to discuss the results of this work. This allows the wheat breeders to receive feedback on the qualities the milling and baking industries desire. It also provides a snapshot of what will be grown and processed by the industry in the next few years.

BUDGET:

The Nebraska Wheat Board will provide \$3,000 in Calendar Year 2017 to help pay for this quality analysis effort. Wheat organization funding is based on state production much like US Wheat Associates. Kansas and North Dakota pay \$8,000; Oklahoma, South Dakota and Montana pay \$4,000; Minnesota, Colorado, and Texas pay \$3,000 each year. The payment for membership dues will go to the Wheat Quality Council.

PROJECT TIMEFRAME:

Hard winter wheats that may already be planted will be harvested in the summer of 2017 and entered in the milling and baking analysis. All information will be available for the public meeting in February, 2018 at Kansas City.

Marketing Proposal for.....

The Nebraska Wheat Board

Funding Request for **Marketing Nebraska Developed Wheat and Triticale Varieties**; July - September 2017

On behalf of the Nebraska Crop Improvement Association, and Husker Genetics we request funding for 2017 for print media and distribution to promote the use of wheat varieties that were developed by the University of Nebraska.

Objective: Provide a print media to growers, in Nebraska and surrounding states, with yield and quality information on Nebraska developed varieties. These brochures will contain information for a grower to determine if Nebraska developed varieties will work for their operation.

Information will be distributed through direct mailings and handouts at field days that attract wheat growers.

The requested funding from the Nebraska Wheat Board is **\$20,000.00**, which will fund 4000 sixteen/ twenty page booklets (sheet size is 8½ x 11) for direct mail to small grain growers in NE (992 growers), KS (1095 growers), CO (970 growers), WY (199 growers), and SD (1416 growers). Remainder will be used as handouts at field days.

4000 Booklets Costs

Design & Printing - \$15,000.00

Postage - \$5,000.00

Funding Request-Nebraska Wheat Board \$20,000.00

Nebraska Crop Improvement Association will provide name list for NE, CO, KS, and WY.

Husker Genetics will provide data comparison of varieties for booklets.

The Nebraska Wheat Board will be recognized as a major sponsor of this program, along with the Nebraska Crop Improvement Association and Husker Genetics on all written materials.

Mckendree, Margo

From: Steven Knox <sknox@unl.edu>
Sent: Friday, January 13, 2017 1:01 PM
To: Mckendree, Margo
Subject: RE: 2017 Request for Proposals: Nebraska Wheat Board
Attachments: Variety Marketing Proposal WB 2017.doc

Thank you!

Steve Knox
Secretary-Manager
Nebraska Crop Improvement Association
266 Plant Science Hall
Lincoln, NE 68583-0911
402-472-1444

From: Mckendree, Margo [mailto:margo.mckendree@nebraska.gov]
Sent: Wednesday, November 30, 2016 11:00 AM
Cc: Royce Schaneman; Mckendree, Margo
Subject: 2017 Request for Proposals: Nebraska Wheat Board

The Nebraska Wheat Board's 2017 Request for Proposals (RFP) is now available. Our focus areas for 2017 are research, international marketing, domestic marketing, policy development, and publicity/education, which are outlined in more detail within the attached RFP. Please note, the submission deadline is 5:00 PM January 25, 2017. Questions may be directed to Royce Schaneman, Executive Director, Nebraska Wheat Board by e-mailing _____ or calling (402) 471-2358.

Thank you.

Nebraska Wheat Board