



Texas
Wheat

PRODUCERS
BOARD *and*
ASSOCIATION

ANNUAL REPORT 2016-2017



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TWO organizations with ONE mission that runs

ROOTS DEEP

The **Texas Wheat Producers Board** and the **Texas Wheat Producers Association** are two organizations that share offices and staff, but more importantly, they share a common goal... helping Texas wheat producers.

WHO WE ARE

The Board was established in 1971 by the Commodity Referendum Law and is funded by producer checkoff dollars. The assessment, collection and expenditure of funds are overseen by a 15-member board elected by Texas wheat growers.

The Association is a voluntary membership organization of wheat producers funded solely by membership dues. This grassroots organization's purpose is to create a unified voice for Texas wheat producers locally, in Austin and Washington, D.C.

WHAT WE DO

The Board's work centers around three areas:

Research
Education
Market Development

The Association's work centers around:

Legislative Advocacy

WHERE WE ARE

Although our staff and office are located in Amarillo, we regularly travel throughout Texas and out-of-state to meet our producers' needs.

CROP STATISTICS



Last year, Texas wheat producers planted 5.0 million acres, according to the National Agricultural Statistics Service (NASS).

During the 2016-2017 fiscal year, the 2017 winter wheat crop was planted on 4.8 million acres, down from the 5.0 million acres the previous year.

A total of 89.6 million bushels of wheat was harvested in 2016 on 2.8 million acres, with an average statewide yield of 32 bushels per acre.

The crop faced many challenges including widespread disease, isolated drought conditions and warmer than anticipated winter weather which led to vernalization issues.

RESEARCH

Research is one of the board's three primary objectives. In the 2016-2017 fiscal year, the board approved a research budget of \$291,000 to complete 15 research projects.

Approximately \$140,000 went toward the wheat breeding program, which aims to develop varieties with better insect and disease resistance while also increasing grain yields. Within this program were two new breeding projects: one committed to developing hybrid wheat for Texas, and another that screened synthetic hexaploid wheat germplasm to aid in better performing varietal releases.

The statewide Uniform Variety Trials provide growers with region-specific variety performance data to help

producers with management decisions, both for Hard Red Winter Wheat and Soft Red Winter Wheat. Trial results were shared with producers at the end of the season offering data about a variety's resistance and susceptibility to disease, yield and test weight information.

The board also funded a new project designed to develop improved nitrogen application recommendations for producers and to analyze soil nitrogen crediting across the state.

Other projects evaluated the benefits of canola-wheat rotations, the physiological traits for wheat drought tolerance and the cost and benefits of enhanced efficiency fertilizer.



EXPORT & MARKET DEVELOPMENT EFFORTS

Partnerships with U.S. Wheat Associates and Plains Grains, Inc. strengthen Texas Wheat

Profitability could not come without domestic and overseas market development. Once again, ongoing partnerships with U.S. Wheat Associates (USW) and Plains Grains, Inc. helped carry out the mission to create higher demand for Texas-grown wheat.

Due to the strength of the U.S. dollar and an oversupply of commodities, U.S. exports had dropped over the past two years. However, in the first half of 2017, exports recovered by approximately 39 percent. Building and sustaining overseas markets continues to be a top priority for the board.

In the 2016-2017 fiscal year, the board hosted a trade team

consisting of flour mill executives from South Africa, Nigeria, Liberia and the Ivory Coast in Corpus Christi. The African Trade Team visited with Texas wheat farmers and export elevator professionals, and also received guided tours of important export facilities. One of the topics discussed during the team's visit was the quality of American wheat, especially that of Texas hard red winter (HRW) wheat.

The board also attended the USW Latin American and Caribbean Buyers Conference in Portland, Oregon. Texas Wheat staff and board members were able to communicate directly with buyers from a market that purchases 40 percent of U.S. wheat exports and

explain the increased investment in wheat yield and functional quality that farmers are putting into HRW production.

The partnership with USW provides training for established international customers like South America but also new and emerging markets like Africa. USW promotes the reliability, quality and value of all six U.S. wheat classes to wheat buyers, millers, bakers, food processors and government officials. As a member of USW, the board supported communication and educational programs that promote U.S. wheat quality and reliability.



Texas Wheat Producers representatives with members of a past international trade team.

EDUCATION

Consumer Outreach

The board works to promote domestic consumption of wheat products through the Wheat Foods Council (WFC). The organization strives to increase awareness of grains as an essential component of a healthy diet by distributing scientific and nutritional information to health and nutrition professionals, media personnel and consumers.

In the 2016-2017 fiscal year, groups launched a new initiative focused on educating personal trainers and registered dietitians, known as the Center for Nutrition and Athletics. The group assembled information ranging from nutrition statistics to lifestyle blogs, all of which are available on the Center for Nutrition and Athletics website. The ultimate goal of the initiative is to encourage fitness professionals and enthusiasts to make whole wheat part of a healthy diet.

The board also partnered with the Home Baking Association (HBA) to target home baking educators, family and consumer sciences teachers and extension educators at the 2016 Texas Family and Consumer Sciences Annual Meeting. Participants learned new skills to grow the practice of home baking, while incorporating wheat-based products from workshops provided by HBA and the board.

Producer Outreach

The board helps support farmer educational programs by partnering with the Texas A&M AgriLife Extension service.

Texas Wheat also supports the Master Marketer Program, which is a marketing education course during which participants are trained in marketing techniques, marketing plans, technical analysis, futures and options and other related skills.

With the aid of Texas A&M AgriLife Extension personnel, over 20 wheat field days were organized and developed in wheat growing regions, of which many were attended by the Texas Wheat Producer's Board and Association's staff in the spring of 2016.



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No. of national and regional boards on which TWPB members serve

- U.S. Wheat Associates*
- Wheat Foods Council*
- Plains Grains, Inc.*
- Texas A&M AgriLife*
- Small Grains Advisory Committee*
- NRSC State Technical Advisory Committee*

INDUSTRY INVOLVEMENT

During the 2016-2017 fiscal year, the board met quarterly to discuss issues, develop future plans and evaluate program success.

Several board members served as directors on national and regional boards, including U.S. Wheat Associates, Wheat Foods Council, Plains Grains, Inc., Texas A&M AgriLife Small Grains Advisory Committee, Texas Grain Producer Indemnity Board and the NRSC State Technical Advisory Committee.

This level of industry involvement allowed the board to represent the concerns and priorities of Texas wheat growers across the wheat industry and agricultural community.

LEGISLATIVE ADVOCACY

Bridging the gap between Texas Wheat producers and lawmakers



Texas Wheat Producers representatives with NAWG Policy Intern Jamee Bell, Senator Ted Cruz and legislative counsel to Senator Cruz Austin Smithson.

Many farmers believe that their check-off investment provides membership in the TWPA, but due to limitations in the commodity referendum law, TWPA members must pay annual dues to be part of the organization. The association's efforts are year-round and culminate in an annual fly-in each winter to Washington.

In January 2017, members of the Texas Wheat Producers Association traveled to Washington, D.C., to discuss legislative priorities and concerns with Texas legislators. Seven executive committee members - Scott Born of Ferris, David Cleavinger of Wildorado, Ken Davis of Grandview, Gary Murphy of Dawson, Jack Norman of Howe, Freddie Streit of Vernon and Ben Scholz of Lavon - participated in the congressional visits.

Association representatives discussed the impact that low commodity prices are having on the rural economy and stressed the importance of a strong farm safety net. Members seized the opportunity to talk in detail about the importance of crop insurance and the dangers of imposing arbitrary limits that would decrease participation.

The group also asked for increased funding for market development programs. Both the Market Access Program and Foreign Market Development Program

provide funds that are leveraged with producer checkoff funds to expand foreign markets for U.S. wheat.

Other priority issues discussed were trade policy and regulatory reform. The association supports the development of free trade agreements that would strengthen the U.S. wheat export market, as well as the reform of burdensome regulations, such as the Waters of the U.S. rule.

The group met with representatives and staff from all 36 congressional districts and both senate offices, in addition to USDA personnel. During their time in Washington, association members also participated in the joint meeting of the National Association of Wheat Growers and U.S. Wheat Associates.

The last fiscal year was a busy one for legislative outreach, but we have even bigger hurdles to face in the coming years. Agricultural appropriations bills are now moving in both chambers in D.C. and national groups are already discussing the 2018 farm bill.

We want to thank you for supporting our organization and urge you to contribute to our efforts again in the next fiscal year.



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