



# Corn checkoff: Created by farmers for farmers

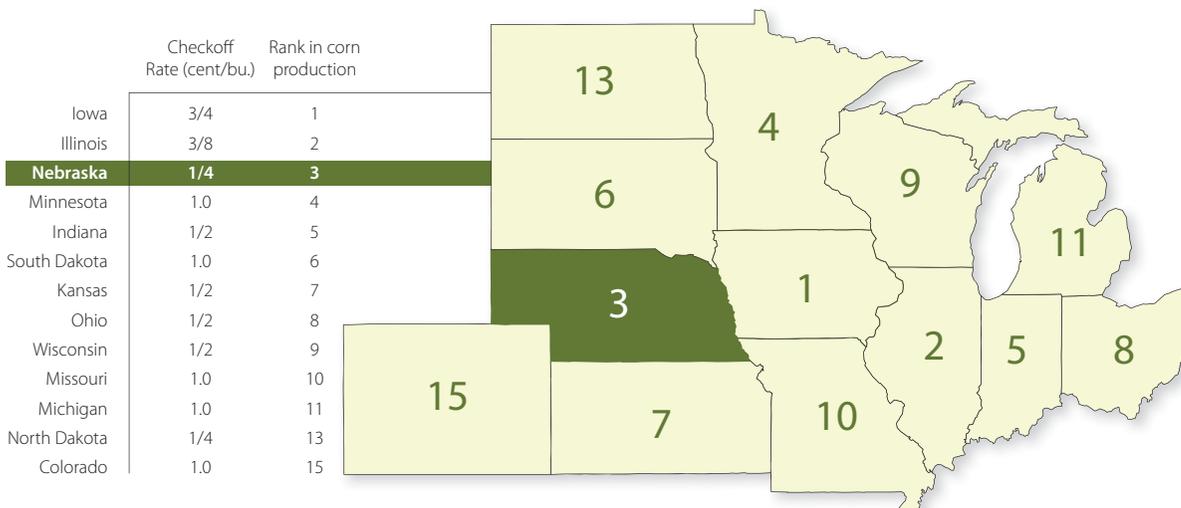


**"We fought to get the corn checkoff approved by the legislature. We were convinced corn producers needed to take a more active role in expanding the market for their corn. When you look at what they've done to find new uses and increase demand, I'd say the checkoff has really been beneficial." – Allen Kreuzer, former president of the Nebraska Corn Growers Association, in the Nebraska Corn Board's 30-Year Report.**

Nebraska's corn checkoff was created in 1978 when the Corn Resources Act was passed by the Nebraska Legislature. Importantly, the effort to start the checkoff was led by Nebraska corn farmers themselves, most notably members of the Nebraska Corn Growers Association who chose to invest in their future.

While Nebraska was not the first state to implement a checkoff, it was one of the first, and in the decades since, the farmer-led Nebraska Corn Board has strived to increase the profitability of corn farmers.

"By working with the Legislature to pass the Corn Resources Act, farmers were taking an active role in their future," said Alan Tiemann, a farmer from Seward and chairman of the Nebraska Corn Board. "Corn farmers were agreeing to invest their own money into research, market development, promotion and education as a way to grow and support the entire industry."



*Nebraska is the third-largest corn producing state in the country, yet of the top corn producing states – Iowa, Illinois, Minnesota and Indiana – Nebraska's checkoff rate is the lowest. At a time when farmers and agriculture are facing a host of critical issues, the ability to properly address them is hampered by financial constraints due to the low checkoff rate.*

In addition to being 100 percent farmer-funded, the checkoff is also managed and overseen by farmers through the nine farmer-directors that make up the Nebraska Corn Board.

Board members are appointed by the governor to three-year terms, except the at-large director who is elected by other members of the board. To be considered for an appointment, corn farmers must complete an application that includes a petition signed by 50 corn farmers within their district (or the state for the at-large director).

"The Nebraska Corn Board is completely self sufficient, operating at no cost to the state," Tiemann said. "We pay for building rent, fee collection and other services."

The corn checkoff rate in Nebraska is one-fourth of a cent per bushel, the level it has been at since 1988, and is the lowest of the top corn producing states in the country.

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CORNS TALK

[www.NebraskaCorn.org](http://www.NebraskaCorn.org)

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## Promotion priorities

The Nebraska Corn Board's top priorities are the livestock and ethanol sectors – as those two sectors provide a number of synergies that benefit corn farmers and the state as a whole through economic development.

"Ethanol production adds value to corn twice, by producing renewable fuel and by producing distillers grains," explained Jon Holzfaster, a corn and cattle farmer from Paxton and past chairman of the Nebraska Corn Board. "Livestock production, meanwhile, is critical, as it adds significant value to corn and distillers grains through feed and is a sector that contributes greatly to the state's economy as a whole."

To help grow the ethanol and livestock industries, which grow demand for corn, and at the same time work to improve the production practices of farmers in the state, the Nebraska Corn Board funds a significant amount of research, much of which goes to projects at the University of Nebraska.

Other checkoff dollars go to cooperator organizations like the U.S. Meat Export Federation (USMEF), which adds significant dollars to the value of cattle and hogs by growing and opening new markets around the world; and to the U.S. Grains Council (USGC), which does the same for corn and corn co-products.

"In addition, USMEF and USGC leverage whatever dollars we provide by accessing Foreign Market Development and Market Access Program dollars at the federal level," Tiemann said.

Every dollar that goes to USMEF is leveraged to gain an additional \$1.36 in funding, while every dollar that goes to USGC is leveraged to gain an additional \$3.50. "Those are just dollar for dollar benefits, but when you calculate the total return on the investment, which includes improved market access that results in better prices, returns are much higher," Tiemann said.

Holzfast explained that when all the talk is stripped away, it is clear that the checkoff has made and continues to make a real difference for farmers in the state. "It doesn't matter if it's a feedlot in Cozad or a hog operation in Plymouth, or a restaurant serving Nebraska pork in Korea or a supermarket selling Nebraska beef in Japan, or an ethanol plant in Hastings or a grain elevator in Dorchester, the corn checkoff has supported them all and more," he said.



## Education is essential

Tied closely to the promotion of corn, ethanol and livestock production is education – yet education in this sense goes well beyond books and classrooms.

"When we talk about education, we're talking about reaching those who may not understand corn farming and agriculture today. It doesn't matter if they live down the road, in an urban center or in Washington. Reaching out through advertising, the media or online is critical when you look at the host of issues facing farmers today," Holzfast said.

In just the last year, the Nebraska Corn Board has tackled a number of issues that would have a dramatic impact on farming and corn – cap and trade, increasing the ethanol blend rate, indirect land use changes and a host of sustainability questions. While these items are critical, they are really just the tip of the iceberg when looking at the big picture.

"There are individuals, groups and organizations traveling the countryside and making noise in Washington whose goal is to pretty much eliminate livestock and poultry production and the use of modern technology. We need to address them more directly," Tiemann said. "They are spreading lies about farming and food production and misrepresenting agriculture in general. While I respect all kinds of ag production methods, you shouldn't have to demonize your neighbor to be successful in what you do, yet that is exactly what some groups are doing."

"Now that I know how supermarket meat is made, I regard eating it as a somewhat risky proposition. I know how those animals live and what's on their hides when they go to slaughter, so I don't buy industrial meat." - Michael Pollan, author of *The Omnivore's Dilemma*, in an interview.

**WHAT WE'RE FIGHTING**

In 2010 Gen Y will outnumber Baby Boomers – 96% of Gen



The Nebraska Corn Board helps fund programs at the U.S. Meat Export Federation, which in turn leverages those dollars — obtaining \$1.36 in market promotion funding for every \$1.00 the board provides. That stretches the board's dollars geared towards promoting Nebraska and U.S. beef and pork around the world.



By Alan Tiemann Chairman

More than 5,000 Nebraska farmers responded to the Nebraska Corn Board's call of weighing in on increasing the ethanol blend rate. Obviously rural Nebraska saw the value of 23 refineries producing both fuel and feed from the same commodity corn. No other state weighed in the way Nebraska did, and that tells me you cared and understood the value of voicing your opinion.

When the state budget shortfall came to light, Nebraska farmers again stepped up.

Farmers and ranchers jumped to action, pointing out that they contribute to the state's economy in many ways – but that their checkoffs are off limits. Checkoff dollars come directly out of producers' pockets for research, promotion and education, and to develop markets. The intent has always been very clear for these checkoff dollars to be invested back into their own industry.

We can assist the general fund more by putting our checkoff dollars to work adding value and creating jobs, which generate more tax revenue.

I would like to thank everyone who stepped up to support the corn checkoff and all checkoffs during this time. Phone calls, emails and cards from farmers voicing their concerns about the checkoff became so numerous that we lost count!

Yet we educated a great number of people in the Legislature and elsewhere about the corn checkoff because of this issue – and are taking some pages in this edition of CornsTALK to make additional information available.

Meanwhile, the issues we see coming in the future will again cause us to rally around our industry. It will take our collective wisdom, resources and vision to sustain our own livelihood – and the backbone of our state's economy.

We can no longer step aside and allow detractors to harm our industry and reputation. We will need each of you to use the resources available, whether it is a pen and paper, email, phone call or social media.

I had the opportunity to defend the checkoff from the combine seat when media and policymakers called, and I feel good about what we are doing and the people we represent. Keep speaking out and working together, it's effective and critically important.

FieldNotes



"Pound for pound, a pig produces approximately four times the amount of waste a human does, and what factory farms do with that mess gets comparatively little oversight. Most hog waste is disposed of in open-air lagoons, which can overflow in heavy rain and contaminate nearby streams and rivers." - TIME magazine article "Getting Real About the High Price of Cheap Food," Aug. 21, 2009.

**WHAT WE'RE FIGHTING**

The Nebraska Corn Board supported the Corn Farmers Coalition last year – and will again this year – to help elected officials and their staff and those in regulatory agencies and departments in Washington to better understand the truth about corn production. To bring that message back to Nebraskans, the board conducted the Sustaining Innovation campaign.

Additional activities are planned this year, including working with the National Corn Growers Association to coordinate and multiply Nebraska's investment with the activities of checkoffs and corn associations in other corn states.

"By working together we can accomplish more and have a bigger voice," Holzfaster said. "At the same time we can use messages and strategies developed nationally at the local level."

In the end, Tiemann noted, farmers in Nebraska will need to step up and make their voices heard.

"We cannot sit on the sideline and let others who know little to nothing about what we do tell us the best way to farm," he said. "We need to redouble our efforts to reach out and communicate, whether that be through advertising or on the Internet. We need to educate people, put a face on farming and that what we do and how we do it has a dramatic and positive effect on everyone in the state and nation."

## A SOCIAL MEDIA GLOSSARY

### Blogs

A blog ("web log") is a way to share information, opinions, facts and more, including photos and videos, where you can be the author or just part of the audience. A blog is a great venue to quickly offer comments on the news of the day or an issue at hand – and to promote an organization or business. Search engines tend to track blogs well, which helps spread the message and create a network of Internet links back to relevant information. There are blogs on virtually every subject imaginable – including every facet of agriculture.

**NebraskaCornKernels.blogspot.com** is one such blog in Nebraska – it features information on the Nebraska corn industry and agriculture in general.

Like other blogs, you can subscribe to Nebraska Corn Kernels via email, through a news reader or via a home page like iGoogle or MyYahoo.

### facebook

A social networking site for friends, businesses and organizations to connect and share information, photos, videos and more. It is a way to stay in touch or share your experiences and knowledge with others. Here are a few Facebook facts:

- More than 350 million active users
- More than 1 billion links, photos, videos and posts shared monthly
- Reaches everyone from baby boomers to teens
- Ranks in the top five most-visited websites in the U.S.
- People spend a lot of time on Facebook (more than 5 hours per month) – and visit frequently, often daily

The Nebraska Corn Board has a Facebook page at **Facebook.com/NebraskaCornBoard**. You can become a "fan" of the Nebraska Corn Board, which will allow you to see its updates in your news feed. You can also share information from the board's page on your page to help spread positive messages about agriculture to your friends.



YouTube is a video-sharing site that has grown to be the second-largest search engine in the world. More than one-third of people online have watched a video in the last month, with an average of more than 100 million visitors per month watching 62 videos each.

YouTube allows people to see and hear what you have to say and makes it very easy to share videos with others – from blogs to Facebook. Videos don't have to be fancy or professionally done to have an impact. In fact, a homemade video about you or your farm will make it more real to the audience.

The Nebraska Corn Board has two affiliated YouTube pages – **YouTube.com/NebraskaCornKernels** and **YouTube.com/TheCobSquad**. The first one is associated with the blog and more formal news while the second one contains a series of intern-produced educational videos. For more livestock-based videos produced by the Alliance for the Future of Agriculture in Nebraska, be sure to check out **YouTube.com/NebraskaAgriculture**.



A micro-blogging site that allows people to carry on conversations, share information and promote their interests – all in 140 characters or less per tweet, or entry.

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More than 1.5 million pieces of information – from

# Being social: Reach out and tell your story

## Definitions

While it is easy to call a neighbor or send a text message to a friend, new communication tools make it just as easy to answer a question or respond to an issue raised by some unknown but curious individual in the next county – or thousands of miles away.

"Conversations about food production, agriculture, farming and livestock are taking place online everyday, and sometimes the people involved simply don't know the answer or have been misled," said Kelsey Pope, ag promotion coordinator for the Nebraska Corn Board. "After all, not very many people actually know a farmer anymore, so that relationship – that connection – is gone. We need to step up and rebuild that relationship."

Pope said that while it may be impossible to personally visit every neighborhood in every city, it is possible to personally engage individuals who can then become advocates of agriculture – people who have learned the truth and know where to go for answers.

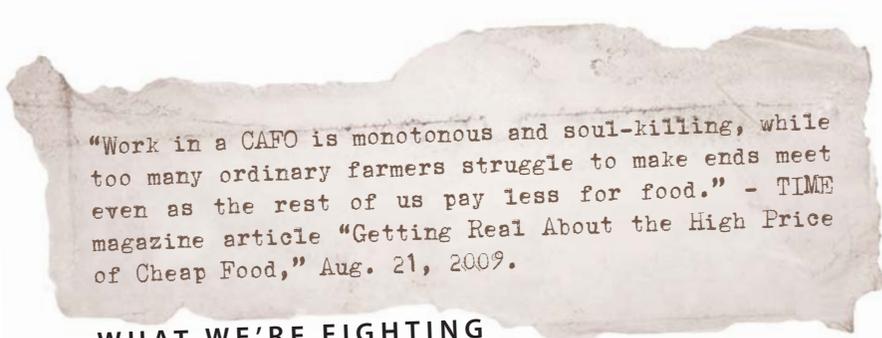
In a nutshell, this is no different than speaking up for farming or agriculture at a meeting in town. It's just that the audience can be bigger and the message can travel farther.

"By telling your story through these communication tools – social media tools – it makes it easy for others to share," Pope explained. "That means by reaching out to one person you may actually reach many, perhaps dozens or even thousands."

Michele Payn-Knoper of Cause Matters Corp. told attendees at the Nebraska Ag Classic in December that those involved in agriculture need to be involved in social media to counter messages being delivered by others.

Farmers need a voice to help spread the truth about farming and agriculture, Payn-Knoper said, specifically citing the Humane Society of the United States and the People for the Ethical Treatment of Animals, although the anti-ethanol and anti-corn crowds are spreading their own messages as well.

"Whether or not you believe social media is a fad, it is being used as a tool to speak out against agriculture and against what you do every day on the farm," Payn-Knoper said.



"Work in a CAFO is monotonous and soul-killing, while too many ordinary farmers struggle to make ends meet even as the rest of us pay less for food." - TIME magazine article "Getting Real About the High Price of Cheap Food," Aug. 21, 2009.

### WHAT WE'RE FIGHTING

In February 2009, Twitter had a monthly growth rate of more



## Where to start?

Eighty-six percent of people on the Internet already participate in social media in some way, whether through watching videos on YouTube, having a Facebook page, reading a blog and more. Extending that use to discussing your farm is a fairly simple way to get started on the way to becoming an advocate for agriculture.

“Start talking about what you do on the farm – 98.5 percent of our population are not engaged in production agriculture and as a result, what you do is a novelty and of interest,” Payn-Knoper said.

Pope said things like soil preparation to planting to harvest, and how weather, markets and more impact decisions, are a mystery to most people. “Add in livestock and poultry production and people really don’t understand,” she said. “Having hogs in warm buildings certainly is beneficial during the winter we’ve had, yet groups still argue animals should be outside. We need to tell people why we have housing and show them with pictures and videos if we can. Social media tools make it easy to include Internet links to web pages, YouTube and other sites.”

To get started, Pope recommended choosing one area first, such as Twitter or Facebook, and then expand beyond that.

“Start by following friends, businesses and organizations that interest you or are important to you. This will allow you to catch on and see how others interact and share information,” Pope said. “Seeing how a dairy farmer in Louisiana or a corn farmer in Nebraska share their stories is helpful. Also, following groups like HSUS or PETA is a way to get updates and monitor what they are saying about our industry and to allow us to help dispel their fabrications from the truth.”

Once comfortable in the online arena, it becomes easier to share and reach out to others and participate in a conversation, she said. “While it is okay just to watch, social media is really about participating and engaging others. It takes some time but it becomes easier and there are many people who can help,” Pope said.

Just as important is managing the flow of information – whether through a computer and/or mobile phone with different software. Pope said Twitter and Facebook both allow users to create lists, which makes it possible to follow more closely people of different interests once followers grow to a large number.

“You can then pick and choose who to respond to and what conversations to have,” she said. “Yet the beauty of the systems are once you start a conversation, others can see – they can learn from watching what you are talking about. Then they can share your experience and knowledge and spread it even further to more people.”

Over time, she said, those who speak frequently and are open and honest become respected sources of information – for consumers, others in agriculture and the news media.

### *Social Media Glossary continued*

Twitter is used by millions of people and is known as “word of mouth on steroids.” Twitter allows you to talk to many – or to individuals – all at once and explain what you do and why. It is possible to include photos and link to videos, websites and more, with updates coming from a computer or mobile phone.

Twitter is also a great way to monitor what is being said about farming, agriculture, ethanol and more – through search.Twitter.com. By seeing what others are saying you can choose to respond or get a heads up on important issues that hit the Internet before mainstream media.

Twitter also works well to stay in touch with other farmers and the media who cover agriculture or have questions about farming. For a list of Nebraska farmers on Twitter, be sure to check out the list link on the @NECornBoard Twitter page (below).

The Nebraska Corn Board is represented on Twitter in several ways:

**Twitter.com/NECornBoard**  
(general account/Kelsey Pope)



**Twitter.com/NeCornDon** (Don Hutchens)  
**Twitter.com/KBrunkhorst** (Kelly Brunkhorst)

### **What’s ‘#agchat’?**

Within Twitter people use what are called “hashtags” – the pound sign “#” – to help others to follow specific conversations or events.

For example, at the Nebraska Ag Classic, a number of people provided live coverage of some speakers on Twitter and included the hashtag “#NEAC09” in the post. That way people who were not at the event could follow along by searching for #NEAC09 in Twitter and see what speakers were saying.

Agchat – #agchat on Twitter – is a weekly opportunity for those in agriculture or those interested in farming and food production to come and have a conversation. Agchat was started by Michele Payn-Knoper but has an advisory board made up of several individuals – from farmers to marketers.

A series of questions submitted by participants on a given subject are asked during the two-hour conversation and people respond during Agchat and follow-up, talking among each other. Those who are not familiar with agriculture can also ask questions based on the chosen subject.

Agchat happens Tuesday evenings from 7 to 9 p.m. CST, with people dropping in for a few minutes and some staying beyond the two hour limit. It’s a great way to meet fellow farmers and others involved in agriculture.

more definitions



By Don Hutchens, Executive Director

On the Hill and on the field.

That is where we found value in communicating what the facts are about the corn industry and the people who grow it.

Over the last couple years as corn prices started to rise, some pundits decided to lay blame on the corn farmer for causing such things as obesity because of high fructose corn syrup or starvation because we now make ethanol from corn. They suggested it was the price of corn that caused an increase in food prices and that agriculture was not sustainable – that we needed to grow our own food and not buy it from an industrialized, corporate non family farmer that eroded the soil and abused his livestock.

All you have to do is watch the movies “King Corn” or “Food, Inc.” or read a bit of Michael Pollan’s book “The Omnivores Dilemma” or track down the *TIME* magazine story “Where does your food come from?” to realize there is a concerted effort out there to paint agriculture as a dirty villain.

So corn farmers through their checkoff programs and corn grower associations decided to respond with facts, science, principles, ethics and honesty – which is ironic because these are characteristics that don’t sell newspapers, don’t generate funding for movies and don’t make splashy cover shots on national magazines.

It seemed Congress was starting to hear from constituents that started believing these opinion pieces and sensationalized quasi-journalism, which encouraged farmers to act.

The Corn Farmers Coalition, funded with a collection of corn checkoff dollars across the United States, placed ads in *Congressional Quarterly* and *Roll Call* publications and several key Internet sites that are daily reading in Congressional offices and within the beltway of Washington, D.C.

The coalition’s publication “The Corn Fact Book” became required reading to get the real message on corn. It clearly shows, with referenced research, that corn is grown in abundance by family farmers who are growing more corn on fewer acres using fewer inputs each year for feed, food and fuel – and that each year there is corn left over. Now that’s sustainable!

For the last two years, the Nebraska Corn Board decided that there were important messages to

*continued next page*



From the Corner Office

## Nebraska Corn Board honors Wehrbein, Bosselman, Andersen, Erwin

The Nebraska Corn Board presented its 2009 Ag Achievement Award to former Senator Roger Wehrbein and its 2009 Ethanol Appreciation Award to Fred Bosselman, Jr.

The board has also recognized Robert Andersen, president of the Nebraska Cooperative Council, with its 2009 Elevator Industry Appreciation Award, and Rich Erwin, owner and operator of Laurel Feed & Grain, with its 2008 Elevator Appreciation Award.

Wehrbein operates a diversified grain and livestock operation in the Plattsmouth area and was first elected to the Unicameral in 1986, serving the second district for 20 years. He served on numerous committees during his tenure in the Unicameral and is involved in many associations and organizations.

Bosselman, president of Grand Island-based Bosselman Energy Inc., has supported corn ethanol and farmers across Nebraska by marketing e10 for decades and recently establishing Nebraska’s first ethanol blender pump. In the Nebraska Corn Board’s Powering Nebraska’s Economy With Corn campaign, Bosselman noted that, “Yes I am an oil guy, but I am also an ethanol guy.”

Andersen, of Lincoln, has been president of the Nebraska Cooperative Council since 1974. He is a member of the board of directors for several agricultural organizations across the state, including the Nebraska Agricultural Leadership Council and the Nebraska 4-H Foundation Board. He also serves on the National Council of Farmer Cooperatives.

Erwin is an active Nebraska elevator manager who exhibits an excellent understanding of the value of the Nebraska corn checkoff and willingly assists in promoting this value with his customers. In addition to responsibilities as an elevator manager, Erwin is active in the community and has served as past chairman of the Laurel-Concord school board and currently serves as president of the Cedar-Knox Public Power District.

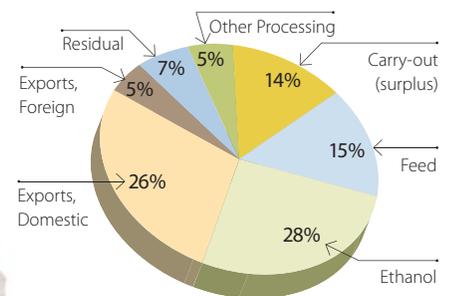
## Financials

### Summary of Annual Report

#### WHAT WE’RE FIGHTING

“Did global warming dump U.S. Airways flight 1549 into the Hudson River by attracting more geese to New York airports? *TIME* magazine says yes... *TIME* reached the wrong conclusion. Research indicates we should blame the prosaic corn harvester – and perhaps our attempt to expand corn production for biofuels.” - Dennis Avery, Center for Global Issues, published online and in *Feedstuffs* newspaper.

2009-10 Nebraska corn uses (% of total supply)



	(millions of bushels)
Carry-out (surplus)	245
Feed	273
Ethanol	489
Exports, Domestic	467
Exports, Foreign	82
Residual	118
Other Processing	98
<b>Total</b>	<b>1772</b>

With 2009 corn production setting a record in the state at more than 1.5 billion bushels, Nebraska corn farmers expanded the projected ending stocks in Nebraska from 196 million bushels last year to 245 million this year. This is coming at a time when corn use for ethanol is also growing, as is demand for Nebraska corn across the country.

## Kelsey Pope joins Nebraska Corn Board staff



Kelsey Pope has joined the Nebraska Corn Board as ag promotion coordinator, a position that will allow her to work on behalf of Nebraska corn producers to expand marketing opportunities, partner with livestock industry groups to develop joint strategies and assist in coordinating animal agriculture welfare programs through education, information and research.

She will also coordinate corn promotion activities at the State Fair, Husker Harvest Days and other events across the state. To help the Nebraska Corn Board promote positive messages about agriculture – and tell the story of farming today – Pope will utilize social media and other communication tools and is available to help farmers start using social media tools.

“The livestock sector is critical to Nebraska and is the best way to add value to corn and distillers grains, which is produced by corn ethanol plants,” said Don Hutchens, executive director of the Nebraska Corn Board. “Kelsey will work on several livestock initiatives and other outreach efforts, helping to maintain and grow an important sector of our economy. By developing new avenues of communication, she will also help us to reach out to farmers in more ways, encourage communication between farmers and help explain farming and agriculture to those who are interested in food and agriculture.”

Pope received her master’s degree in Agricultural Economics from Kansas State University, where she also received her bachelor’s degree in Ag Economics. She is a Limon, Colo. native, having grown up on a cow-calf operation.

*From the Corner Office, continued*

get out to Nebraska farmers and consumers in both rural and urban areas.

The first message focused on the whole food versus fuel myth: That it was not and is not corn that impacted the spike in food prices; it was energy costs.

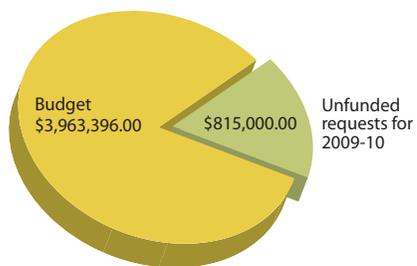
The second was our “Sustaining Innovation” campaign that included messages such as Nebraska corn farmers are family farmers, not industrialized corporations; that they do care for the soil, the environment and the animals they raise; and that farmers today are producing five times more corn on 20 percent less land with fewer inputs, less energy and less soil erosion.

Those messages came through on the Husker Sports Network while a majority of Nebraskans take a couple hours to listen to the Nebraska Cornhuskers and sports talk radio. The radio ads were based on a call-in show concept with questions from around the country about some negative aspect of corn while the host gave an upbeat factual answer. The response was great from both the urban and rural audiences.

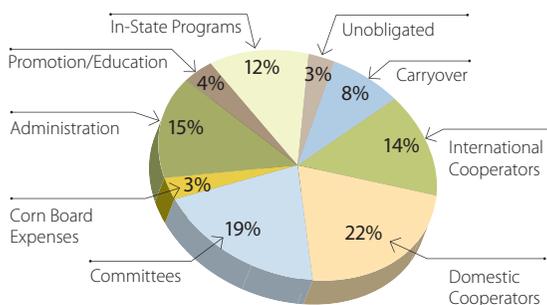
Our board and staff took an active role during the Oklahoma-Nebraska game to promote the messages. Our messages reached not only those in Nebraska but football fans across the entire United States. Go **Corn**huskers – not just Big Red – but corn farmers.

Advertising, or promotion and education as we call it, is equally important on Capitol Hill and on the field at Memorial Stadium because both are inter-linked to each and every corn field across the state.

2009-10 Nebraska Corn Board Budget



2009-10 Nebraska Corn Board Budget Breakdown



The Nebraska Corn Board’s budget for 2009-10 was set at \$3.96 million – but to balance the budget, \$815,000 in proposals had to go unfunded.

While Nebraska is the third-largest corn-producing state in the country, at just one-fourth of a cent per bushel, its checkoff rate is the lowest among top corn producing states.

At a time when critical issues continue to impact farmers and agriculture, the board anticipates being faced with funding shortages annually. This will make it difficult to respond to critical issues and assist national cooperators who target promotion and education in Washington and elsewhere – including federal regulatory and congressional and agendas.

For more information, please visit [www.NebraskaCorn.org](http://www.NebraskaCorn.org) or contact the Nebraska Corn Board. In addition, the board has a full annual report, comprised of more than 400 pages, that it can provide upon request.

“Scientists have proved for the first time that a cheap form of sugar [high fructose corn syrup] used in thousands of food products and soft drinks can damage human metabolism and is fuelling the obesity crisis.” - The lead sentence of an article in the U.K.’s “The Times.” The article was proven to be completely inaccurate by the researcher who actually did the study, yet it was reported as fact in dozens of blogs and in other social media.

### WHAT WE'RE FIGHTING

## Webinar promotes retaining ownership, feeding in Nebraska



Drs. Darrell Mark and Galen Erickson of the University of Nebraska presented a webinar in December that targeted cow-calf operators in neighboring states. The goal was to explain possible benefits for cow-calf operators to retain ownership and feed those calves in Nebraska.

During the webinar, Erickson and Mark provided a wide range of information for cow-calf operators on what to consider when evaluating economic decisions, including selling, backgrounding and feeding out. They also covered options involving commercial feedyards – and important items to consider when selecting a feedyard, including financing to cost of gain to market accessibility.

The Nebraska Corn Board and Nebraska Department of Agriculture sponsored the webinar and made the video and slides available online afterwards.

## Ethanol helps vehicles be more efficient



*E85 proved to be the lowest cost fuel per mile and the most efficient fuel of those examined, according to a University of Nebraska study that was funded by the Nebraska Corn Board. Vehicles, like this sedan, went through chassis dynamometer testing as part of the study. The dynamometer simulated different road and vehicle operating conditions, allowing researchers to fully measure a number of important data points to measure the performance of different ethanol blends.*

High ethanol blends provide better energy conversion within an engine than other fuels – meaning you can travel further on less energy, according to a study conducted by the University of Nebraska and funded by the Nebraska Corn Board.

“What this suggests is that the increased efficiency of ethanol has a more positive impact as a replacement for petroleum fuel than what it is commonly given credit for,” said the Nebraska Corn Board’s Randy Klein.

“It also suggests that e85, which contains 85 percent ethanol and only 15 percent petroleum-based gasoline, may be the most efficient and often the most cost-effective fuel for flex fuel vehicles,” he said. “Since e85 is also the cleanest fuel on the market and contains so little petroleum-based gasoline, it has a very positive impact on the environment and can significantly reduce our use of foreign oil.”

The report, which is available from the Nebraska Corn Board, said e85 improved energy conversion by 13, 9 and 14 percent, respectively when compared to e10, for the light, medium and heavy loaded vehicles tested.

The researchers acknowledged that higher ethanol blends like e85 have a lower energy density, or fewer BTUs per gallon, than e10. That often leads to fewer miles per gallon for higher ethanol blends, but that gets partly offset by ethanol’s improved efficiency.

“While fewer BTUs typically means fewer miles per gallon, energy density is only part of the equation when considering fuel economy,” said Loren Isom, one of the researchers in the study. “Fuel economy is actually a combination of fuel efficiency and fuel price, and on that point, higher ethanol blends may be the better choice,” said Isom, who is with the University of Nebraska’s Industrial Agricultural Products Center.



Facebook.com/NebraskaCornBoard  
Twitter.com/NECornBoard  
NebraskaCorn.blogspot.com  
[www.NebraskaCorn.org](http://www.NebraskaCorn.org)

Nebraska Corn Development  
Utilization & Marketing Board  
301 Centennial Mall South, Fourth Floor  
Box 95107, Lincoln, Nebraska 68509  
Phone 402/471-2676  
Toll-Free 800/632-6761



Nebraska Corn Board members represent the eight districts indicated on the map and are appointed by the Governor. One at-large member is elected by the other Board members.



**District 1**  
**Dave Nielsen**  
Lincoln, NE



**District 2**  
**Mark Jagels**  
Davenport, NE



**District 3**  
**Curtis Friesen**  
Henderson, NE



**District 4**  
**Bob Dickey**  
Laurel, NE



**District 5**  
**Tim Scheer**  
St. Paul, NE



**District 6**  
**Dennis Gengenbach**  
Smithfield, NE



**District 7**  
**David Merrell**  
St. Edward, NE



**District 8**  
**Jon Holzfaster**  
Paxton, NE



**At-large**  
**Alan Tiemann**  
Seward, NE