

# 2023/2024

## ANNUAL REPORT



# Bringing Value to Colorado Corn Producers

## CCPC 2024 HIGHLIGHTS

### PARTNERSHIPS

#### U.S. Meat Export Federation

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 and in 2023 beef and pork exports contributed \$0.87 per bushel and utilized 4.14 million bushels of Colorado corn.



#### 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. 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, and stewardship. CCPC Board Members and staff participate in Commodity Classic, Corn Congress, NCGA Staff Meetings as well as serving on NCGA A-Teams. We have a past CCPC Board Member who is a current NCGA Board Member.



### INDUSTRY INVESTMENT

#### Ethanol

Front Range Ethanol Project is an effort promoting E15 fuel on the Front Range of Colorado and is a partnership with the Kansas Corn Commission and Nebraska Corn Board. 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

The CCPC supported the Radicle Corn Value Chain Challenge by Radical Growth. The Challenge set out to invest a minimum of US \$1.5M in start-up and growth companies worldwide whose innovative technologies and business models create new uses for corn and long-term sustainable demand for corn production. These companies are expected to be developing new uses for corn that result in replacements such as sustainable aviation fuels (SAF), drop-in chemicals and plastics, compostable materials, and new areas for corn-derived products to be used.



#### Research

Every year, the CCPC funds research studies with partners like Colorado State University. This year, the Research Action Team continued our support of CSU TAPS and funded projects that looked at zinc application related to corn yields, improving nitrogen use efficiency and cover crop decomposition synchrony for nitrogen availability, artificial intelligence to improve accessibility to corn production research, the CSU corn hybrid plots as well as new equipment.



### OUTREACH

#### Post-Export Exchange Tour

We partnered with the USGC to host a post-Export Exchange tours for 26 delegates from Vietnam, highlighting American corn supply chain from production, handling, storage, as well as livestock and ethanol production. Trade teams serve as a crucial opportunity for international buyers and traders to visit the U.S. value chain, learn more about U.S. commodities and generate potential business connections.



#### Grants and Programs

The CCPC is proud to offer FFA Grants each year to chapters in the state. This year we awarded grants to two chapters, Alamosa and Karval FFA Chapters.

There were 8 producers that continued in the STAR (Saving Tomorrow's Agricultural Resources) Program,



#### New Website

The Colorado Corn Promotion Council (CCPC) is proud of the launch of its redesigned website, aimed at providing a modern and user-friendly platform for corn producers and consumers alike.

Key features of the revamped website include the innovative "Producer First Platform™" designed specifically to cater to the needs of corn producers by offering pertinent resources, industry insights, and ensures producers are getting the most for their investment in the CCPC. Additionally, the site serves as an educational resource for consumers interested in learning more about grain corn and its various applications.



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 23-24

## EXECUTIVE COMMITTEE

President: Matt Mulch  
 Vice President/ Treasurer: Jessica Brophy  
 Secretary: Wayne Brew

## DISTRICT 1

Stratton Kraft - Fort Morgan

## DISTRICT 1

Jessica Brophy - Yuma

## DISTRICT 2

Kyle May - Stratton

## DISTRICT 2

Matt Mulch - Burlington

## DISTRICT 3

Wayne Brew - Delta

## AT-LARGE

Jeremy Fix - Wray

## AT-LARGE

Alex Eckhart - LaSalle

## ACTION TEAMS

*Research Action Team*  
 Wayne Brew (Chair)

*Market Development Action Team*  
 Derek Heckman (Chair)

*Issues & Engagement Action Team*  
 Matt Mulch (Chair)

*Sustainability Action Team*  
 Jeremy Fix (Chair)

## INVESTMENTS

### MARKET DEVELOPMENT

Front Range Ethanol Project	\$5,619.00
Ethanol Org Sponsorship	\$1,500.00
Big Ten Network	\$10,000.00
New Uses	\$4,000.00
Radicle Growth Challenge	\$110,000.00
Markets/Promotions/Events	\$21,321.09
<b>Total Market Development</b>	<b>\$152,440.09</b>

### RESEARCH

CSU Sponsored Programs	\$82,990.00
NCGA Research	\$3,000.00
USGA Ag Research Service	\$12,656.00
Other	\$483.56
<b>Total Research</b>	<b>\$99,129.56</b>

### OUTREACH/COMMUNICATION

Sponsorships/Events	\$19,720.00
CSU Spur	\$75,000.00
FFA Grants	\$10,000.00
Media	\$13,803.50
Other Outreach/Communication	\$41,076.44
<b>Total Outreach</b>	<b>\$159,599.94</b>

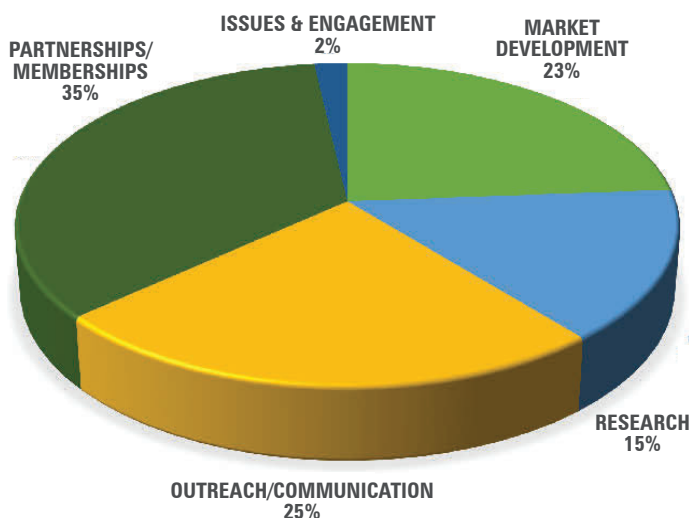
### PARTNERSHIPS/MEMBERSHIPS

NCGA (General Funding)	\$117,000.00
USMEF	\$36,200.00
US Grains Council	\$60,483.00
<b>Total Partnerships</b>	<b>\$229,736.00</b>

### ISSUES & ENGAGEMENT

<b>Total Issues &amp; Engagement</b>	<b>\$12,038.90</b>
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<b>Total Investment</b>	<b>\$652,944.49</b>
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