



## NeCGA Elects a New Officer Team



Meet your 2022 Officer Team! Following the 2022 Annual Meeting, the Nebraska Corn Growers Association Board of Directors held a regular board meeting. During the meeting, they elected the new officers. The team is as follows (left to right in picture): Chris Grams, Vice President; Andy Jobman, President; David Merrell, Secretary; Dan Nerud, Chairman; Michael J Dibbern, Treasurer.

During the Annual Meeting, delegates also elected two at-large board representatives. Rick Gruber of Benedict was re-elected, and Michael Dibbern of Cairo was also re-elected.

Congratulations to all! We look forward to working with a great officer team and Board of Directors in 2022.

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## FARM BILL SURVEY

The Nebraska Corn Growers Association (NeCGA) requests that you take this short Farm Bill survey. With a Congressional hearing already complete on a 2023 Farm Bill, the survey results will assist leadership and staff in guiding priorities over the next 18 months of discussions. NeCGA is well positioned with grower leadership on national action teams and the National Corn Growers Association's board of directors. Your grassroots action in completing the survey will assist these leaders in relaying Nebraska's priorities. Thanks in advance for your time!



SCAN CODE



A Message from the NeCGA President | **ANDY JOBMAN**

“Corn-based ethanol has a great story to tell as a resource of national security and energy independence.”

Nebraska Corn Family,

It's hard to believe it, but winter is subsiding and spring is already upon us.

Nebraska Corn has been busy this spring. It's great to finally be back into full swing with events on a local, state and national level. This year is no different than others in that it is bringing its own set of challenges and issues that we must address.

Year-round E15 access is a top priority for our association both state and nationally. The conflict in Europe grinding forward has placed pressure on energy and fuel supplies and made all Americans feel the pinch at the pump. Similar to the beginning of the ethanol boom, corn-based ethanol has a great story to tell as a resource of national security and energy independence. Ever since last year's DC Circuit court struck down the ability of summertime E15 sales, Nebraska Corn has been pounding down every door we can find to get that reversed.

It sounds early, but a new farm bill will be coming in 2023. Many of our priorities will be shaped by input from you, our membership. As we send out surveys, and have local meetings and events, please share what you would like to see in the next Farm Bill so that we can compile, and account for them. This helps our state and national leadership

as we lobby for program priorities within the Farm Bill, as well as spurs new ideas. Given the current administration's focus on climate and carbon themed projects, we anticipate renewed focus on conservation programs and efforts to energize adoption of a variety of on-farm, conservation practices. Stay tuned for emerging details.

Nebraska Corn finds itself very well represented on our National Corn Board and Action Teams again for 2022. Thank you to all the growers that have stepped forward to help shape the corn industry. Many of these individuals monthly take time out of their farming schedules to serve in leadership roles, which is essential to keeping our issues at the forefront of discussions in the Beltway.

In February we had another great group of participants on our DC Leadership Trip. This was our first trip back to Washington since the outbreak of Covid-19. While security on the Hill was a bit higher, we packed the week full of productive meetings with our congressional delegation, and our many cooperators and partners in D.C. such as National Corn Growers Association, US Grains Council, RFA and Waterways Council. We've already got a few applicants for next year, so if you or anyone else would be interested in going, please contact the state office!

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# NeCGA Travels to Washington D.C. for Leadership Mission



Our group is visiting with the National Corn Growers Association.



Our group visiting with the Renewable Fuels Association.



Participants meeting with Senator Fischer.

New leaders from across the state took part in the Nebraska Corn Growers Association (NeCGA) 33rd Annual Washington, D.C. Leadership Mission. From February 28th to March 4th, 16 individuals received an in-depth look at the work of the association inside the Beltway, along with having opportunities to see grassroots advocacy in action.

The leadership mission to Washington, D.C. is a great way for Nebraska corn farmers to engage with key individuals and help put a face on Nebraska agriculture. The group visited ag partners such as the U.S. Grains Council, the National Corn Growers Association, the National Cattlemen's Beef Association, the Renewable Fuels Association, and many others. Foreign partners like the Mexico Embassy and British Embassy also took the time to listen to NeCGA.

Attendees also had a chance to meet with Nebraska's "federal officials. Senators

Ben Sasse and Deb Fischer, along with representatives Jeff Fortenberry, Adrian Smith, and Don Bacon were able to hear from our members about issues that farmers in Nebraska are facing. Input prices, ethanol, the Mexico decree, and the Russia-Ukraine conflict's impact on Nebraska were some of the topics discussed.

"My time spent in Washington D.C. was extremely educational," said Marty Kinerk, a grower from Wilcox, NE. "We had an opportunity to meet with our Nebraska delegation as well as our industry partners to have input on legislation for agriculture and to grow the future footprint of corn. I want to thank our Nebraska Representatives and NeCGA for an excellent as well as informative experience."

This leadership mission trip would not be possible without support from our sponsors, the Nebraska Corn Board and

Farm Credit Services of America. If you are interested in attending next year's event, contact [kbyrne@necga.org](mailto:kbyrne@necga.org) or visit our website!

## NEBRASKAN RECEIVES NCGA SCHOLARSHIP

Congratulations, **Valerie Bohuslavsky**, for receiving the William C. Berg Academic Excellence Undergraduate Scholarship! Valerie was vetted by NCGA and then selected by a subcommittee of the Membership and Consumer Engagement Action Team members. The National Corn Growers Association and BASF Corporation awards five \$1,500 scholarships to undergraduate students pursuing a degree in any field. In addition to receiving the scholarship funds, Valerie will also take part in networking and other opportunities with BASF.



# NeCGA Announces FLAGship Scholarship Recipients

The Nebraska Corn Growers Association (NeCGA) is pleased to announce the winners of the 2022 Future Leaders in Agriculture Scholarship Program (FLAGship Program). After reviewing the applications and much deliberation, the NeCGA Grower Services Committee chose five applicants to each receive a \$2,000 scholarship. The awardees are listed below, along with their hometown and intended field of study:

- ▶ **Noah Summers:** *Gibbon, Grazing Livestock Systems & Meat Science*
- ▶ **Austin Taylor:** *Ames, Mechanized Systems Management*
- ▶ **Emma Saathoff:** *Trumbull, Agricultural and Environmental Science Communications*
- ▶ **Jaden Koehler:** *York, Agribusiness*
- ▶ **Rachel Brown:** *St. Libory, Pre-Dentistry*

To be eligible for this scholarship, students must be a member of the Nebraska Corn Growers Association or the son/daughter of an NeCGA member. They must be a senior in high school or college freshman who is continuing their education in Nebraska.

"I want to congratulate each student who was chosen to receive a FLAGship scholarship. The applications this year were impressive and choosing only five was difficult. As NeCGA celebrates 50 years, we are proud to continue the tradition of supporting these students as they tackle their educational goals. We are excited to see how these young people advocate for agriculture in the future," said Michael Dibbern, chairman of the Grower Services Committee.

For more information about the Nebraska Corn Growers Association and the Future Leaders in Agriculture Scholarship Program, please visit [necga.org](http://necga.org) or call (402) 438-6459.

### *A Message from the NeCGA President continued...*

Finally, we are celebrating NeCGA's 50th Anniversary! We have a great year of events that will highlight and honor the past and current achievements and leaders of Nebraska's leading corn organization. I'm looking forward to celebrating throughout the year with all of you! With special events and membership recruiting prizes, it's sure to be a fun and exciting year.

Thanks again for your membership and involvement with NeCGA. We always have lofty goals for membership, so keep those recruiting efforts going strong. You never know who may have the next great idea or solution for an issue in the Corn industry. Have a safe and prosperous planting season!

For Corn and Country,  
Andy Jobman, President NeCGA



## Nebraska Corn Growers Association Celebrates 50 years!

### Planting the Seed 50 Years Ago

Corn farmers are an independent group. But when it comes time to band together to address challenges, they are quick to join forces and make things happen. The Nebraska Corn Growers Association (NeCGA) is a perfect example. Challenges facing Nebraska corn farmers in the early 1970's provided the impetus for Nebraska corn farmers to band together to form NeCGA in the spring of 1972. Fifty years later, NeCGA continues to be a powerful, effective voice for Nebraska corn farmers. During the early years, the organization struggled to establish a strong root system—but by 1975, determined leadership from corn farmers created a solid foundation upon which NeCGA has continued to grow and advocate for the best interests of Nebraska corn farmers. For the past 50 years, NeCGA has been

at the table during every discussion and debate on issues that impact Nebraska corn farmers and agriculture in general. In many instances, NeCGA has taken the lead on critical initiatives and provided boots-on-the-ground support and participation when called upon. As a grassroots organization, NeCGA is driven by its corn farmer membership. Policy positions and initiatives begin across the state among the 20 local associations and then flow up to the state level. Eventually, the voice of Nebraska corn farmers is among those from other states as policy initiatives and positions are debated and adopted at the national level during meetings of the National Corn Growers Association (NCGA). During a significant milestone such as the half-century mark, it's appropriate to pause and reflect on how NeCGA has been a difference-maker for Nebraska corn farmers.

*Save the Date!*

NeCGA is  
hosting a 50th  
Anniversary  
Celebration!

**August 19th**

**Stone Creek Event Center  
McCool Junction, NE**

**MORE DETAILS COMING SOON!**

# Growers Welcome EPA Decision on Enlist, Hope for Continued Progress and Lessons Learned

Grower groups including the American Soybean Association, American Farm Bureau Federation, National Corn Growers Association, and National Cotton Council welcomed and expressed appreciation for an announcement from EPA that will restore use of Enlist herbicides to many U.S. counties. This label amendment, prompted by new data submitted to EPA, lifts county-level bans on use of Enlist and Enlist Duo in 134 counties across multiple states, including those where the American Burying Beetle is alleged to be present.

Brad Doyle, soy farmer from Arkansas and president of the American Soybean Association, welcomed the announcement, stating, "County-level bans had growers in these areas anxious and frustrated when the announcement came out in January – especially in this market where inputs are scarce and costs are sky high. We appreciate EPA hearing our concerns and working to quickly restore access in many counties where science and data support doing so."

"On behalf of corn farmers, we would like to thank the EPA for expeditiously reviewing the data and lifting the corresponding restrictions," said Iowa farmer and National Corn Growers Association President Chris Edgington.

The grower groups hope the Enlist decision has provided EPA a good learning opportunity to instruct future registration decisions. Growers have been very critical of bans affecting entire counties where protected species may be present in only a fraction of the county or potentially not at all, or where conservative methods have overestimated the impact on some species. Announcements of new restrictions just weeks ahead of planting after many growers have already received products has also been stressful to producers. Numerous counties remain under county-level bans following EPA's latest decision. The groups hope the agency will continue reviewing data that might allow use to be restored in those areas, as well.

American Farm Bureau Federation President Zippy Duvall responded, "AFBF is glad EPA is partially stepping back from its decision to restrict critically needed herbicides right before spring planting. It is essential that EPA continue to work with farmers to understand the impacts of its decisions. Products like Enlist enable farmers to utilize environmentally beneficial practices that preserve the soil, minimize fuel use, and capture carbon. We hope EPA is cognizant of timing constraints, supply chain challenges, and the implications of various restrictions in future pesticide decisions."

Stephen Logan, chairman of the National Cotton Council's Environmental Task Force and cotton producer from Louisiana, expressed appreciation that EPA continues to refine the science necessary to comply with the ESA and FIFRA mandates, stating, "Many mitigations are already in place, and others—such as reasonable buffers—provide species protection without banning use for the whole county. I hope EPA and the Services continue to refine their decision process and credit farmers for our environmental stewardship actions on our farmlands."

In January, EPA issued new seven-year registrations for over-the-top use of herbicides Enlist and Enlist Duo on herbicide-tolerant corn, cotton, and soybeans. While the new registrations were welcome and worked for many growers across the country, producers in 217 counties disproportionately concentrated in several states were impacted by county-level bans, risking production in affected counties amidst ongoing supply chain challenges. Grower groups have urged EPA to review additional data that may allow for lifting county-level bans and view today's announcement as a significant step toward that outcome.

# A European War Grips Washington and Places a Further Strain on U.S. Farmers

By Brooke S. Appleton



Russia's invasion of Ukraine has gripped Washington for weeks, easily becoming the city's marquee issue as we head into spring.

Typically, this level of attention is reserved for domestic issues, such as hearings for Supreme Court nominees. Yet, the nomination of Judge Ketanji Brown Jackson hasn't attracted anywhere near the attention dedicated to Ukraine. The laser focus on this issue undoubtedly stems from the fact that this is one of the biggest threats to democracy and European stability since the end of the Cold War.

The images of the destruction and mass casualties coming out of Ukraine are heartbreaking. For those of us in the agricultural community, the annual challenges of spring planting take on a different meaning when we

consider farmers in Ukraine trying to plant crops amid war and a lack of fuel and other inputs.

Leaders around the world are working to help Ukraine while also considering how the war will impact their countries. The U.S. is no exception. Corn grower leaders have been working to ensure that farmers and American consumers are able to weather the fallout from the war.

Farmers in the U.S. had already been struggling for months to secure and pay for supplies, such as fertilizers, and now the war is worsening the situation by cutting off key import markets from Eastern Europe.

That's why NCGA has increased pressure on the U.S. International Trade Commission to dismiss tariffs on fertilizers from other parts of the world. In addition, we have worked closely with members of Congress on this issue and are appreciative that legislation has been introduced to remedy the problem.

We have supported the Emergency Relief from Duties Act S3812/HR7010, which is sponsored by Sen. Roger Marshall and Rep. Tracey Mann of Kansas. The bill would create waivers during emergencies, such as foreign wars, for duties levied on fertilizers by the U.S. International Trade Commission.

Additionally, 86 U.S. representatives and senators sent a letter to the U.S. ITC calling for an end to tariffs on fertilizers from Morocco and Trinidad & Tobago.

As we work to address the high price of farm supplies, we're also reminding Congress that corn growers' increased productivity and efficiency have resulted in higher yields, using fewer resources to meet food and fuel needs to help address rising costs.

As Russia's harmful actions in Ukraine continue and sanctions are imposed, high oil prices have already risen, creating higher consumer costs and threatening U.S. energy and economic security.

Higher blends of American-made ethanol in the fuel supply can help alleviate this issue, with ethanol priced an average of 78 cents less per gallon than unblended gasoline at wholesale during March. Blending additional ethanol in the fuel supply will enhance U.S. energy security while reducing emissions and supporting rural economies.

Unfortunately, drivers could soon lose access to higher ethanol blends during the summer months due to a 2021 court decision. That's why we're calling on the Biden administration to use its emergency authority to allow for the continued sale of E15, often marketed as

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# Nebraska Corn at Commodity Classic



Brandon Hunnicutt speaks on cover crops during a panel at Commodity Classic



NeCGA VP Chris Grams speaks at Corn Congress

Nebraska Corn was well represented at the 2022 Commodity Classic! As this event returned to in-person, everyone was excited to be back together. “You could tell that farmers and vendors alike were excited to see each other again,” said Nebraska Corn Growers Association (NeCGA) vice president Chris Grams.

The trade show portion of Commodity Classic is a great time to meet with national agriculture partners like Corteva and Beck’s Hybrids. NeCGA representatives were able to discuss topics like trade, fertilizer prices and the ban against Enlist products in 32 Nebraska counties with the vendors at their booths. “The trade show is a great networking opportunity,” explained Grams. “The vendors remember you from

the last time you met and are ready to talk about the good things happening on your operation as well as the issues that you are concerned about.”

During Corn Congress, Nebraska brought forward new verbiage for a resolution regarding fertilizer prices. Chris Grams was the delegate who brought forward the new verbiage to continue bring this issue to the front of everyone’s minds. National Corn Grower Association (NCGA) board member Dan Wesely spoke highly of the debates during the Corn Congress session. “All of the delegates did a great job discussing the resolutions so that we can keep the policy book relative to what is currently happening as policy continues to evolve.”

The Corn-PAC auction evening event had record success and raised just over \$202,000! PAC members were able to participate in the auction via Handbid even if they were not able to attend in New Orleans. The funds raised will be used to support candidates who have a solid record of demonstrating support for the corn industry. “Thank you to everyone who participated in the Corn-PAC auction,” said NeCGA Chairman Dan Nerud. “Your generous contributions helps NCGA continue to support leaders and future leaders who continue to fight for what is best for the corn industry.” For more information about the Corn-PAC visit [cornpac.ncga.com](http://cornpac.ncga.com) or contact Anne Thompson or Kendra Ricks at the Washington D.C. NCGA office.

# CommonGround Gets Makeover



The logo above was the primary logo of CommonGround since its inception in 2010. The new logo (below) will gradually replace the original logo beginning in 2022.



After more than 10 years, hundreds of volunteers across the country and millions of consumers reached, CommonGround is undergoing a brand overhaul. The new modern look features a new logo, a new color scheme and new marketing assets designed to attract consumers online, through media and in-person events.

CommonGround began in November 2020 through a partnership between the United Soybean Board and the National Corn Growers Association. The goal of the program was to empower farm women across the country and help bridge the gap between producer and consumer. As research suggested, women were, and still are, the primary food purchasers for their families. Through a mom-to-mom, farmer-to-consumer approach, CommonGround volunteers can help

women make their food purchasing decisions based on facts, not fear.

In the beginning, Nebraska was one of the first pilot states to take part of the program in 2010. CommonGround Nebraska began with three volunteers and has since increased to over 40 women who take part in media interviews, content creation and in-person events.

The brand overhaul will be a gradual process as old displays, websites, apparel, social media platforms and other assets are replaced with the new color scheme and logo.

CommonGround Nebraska is funded by the state's corn and soy checkoffs. If you know of any farm women who would like to volunteer for CommonGround, visit **CommonGroundNebraska.com**.

## *A European War Grips Washington continued...*

Unleaded 88, a higher ethanol blend that costs less and reduces emissions.

We need your voice along with ours to make this happen. We ask that you write your members of Congress and tell them that you want to maintain access to year-round E15. Your members of Congress need to hear how ethanol is the solution we need right now.

As discussions continue about the role ethanol can play in addressing some of the nation's pressing issues, we're asking Members of Congress to support the

Next Generation Fuels Act. This bill would permanently allow full-market access for E15 and advance low-carbon, high-octane fuels using higher ethanol blends, reducing our dependence on oil in the long run, while protecting public health and improving vehicle efficiency.

The situation in Ukraine is dire, and its effects will be felt far and wide. Our political leaders may not be able to mitigate every problem that arises from the war. Still farmers stand ready to help lower costs at the pump while continuing to meet demands for food, feed and

exports as a result of our increased productivity and sustainability.

As we continue to advocate for farmers and lower prices at the pump, we're thinking of the Ukrainian people, including the many Ukrainian farmers, who are fighting valiantly for democracy and self-determination. We are inspired by their perseverance and keep them in our thoughts and prayers.

Slava Ukraini!

*Appleton is vice president of public policy and the National Corn Growers Association.*



## A Letter from the NCB Chairman | JAY REINERS

“Our industry truly is a global business and can be significantly impacted by world events. Corn growers are ready to fill the void with our abundant supply of crops.”

The Nebraska Corn Board is funded through a producer checkoff investment of ½-cent-per-bushel checkoff on all corn marketed in the state and is managed by nine farmer directors. The mission of the Nebraska Corn Board is to promote the value of corn by creating opportunities.

The 2022 planting season is upon us! If you're like me, you've been looking forward to this time since the days started getting longer and the temperatures began warming up. After record breaking yields in 2021, I'm hopeful we'll have another successful growing season ahead. As you progress through planting season, always remember to take an extra second for safety. It's easy to get excited about getting the seeds in the ground, but we must also be cautious and alert.

Probably the biggest topic on all our minds over the last few months has been rising fertilizer costs (up more than 200%! ). The costs of fertilizers and other inputs have been at all-time highs for months and Russia's invasion of the Ukraine will undoubtedly drive up costs even more. The Nebraska Corn Board (NCB) has been working diligently alongside the Nebraska Corn Growers Association (NeCGA) and the National Corn Growers Association (NCGA) to push back against fertilizer giants, like Mosaic Co. and CF Industries, for their irresponsible corporate behavior. Farmers from across the country have taken to social media to call upon these companies to eliminate tariffs by withdrawing their petitions with the U.S. International Trade Commission. Our voices have not gone unnoticed. Both companies are currently doing damage control and there has even been a bill introduced in Congress called the "Emergency Relief from Duties Act." The bill would create emergency waivers for duties levied on fertilizers by the U.S. International Trade Commission. A lot of this wouldn't have been possible without the collective voices from corn farmers from across the country.

On a brighter note, on behalf of NCB, I would like to congratulate NeCGA on their 50th

anniversary which kicked off earlier this year. NeCGA has had many successes advocating for our state's corn industry over the last five decades, and our farmers are better off under their leadership. In fact, it was the visionary NeCGA members who dreamt up and fought for the Corn Resources Act which was passed by the Nebraska legislature in 1978. This Act established our state's corn checkoff which continues to promote the value of corn by creating opportunities to this day. NeCGA operates primarily on membership dues and is still tackling tough issues impacting our growers, such as state and federal policy issues, ethanol legislation, international trade and leadership development. If you know of someone who is passionate about our state's corn industry, encourage him or her to become a member of NeCGA today!

In closing, I would be remiss not to mention the recent events taking place in Europe. First and foremost, my thoughts and prayers are with the Ukrainian people, and I pray this unnecessary war will be over soon. This conflict also helps us realize how interconnected our world is. The invasion has created a global energy shortage, yet our corn growers stand ready to address this issue with the increased production and usage of ethanol. The conflict threatens to shut off grain exports from the Ukraine. Again, corn growers are ready to fill the void with our abundant supply of crops. Our industry truly is a global business and can be significantly impacted by world events.

I wish you all a safe and successful planting season!

Jay Reiners, Chairman  
Nebraska Corn Board

# Technip Energies Purchases Monoethylene Glycol Technology

Technip Energies and Iowa Corn announced that the Iowa Corn Promotion Board (ICPB) and Technip Energies have signed an Asset Purchase Agreement under which Technip Energies acquires ICPB's patents, technology and rights for the process technology to produce monoethylene glycol (MEG) from surplus corn plant-based feedstocks. The Nebraska Corn Board (NCB), has been a partner in this multi-year project, utilizing checkoff funds to create new demand for Nebraska corn.

Since 2013, ICPB and NCB have invested checkoff funds to develop the technology and to create new demand for corn-based products. Corn-based MEG is used to produce renewable plastics. Technip Energies will advance the technology development, construct and operate a pilot plant to commercialize the technology and make it available for licensing.

"The Nebraska Corn Board has maintained a very diverse portfolio over the course of its existence for over 40 years," said Jay Reiners, chairman of NCB and farmer from

Juniata. "We're always looking at how we can increase demand and profitability for our state's corn farmers. By investing in research to enhance the market for corn as an ingredient to replace oil, products like MEG will allow more renewable materials to be created and improve our environmental footprint. With the sale of MEG technology to Technip Energies, work will continue to explore other uses for corn such as propylene glycol."

"We are excited to add this MEG technology to our portfolio, as we work with clients looking for more sustainable ways to produce plastics and basic chemicals," said Stan Knez, chief technology officer with Technip Energies. "As we continue to pursue technologies that contribute to the circular economy, this acquisition is in line with our ambition to accelerate the energy transition for a better tomorrow."

Corn-based MEG is a drop-in replacement for current fossil fuel-based MEG and a base chemical for products like antifreeze, pop and water bottles, and polyester



In addition to building demand for Nebraska's corn industry, the state's farmers will benefit from the revenue sharing from the Technip Energies acquisition which will be reinvested into future corn research projects.

clothing. Over 70 billion pounds of MEG are used in the world every year with the yearly growth in the market equal to nearly 100 million bushels of corn.

## ABOUT TECHNIP ENERGIES

Technip Energies is a leading engineering and technology company for the energy transition, with leadership positions in Liquefied Natural Gas (LNG), hydrogen and ethylene as well as growing market positions in blue and green hydrogen, sustainable chemistry and CO2 management. The company benefits from its robust project delivery model supported by extensive technology, products and services offering.





The GRUMA team visiting Central Valley Ag.

## Mexican Corn Trade Team Visits Nebraska

To further establish business relations with companies in Mexico that rely on corn and distiller's dried grains with solubles (DDGS), the U.S. Grains Council (USGC) hosted two Mexican trade teams in the United States in November so they could get a first-hand look at the production taking place. The yellow corn and DDGS team consisted of representatives from 10 Mexican companies that regularly procure grains that may be sourced from the local crop or imported from the U.S. and Brazil, while executives from GRUMA, a global food company and leader in

the production of corn and flour tortillas worldwide, made up the white corn team.

The yellow corn and DDGS team began their journey in Nebraska before traveling to Iowa later in the week. The group visited several ethanol production facilities, allowing visitors to further understand ethanol production, while also giving team members a deeper look at the advantages of high protein DDGS (HiPro).

The group toured several farms in Nebraska and Iowa. In Nebraska, the team visited Jason Lewis's farm, where

they saw the farming operation and reviewed the overall crop conditions. In Iowa, tours took place at the farms of Bill and Tim Couser, as well as at the farms of Rod Pierce, a member of the Iowa Corn Promotion Board, and Dennis Friest, an Iowa Corn Growers Association member.

"The participants left with a better understanding of how the industry, producers and universities have been able to establish very close ties that have allowed them to achieve production efficiency," said Patricia Esqueda, USGC marketing specialist in Mexico.

Similarly, the white corn team had a packed agenda, making stops in Illinois and Nebraska while in the U.S. The overall goal of this mission was to introduce the GRUMA executives to merchandisers and white corn producers, while focusing on sustainability practices, comparing non-genetically modified (GM) corn to GM corn and discussing new contracting opportunities.

The GRUMA team visited with officials from the Illinois Corn Growers Association, Archer Daniels Midland Company (ADM), Gaviion and Consolidated Grain and Barge to learn more about their work in the corn value chain. Several ethanol

and agricultural groups also hosted the team, where they were able to tour the facilities, compare different types of corn and discuss fertilizer prices and supply chain issues. The group also had the opportunity to visit Tim Seifert's farm in Illinois and have dinner with Andy Jobman, a white corn farmer in Nebraska.

Toward the end of the mission, the group had the opportunity to learn about the importance of transportation within the grain industry, visiting a river terminal and a railroad terminal.

"Bringing trade teams to the U.S. is key in establishing confidence in the buyer's

purchases of U.S. grains and building relationships with producers and industry. With the teams' travels through the corn belt, buyers were able to view firsthand the quality of grain, create new business opportunities and speak directly with producers who incorporate technology and sustainability to produce a quality crop," said Sadie Marks, USGC manager of global programs. "These in-person interactions are vital in not only building quality relationships but addressing potential concerns to make sure U.S. grains stay competitive and continue being a quality trading partner long into the future."

## MEXICAN TRADE MISSIONS ALREADY YIELDING RESULTS

Based on November's trade mission with Mexican customers, Nebraska corn farmers are already experiencing increased purchases. A few highlights:

- ▶ One company that is already partnered with POET decided to increase DDGS shipment flows by 30% via direct sales. Additionally, plans are for CHS to become the company's exclusive partner during the second quarter of 2023.
- ▶ Another company purchased 8,500 metric tons of DDGS from POET and expanded relationships with Gaviion and Louis-Dreyfus for 2022.
- ▶ Another company contracted 200 metric tons of DDGS with Gaviion.

These sales would not have been possible without Nebraska Corn's investment into the U.S. Grains Council. The Council is critical in helping build and maintain relationships for Nebraska's corn industry. Additionally, the state's farmers, ethanol plants and other ag industry groups are vital in hosting successful trade missions.



## NEBRASKA CORN BOARD RETHINKS CONSUMER EDUCATION WITH LATEST CAMPAIGN

The Nebraska Corn Board (NCB) has long understood the value of reaching consumers in its communication efforts. While people are increasingly removed from farms and have limited agricultural backgrounds, there is an increased interest in where food comes from and how its produced. Throughout the years, NCB has capitalized on the opportunity to connect with people and help bridge the gap between producer and consumer.

Throughout the past several years, NCB has published its CornsTalk newsletter three times per year. These publications were targeted toward non-ag audiences and focused on key issues of importance. Past issues focused on topics such as biotechnology, water, sustainability, ethanol and soil health. Each issue was released through newspapers across the state of Nebraska. Whether readers subscribed to weekly or daily editions of a Nebraska newspapers, chances are they were exposed to NCB content.

As media habits change, so must NCB consumer strategy. In August, NCB hired advertising agency Strategic America to help identify opportunities and assess current marketing initiatives. The goal was to identify possible ways to refine NCB's target audiences and reach them with compelling messages while being economically efficient.

Following Strategic America's discovery phase and by completing a deep dive into NCB's past campaigns and initiatives, the agency identified new opportunities to reach Nebraska consumers while building on a solid foundation of quality messaging.

## The Plant that can Change the Planet



Through entertaining and informative commercials, Del and Ed will help share the story of Nebraska's corn industry to consumers across the state.

With all the positive aspects to Nebraska's corn industry, from sustainable production practices to reducing greenhouse gas emissions through ethanol, corn truly is *the plant that can change the planet*. This mantra is the backbone behind a new consumer campaign that will position the corn industry in Nebraska as a leading and reputable voice for agriculture.

The new campaign is designed to utilize a variety of media to help tell the story of Nebraska's corn industry. Video and audio clips and commercials are currently being shot and edited which will be used through television (broadcast and streaming), radio, social media and in sports stadiums and arenas. The commercials will feature two actors, Del and Ed, who will talk about the positive aspects of our state's corn industry in an entertaining and engaging way. In addition to the video and audio elements, these two characters will also be featured in print advertising, event promotions and out of home marketing to ensure brand repetition and consistency.

"We live in a world where there is so many ways to receive information and advertisers are constantly trying to push their brand," said Brandon Hunnicutt, vice chairman of NCB and farmer from Giltner. "We're confident our new creative strategy will stand out from other ads by being entertaining and educational. We know we'll never change everyone's mind, but we hope through repetition and fresh messaging, we'll be able to have a positive impact and build upon corn's positive reputation among consumers."

# Nebraska Corn Board grant awards help California break E85 record

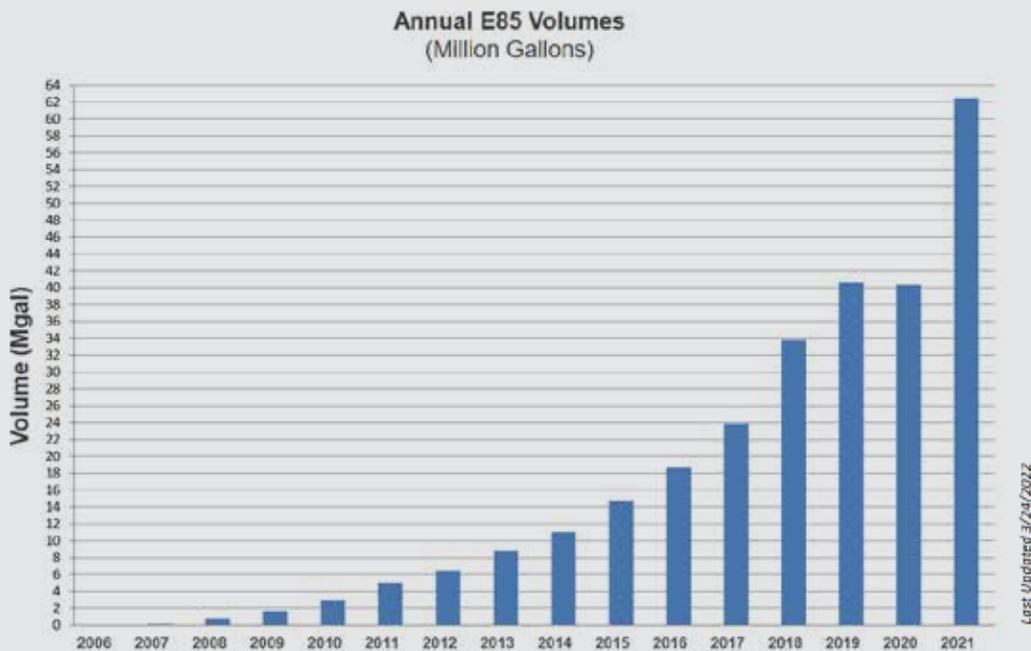


Oil's explosion over \$100 per barrel has made E10 in California exorbitantly expensive. E85 has seen price discounts of at least 30% in most locations, and up to 50% in others.

Drivers in California used 62.5 million gallons of E85 in 2021, a 55% increase from 2020 and a record for the state. E85 in California has surged since its inception in 2006; only five years ago its total was 18.7 million gallons. The state far surpasses any other in E85 sales.

Pearson Fuels, the largest E85 retailer in the country and a partner of the Nebraska Corn Board, opened its 250th location earlier in 2022 and is seeing significant volume increases due to current price spreads. Last summer, NCB, along with the Kansas Corn Commission and Missouri Corn, committed \$1.25 million in infrastructure funding for Pearson Fuels sites.

California still has more flex-fuel vehicles on its roads than electric vehicles, leaving room for further growth in E85 gallons. And the state may struggle in its electrification goals. Its average EV buyer makes \$190,000 per year, while the average median household income in California is \$78,672.



Since 2006, the only decrease in E85 volume in California occurred during the pandemic year of 2020. The state made up for that in 2021.



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## LEGISLATURE PASSES, NECGA SUPPORTS HISTORIC TAX RELIEF PACKAGE

The Nebraska Legislature voted to pass a historic tax relief package that includes reprieve for some property, income and social security taxes. When fully implemented, it would provide Nebraska taxpayers with nearly a billion dollars in relief.

NeCGA has long advocated for property tax relief. LB 873 expands current refundable income tax credits to now account for property owners' community college taxes. Additionally, the legislation places a floor as the credits grow due to increase revenue into the state. LB 873 also gradually decreases the top rate for both personal and corporate income tax and eventually eliminates taxes on social security income.

The Legislature adjourned April 20th and will reconvene in January of 2023.

