

colorado *Corn*
ADMINISTRATIVE COMMITTEE

**Annual Report
2019/2020**



2019/2020 KEY ACCOMPLISHMENTS

CCAC's Fiscal Year is October-September



Funding

- Approved over \$100k in funding for research on reduced tillage and residue, soil health, nutrient and weed management, irrigation, and salinity issues:
 - Reduced Tillage and Residue Management to Enhance Soil Health (\$28,501)
 - Understanding Impact of Residue Management to Improve Soil Health and Water Use in Irrigated Corn (\$20,000)
 - Evaluating Potassium Fertilizer Recommendations and Improving Late-season Standability (\$11,800)
 - Management of Hairy Galinsoga (\$15,000)
 - Image Classification & Analysis for Real-Time Precision Weed Management (\$12,617)
 - Salinity Impact on Crop Yields (\$10,000)
 - Irrigated Ag Salinity Contribution (\$31,250)
 - Lower Basin Reservoir Salinity (\$15,000)

-Fumonisin Research Report finalized
-Edge of Field Monitoring Study Report finalized

Communication

- Bi-weekly Kernels sent to more than 2500 people.
- Quarterly magazine sent to more than 5000 people including producers and stakeholders.
- Interviews with media around the state and country.
- Social media engagement through Facebook, Twitter, Instagram and LinkedIn.

Outreach

- National Western Stock Show and CSU Cams Classroom.
- Colorado Corn Reader
- Sponsored the All-American Beef Battalion Steaks for Troops which supports our troops as they come home from deployment.

COVID-19

In the middle of March 2020 we all faced an unprecedented challenge, COVID-19. As the coronavirus evolved into a global pandemic, Colorado Corn was able to pivot and provide timely updates and information for our members trying to navigate the issue. The items/issues covered included special COVID-19 Kernels, COVID-19 Webpage, SBA Loan Task Force, CARES Package Analysis, CFAP Payments, SBA EIDL Loans, SBA PPP Loans.

ABOUT

The Colorado Corn Administrative Committee is funded from the checkoff collected on bushels of corn grown and sold in Colorado. It engages in research, communication/outreach, regulatory affairs and market development efforts to improve the profitability of Colorado's corn industry.



Engagement

- Provided testimony for the Water Quality Control Commission stating best management practice's are accomplishing Regulation 85 goals, and there is no need to regulate farms. WQCC maintained voluntary BMP status after testimony from CCAC Producers.
- Rocky Mountain National Park Nitrogen Deposition Stakeholder.
- Provided input on Grain Handler's Act sunset review process to provide better protections for producers.
- Kept lawmakers and elected officials informed about trade inequities and other challenges during COVID-19.
- Informed corn producers of regulatory issues facing the corn industry.

Livestock

- The animal protein article titled '9 Sustainable Eating Facts' was released in May and was distributed through Family Features. The results are highlighted below.
 - Print/Digital Total Impressions = 226 million
 - Social Impressions = 82,629
 - Advertising equivalency = \$893,047; Return on investment = 148:1

Ethanol

- E15 promotion in Colorado Springs campaign 'Look for the Blue Hose' launched in late Sept 2020. Partnership with Nebraska Corn Board and Kansas Corn Commission.

Goal: Educate consumers about the benefits of E15 and increase gallons sold at the pump.

Results: 13 media placements in the 2019-2020 Fiscal Year. Visit www.lookforthebluehose.com to learn more.

Trade

- Two CCAC Directors represented Colorado on a mission promoting Colorado corn to foreign buyers.
- Virtual farm and ethanol tour with over 40 corn buyers from 9 Latin American countries.

Partnerships

- Partnerships with U.S. Grains Council, USMEF & NCGA
 - Partnered with US Grains Council to host successful Trade School with more than 60 producers in Burlington, CO to educate producers and industry partners on global trade.

CCAC BOARD OF DIRECTORS 19-20

DISTRICT 1-2

John Sullivan, Jr., Treasurer / Vacant (A)

DISTRICT 3

Allyn Wind / Andy Bartlett (A)

DISTRICT 4

Bryan Hofmeister / Greg Larson (A)

DISTRICT 5

Rod Hahn, Secretary / Nathan Weathers (A)

Jessica Brophy / Vacant (A)

DISTRICT 6

Josh Hasart / Vacant (A)

Troy Schneider, President / Matt Mulch (A)

DISTRICT 7

Rafe Schroder / Justin Self (A)

DISTRICT 8

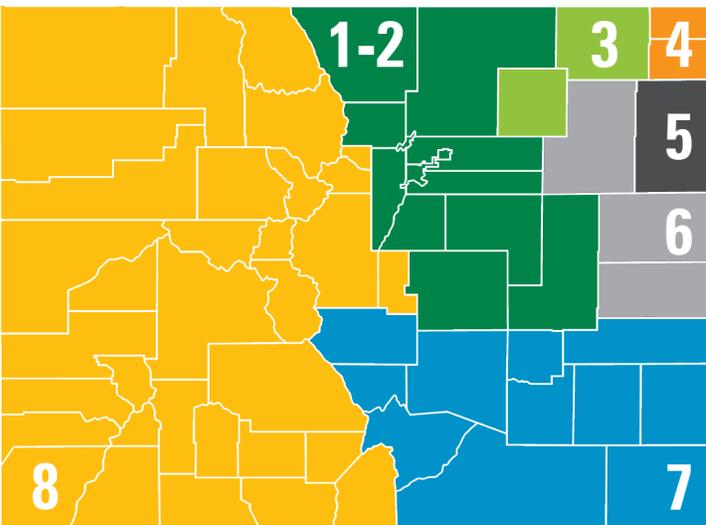
Wayne Brew / Doug Wilson (A)

AT LARGE

Jeremy Fix, Vice President / Mike Lefever (A)

(A) - Alternate

CCAC DISTRICTS



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INVESTMENTS

MARKET DEVELOPMENT

Blue Hose Ethanol Project	\$52,161.00
All American Beef Battalion	\$30,000.00
NCGA Ethanol Action Team	\$15,000.00
NCGA Market Development Action Team	\$5,000.00
Markets/Promotions/Events	\$28,820.86
Total Market Development	\$130,981.86

RESEARCH

Reduced Tillage & Residue Mgmt	\$26,360.00
Understanding Impact of Residue Mgmt	\$10,000.00
Evaluating Potassium Fertilizer	\$11,880.00
Research Action Team Project	\$3,452.81
Management of Hairy Galinsoga	\$7,500.00
Precision Weed Management	\$6,309.00
Edge of Field Water Quality	\$12,442.00
Total Research	\$77,943.81

OUTREACH/COMMUNICATION

Common Ground	\$12,266.29
Sponsorship	\$25,995.00
Grants	\$10,000.00
Colorado Corn Reader	\$7,000.00
Media	\$48,380.12
Other Outreach/Communication	\$10,404.99
Total Outreach	\$114,046.40

PARTNERSHIPS/MEMBERSHIPS

NCGA	\$120,000
USMEF	\$23,600.00
US Grains Council	\$61,600.00
US Farmer & Rancher Alliance	\$5,000.00
Total Partnerships	\$210,200.00

REGULATORY AFFAIRS

Total Regulatory Affairs	\$26,234.97
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Total Investment	\$559,407.04
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