



Playing The Game of CORN 2020

The Kansas motto: Ad Astra Per Aspera—to the stars through difficulties—is relevant to Kansas even in a good year. This year, that motto is truly fitting. Most of us have played “The Game of Life”, and that’s what 2020 felt like.



By Greg Kressek,
Kansas Corn Commission CEO



In The Game of Life, or in our case, The Game of Corn, we had a normal start to 2020, but then we took a spin of the wheel and landed on this space: Worldwide Pandemic. On the next spin, we landed on a space that shut down much of our economy. Next, we landed on this space: You’re Essential: Keep on Working! And we worked to provide resources to help our growers stay safe and healthy. The ethanol industry landed on this space: Drastic Drop in Fuel Demand, which hurt ethanol and corn demand. On their turns, the livestock industry and exporters also had to move back a few spaces. We keep playing this game, and moving into late



2020, started to see improvement in demand and prices. We continue to learn how to spin through the difficulties, aiming for a stronger future and a stronger corn industry.

As you read this annual report, you’ll see the resilience of Kansas Corn, our farmers and our partners in this challenging year. Reflect on our efforts, and let us know if they align with your priorities as a corn farmer. I invite you to give us a call, attend one of our meetings, send an email, and consider getting more involved with Kansas Corn.



Pivoting to New Realities

Pivot. That’s something all of us have had to do in 2020. We’ve seen Kansas Corn and our partners pivot to meet challenges and to continue to work to build markets and move the corn industry forward.



By Kent Moore,
Kansas Corn
Commission Chairman

When valuable foreign trade teams had to cancel visits to U.S. farms this fall, we worked with the U.S. Grains Council to bring them to Kansas virtually and reached even more buyers with video tours and discussions via Zoom.

When the ethanol industry suffered dramatic losses due to lowered fuel demand, we continued our mission to build ethanol infrastructure, adding higher ethanol blends at even more Kansas fuel stations.

When schools closed last spring and transitioned to virtual learning, our Kansas Corn STEM education program quickly created flexible science lessons to help teachers engage their students in the classroom or at home.

Through all this, farmers kept farming, and most parts of Kansas had good crops. Watch for our pivot points throughout this annual report. As we move into 2021, we hope you and your families are safe, healthy and profitable!

Kansas Corn Commission FY21 FUNDED PROJECTS

The Kansas Corn Commission funds projects in the areas of Market Development, Education, Promotion and Research. The information below outlines funding for Fiscal Year 2020, beginning July 1, 2020 and ending June 30, 2021.

63%

Market Development:

The top priority of the Kansas Corn Commission is building markets for corn, making up 63 percent of our total project funding. Whether it is building opportunities for our domestic ethanol and livestock industries, or building export markets for corn and corn products, the Commission invests in aggressive programs to build demand for corn in all forms, including corn, ethanol, DDGS and corn-fed meats.

27%

Education and Promotion:

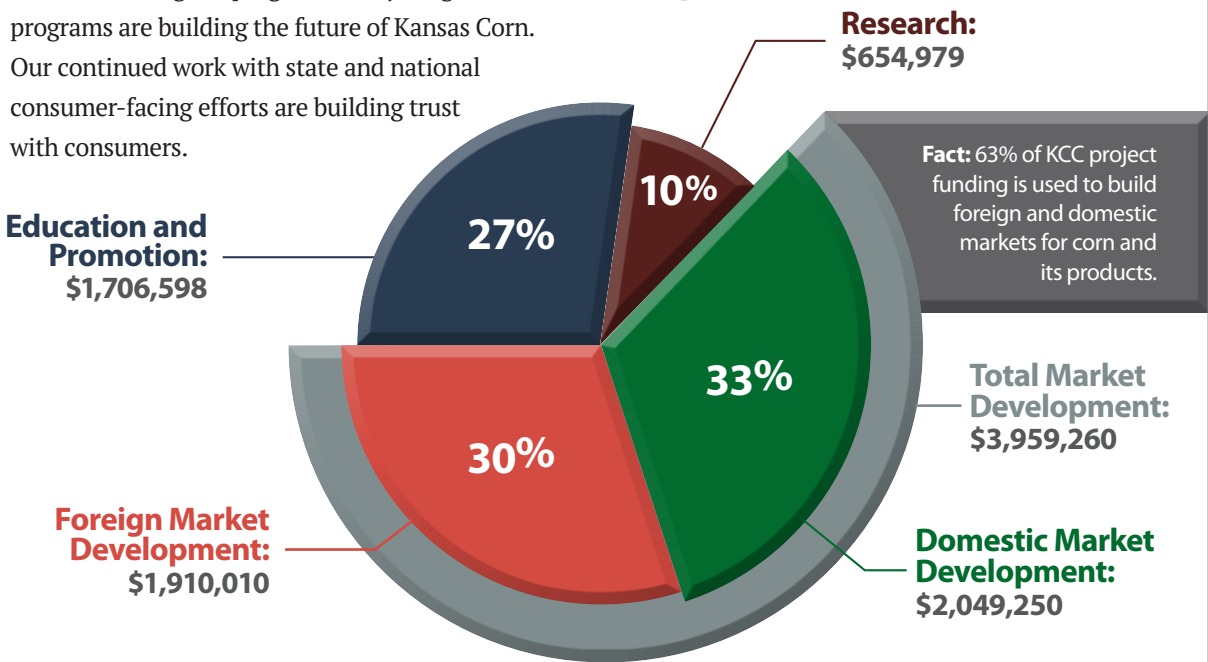
Kansas Corn’s award-winning Kansas Corn STEM education program supported science education reaching well over 50,000 K-12 teachers and students across the state. Our collegiate programs and young farmer programs are building the future of Kansas Corn. Our continued work with state and national consumer-facing efforts are building trust with consumers.

10%

Research: Our research efforts are looking to the future with growing support of cutting edge new uses research at universities across the state. Our production research with K-State Research and Extension focus on new practices aimed to build sustainability and profitability. Innovative ideas are also coming from cooperative projects like the Soil Health Partnership and the Water Technology Farms.

X-Factor

Our investments expand and multiply through partnerships with the Kansas and National Corn Growers Associations, U.S. Grains Council, U.S. Meat Export Federation, CommonGround, U.S. Farmers and Ranchers Alliance, Center for Food Integrity, the Kansas Farm Food Connection, Kansas universities and other organizations, growing our ability to expand markets, build a better future with education and outreach and find innovative ways to grow and utilize corn and corn products.



Kansas Corn CHECKOFF

The Kansas Corn Commission determines how the one-cent-per-bushel corn checkoff is invested to benefit corn producers. Created in 1977 by the Kansas Legislature, the Kansas corn checkoff is voluntary, and growers may request a refund from Kansas Corn Commission. The Commission is made up of nine corn producers elected by growers to represent the nine crop reporting districts. The election for the three western districts is underway. Kansas Corn Commission meetings are open to the public.

KANSA
CORN

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Greg Krissek, CEO

Josh Roe, V.P. of Market Development and Policy

Misty Palmer, Director of Finance

Sue Schulte, Director of Communications

Sharon Thielen, Director of Education

Dale Fjell, Director of Research and Stewardship

Erin Rios, Education Programs Manager

Kylie Lieber, Education Coordinator

Stacy Moorberg, Programs Coordinator

Kaitlin Donovan, Communications Coordinator/ Western Rep.

Emily Koop, Market Development Coordinator/Eastern Rep.

Deb Ohlde, Grower Services Coordinator/ Central Rep.

Emily Keiser, Communications Specialist

Kansas Corn COMMISSIONERS

District 1 • Northwest Brian Baalman, Menlo	District 4 • North Central Mike Brzon, Courtland	District 7 • Northeast Ken McCauley, White Cloud
District 2 • West Central Dennis McNinch, Utica	District 5 • Central Terry Vinduska, Marion	District 8 • East Central Pat Ross, Lawrence (Treasurer)
District 3 • Southwest Steve Rome, Hugoton (Secretary)	District 6 • South Central Kent Moore, Iuka (Chairman)	District 9 • Southeast Randy Small, Neodesha (Vice Chairman)

Fact: Kansas Corn Commissioners are corn farmers elected by corn farmers in the nine crop reporting districts.

KANSAS CORN STEM

Reaching Students AT SCHOOL OR HOME



Teachers practiced labs at Seed to STEM

Fifty thousand students and 1,205 teachers learned about the science of corn, biotechnology and ethanol thanks to the efforts of the Kansas Corn STEM education program in the 2019-20 school year. The Kansas Corn Commission created the program in 2016 with a vision to support science education in Kansas by providing training and curriculum to bring lessons and labs about corn, biotechnology and ethanol to the classroom. Originally focused on middle and high school science teachers, the program has grown to offer K-12 lessons, labs and professional development. The Wichita School District partners with Kansas Corn STEM to incorporate our lessons into their second and fifth grade curriculums district-wide.

Pivot Point

During the spring COVID-19 school shutdown, Kansas Corn STEM staff and teachers, pivoted to create at-home, remote lessons to help teachers find innovative ways to reach their students virtually. During the two-month school shutdown, our teacher team created 47 new lessons and several videos to meet the needs of remote learning. Our STEM lessons were viewed online by over 3,700 people, a 58 percent increase over the two previous months. The 2020-21 school year is seeing a mixture of classroom and remote learning, and our Kansas Corn STEM Teach-Flex

lessons are helping teachers meet the needs of in-school and remote learners. Our guest speakers are visiting classrooms across the state in-person, outside, and virtually. While our popular Seed to STEM summer workshops for middle and high school teachers were cancelled due to the pandemic, we held a fall weekend workshop in Sublette, reaching 16 teachers.

FY2020 Kansas Corn STEM Education by the Numbers

1,205 Number of teachers who received training or used Kansas Corn STEM resources

90+ Number of STEM lessons available at kansascornstem.com

81% Percentage of Kansas Corn STEM budget that went directly to teachers

532 Number of elementary teachers who received kits to teach lessons

50,000: The number of Kansas students Kansas Corn reached last school year with our Kansas Corn STEM K-12 science education program, even with the spring school shutdown

Common Ground Celebrating Ten Years of Consumer Conversations



Some of our CommonGround volunteers

Common Ground, a group of women farmers planting seeds of trust through conversations with consumers, is celebrating its 10th anniversary. Though 10 years have passed, the mission remains the same: break the barriers between farmers and consumers through direct conversations. The organization's volunteers share their personal experiences, as well as science and research, to help consumers sort through the myths and misinformation surrounding food and farming. What began as a handful of volunteers with a shared goal has flourished, growing into a grassroots movement with more than 200 volunteers across 20 states. Common Ground Kansas, supported by the Kansas Corn Commission and Kansas Soybean Commission, has 20 volunteers who are active on the state and national levels.

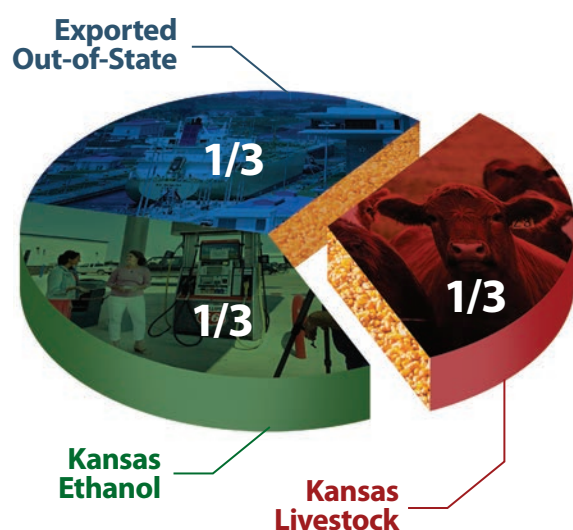
In the past few years, the Common Ground Kansas Yoga on the Farm events have brought female farmers together with consumers in Wichita, Manhattan and the Lawrence/Kansas City areas. Outdoor yoga sessions were held on farms featured Common Ground volunteers who had conversations about food and agriculture in group settings and individual conversations.

Pivot Point

When the pandemic shut down planned Yoga on the Farm events in the spring, Common Ground Kansas shifted to two yoga sessions through Facebook Live, reaching thousands of viewers across the country. The events were led by a yoga instructor and featured remote broadcasts from our volunteers farms throughout the event.

EDUCATION & PROMOTION

A piece of the corn pie WHERE DOES KANSAS CORN GO?



Exports Have Value for Kansas Corn Farmers

- Corn exports for Kansas are valued at **\$575 million**
- Red meat exports are valued at **\$368 million** in Kansas corn revenue
- DDGS exports for Kansas are valued at **\$80 million**
- Ethanol exports are valued at **\$7.7 million**

(Sources: US Grains Council; US Meat Export Federation)

Building Ethanol Demand

WITH HIGHER BLENDS

Drivers can find E15 and higher ethanol blends in most areas of Kansas, thanks to the Kansas Corn Commission's support for stations adding blender pumps. The commission has helped fund blender pumps, assisted stations in applying for USDA grants, and provided educational and promotional assistance. Kansas drivers can find higher ethanol blends at 70 stations across Kansas, and more continue to be added. The Commission has supported efforts by Jump Start, which now has 14 stations in the Wichita area that offer higher ethanol blends. This fall, Kansas Corn helped Jump Start successfully apply for a USDA grant for its 14th station. We are working closely with Casey's General stores in their efforts to add ethanol options at many new and remodeled stores, now with nearly 30 locations in Kansas selling E15 branded as Unleaded 88, and E85 fuel.

PIVOT POINT

Early in 2020, we held seven in-person events at ethanol stations. During the pandemic, our Fueled by Kansas campaign produced 20 weekly Kansans Fueling Kansas television segments on KSN-Wichita. Ethanol was featured in 20 weekly episodes featuring people involved in the ethanol industry including a truck driver, a car dealer, ethanol plant CEOs, science teachers, corn farmers, fuel retailers and more. The segments and an interactive map to find higher ethanol blends can be found at fueledbykansas.com.

RESEARCH FOR THE FUTURE

The Commission's value-added research priorities aim to find ways to create future markets for large quantities of corn. Kansas Corn's new use research projects at KU and Pittsburg State are studying uses for chemical derivatives in ethanol production, industrial uses for corn oil and using corn biowaste in high-performance batteries. The Commission's production research priorities at K-State focus on cropping systems with minimal environmental impact to produce a profitable and sustainable crop, and support Kansas Water Technology Farms and the Kansas Soil Health Partnership.

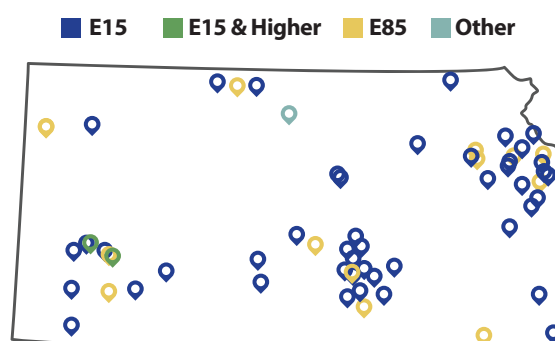
Building Demand FOR OUR CROP

The math is simple: a third of our corn stays in Kansas to feed livestock; a third is made into ethanol and DDGS at Kansas ethanol plants; a third of our corn leaves Kansas to be used in other states, or exported overseas, along with corn products. The Kansas Corn Commission works closely with the U.S. Grains Council, U.S. Meat Export Federation and K-State's International Grains Program to build exports of corn, red meat, ethanol and DDGS. These organizations work around the world to educate customers, facilitate purchases and research better ways to handle and store our products.

PIVOT POINT

The pandemic put a stop to international travel, but trade teams from West and East Africa, Indonesia, Vietnam, Thailand, New Zealand, and Australia visited Kansas in October—virtually. When the U.S. Grains Council (USGC) shifted its fall conference to an online event, Kansas Corn volunteered to host two virtual trade teams. We created video tours featuring the farm of Kent Moore, Iuka, and Mike Chisam, CEO and President of Kansas Ethanol LLC, Lyons. The two trade team events had a total of about 90 buyers who were handpicked by USGC staff to participate. The conversations between our corn and ethanol producers and our virtual visitors were very productive, and USGC continues to use the videos in outreach to foreign buyers.

KANSAS ETHANOL STATIONS



Stafford Co. Economic Development Director Carolyn Dunn, right, talks to KSNW about ethanol at the St. John station.

Kansans Fueling Kansas

- 20 weekly segments ran on KSN-Wichita's Good Day Kansas program
- Watch segments and find stations with higher ethanol blends at Kansas Corn's fueledbykansas.com website