

# 2021 ANNUAL REPORT



## KANSAS CORN IS MOVING FORWARD

Kansas Corn CEO Greg Krissek and Kansas Corn Commission Chair Kent Moore reflect on 2021



GREG KRISSEK,  
CEO



KENT MOORE,  
CHAIRMAN

**Greg:** If I had one word to describe 2021 it would be FORWARD. After a difficult 2020 that included shutdowns and disruptions, 2021 was a move forward. While we continue to experience issues with the pandemic even into

2022, we've been able to get back to normal for the most part. We began 2021 with virtual corn schools and Corn Symposium, and were pleasantly surprised with how many people joined us online. We were able to have more in-person meetings, including our Summer Listening Tour, where we met with growers in Goodland, Garden City, Marysville, Lawrence and Fredonia. In-person is always better, but we've learned a lot about online meetings, and will continue to use the online option at times to help us reach even more people.

**Kent:** Trade certainly moved forward in 2021 and our support of groups like the U.S. Grains Council and U.S. Meat Export Federation paid off thanks to their steady and proactive staff stationed in key markets around the world. When trade teams couldn't travel to the U.S., we went to them with virtual farm tours and discussions, which actually gave us access to more buyers. When demand increased, we were in place and ready to fill that need. Those sales certainly improved our corn producers' bottom lines and continue to do so.

**Greg:** Ethanol is such an important market for corn with huge growth potential. We continue our aggressive program to help Kansas fuel retailers

add E15 and higher blends to their stations. Using checkoff dollars coupled with USDA program funds when available, we've seen excellent growth for E15 across the state and especially at high volume retailers. We're also involved in a promising multi-state effort to expand E85 availability in California.

**Kent:** There is a lot of science involved in agriculture and that's why the Kansas Corn STEM education program is so important, bringing corn-based science learning into our K-12 school classrooms. In 2021, we launched a library program and partnered with the Kansas Department of Education to create a summer learning program. We also created a new Mystery of Corn Reader program that teachers can subscribe to through the school year. We are reaching a record number of Kansas teachers with our lessons and classroom materials that educate students about corn, biotechnology, ethanol and more.

**Greg:** Our research goals continue to focus on building more demand for corn and finding new uses for our crop. And we're lucky to have Dr. Ignacio Ciampitti and others on K-State Research and Extension staff who lead our crop production research, helping our farmers get the most out of every acre.

**Kent:** We hope you'll take some time to look through this annual report. It's packed with information on programs that are supported by your corn checkoff dollars. Please reach out to us and share your feedback on our efforts.

# Kansas Corn Commission **FY22** 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 2022, beginning July 1, 2021, and ending June 30, 2022.

**64%**

**MARKET DEVELOPMENT:** The top priority of the Kansas Corn Commission is building markets for corn, making up 64 percent of our total project funding. The Commission invests corn checkoff dollars in aggressive programs to build domestic and export demand for corn in all forms, including corn, corn-fed meats, ethanol and DDGS.

**29%**

**EDUCATION AND PROMOTION:** Kansas Corn’s award-winning Kansas Corn STEM education program continues to grow with new offerings, reaching 74,500 K-12 students and teachers across the state. Our collegiate programs and young farmer programs are building the future of Kansas Corn. We continue to work with NCGA’s Corn Reputation program as well as CommonGround and Kansas Farm Food Connection—efforts that are building trust with decision-makers, consumers and influencers.

**7%**

**RESEARCH:** Our research efforts are looking to the future with growing support of cutting-edge new uses research with researchers at universities across the state. Our production research with K-State Research and Extension focuses on building sustainability and profitability.

**FACT:** Kansas Corn Commissioners are corn farmers elected by corn farmers.

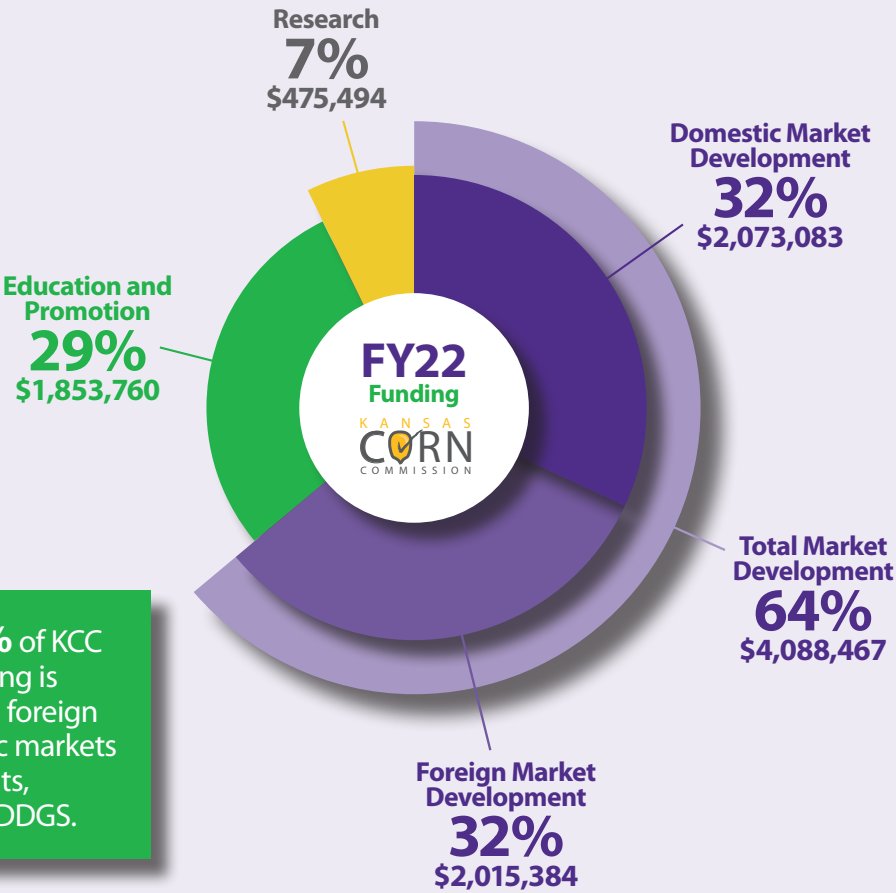
## About the Kansas Corn Checkoff

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. Kansas Corn Commission meetings are open to the public.

In August, Paige Clawson was appointed to fill the seat of retiring commissioner Steve Rome, Hugoton; Griff Howard was appointed to fill the seat of retiring commissioner Ken McCauley, White Cloud.

## 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, Center for Food Integrity, the Kansas Farm Food Connection, Kansas universities and other organizations. These partnerships grow 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.



**FACT:** 64% of KCC project funding is used to build foreign and domestic markets for corn, meats, ethanol and DDGS.

## District Leadership

- Northwest**  
Brian Baalman, Menlo
- West Central**  
Dennis McNinch, Utica
- Southwest**  
Paige Clawson, Satanta
- North Central**  
Mike Brzon, Courtland (Secretary)

- Central**  
Terry Vinduska, Marion
- South Central**  
Kent Moore, Iuka (Chairman)
- Northeast**  
Griff Howard, Hiawatha
- East Central**  
Pat Ross, Lawrence (Treasurer)
- Southeast**  
Randy Small, Neodesha (Vice Chairman)



# Kansas Corn STEM Moves Forward with Three Bold Programs



Seed to STEM Lead Teacher, Brian Nelson (center) answers questions at a summer workshop.

Kansas Corn STEM’s lessons and materials, along with its Seed to STEM teacher workshops and other professional development programs, continue to reach thousands of teachers and students. Now, even more students and teachers are learning about science, corn, and agriculture thanks to three new programs focusing on public libraries, summer learning and a student reader program. Kansas Corn STEM reached over 74,500 students in the 2020-21 school year, a 50%

increase over the previous year. These new programs put Kansas Corn STEM on track to increase numbers again.

“Our grower leaders challenged us to find ways to reach even more teachers and students in Kansas. These three programs reach a new educator audience. The number of requests and the excellent feedback we’ve received has exceeded our expectations,” Kansas Corn Director of Education Sharon Thielen said.

## LIBRARY PROGRAM

Kansas Corn STEM’s public library program is expanding its science-based lessons beyond the classroom and into public libraries across the state. Over 90 Kansas libraries requested the free units with activities, materials and snacks, all focused on Kansas Corn STEM’s “We Grow Corn!” book.

## SUMMER SCIENTIST PROGRAM

In 2021, Kansas Corn STEM partnered with the Kansas Department of Education to offer learning opportunities to students in the summer lunch program. Kansas Corn STEM created a Summer Scientist kit and Kansas Corn staff packed and shipped 685 boxes for the KSDE Program and additional summer school teachers. Over 14,500 students became scientists exploring the role light plays in growing a healthy corn plant.

## CORN READER PROJECT

The Kansas Corn STEM team introduced the Mystery of Corn reader series for K-12 classrooms when the 2021-22 school year began. Kansas Corn is providing readers four times through the school year. Each reader comes with three versions aimed at K-5, middle school and high school classes. Spanish versions are also available. Receiving over 25,000 student subscriptions, readers are exploring the uses of corn; the history of corn; soil, and water.



# Outreach Programs Reach Forward to Consumers, Influencers

Kansas growers will be featured in the National Corn Growers’ Corn Reputation campaign, which tells the story of sustainability on our corn farms. In October, NCGA’s video crew visited the farms of Lowell Neitzel, Lawrence and Chad Epler, Columbus. We are excited to see them in this effort! Working with CommonGround Kansas and the Kansas Farm Food Connection, the Kansas Corn Commission is reaching consumers with positive, factual information about farming and the food we eat.



Pat Ross, Lawrence, was featured in a Kansans Fueling Kansas ethanol segment on KSNT, Topeka.

## Kansas Corn Staff

- Greg Krissek**, CEO
- Josh Roe**, V.P. of Market Development & Policy
- Sue Schulte**, Senior Director of Communications
- Misty Palmer**, Director of Finance
- Sharon Thielen**, Director of Education
- Deb Ohlde**, Director of Grower Services
- Emily Koop**, Director of Market & Leadership Development
- Erin Rios**, Assistant Director of Education

- Kaitlin Donovan**, Communications Manager
- Kylie Massengale**, Education Programs Manager
- Stacy Moorberg**, Programs Coordinator
- Zoe Schultz**, Regional Outreach Coordinator
- Dale Fjell**, Agronomy Consultant
- Johnna Rios**, Education Assistant



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# Demand-Building Efforts Pay Dividends

## BUILDING ETHANOL DEMAND WITH FORWARD-THINKING RETAILERS

Instead of wishing that more gas stations would offer E15 fuel, the Kansas Corn Commission continues its aggressive program to build infrastructure for E15 and higher ethanol blends. In 2021, we used corn checkoff dollars and funds from USDA’s Higher Blends Infrastructure Incentive Program to continue our work to add E15 and higher blends at fuel stations across Kansas. While high volume partners like Jump Start, Casey’s General Stores and 24-7 Travel Stores continue to expand their ethanol offerings, we continue to support the efforts of many smaller fuel retailers across the state to add E15. We now have over 75 stations that offer E15 and higher blends.

## EXPORT DEMAND CONTINUES ITS FORWARD TREND

It’s no secret that exports had a positive impact on the price of corn in 2021. That’s not a coincidence. We have boots on the ground around the world who are constantly working to build export demand for corn, meats, ethanol and DDGS. Our checkoff investments with export groups like the U.S. Grains Council and U.S. Meat Export Federation are paying off!

## U.S. GRAINS COUNCIL

Kansas Corn works closely with the U.S. Grains Council to build exports for corn, ethanol and DDGS with emphasis on supporting efforts in South Asia as well as ethanol and DDGS promotion and export development. Because international travel was limited, Kansas Corn provided virtual farm visits using videos and Zoom calls through the Grains Council. In the 2020/2021 crop marketing year, (Sept. 1- Aug. 31) the United States exported 69.8 million metric tons (2.7 billion bushels) of corn to 73 countries.



South Central Kansas farmer Kent Moore was featured in two farm tour videos for US Grains Council trade teams.



Our first in-person trade team since 2020, SuKarne from Mexico, saw DDGS pellets at Kansas Ethanol in Lyons in November.



CEO Greg Krissek participated in several virtual trade calls in 2021.

### Where Your Corn Is Going—Top Three Destinations (20/21 Marketing Year)



## U.S. MEAT EXPORT FEDERATION

Red meat exports continue to be a key market for Kansas corn producers. The Kansas Corn Commission was the first corn checkoff to support the efforts of the U.S. Meat Export Federation. The commission works with USMEF in general red meat exports with emphasis on a South Korea retail project and efforts to continue to build exports to Mexico.

### Impact of Red Meat Exports to Kansas (2020)

