

Celebrating Nebraska agriculture, a powerhouse of an industry

By Sherry Vinton, Director, Nebraska Department of Agriculture

Agriculture is Nebraska's number one industry and the heart and soul of our state. Agriculture deserves recognition and celebration every day, especially during National Ag Week, March 17-23. As the Director of the Nebraska Department of Agriculture (NDA), it's an honor and a privilege to serve the dedicated people of Nebraska's agricultural community.

Being Nebraska born and raised, my roots run deep within the agricultural community. My family and I ranch south of Whitman in the scenic Sandhills, giving me a firstnand understanding of the role agriculture plays in shaping Nebraska. I'm proud to be part of the extensive network of 45,000 farmers and ranchers who consistently deliver high-quality agricultural products year after year.



it's interesting and exciting. Nebraska is the best place in the world to grow agriculture. Nebraska has abundant resources, the best land for growing crops and for grazing, plenty of water, wide open spaces, and ample feed for livestock.

Out of Nebraska's perfect resources for growing agriculture, one tops them all – our people. Nebraska farmers, ranchers and agribusinesses are true innovators, embracing precision agriculture, genetic advances, and modern equipment to produce more while using fewer resources. Their innovations ripple across the entire state, businesses during winter emergencies impacting all of us and emphasizing and always. the interconnectedness of agriculture with our daily lives.

everyone, including those who work in Nebraska's agriculture industry.

During these severe winter weather emergencies, Nebraska livestock producers did what they do best. They fed, cared for, and kept close watch on their livestock.

For those producers unable to tend to their livestock and needing immediate assistance during the storms, NDA worked with local, state, and federal partners to prioritize their critical needs. We send our heartfelt thanks to Nebraskans for supporting Nebraska farmers, ranchers, and agri-

I always like to talk with people about Nebraska agriculture because

Sherry Vinton

Farmers and ranchers are also dedicated and resilient. They face challenges and come back stronger. January proved to be a challenging start to this year when severe winter weather created significant challenges for

Building on past challenges makes us stronger as we continue to look toward the future of Nebraska agriculture. Nebraska agriculture provides us with ample reasons to be grateful and to celebrate.

See CELEBRATING, page 2

(continued from page 1)

when it comes to agriculture, leading the nation in many important categories. In beef production, Nebraska's quality products are unmatched. We are:

• #1 in beef and veal exports (2023); • #1 in commercial cattle slaughter

(2023);• #2 in all cattle on feed (Jan. 1, production; 2024); and

• #2 in all cattle and calves (Jan. 1, production; 2024).

While beef takes the spotlight, the Nebraska swine industry, with 3.8 million head and a sixth- ranking of all hogs and pigs on farms (Dec. 1, 2023), makes its mark.

Our state's poultry production has significantly increased in recent years, as well, with recent hatcheries and a cant opportunity to add value at every

Located 3 1/2 miles east of Plainview, NE on Highway 20 To Sell Corn call Husker Trading at 866-348-7537 To Purchase Distillers Grains call Ryan or Todd at 877-487-5724 ext 3 or 1

tion in Fremont. Chicken eggs are on tion putting Nebraska corn and value- need to apply by the April 15 deadline Nebraska's list of 10 leading commodi- added agriculture in action. ties for 2022.

Nebraska's varied climate, elevation and soil help farmers grow a plentiful supply and variety of crops. In 2023, we ranked:

• #2 in the nation for proso millet

• #3 in the nation for corn for grain

• #4 for dry edible pea production;

• #5 in grain sorghum production; and

• #6 in soybean production.

Nebraska has a unique advantage, known as the "Golden Triangle," where the combination of corn, livestock and ethanol production provides signifi-

step along the production chain.

In 2023, Nebraska ranked number two in ethanol production with 24 operating facilities having the capacity to create more than 2.3 billion gallons of clean, reliable, renewable fuel. Approximately 35 percent of Nebraska's 2023



Our farmers feed our future

Thanks to our farmers, Nebraska is a leader in agriculture. Their passion for farming helps feed the future of our community. We believe in investing in this future. We've been making ag loans since we opened our doors, and we'll keep doing so for generations to come.

Clearly our agriculture industry is worthy of celebration. Anything wor- let us express our gratitude to the thy of celebration is also worthy of preservation and education.

Youth outreach in agriculture education is an important part of the work we do at NDA. With that in mind, I'd like to mention NDA's annual Nebraska Agricultural Youth Institute. NAYI is a good way for Nebraska high school juniors and seniors to learn more about Nebraska agriculture and the many careers available in the ag industry. Those who attend NAYI do so for free ing this special week and always. thanks to many generous sponsors.

Applications are available online

Notably, Nebraska is a powerhouse world-class chicken processing opera- corn crop was used in ethanol produc- at nda.nebraska.gov/NAYI. Students to secure a place at this year's NAYI.

> As we celebrate National Ag Week, farmers, ranchers, and all the people working in the ag industry to provide us with the food, feed, and fuel we depend on every day.

> By recognizing the challenges, celebrating the successes, and advocating for the future of agriculture, we help make our agriculture sector even stronger.

> Thank you for allowing me to shine a spotlight on Nebraska agriculture dur-

Corn Board celebrates National Ag Day

most pioneering, innovative and driven Corn Board ensure the future is in good individuals in the world.

Corn Board is celebrating those who innovation, finding new markets globwork day in and day out to feed, clothe ally or promoting the industry." and fuel the world.

state. With over 90% of Nebraska dedicated to agriculture, the Nebraska Whether it be an agronomist, engi-Corn Board is proud to have national rankings.

to livestock and ethanol production, Nebraska ranks at the top. In 2023, Nebraska farmers produced over 1.7 billion bushels of corn, ranking third in the nation, a testament to their time, efforts and determination in the midst ment of 1/2-cent-per-bushel checkoff of adversity in weather and climate.

understand the vitality of farmers and The mission of the Nebraska Corn ranchers and know the impacts they make for the world each day," said tainability of Nebraska corn through Kelly Brunkhorst, executive director of promotion, market development and the Nebraska Corn Board. "Programs research.

Farmers are known to be some of the funded and partnered by the Nebraska hands whether that be research to help This National Ag Day, the Nebraska farmers expand their knowledge for

National Ag Day is celebrated on Agriculture plays a vital role in our Tuesday, March 19 celebrating all aspects of the agriculture industry. neer, salesman, scientist, economist or anyone in-between, the Nebraska From white corn to irrigated acres Corn Board is appreciative of their efforts today to be ready for tomorrow's future.

The Nebraska Corn Board is funded through a producer checkoff investon all corn marketed in the state and "At the Nebraska Corn Board, we is managed by nine farmer directors. Board is to increase the value and sus-

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Nebraska Secretary of State promotes Nebraska businesses in trade mission to Kenya, Africa

Evnen led a trade and investment mission to Kenya recently.

As a part of the trade mission, Secretary Evnen and Deputy Secretary Cindi Allen connected Nebraska-based businesses with trade opportunities in Kenya. The trade mission included meetings between business leaders, researchers and government officials across Kenya. The trade mission focused on connecting Kenya importers with corn growers and researchers in Nebraska.

"The country of Kenya provides immense opportunities for Nebraska businesses," Secretary of State Bob Evnen said. "Nebraska is known around the globe for its agriculture and its contributions to feeding a growing world. I'm honored to help build new connections that will benefit the people of Nebraska and Kenya."

The February 2024 Trade and Investment Mission to Kenya was Secretary Evnen's sixth international trade mission since taking office in 2019 and second trade mission to Kenya.

As a part of the Secretary of State's statutory responsibility to promote

and culture, Secretary Evnen has led prior trade missions with Nebraska businesses to Bulgaria, Tanzania, the United Arab Emirates and Jordan.

Nebraska Secretary of State Deputy for International Trade Cindi Allen organized the trade mission along with Grand Island coffee distributor Laban Njuguna. The delega-

Nebraska Secretary of State Bob international exchanges of commerce tion included representatives from ket in Sub-Saharan Africa," Deputy the University of Nebraska-Lincoln Institute of Agriculture and Natural Resources, Nebraska Corn Board, Cantera Partners, Home Health Care, Pioneer Crop Science, GLASS (Geo-Location Addressing System Service), and Grand Island Express, Inc., among others.

"Kenya is the fastest growing mar-

Secretary Allen said. "If we have learned anything, we have learned that single-sourcing your supply chain is not good. We are helping Nebraska seize this opportunity in trade and investments in Kenya. Kenya is a large emerging market much like the opportunities we saw in Southeast Asia 20 years ago."



The Nebraska Secretary of State Delegation visits McKinsey & Company, a global management consulting firm in Nairobi.



The Nebraska Secretary of State Delegation visits a coffee cooperative in Nyeri.





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National Ag Week — The Wayne Herald — March 21, 2024 4 Gov. Pillen, UNL leaders announce Food Animal Veterinary Scholarship Program

Governor Jim Pillen has announced a new scholarship program for Nebraska students aimed at growing the number of veterinarians serving livestock producers across the state.

The Nebraska Elite 11 Veterinarian Program provides financial support to Nebraska students pursuing degrees in animal science or veterinary science at the University of Nebraska-Lincoln's (UNL) College of Agricultural Sciences and Natural Resources (CASNR). Today, is the first day that applications are being accepted for the first cohort of students.

"The need for production animal veterinarians is undeniable. It's an issue for Nebraska and other state's as well," said Gov. Pillen. "Through this collaboration with UNL, Nebraska will be a leader in boosting the number of graduates in this field.'

UNL Chancellor Rodney Bennett voiced strong support for the program, which he said will help the university meet two key goals.

"The Nebraska Elite 11 Veterinarian Program aligns with two key aims of the University of Nebraska-Lincoln -- first, to attract, retain, and graduate Nebraska's best and brightest students; and second, to contribute to resolving pressing issues within the state of Nebraska," said Bennett. "The

leadership and the state's support of comes to recruiting food animal veterithis program that will impact not only UNL but all Nebraskans who benefit from veterinary services."

Nebraska's livestock industry contributes more than \$6 billion annually to the state's economy – an impact that is especially significant in rural counties and communities. Veterinarians play a critical role in keeping livestock healthy, improving herd health, and responding to disease and public health issues, among many other services, according to the U.S. Department of Agriculture. Access to high-quality veterinary care improves profitability for livestock producers and contributes to peace of mind for producers when their animals need care.

But Nebraska and other states across the country are facing a steep shortage of food animal veterinarians. One reason for this is the cost of veterinary training, according to the USDA. The Elite 11 Program removes the barrier of cost for Nebraska students interested in food animal veterinary medicine.

Dr. Larry Marshall has been a vet in Bertrand for nearly 40 years. He says students tend to return to their home communities to practice, which is both

University appreciates Gov. Pillen's a benefit and a hindrance when it at UNL. Ultimately, 11 students will narians, especially if that hometown is in another state.

> "The point is that my plight in trying to find an associate is shared up and down areas of rural Nebraska with other veterinarians. This is a plan that I think is going to get to the root of the problem and it's going to help solve that problem," shared Marshall. "Our goal is to find, cultivate, educate, mentor and lead these students down a path that will let them be successful food animal veterinarians in rural Nebraska."

> Up to 25 first-time freshmen will receive the Nebraska Aspiring Animal Production Veterinarians Program Scholarship, which covers 50% of their tuition for the first two years of their study in the College of Agricultural Sciences and Natural Resources at the University of Nebraska-Lincoln.

> After the second year, up to 13 of the original 25 scholarship recipients will be awarded a continuation scholarship, which covers 100% of tuition for their third and fourth years of study

be selected as part of the Elite 11. Those students will receive 100% of tuition and fees for UNL's professional program in veterinary medicine, in which students complete the first two years of veterinary school at UNL, followed by two more years of schooling at the Iowa State College of Veterinary Medicine. Students selected into the program will also receive mentoring and professional development throughout their studies.

"This program presents an incredible opportunity for Nebraska high school students who are passionate about agriculture and animal care to pursue careers in veterinary medicine without the burden of student loan debt," said Tiffany Heng-Moss, dean of UNL's College of Agricultural Sciences and Natural Resources. "This is an important program that will have a big impact on our state, our agriculture industry, and on the students who take part in it. I'm grateful to Gov. Pillen and the state of Nebraska

See SCHOLARSHIP, page 7





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USDA announces Conservation Reserve **Program General Signup for 2024**

The U.S. Department of Agriculture (USDA) announced that agricultural producers and private landowners can now sign up for the general Conservation Reserve Program (CRP) through March 29, 2024. This conservation opportunity gives producers tools to conserve wildlife habitat while achieving other conservation benefits, including sequestering carbon and improving water quality and soil health.

"The USDA has a long track record of fostering and supporting the vital relationship between agriculture and conservation, and the Conservation Reserve Program helps our producers be good stewards of their lands and boost wildlife populations at the same time," said Tim Divis, FSA Acting State Executive Director in Nebraska. "These efforts demonstrate the power of USDA's Farm Bill conservation programs to conserve wildlife habitat, protect clean water and address climate change in partnership with farmers, ranchers, forest owners and conservation organizations across the country."

Continuing Appropriations and Other Extensions Act. 2024 (Pub. L. 118-22), which extended the Agriculture Improvement Act of 2018 (Pub. L. 115-334), more commonly known as the 2018 Farm Bill, through Sept. 30, 2024. This extension allows authorized programs, including CRP, to continue operating.

As one of the largest private lands conservation programs in the United States, CRP offers a range of conservation options to farmers, ranchers, and landowners. It has been an especially strong opportunity for farmers with less productive or marginal cropland, helping them re-establish valuable land cover to help improve water quality, prevent soil erosion, and support landowners can participate in the pro- rancher who plans to sustainably farm wildlife habitat.

Producers and landowners enrolled about 926,000 acres in General CRP in 2023, bringing the total of enrolled acres in General CRP to 7.78 million. This, combined with all other

On Nov. 16, 2023, President Biden opportunities, such as Grassland and automatically accepted provided the signed into law H.R. 6363, the Further Continuous CRP, bring the current total of enrolled acres to 24.8 million.

General CRP

General CRP helps producers and landowners establish long-term, resourceconserving plant species, such as approved grasses or trees, to control soil erosion, improve water quality and enhance wildlife habitat on cropland. Additionally, General CRP includes a Climate-Smart Practice Incentive to help increase carbon sequestration and reduce greenhouse gas emissions by helping producers and landowners establish trees and permanent grasses, enhance wildlife habitat, and restore Program (TIP), which incentivizes wetlands.

General CRP is one of several ways agricultural producers and private gram.

Other CRP Options

This past January FSA began accept-CRP signup. Under this enrollment, acres in CRP through other enrollment in CRP throughout the year. Offers are cable deadlines.

producer and land meet the eligibility requirements and the enrollment levels do not exceed the statutory cap.

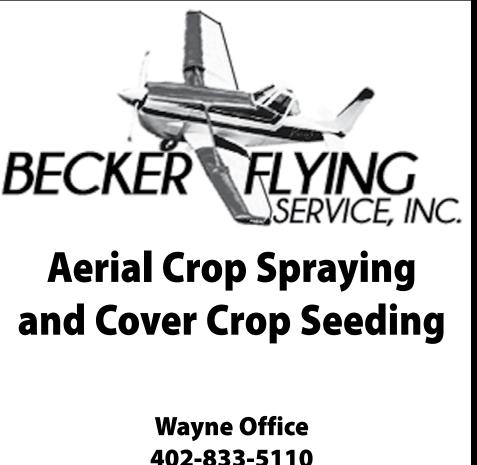
The USDA also offers financial assistance to producers and landowners enrolled in CRP to improve the health of their forests through the Forest Management Incentive (FMI), which can help participants with forest management practices, such as brush management and prescribed burning. FSA will announce the dates for Grassland CRP signup in the near future.

Producers with expiring CRP acres can use the Transition Incentives producers who sell or enter a longterm lease with a beginning, veteran, or socially disadvantaged farmer or or ranch the land.

How to Sign Up

Landowners and producers interesting applications for the Continuous ed in CRP should contact their local USDA Service Center to learn more or producers and landowners can enroll to apply for the program before appli-





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National Ag Week — The Wayne Herald — March 21, 2024 6 Dairy producers can enroll for 2024 Margin Coverage

enroll for 2024 Dairy Margin Coverage en to be a program to reduce risk 2024, which is retroactive to Jan. 1, age, even an option that is free to pro-(DMC), an important safety net for our dairy producers," said FSA 2024, and to provide an adjustment to ducers, minus a \$100 administrative program offered through the U.S. Administrator Zach Ducheneaux. "If the production history for dairy opera-Department of Agriculture (USDA) 2023 taught us anything, it's that we tions with less than 5 million pounds that provides producers with price sup- honestly have no idea what will hap- of production. In previous years, smallport to help offset milk and feed price pen in the market in any given year. er dairy operations could establish a limited resource, beginning, socially differences.

28, 2024, and ends April 29, 2024.

has revised the regulations for DMC to allow eligible dairy operations to make a one-time adjustment to established production history. This adjustment will be accomplished by combining previously established supplemental production history with DMC production history for those dairy operations that participated in Supplemental Dairy Margin Coverage during a prior coverage vear.

DMC has also been authorized through calendar year 2024. Congress passed a 2018 Farm Bill extension requiring these regulatory changes to the program.

for 2024 Dairy Margin Coverage. of \$4.00 per hundredweight, a first for We encourage producers to enroll in this important safety net program. In reviewing 2023 margins and the more than \$1.2 billion in Dairy Margin Coverage payments issued to produc-

their operations. At \$0.15 per hundredweight for \$9.50 coverage, risk protection through Dairy Margin Coverage is a relatively inexpensive investment in a true sense of security and peace of mind."

DMC is a voluntary risk management program that offers protection to dairy producers when the difference between the all-milk price and the average feed price (the margin) falls below a certain dollar amount selected by the producer.

In 2023, Dairy Margin Coverage payments triggered in 11 months including two months, June and July, where the "FSA is announcing the sign up margin fell below the catastrophic level Dairy Margin Coverage or its predecessor Margin Protection Program.

2024 DMC Coverage and Premium Fees

Dairy producers are now able to ers, Dairy Margin Coverage is prov- to extend coverage for calendar year Producers who took advantage of this supplemental production history and disadvantaged or a military veteran. This year's DMC signup began Feb. affordable risk management tool for receive Supplemental Dairy Margin To determine the appropriate level the 2023 program year were able to Coverage. For 2024, dairy producers of DMC coverage for a specific dairy USDA's Farm Service Agency (FSA) mitigate some financial impacts on can establish one adjusted base pro- operation, producers can use the online duction history through DMC for each participating dairy operation to better reflect the operation's current production.

> For 2024 DMC enrollment, dairy operations that established supplemental production history through updated feed calculations use 100% Supplemental Dairy Margin Coverage for coverage years 2021 through 2023, will combine the supplemental production history with established production history for one adjusted base ing the Dairy Revenue Protection (DRP) production history.

> For dairy operations enrolled in 2023 DMC under a multi-year lock-in contract, lock-in eligibility will be extend- which provides protection against the ed until Dec. 31, 2024. In addition, dairy operations enrolled in multi-year the feed costs. Both DRP and LGM lock-in contracts are eligible for the livestock insurance policies are offered discounted DMC premium rate during through the Risk Management Agency. the 2024 coverage year.

FSA has revised DMC regulations age or opt out in favor of an annual contract for 2024, dairy operations having lock-in contracts must enroll during the DMC webpage or contact your local the 2024 DMC enrollment period.

DMC offers different levels of coverfee.

The administrative fee is waived for dairy producers who are considered dairy decision tool.

DMC Payments

DMC payments are calculated using updated feed and premium hay costs, making the program more reflective of actual dairy producer expenses. These premium alfalfa hay.

More Information

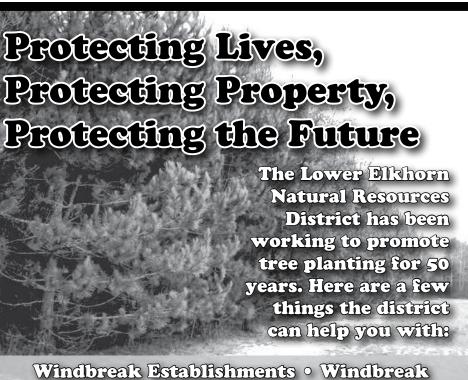
USDA also offers other risk management tools for dairy producers, includplan that protects against a decline in milk revenue (yield and price) and the Livestock Gross Margin (LGM) plan, loss of the market value of milk minus Producers should contact their local To confirm 2024 DMC lock-in cover- crop insurance agent for more information.

> For more information on DMC, visit USDA Service Center.

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March 21, 2024 — The Wayne Herald — National Ag Week Soybeans set to be newest Nebraska Taps Competition in 2024

tions for 2024.

TAPS is an innovative program fostering interactive real-life farm management competitions, uniting UNL help take that to the next level with has a proven track record of driving researchers, extension professionals, the new TAPS competition." producers, industry leaders, and agriculture students in a dynamic network tion will make critical farm manage-Soybean Board.

the TAPS farm management compe- competition will not include irrigation Chuck Burr, UNL Extension Educator fully irrigated at the discretion of the

The University of Nebraska-Lincoln and TAPS team member. "Previous UNL team. (UNL) is adding soybean to the lineup TAPS participants have indicated that of Testing Ag Performance Solutions they are adopting new technology and nity to integrate new strategies into (TAPS) farm management competi- management strategies on their farms, my soybean operation," said Blake and the soybean industry has made Johnson, NSB District 8 director and great strides in these areas over the farmer interested in participating in interested in participating in the inaupast 15 to 20 years. We are excited to the TAPS soybean program. "TAPS

Participants in the soybean competiaimed at advancing profitability and ment decisions, including crop insurinput-use efficiency. The inaugural ance, variety selection, seed treatment, soybean competition will take place seeding rate, planting date, fungicide, at UNL's Eastern Nebraska Research, insecticide, micronutrient application, ing season. Similar to other TAPS Extension and Education Center herbicide decisions and marketing. (ENREEC) near Mead, Nebraska, and These decisions will be implemented will be supported by the Nebraska on randomized plots within the field include greatest grain yield, highest at ENREEC. Due to limitations of input-use efficiency and most profit-"We are excited to add soybeans to the irrigation equipment in 2024, the able. titions we offer in Nebraska," said decisions for participants, but will be information learned by the TAPS soy-

"I see this as a valuable opportuinnovation, and this kind of competition is a great way to get involved."

Participants will be given the opporagement technologies and utilize a plethora of data throughout the growcompetitions, the soybean competitors will compete for three awards, which

"We look forward to highlighting bean competition participants as part Days, which will be a new aspect to products.

the field days that have been around for 25 years," said Aaron Nygren, UNL Extension Educator and TAPS team member.

The TAPS team is looking for people gural year of the soybean competition. They are also looking for participants from each of the eight Nebraska Soybean Board districts.

If you, or someone you may know, tunity to test a wide range of ag man- is interested, please contact Krystle Rhoades, TAPS Program Manager at krystle.rhoades@unl.edu.

The nine-member Nebraska Soybean Board collects and disburses the Nebraska share of funds generated by the one-half of one percent times the net sales price per bushel of soybeans sold. Nebraska soybean checkoff funds are invested in research, education, domestic and foreign markets, includof the Soybean Management Field ing new uses for soybeans and soybean

Scholarship

(continued from page 4)

for making this possible."

"Based on my own experience, I know how academically demanding it is to pursue a degree in veterinary medicine. It's becoming even harder to find students who are interested in large animal care," said Gov. Pillen. "This program aims to close that gap and produce experts in the field who can ably work with farmers and ranchers and continue to ensure Nebraska's place in providing quality food products across the globe."

Graduates of the Elite 11 Program are required to stay in Nebraska and practice as a production-animal veterinarian for eight years. Application instructions for the first cohort of the program are now available at casnr. unl.edu/elite11. Applications will be accepted through April 12. Scholarship recipients will be notified in late May.

"The Elite 11 Program brings together two of the things we are most oration between the state and unipassionate about at UNL - support- versity that will benefit agriculture ing Nebraska students and fulfilling and all Nebraskans," said NU Interim

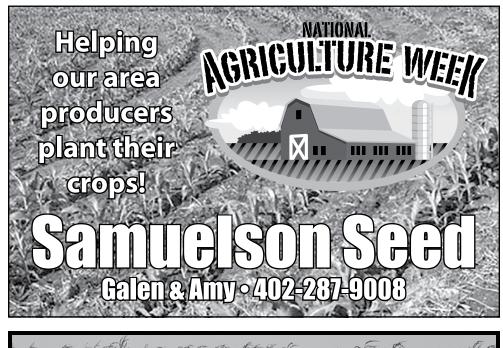
Boehm, NU Vice President and Harlan Elite 11 program, we will address leadership on this effort, and we thank Vice Chancellor for UNL's Institute of important workforce needs while cre- Governor Pillen for his strong partner-Agriculture and Natural Resources. ating more opportunities for our young ship on our shared goals for Nebraska's "It's truly a win-win."

"As a rural senator representing District 44, as well as a cattle producer, I introduced LB1062 to address and support the demand for more rural veterinarians," said State Senator Teresa Ibach. "Iowa, Kansas and Missouri all offer incentive programs that work to attract students, and their practicing veterinarian numbers well exceed ours. I am pleased that the Governor, the university and the legislature recognize the urgency to meet the needs of our ever-growing agriculture industry. This venture champions and supports students across our state who will serve this vital industry into the future."

"This is a great example of collab-

people to pursue their dreams right growth and competitiveness." here in Nebraska. I'm grateful to Dean

our land-grant mission," said Mike President Chris Kabourek. "With the Tiffany Heng-Moss for her vision and



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by Geitner Simmons

malizing existing research and out- associate director of ENREEC. "We of nearly 10,000 acres for ag research. reach in precision agriculture into a have a real-world environment to test and industry, will refine and expand operation." precision ag capabilities crucial to boosting farm efficiency and environmental sustainability.

University of Nebraska-Lincoln facwork on 3,000 acres of the university's benefits.

NFarms will be a test bed for new technologies, as well as platforms to use for efficient field management.

operations that lift productivity and ag robotic breakthroughs.

as a technology hub integrating the of the university's Klosterman Feedlot phone calls to coordinate with colfarm system," said Joe Luck, professor Innovation Center, also to be built at Husker scientists and staff are for- of biological systems engineering and ENREEC. In all, the center has a total

To buttress that work, the university in 2024 will break ground on an center's research produce a range of NFarms facility that will house precision ag technologies. Construction is Nebraska ag producers. "We have a lot ulty pursue a range of precision ag expected to be complete in the summer. of research here we need to integrate

Eastern Nebraska Research, Extension at the Eastern Nebraska Research, really see the benefit," Luck said. and Education Center near Mead. Extension and Education Center oper-NFarms to facilitate strategic coordi- a scale similar to that of actual worknation and maximize the outreach and ing farms. The cutting-edge research involves both irrigated and dryland fields.

NFarms will provide private-sector help farmers better harness data. The opportunities. As the initiative advancinitiative also will develop innovative es, companies and entrepreneurs will decision-making tools producers can be able to use the precision ag resources to test innovative ideas for new Think drone- and sensor-enabled methods, products and services.

NFarms is unique from other univerresilience to new heights. Plus software sity research facilities in the United solutions that provide cloud-based ag States because the site far exceeds in data storage and data analytics. Plus size what any other university has nitrogen management innovations and for precision ag research, said Doug Zalesky, ENREEC director. Another "NFarms provides a real opportunity plus is the similar commercial scale

strategic initiative called NFarms. The these technologies and show produc- another single research center in the 10 or 15 minutes after the field was effort, in collaboration with producers ers how they're going to impact their United States of this size, with both sprayed and obtain re-entry informacrops and livestock," Zalesky said.

The breadth and sophistication of the findings with practical importance for The university's precision ag work into production operation systems to

Those efforts will be channeled into ates under real-world conditions, on research manager for NFarms, points Campus will provide opportunito pesticide application as a key exam- ties for ongoing collaboration with ple of how NFarms can enable signifi- NFarms. That federal facility will cant efficiency improvements. At pres- greatly increase the number of USDA ent, checking when it's safe to re-enter Agricultural Research Service sciena field can be a cumbersome, inefficient process involving paper records and

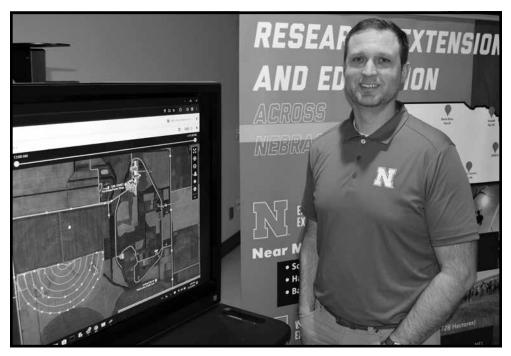
leagues.

But through the high-speed wireless system that NFarms will create, a "I don't think you would ever find producer can log into a browser within tion without any human-error risk, Thorson said.

> "This is practically real-time data sharing of facts," Luck said. "Think about all the inefficiencies you're cutting out."

The U.S. Department of Agriculture's plans to build a regional ag research Ag technologist Nate Thorson, facility at Nebraska Innovation

See NFARMS, page 9



The NFarms initiative at the Eastern Nebraska Research, Extension and Education Center will be a test bed for new technologies, as well as platforms to help farmers better harness data. The initiative also will develop innovative decision-making tools that producers can use for efficient field management. Nate Thorson, the program's research manager, brings experience with both agricultural production systems and software design to the platform.

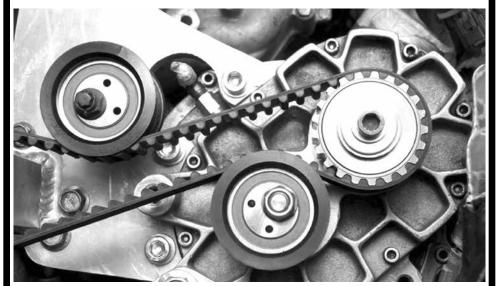


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Nebraska Corn leadership takes part in discussions during Commodity Classic

resented at Commodity Classic in Houston, Texas the week of Feb. 26. During the two Corn Congress ses-Corn farmers from across Nebraska sions, topics that passed included a year that farmers from across the served as delegates for the Corn proposal by Nebraska Corn regard- nation are all together to meet to dis-Congress sessions during the event from both the Nebraska Corn Board (NCB) and Nebraska Corn Growers Association (NeCGA). Nationwide there were 126 delegates representing the corn industry. Nebraska is Board by two Nebraskans.

to meet to debate proposed resolutions that may then be accepted into the

Farms

(continued from page 8)

tists in Nebraska, and they will be focusing on precision ag technologies. The Eastern Nebraska Research, Extension and Education Center can provide a major venue for their field research.

ARS scientists "will want somewhere to work on those topics, and ENREEC can be the prime real estate for them," Luck said. "That's a huge opportunity for us."

collaboration Such high-level

Nebraska farmers were well rep- National Corn Growers Association's Under Secretary, Robert Bonnie and a record-breaking year with 11,537 (NCGA) Policy and Position Papers. EPA Administrator Michael Regan. lower carbon feedstocks and opposed man of NCB. electric vehicle mandates.

In addition to Corn Congress sesalso represented on the National Corn sions, Nebraska corn farmers inter- NCB who served as the Commodity viewed with state and national media Classic co-chair, a position which has Commodity Classic and Corn on topics including policy and plant- required years of hard work for a Congress allows corn-producing states ing predictions. Learning sessions were also available for attendees and Commodity Classic attendees heard a success." from USDA Secretary, Tom Vilsack,

between the university and USDA

offers the possibility that Lincoln could

ultimately become the nation's ag data

To communicate its findings as a

research proving ground, NFarms can

draw on its partnerships with the uni-

versity's On-Farm Research Network

and Nebraska Extension, plus its work

with commodity associations and pri-

vate-sector companies. An external

producers' real-world needs and serve

as a conduit for sharing information

"Commodity Classic is one time per ing retail central bank digital curren- cuss potential resolution changes and cy, supported pathways that provide important issues for the betterment of monetary value for growers supplying the industry, "said Jay Reiners, chair-

> farmer from Giltner and vice chair of seamless event. We thank him for his passion and energy to make this event

The 2024 Commodity Classic was 2-4, 2025.

attendees, 4,609 farmer attendees, 436 companies and 3,321 exhibitor booths.

"Nebraska Corn continues to be a leader in the industry, with the goal of ensuring the future has a reliable and distinct path for success," said Chris Grams, NeCGA president. "This week, we connected with agribusiness-"This year, Brandon Hunnicutt, a es regarding some of the newest technology and innovation, held meetings with state and national partners on key issues and ensured farmer voices were heard federally on key issues that may arise in 2024.'

> The 2025 Commodity Classic will be held in Denver, Colorado from March

about NFarms' work.

A key aim for NFarms is ag-focused software development, with the ultimate goal of data standardization and efficient cloud-based data storage. Thorson brings valuable expertise in that regard, given his knowledge of agricultural production and software design — a rare combination.

At present, each ag equipment manstored in disjointed, disconnected fashion.

Over time, NFarms' software work come from a field."

will aim to bridge that divide, achieving much-needed standardization and opening important new opportunities for managing and analyzing field data.

"We've got the expertise to understand the different techniques that can be applied to create innovative solutions" on ag data standardization and management, Luck said. "That's where our strength is. The impact of ufacturer uses its own software format. that is going to be pretty important advisory board will advise NFarms on As a result, a producer's field data is as more and more equipment becomes semi-autonomous or autonomous, and you start to look at how much data can



hub.

The University of Nebraska-Lincoln in 2024 will break ground on an NFarms facility that will house a variety of precision ag technologies. Construction is expected to be complete by late summer.

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10 National Ag Week — The Wayne Herald — March 21, 2024 Husker faculty, NASA pursue partnerships on Midwest climate resilience

By Geitner Simmons

A Husker conference co-sponsored with NASA has kickstarted the effort region. to create multi-institution partnerships to help the Midwest address climate-related concerns such as drought, extreme wind events and floods.

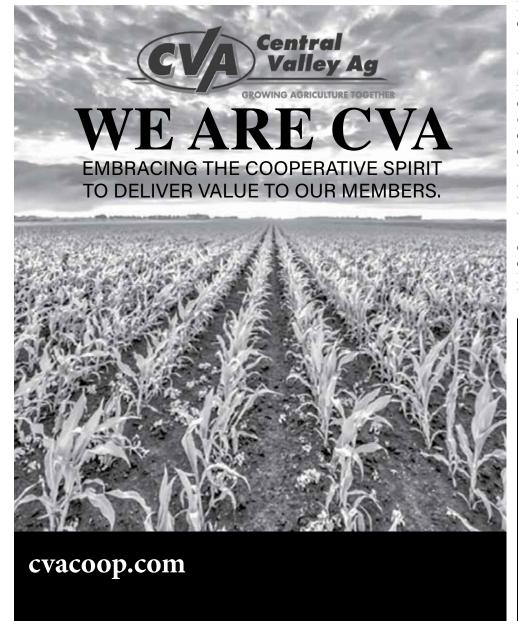
Scientists from multiple states and NASA met at the University of the Heartland conference Feb. 26-28 to hear from a range of Midwest stakeconcerns. Attendees then brainstormed and inform decision-making at all

Conferees followed up with sessions at the University of Nebraska Medical Center to develop ideas to address needs

The initiative aims to "bring together



Robert Swap, an official with NASA's Earth Science Division, addresses the Harnessing the Heartland conference. The new regional initiative will develop collaborative strategies drawing on input from Midwest residents, communities and institutions.



ways that universities, NASA and the levels," said Robert Swap, associate NASA. private sector can work together to division director for mission planning promote climate sustainability in the for NASA's Earth Science Division. versity's Center for Resilience in "Improving people's livelihoods and Agricultural Working Landscapes, the understanding of the weather" is spoke on a conference panel that disanother key focus.

climate-related environmental health across the region on areas that are climate modeling. of critical importance," said Jeanette Thurston, executive director of the Nebraska-Lincoln for the Harnessing the best and brightest from across North Central Regional Association opportunities to partner with NASA on all sectors to help gather around the of State Agricultural Experimental topic of climate resilience research, Station Directors. "By working across holders about their climate-related to produce actionable information institutions, this effort can leverage their different expertise and resources to produce products and solutions to ing temperature or how much water the problems we're facing in the heartland due to climate change."

> The initiative isn't a top-down approach, Swap said, but instead develops its strategies from input from Midwest residents, communities and institutions.

Eric Hunt, a Nebraska Extension educator focusing on agricultural mete- making those connections and trying to orology and climate resilience, was cooriginator of the conference with Swap. Presentations and networking at the data," he said. conference created encouraging possibilities for innovative partnerships, ulty participating in a federally funded Hunt said, as conferees learned about Midwest collaboration to promote clieach other's climate research and data mate resilience through outreach to collection projects.

Larkin Powell, head of the University of Nebraska-Lincoln's School of collaborative opportunities.

to make better decisions to manage university's Office of Research and soil, water and biodiversity resources Economic Development is providing in our working landscapes in the face an \$80,000 planning grant, for examof climate shifts and extreme weather ple, that a multi-disciplinary faculty events," he said. "The potential to group will use to develop the Great collaboratively harness the diversity Plains Community Climate Resilience of amazing platforms for data collec- Institute. tion from ground-based, drone-based, aircraft-based and satellite-based sys- its space missions, the agency's Earth tems is driving the conversations for Science Division pursues a wide range this project."

Water for Food Global Institute and said.

Craig Allen, director of the unicussed collaborative possibilities to "It's incredibly important to work integrate data collection and bolster

The Nebraska Mesonet network of weather-data stations has promising data validation and climate modeling. said Ruben Behnke, a Husker climatologist and manager of the Mesonet.

"When NASA satellites are measurvapor is in the air, or wind speed, we can validate that data with our stations," he said.

The initiative should include attention to climate-related concerns for vulnerable communities, said Husker climatologist Michael Hayes.

"That's where I'm really interested in get access to some of these communities and how they might use all this

Hayes is among the Husker facnative tribes and women owning farmland.

The university shows foresight Natural Resources, also pointed to the in supporting climate science resilience listening sessions and stake-"There is an increasingly keen need holder engagement, Swap said. The

Although NASA is best known for of major projects, said Hunt, who has The School of Natural Resources was partnered with NASA on projects durone of the institutional sponsors for the ing his climatology career. Nebraska conference, along with the University of "has a very strong history of working Nebraska Medical Center, Daugherty with earth scientists at NASA," he



58211 Hwy 35, Wakefield, NE 68784 mark@kleineu.com 402-287-2884 **Commercial, Farm, Residential, Industrial**

By Melissa Lee, University of Nebraska System

University of Nebraska Interim President Chris Kabourek was joined March 11 by NU leaders in issuing statements on the bipartisan federal spending bill approved by the House and Senate and signed by the President.

The budget package includes \$25 million for construction of a USDA precision agriculture." Agricultural Research Service facility located at the University of Nebraska-Lincoln's Innovation Campus, part of a broad vision at the university to advance agricultural research and development for the future.

The federal funding was championed by Sen. Deb Fischer in the innovation. Senate and Rep. Mike Flood in the House. All members of Nebraska's federal delegation have supported the facility being located in Nebraska.

"This is a remarkable investment that will further Nebraska's status as a world leader in agriculture," Kabourek said. "Sen. Fischer has been a true champion and partner in this effort from the start, and all of us at the University of Nebraska are grateful for her leadership. Nor would this be possible without the leadership and advocacy of Congressman Flood. We're eager to continue working closely with our federal delegation to make the USDA ARS facility a reality and are excited to break ground this spring.

"Agriculture has always been, and will always be, foundational to the University of Nebraska's work. I could not be more pleased that all of Team Nebraska — from our Board of Regents, to our federal partners, the Governor and Legislature, donors, farmers and ranchers across the state, and our incredible faculty, staff and students — is working together to keep us on the forefront in meeting the needs of our state and feeding the world for generations to come."

UNL Chancellor Rodney Bennett said: "UNL is so grateful for the leadership of Sen. Fischer and Congressman Flood, pushing us one step closer to hosting the ARS National Center for **Resilient and Regenerative Precision** Agriculture, the only federal center in the United States focused on climate-smart, sustainable, digital and precision agriculture. The research conducted at the center will benefit Nebraskans and many, many others across the country."

Harlan Vice Chancellor for UNL's Accelerator, will serve as a business 2022 approved \$25 million in state Institute of Agriculture and Natural incubator and accelerator and ensure funding for that facility, contingent Resources, said: "This project is an that the research and discovery tak- upon the university raising \$25 milamazing example of Nebraskans ing place at the national center moves lion in private funding. Kabourek said working together to strengthen and quickly from discovery to real-world fundraising is moving forward in eargrow the heart and soul of our state solutions for farmers, ranchers and nest and is one of the key priorities of - agriculture. The USDA could have food manufacturers. placed this National Center anywhere in the United States, but they chose Nebraska, where we are driving innovation in regenerative, resilient and

The \$160 million National Center for **Resilient and Regenerative Precision** Agriculture envisioned at Innovation Campus will be home to world-leading research and development in ag tech, precision agriculture, and other areas crucial to the future of agricultural

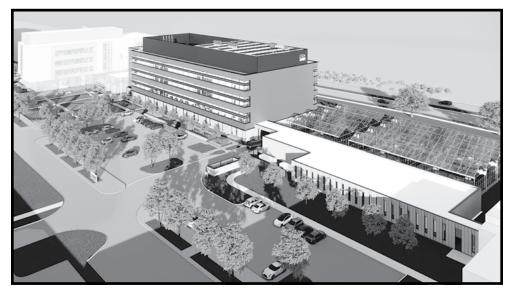
It is expected to house four USDA ARS research units, including two new teams focused on precision production and water, climate and resilience – growing the number of highwage, high-skill and high-demand jobs in Nebraska's most important industry.

A companion to the USDA ARS facility, the Ag Tech Incubator and

the ongoing Only in Nebraska cam-

11

The Legislature and Governor in paign.



Aerial rendering of the \$160 million USDA laboratory building and greenhouse facility that will be built at Nebraska Innovation Campus.



Mike Boehm, NU vice president and

12National Ag Week — The Wayne Herald — March 21, 2024 Soil Health Gap project setting up baselines and schools for ag producers ations thrive. In a collaborative effort, cally Bijesh Maharjan, soil nutrient extensive land mass areas, one each

By Chabella Guzman

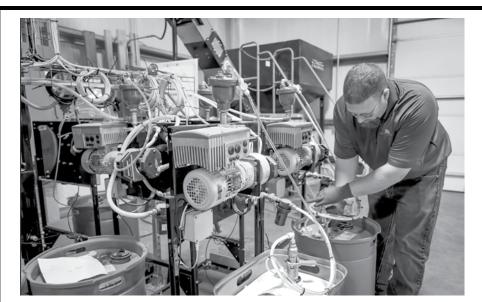
Agriculturists, from growers to live- (USDA) stock producers, rely heavily on the Conservation Services (NRCS) is supsoil and its health to make their oper- porting Nebraska Extension, specifi-

Natural



Photo by Nicole Heldt

Bijesh Maharjan, right, Nebraska Extension soil nutrient and management specialist, speaks to an attendee at the second Soil Health School at the West Central Research Extension and **Education Center in North Platte.**



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the US Department of Agriculture and management specialist's Soil in the state's east and west, with Resources Health Gap project and Soil Health support from NRCS. Maharjan and School outreach.

> for the state (Nebraska), where any Area (MLRA), to identify the native grower can put in coordinates of crop- land and get data for the map. Over land, and the map will show them time, the entire state will have referwhere they belong in terms of agroecological zone," Maharjan said. The map will be based on benchmarks been the Nebraska Soil Health School. Maharjan and his team created by gathering data from native lands with outreach portion of soil health activino cultivation. So, producers will be ties with growers, feedlots, and other able to compare their land with native agriculture outfits," Maharjan said. land. In managed land, the sod has been cultivated, losing topsoil and ern Nebraska this year with classes carbon over time, resulting in a lower addressing healthy soils from differhealth score than undisturbed land.

> to know where the ceiling is and how ics. This year, classes will be held in far can we go," he said. "And looking Crawford, Sidney, and North Platte. at native land and other variables like climate and time." In Scotts Bluff University of Nebraska had a joint County, they found native land with meeting to foster and expand colfour percent organic matter, which is laboration, and out of many collaboa staggering amount, as most decent rators working on projects, NRCS cropland has two percent organic invited Maharjan to present on his matter.

> Native land has a natural equilibrium. By giving farmers benchmark data, they can determine the gap in soil health in their lands compared health & biogeochemistry, and with to native land and plan practices to the Soil Health School Nicole Heldt, manage and reduce that soil health research project coordinator. gap. The project aims to cover two

his group use the NRCS land classi-"We are creating an interactive map fication system, Major Land Resource ence data a grower can use.

> Another aspect of the program has "We have organically stepped into the

The Soil Health School will hit westent angles, like dryland, irrigated, "In obtaining baselines, the idea is rangeland, integration, and econom-

In February, USDA NRCS and the Soil Health efforts.

Assisting Maharjan with the Soil Health Gap project is Saurav Das, research assistant professor in soil





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Climate Center's online tool strengthens understanding of varying wind trends

By Geitner Simmons, ANR Media

Nebraskans know wind. The Plains region is known for the fierce spirit of dangerous snow-blown whiteouts.

Now, a new wind climatology tool ter understand what to expect." available online from the High Plains Regional Climate Center provides detailed wind data for any location in almost doubled during 2015-20 com-Nebraska, as well as the center's sixstate region. The center, affiliated with the National Oceanic and Atmospheric down over that period," he said, "and Administration, is operated by the that we didn't have as many of these University of Nebraska-Lincoln's really screaming wind days.' School of Natural Resources.

addition to the center's wide-ranging Island, when he developed a keen set of online climate-data services and interest in the whys and hows of lightenables users to access monthly wind ning. data from 1985 through 2022. The resulting information — monthly wind direction and wind gust hours depicted graphically, plus the location's number of low- or high-wind months for each year — has practical value for firefighting, agriculture and the energy and Atmospheric Sciences, Lahowetz it goes on," Lahowetz said. "That will sector.

during fire season when they want to monitor thunderstorms and tornadic know which direction the wind most activity. commonly blows over certain summer months, said Jamie Lahowetz, who manages the center's Automated ware. "That's where I got into develop-Weather Data Network, which collects ing systems for climate use," he said, and processes climate data across the six-state region.

ers "can prepare themselves and keep Colorado, North Dakota, South Dakota a watchful eye on which direction they and Kansas. should be looking for when there's a fire."

for managing pesticide application and where you have wide-open areas, and installing wind turbines at the most then you have wind-swept Sandhills wind-productive sites.

Long-term analysis shows that a Missouri River."

location's wind patterns do not necessarily remain constant over time hence the importance of the center's state has the same speed of wind and wind." new online tool.

its winds, from ceaseless high-plains decades, which lets us see how that we tend to have the highest winds in howlers to rampaging tornadoes to wind actually changes over time," Lahowetz said, "and then you can bet-

> said, as its number of low-wind months pared with the 1990s and early 2000s. "That tells us that the wind slowed

Lahowetz's fascination with weather The web application is the latest began during his childhood in Grand

graduate studies in meteorology at Nebraska, he had extensive experience studying extreme wind conditions. In collaboration with Adam Houston, professor in the Department of Earth worked in the field with drones and help us understand how our climate The wind data can help firefighters related technologies to anticipate and

Through that work, he gained expertise in developing weather-focused soft-"and that kind of led me to the (High Plains) center," whose work focuses Using the wind-data tool, firefight- on six states: Nebraska, Wyoming,

"It's interesting to see how the wind evolves as it goes across the state," Similarly, wind data is important Lahowetz said. "Nebraska is a place and also the metro areas toward the

the same direction of wind. This even "It's a large swath of data over many changes over seasons. In Nebraska, wintertime."

In coming years, the wind-data tool will help Nebraskans detect any sig-Lincoln provides an example, he nificant changes in wind-speed trends for specific locations.

> "When I've thought about how the wind moves," Lahowetz said, "it's like a sea, like an ocean above us, and these things affect it and push it around. You get swirls and whirlpools — it's kind of chaotic. And the closer you get down to Earth, the more chaotic it gets, with all the stuff it interacts with."

The center will update the wind-data tool over time, with the long-term goal of covering seasons, multiple years and During his undergraduate and multiple months to enable comparisons.

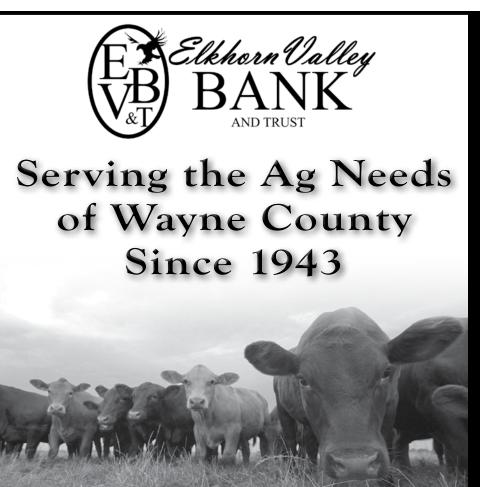
> "(The wind tool) will get better and better, and we'll start to understand the evolution of wind over the whole United States over 30, 40, 50 years, as

The climate center's wind-data tools is changing and how we can change explain that "not everywhere in the the things we do that are important to

13



Jamie Lahowetz manages the High Plains Regional Climate **Center's Automated Weather** Data Network, which collects and processes a range of climate data across a six-state region. The center, affiliated with the National Oceanic and Atmospheric Administration, is operated by the School of Natural Resources at Nebraska.





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"There Is A Difference"

National Ag Week — The Wavne Herald — March 21, 2024 14 **Engaging agriculture: Ideas for estate and** transition planning: Monetary compensation

By Jessica Groskopf,

Nebraska Extension Agricultural members with monetary compensa- this can jump-start their savings for ship of the entity and capital assets Economist

bringing children or grandchildren into to hire a non-family member to do the and invest on a child's behalf such as the waters and see if working together the operation is the ultimate goal. same work. Successfully bringing additional family members into the operation may require some creativity, as all parties need to maintain a viable standard of begin early in life. Children under 18 living.

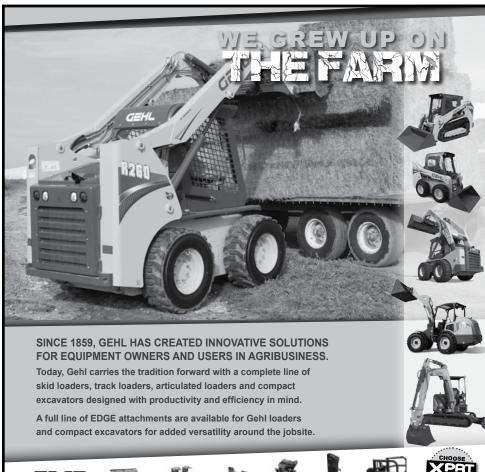
ideas and tactics for bringing another family member into the operation.

One tactic is to provide new family money at an early age. Furthermore, compensating family members, owner-

Here are things to consider when employing this strategy.

can earn monetary compensation from This series of articles will highlight the farm or ranch. This can give family members a sense of responsibility and reporting. allow them to learn how to manage





tion, such as an hourly wage or salary. education, retirement, or business are not being transferred. In the early The total compensation should be com- assets. Work with a financial advisor stages of the transition process, paying For many farm and ranch families, parable to the market value of wages to explore tax-advantaged ways to save wages or a salary may be a way to test Roth IRAs or 529 Accounts.

ries paid to family members may be tax capital assets. The family member also • Start anytime - This strategy can deductible. The downside is that it may now has cash to start their own operarequire additional paperwork. Work tion or choose a new career path. with your accountant to make sure you have the correct documentation and from an hourly wage or salary. Often,

> monetary compensation can provide vehicles, insurance, etc. Non-monetary financial autonomy. A competitive compensation should be valued and compensation package shows that you factored into the total compensation value their contributions to the busi- package. The total compensation packness. Additionally, being able to make age should allow both owners and other their own spending and investment family members to maintain a viable decisions can be empowering for them. standard of living. The monetary and

> biggest challenges for farm and ranch should be discussed and in writing families is setting expectations for before someone becomes involved in work. Different generations often have the operation. different views on this matter. When setting a monetary compensation rate, one onto your farm or ranch operaalso consider writing position descrip- tion is providing monetary compensations that clearly define working hours tion. Look for future articles outlining and responsibilities

in the operation is feasible. If it is not, · It's tax-deductible - Wages or sala- the owner still maintains control of the

Not all compensation has to come owners will compensate family mem-Financial Freedom - Providing bers in various forms, such as housing, Setting Expectations - One of the non-monetary compensation package

One strategy to help transition someother strategies on the Center for Ag Maintain control – By monetarily Profitability website at cap.unl.edu.

Understanding National Ag Day's History

in 1973 by the Agriculture Council of paced world, it's easy to take for grant-America (ACA). The ACA is a non- ed the enormous impact agriculture profit organization comprised of lead- has on our daily lives. From the food, ers in the agricultural, food, and fiber we eat to the clothes we wear and the communities. They are dedicated to fuel that powers our vehicles, agriculincreasing public awareness about ture, and farming are the cornerstones agriculture's vital role in providing a of modern society. National Ag Day robust and sustainable food supply, shines a light on the essential work of creating job opportunities, and contrib- the nearly two million American farms uting to our nation's overall economic that fuel our way of life. stability. National Ag Day is celebrated every year in March.

The Importance of National Ag Day The importance of National Ag Day

National Ag Day was established cannot be overstated. In today's fast-

One of the core objectives of National Ag Day is to educate the younger generation about the significance of

See HISTORY, page 15



History.

(continued from page 14)

agriculture. For many young people by farmers may not always be appar- tional materials to schools, engaging growing up in urban environments, ent.

the connection between the food on their plate and the hard work put in by providing resources and educa-

> NEBRASKA AGRICULTURE WORD SEARCH

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SWEET CORN	FARMS	CHICKENS
RANCHES	EGGS	ΡΟΤΑΤΟ
WHEAT	HAY	POPCORN
SOYBEANS	MILK	BEEF CATTLE
DAIRY CATTLE	PIG	FIELD CORN



students, and informing them about employing innovative and resource-National Ag Day bridges this gap the opportunities available in the conserving techniques to meet the agriculture industry.

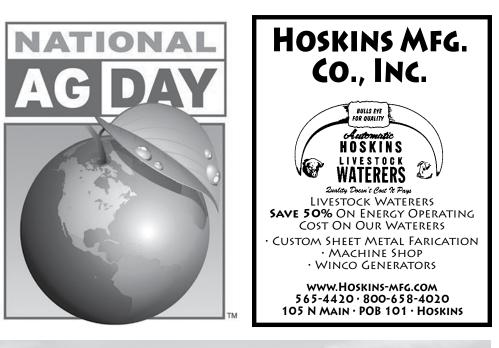
> farmers nearing 60, it is critical to inspire the next generation to take up the mantle and continue to grow our nation's food supply.

> Another key aspect of National Ag Day is the emphasis on the concept of sustainable agriculture.

Farmers across the country are rising demand for food while preserv-With the average age of American ing the environment for future generations.

15

National Ag Day pays homage to these forward-thinking farmers and encourages dialogue about sustainable practices that will strengthen both the agricultural sector and the environment.





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Nebraska Corn leaders present at USGC's **Corn Harvest Quality Report event**

had two board members represent this year's report highlighted how the Nebraska during the U.S. Grains Council's (USGC's) Corn Harvest on record with the lowest percentage Quality Report events, with seminars recently taking place in Taiwan, Japan and South Korea for buyers in those markets.

Based on corn samples taken from

The Nebraska Corn Board (NCB) exporting states, including Nebraska, this marketing year. 2023 U.S. corn crop was the largest of broken corn and foreign material (BCFM) to date.

Following the release of the yearly report, USGC offices around the world gather buyers to provide clear expecta-12 of the top corn-producing and tions regarding the quality of corn for



During these events, crop quality information is accompanied by updates on U.S. corn grading and handling, which provides importers and endusers with a better understanding of how U.S. corn is moved and controlled through export channels.

Jay Reiners, chairman of the Nebraska Corn Board and farmer from Juanita attended the Taiwan and Japan Corn Harvest Quality Report Jan. 10-12 where he presented on his operation and outlook for 2024.

"The Corn Harvest Quality Report trade mission provides an opportunity to enhance relationships and transparency," said Reiners. "I found value in conversations after the presentations because buyers and I always relate to one specific objective, providing the best quality product to consumers. When the corn leaves Juanita and arrives to them, my desire is it arrives in the same way it left the farm, top quality."

Later in the month, Brandon Hunnicutt, vice chairman of the Nebraska Corn Board and farmer from Giltner, presented in Korea regarding the Corn Harvest Quality Report.

"Although some may see these trade missions and wonder how an impact can be made in a limited amount of time off the farm. I will continue to emphasize how no one can or will tell our story better than us," said Hunnicutt. "When buyers see our willingness to step into another region



Jay Reiners, chairman for the Nebraska Corn Board, presented in Japan and Taiwan the **Corn Harvest Quality Report** in January.

where corn is purchased, it demonstrates our desire for connections and proof for responsibility of the corn we grow."

The U.S. Grains Council aligns with the Nebraska Corn Board's strategic mission of increasing the value and sustainability of Nebraska corn through promotion, market development and research.

Currently, there is a \$21 return on trade for every \$1 invested with the U.S. Grains Council. These trade mission opportunities allow for the extension of developing and maintaining relationships and markets.



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