

2021/2022

ANNUAL REPORT



Bringing Value to Colorado Corn Producers

CCPC 2022 HIGHLIGHTS

PARTNERSHIPS



U.S. Meat Export Federation

The USMEF is leveraging checkoff funding with the addition of third-party international contributions to increase program impact. Board members participated in the USMEF Annual Strategic Planning Conference. The export of red meats directly added \$.66 per bushel in 2021.

U.S. Grains Council

The CCPC participated in the USGC Annual Membership Meeting and Board of Delegates meeting as a voting delegate. The CCPC has 3 producers serving on USGC Action Teams. We partnered with USGC to host an Ethanol Trade Delegation with over 25 delegates from Mexico, Guatemala, and Colombia. USGC has the boots on the ground that promotes US corn in other countries and those exports have added \$1.22/bu over the last 3 years.



National Corn Growers Association

The CCPC has a strong partnership with NCGA, helping fund the organization in areas of market development, ethanol, stewardship, and member and consumer engagement. CCPC Board Members and staff participate in Commodity Classic, Corn Congress, NCGA Staff Meetings as well as serving on NCGA A-Teams. We also had a past CCPC Board Member (Alternate) who served as a NCGA Board Member.



CommonGround

CommonGround volunteers share their personal experiences, as well as science and research, to help consumers sort through the myths and misinformation surrounding food and farming. The CCPC is proud to sponsor Colorado's CommonGround volunteers.



INDUSTRY INVESTMENT

Ethanol

Look for the Blue Hose: This is an E15 promotion in the Colorado Springs area. It was originally launched in September of 2020, and is a partnership with the Nebraska Corn Board and the Kansas Corn Commission. To learn more, please visit www.lookforthebluehose.com

BigTen Network: We partner with other state corn checkoffs to promote E15 on the BigTen Network during college football, volleyball, and men's and women's basketball games sending our message to millions of faithful fans.

Research

Every year, the CCPC funds research studies with partners like Colorado State University. This year, the Research Action Team continued our support of the Irrigation Innovation Consortium and funded projects that continued our work in water quality with studies on S. Platte salinity and pollinator habitats in filter strips as well as the CSU corn hybrid test plots.



COMMUNITY

All-American Beef Battalion

We continue to sponsored the All-American Beef Battalion Steaks for Troops, which supports our troops as they come home from deployment.



Grants and Programs

The CCPC is proud to offer FFA Grants each year to chapters in the state. This year we awarded grants to three chapters, Bethune, Douglas County High School and Akron.

There was 8 producers accepted in the STAR (Saving Tomorrow's Agricultural Resources) Program, and 2 farmers received equipment grants to try new soil health practices.



PRODUCERS


Board Structure Change

- Reduced the number of districts from 7 districts to 3 districts
- Reduced the current board from 10 directors and 10 alternates to 7 directors and zero (0) alternates



Strategic Plan Implementation

- New Name and Logo: Colorado Corn Promotion Council aka Colorado Corn Council
- New mission: Building Trust. Enhancing Markets. Driving Sustainability.
- New Vision: Manage dynamic demand building and research programs on behalf of Colorado grain corn and a one-penny per bushel assessment.
- New core strategies and goals: 1) Cultivate Resilient Leaders, Culture, and Reputation; 2) Drive Sustainability; 3) Be a Trusted Supply Chain Partner; 4) Be a Trusted Market Development Partner.



We are only able to achieve these because of your investment and what that returns to Colorado corn producers. The return on investment is seen in many ways. Your ROI is letting corn have a voice, a voice not only at the state level but at the national level with National Corn Growers Association (NCGA), and at the global level with our partnerships with the United States Grains Council (USGC) and the United Meat Export Federation (USMEF).

The Colorado Corn Promotion Council represents all corn producers in Colorado as we work for the ROI at the local, state, and national levels as well as across the globe. Your penny is turned into dollars ten times over, and the work of the CCPC directly impacts the corn market through your funding.

The CCPC is proud to fund our partners NCGA, USGC, USMEF, CommonGround and many other organizations that help move the needle in promoting the sale and usage of your product. We thank you as none of this is possible without that investment of your penny per bushel.

CCPC BOARD OF DIRECTORS 21-22

EXECUTIVE COMMITTEE

President: Jeremy Fix
Vice President: Rod Hahn
Secretary: Josh Hasart
Treasurer: Josh Sullivan

POSITION 1-2

John Sullivan / Alex Eckhardt (A)

POSITION 3

Allyn Wind / Vacant (A)

POSITION 4

Bryan Hofmeister / Vacant (A)

POSITION 5

Rod Hahn / Nathan Weathers (A)

POSITION 6

Josh Hasart / Vacant (A)

POSITION 7

Justin Self / Rafe Schroder (A)

POSITION 8

Wayne Brew / Vacant (A)

POSITION 9

Jeremy Fix / Mike Lefever (A)

POSITION 10

Jessica Brophy / Roc Rutledge (A)

POSITION 11

Matt Mulch / Troy Schneider (A)

ACTION TEAMS AND COMMITTEES

Research Action Team

Wayne Brew (Chair), Alex Eckhardt, Dave Eckhardt, Rod Hahn, Josh Hasart, Lanny Huston, Troy Schneider, Bruce Unruh

Market Development Action Team

Mike Lefever (Chair), Jessica Brophy, Jeremy Fix, Rod Hahn, Matt Mulch, Troy Schneider, Nathan Weathers, Randy Wenger

Issues & Engagement Action Team

Rod Hahn (Chair), Dave Eckhardt, Lila Hahn, Josh Hasart, Lanny Huston



970.351.8201 | www.coloradocorn.com

INVESTMENTS

MARKET DEVELOPMENT

Blue Hose Ethanol Project	\$44,570.43
Animal Ag Alliance	\$2,500.00
Big Ten Network	\$12,000.00
Ag Transportation Coalition	\$2,500.00
NCGA Ethanol Action Team	\$7,500.00
NCGA Market Development Action Team	\$7,500.00
NCGA Fuel Dispenser Infrastructure Program	\$100,000.00
Markets/Promotions/Events	\$5,393.74
Total Market Development	\$181,964.17

RESEARCH

CSU Sponsored Programs	\$28,597.00
Salinity Project	\$55,758.00
NCGA Research	\$6,000.00
Irrigation Innovation Consortium	\$10,000.00
Central Great Plains Research Station Field Day	\$500.00
Texas Extension Food Policy Study	\$2,500.00
Total Research	\$103,355.00

OUTREACH/COMMUNICATION

Sponsorships	\$30,878.83
All American Beef Battalion	\$30,000.00
FFA Grants/Sponsorship	\$11,087.00
Media	\$23,456.00
Other Outreach/Communication	\$32,011.56
Total Outreach	\$127,433.39

PARTNERSHIPS/MEMBERSHIPS

NCGA (General Funding)	\$127,000.00
USMEF	\$38,600.00
US Grains Council	\$65,986.00
Total Partnerships	\$231,586.00

ISSUES & ENGAGEMENT

Total Issues & Engagement	\$1,556.00
--------------------------------------	-------------------

Total Investment	\$645,894.56
-------------------------	---------------------

