

# 2022/2023

## ANNUAL REPORT





# Bringing Value to Colorado Corn Producers

## CCPC 2023 HIGHLIGHTS

### PARTNERSHIPS



#### U.S. Meat Export Federation

The 2022/2023 beef and pork exports contributed \$1.01 per bushel and utilized 4.35 million bushels of Colorado corn. The CCPC participated in this year's USMEF Heartland Team delegation to South Korean and Japan to promote US Beef and Pork, and see how checkoff dollars build demand for U.S. red meat.

#### 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 a post-Global Ethanol Summit tours for almost 20 delegates from Mexico. 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 have a past CCPC Board Member who is serving as a current NCGA Board Member.



### INDUSTRY INVESTMENT

#### Ethanol

Look for the Blue Hose is an E15 promotion in the Colo. Springs area, and is a partnership with the Nebraska Corn Board and the Kansas Corn Commission. To learn more, visit [www.lookforthebluehose.com](http://www.lookforthebluehose.com). The 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.



#### New Uses

More corn needs more demand. CCPC has partnered with several other corn states to leverage our checkoff dollars to finding new uses for corn. One example, the CCPC invested with a group of state corn checkoffs to develop an electric motor powered by ethanol. Direct Ethanol Fuel Cells, or DEFC's, are unique to other fuel cells in that they utilize ethanol directly. Generators and other electric motors have found extensive use in telecommunications, military, and vehicles. The project seeks to demonstrate ethanol can be directly converted into electricity and meet the need of commercial users. By expanding the use of ethanol, demand for corn and corn farmers would both benefit.



#### 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 looked at nitrogen fertilizer rates and water availabilities, improving nitrogen use efficiency and cover crop decomposition synchrony for N availability, monitoring well installation for salinity characterization in the South Platte River Basin as well as the CSU corn hybrid test plots.



### COMMUNITY

#### All-American Beef Battalion

We continued 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, SoRoCo, North Fork and Bethune FFA Chapters.

There were 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

#### Rebranding


The Colorado Corn Administrative Committee got a new name and we are now known as the Colorado Corn Promotion Council. We also got a new logo! We wanted to showcase what our checkoff really does and better represent Colorado's corn producers.



#### Market Order & Action Team Changes

We wanted to make serving with the CCPC more accessible to those who want to participate:

- Instead of a nomination at a district meeting, producers can now apply to be on the board of directors.
- New Action Teams were created and applications were sent out. Any producer who is interested can serve on an action team. While applications are generally due in the fall, a producer may apply at any time. This is a great way to get experience with the CCPC.



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 22-23

### EXECUTIVE COMMITTEE

President: Rod Hahn

Vice President/ Treasurer: Josh Hasart

Secretary: Matt Mulch

### DISTRICT 1

Rod Hahn - Yuma

### DISTRICT 1

Jessica Brophy - Yuma

### DISTRICT 2

Josh Hasart - Burlington

### DISTRICT 2

Matt Mulch - Burlington

### DISTRICT 3

Wayne Brew - Delta

### AT-LARGE

Jeremy Fix - Wray

### AT-LARGE

Alex Eckhart - La Salle

### ACTION TEAMS

*Research Action Team*

Wayne Brew (Chair)

*Market Development Action Team*

Mike Lefever (Chair)

*Issues & Engagement Action Team*

Dave Eckhardt (Chair)

*Sustainability Action Team*

Jeremy Fix (Chair)

## INVESTMENTS

### MARKET DEVELOPMENT

|   |                     |
|---|---------------------|
| Blue Hose Ethanol Project               | \$25,365.40         |
| Ethanol Org Sponsorship                 | \$2,500.00          |
| Big Ten Network                         | \$12,000.00         |
| DEFC                                    | \$5,324.00          |
| NCGA Ethanol Action Team                | \$10,000.00         |
| NCGA Market Development Action Team     | \$2,500.00          |
| Program/Project Expense                 | \$29,407.88         |
| NCGA Member & Consumer Engagement/RMTAT | \$15,500.00         |
| Markets/Promotions/Events               | \$7,500.00          |
| <b>Total Market Development</b>         | <b>\$110,097.28</b> |

### RESEARCH

|   |                     |
|---|---------------------|
| CSU Sponsored Programs                          | \$36,116.00         |
| Salinity Project                                | \$33,000.00         |
| NCGA Research                                   | \$8,000.00          |
| Irrigation Innovation Consortium                | \$25,000.00         |
| Central Great Plains Research Station Field Day | \$500.00            |
| Texas Extension Food Policy Study               | \$913.00            |
| <b>Total Research</b>                           | <b>\$103,529.00</b> |

### OUTREACH/COMMUNICATION

|                              |                     |
|------------------------------|---------------------|
| Sponsorships                 | \$32,130.32         |
| All American Beef Battalion  | \$30,000.00         |
| FFA Grants/Sponsorship       | \$10,000.00         |
| Media                        | \$21,645.00         |
| Other Outreach/Communication | \$60,898.23         |
| <b>Total Outreach</b>        | <b>\$154,673.55</b> |

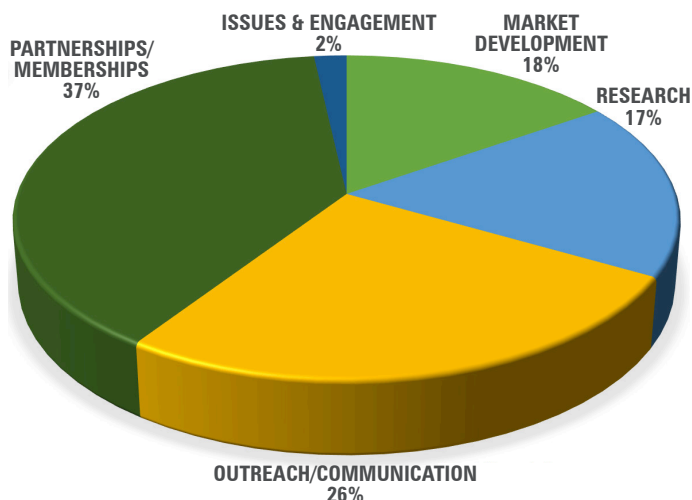
### PARTNERSHIPS/MEMBERSHIPS

|                           |                     |
|---------------------------|---------------------|
| NCGA (General Funding)    | \$117,000.00        |
| USMEF                     | \$40,500.00         |
| US Grains Council         | \$69,236.00         |
| <b>Total Partnerships</b> | <b>\$226,736.00</b> |

### ISSUES & ENGAGEMENT

|                                      |                    |
|--------------------------------------|--------------------|
| <b>Total Issues &amp; Engagement</b> | <b>\$10,658.94</b> |
|--------------------------------------|--------------------|

**Total Investment \$605,694.77**



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