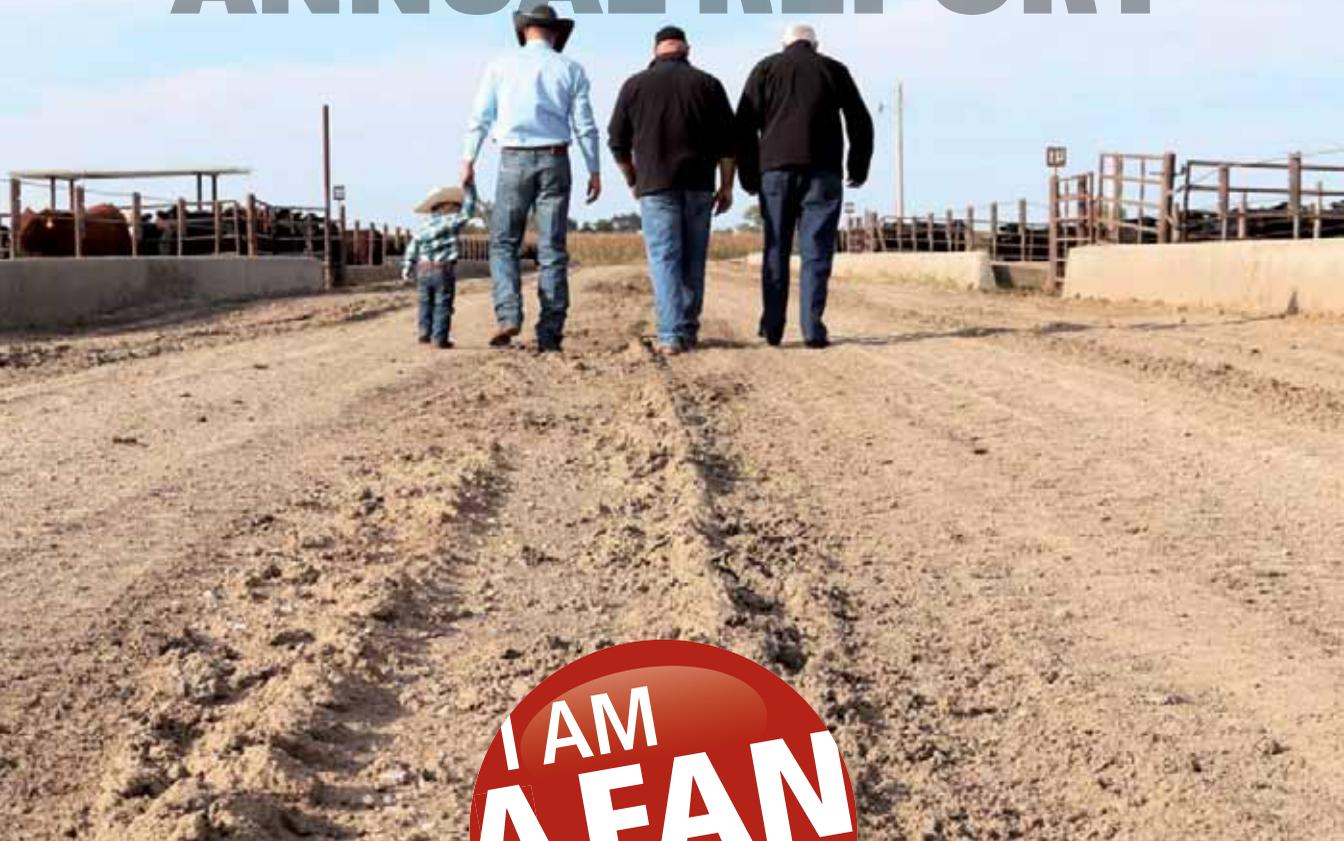


# 2015 ANNUAL REPORT



**“FOR THE FUTURE OF...”**

## DIRECTOR HOLOUBEK'S THOUGHTS

# MISSION OF AFAN

**WE BELIEVE IN  
STRENGTHENING  
NEBRASKA  
BY SECURING  
YOUR ESSENTIALS.  
TOGETHER WE FEED  
YOU AND YOUR FAMILY,  
CREATE JOBS,  
AND GENERATE  
ECONOMIC ACTIVITY  
WHILE RESPONSIBLY  
CARING FOR  
THE LAND AND  
LIVESTOCK.**

### Dear Partners and Friends,

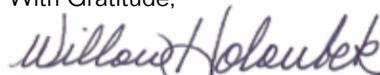
Getting ready for the AFAN Annual Meeting is a time of reflection and vision for me. As I reflect, it is exciting to see the progress Nebraska animal agriculture has experienced this past year. Livestock farmers and ranchers seem to have a positive outlook for expansion. Business leaders and community influencers are supporting expansion. And above all there is a “buzz” around the state about the practical economics of animal production.

Traveling to a protein food processing show in Chicago this fall, I stayed in a hotel that housed triathlon competitors from around the world. On the back of the shirts of the New Zealand team was the quote, “Exhale the dust of the past and inhale the fragrance of tomorrow.” I love quotes and it seemed this quote was very relatable to Nebraska agriculture. First of all, studying the past is important, but the past cannot be our focus moving forward. Here in Nebraska we know dust, and quickly citizens are becoming aware that modern livestock facilities do not have the fragrance of the past. We as livestock farmers and ranchers must convey that we are building on tradition and adapting for the future using new technologies and best practices to protect our health, communities and environment.

Our new campaign, “Farmers and Ranchers Deliver”, will be conveying messages that will connect consumers, influencers, business leaders and of course, farmers and ranchers. We hope you will join us for your future as a stakeholder and for the future of Nebraska animal agriculture!

AFAN recognizes your support of our work with assisting livestock development and enhancing agricultural awareness in Nebraska. You are appreciated for all that YOU do to grow Nebraska animal agriculture! Together let's move forward to our future, remembering there is no better place to inhale animal agriculture than right here in Nebraska!

With Gratitude,



# AFAN BOARD MEMBERS

## **Nebraska Beef Council**

Ann Marie Bosshamer

## **Nebraska Cattlemen**

Pete McClymont

## **Nebraska Corn Board**

Kelly Brunkhorst

## **Midwest Dairy Association**

Rod Johnson

## **Nebraska Department of Agriculture**

Bobbie Kriz-Wickham

## **NE Dept of Ag: Poultry & Egg Division**

Amy Prenda

## **Nebraska Farm Bureau**

Rob Robertson

## **Nebraska Pork Producers**

Larry Sitzman

## **Nebraska Soybean Association**

Lori Luebbe

## **Nebraska Soybean Board**

Victor Bohuslavsky



# SUSTAIN- ABILITY

“Sustainability” is a new buzzword and it seems to be sticking around for the long haul. The entire population and corporate worlds seem to justify their opinions on this word. Differing definitions and criteria of the word, sustainability, are used daily. AFAN believes that it is important to define what sustainability means for animal agriculture. If we don’t define the meaning for our industry, someone who doesn’t understand us will be quick to do so. AFAN has developed three pillars of sustainability that are used as criteria for every project to be supported. We urge you to consider using these pillars in conversations and communications.



# HUSKER FOOD CONNECTION

Husker Food Connection (HFC) was started four years ago in hopes of creating an event that helped link together students through a common connection of food. Agricultural businesses, organizations and commodity boards were quick to help with organizing, sponsoring and volunteering at the event.

AFAN Intern, Lukas Fricke, has been in charge of the event for the past two years. Fricke, a senior animal science major, has been a part of the AFAN team for three years. AFAN has been the driving force in developing HFC.

"This year's theme was *Food: Fact or Fiction*, the reason we picked that theme was to separate myth from reality in modern food production," Fricke said. "Our goal was to put agriculture up front with transparency and answer the hard questions."

## **This year's event included:**

- Free lunch – pork, beef and chicken BBQ sandwich, deviled eggs, sweet potato chips, milk and Pepsi
- Dairy cow-calf pair from Prairieland Dairy

- Feeder pig – from Union Farms Inc.
- Fistulated research steer – from UNL Mobile Beef Lab
- Laying hens – from Kriefel Family Farms
- Nebraska Soybean informational handouts
- 2500 free t-shirts – Sponsored by AFAN and Nebraska Soybean Board
- Nebraska Corn and Ethanol giveaways and educational displays
- Articulated John Deere tractor
- UNL Rodeo demonstrations
- Nebraska Wheat Board Mobile Baking lab
- Nebraska crop display from UNL Agronomy Club

The event impacted around 7,800 students through social media, free lunch and ag-promotional giveaways. The meal was catered by Skeeter Barnes and featured products donated by the Nebraska Pork Producers, independent beef producers, the Nebraska Department of Agriculture: Poultry and Egg Division, respectively. Over 60 students, commodity organizations and friends of agriculture helped with this year's HFC – making it our biggest year of volunteering, fundraising and impact.





# COMMUNITY/COUNTY OUTREACH

Nebraska is a diverse state both geographically and societally. For future development of tax base, jobs, and economic activity, it is important that communities, counties, and regions understand the importance of animal agriculture and the impact it has on all sectors.

AFAN's top mission is to support the development of animal agriculture and believes that empowering communities is a major component of the overall goal.

To further the goal of community development, AFAN shares its unbiased resources of information specific to a community. AFAN uses information generated through the partnerships with Nebraska Public Power District, who provide local economic impact studies, and the University of Nebraska Ag Economic Department who provide research on statewide statistics. This helps AFAN provide the opportunities for communities to grasp their strengths and role in growing Nebraska.

The communities can share these impact studies with local influencers to develop a strategic plan on realizing the opportunities, which are best suited to their local assets. AFAN assists with speaking engagements, including three Nebraska leadership programs, presenting information at public hearings and developing collaborative support within the area.

The interest in the Livestock Friendly County Designation has grown, with 35 counties currently designated LFC. This is a 21% increase over the previous year! AFAN is honored to work with the Nebraska Department of Agriculture on this program. The LFC designation is a powerful tool in starting conversations about planning for future growth of animal agriculture.

If you or your organization are interested in these resources to help grow your community, please invite AFAN to share the message and specific statistics for your area. We look forward to working with you.

# CELEBRATING

## DIVERSIFICATION

Walt and Shelly Traudt, of Clay Center, diversified their operation this year by adding a 3,600 pig finishing barn to their row crop farm. The Traudt's, who had no previous experience with pigs, were looking for a way to diversify and lower the input costs for their row crops. After consulting with their banker, visiting with current pig producers and meeting with Alan Stephens of Maschhoffs, they decided to build a pig barn and expand into livestock production. They formed a partnership with the Maschhoffs who helped them connect with a builder. The partnership provides a unique opportunity for producers, as Maschhoffs own the pigs and provide the marketing expertise. The expansion into livestock production helps the Traudt family in many ways. The manure that the pig finishing operation generates will be utilized on their own row crops, therefore lowering input costs. This project allowed the Traudt's to provide full-time work for a current valued part-time employee. The Traudt's expansion is a great example of the benefits of diversification.



## INNOVATION

Beef barns are now popping up in Nebraska. AFAN helped host an open house at a new beef bed pack system at Mike Klassen Farms by Lindsay. The Klassen's wanted to expand their operation and take advantage of this new innovative feeding model. Tony Romshek, of CCS, an agricultural building firm, said, "Cattle feeders, with bed pack structures, are providing a more consistent comfortable environment for the cattle. The consistency in temperature and air flow translates into a healthy environment which leads to greater weight gain."

Other housing systems for beef include slated deep pit barns, where manure is stored below the barn and then applied to crops, and state of the art cow-calf operations. Tyler Burkey, of Milford, has also installed a beef barn system for his cow-calf operation and is experiencing the benefits of this new innovative model, where the cows and their calves live in a more consistent environment.



# ING SUCCESS

## NUTRIENT MANAGEMENT

AFAN, along with the University of Nebraska Extension Service, hosted four workshops in August focused on helping farmers understand how they can lower crop inputs and manage soil health with manure. Dr. Amy Schmidt, of UNL's Extension, presented the basics of manure and the differences between commercial fertilizer and manure. The workshops helped producers understand how valuable this resource is for their row crops and connected them to livestock producers. Over the four workshops, 60 producers learned about the cost-saving benefits of manure. Steve Fuxa, a poultry grower and farmer from David City, said, "I felt the discussions on the value of manure were most helpful. I thought it was very informative and I'm glad that I attended." Fuxa added that he would recommend the workshop to other producers regardless of whether they are in the marketing or purchasing side of the manure business.



## NEXT GENERATION

John Tyson, Washington County, wanted to bring his sons back to the farm. But with land prices increasing in eastern Nebraska, adding crop land was going to be difficult to accomplish. Tyson and his sons had raised pigs on a smaller scale, and his son, Joel, managed a pig barn after college and knew it was something he would like to continue. The benefit of manure to improve the quality of crop ground as a fertilizer, was the final sway to follow through with the project. "We've got questionable land and manure is about the only way we are going to bring it back," Tyson says. "The manure is the big one for us. Every year we'll get roughly \$40,000 worth of free fertilizer." They partnered with the Maschhoffs as a contract feeder. This is the first pig barn built in Washington County in nearly 20 years and built by Green Gable Contracting of Ft. Calhoun.

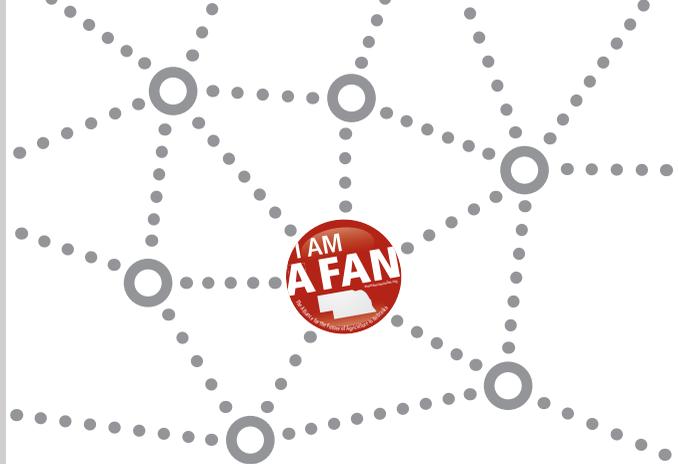


# AFAN ON THE AIRWAVES

Radio was used to reach rural community leaders across Nebraska in two flights in 2015. The advertising strategy utilized well-known agricultural broadcasters in a mock newscast format featuring interviews with local experts. The winter flight, which ran in January/February, included three key messages about the importance of diversification: stabilizing the bottom line, expanding to bring back the next generation and improving soil quality with manure. It featured UNL's Dr. Kate Brooks, producer Bart Beattie and banker Todd Johnson.

The spring campaign, which ran in May/June, utilized community leaders and addressed the economic impact that livestock development can have on rural communities. The mock interviews featured Dr. Ron Brodersen, a swine veterinarian from Hartington, Rick Nelson and Ken Lemke, economists with Nebraska Public Power District and Tina Biteghe Bi Ndong, Executive Director of the West Point Chamber of Commerce. The messages addressed how livestock development creates economic vitality by helping communities with job creation, generating tax revenues and stimulating local business.

Thirty-second versions of the messages were also produced to increase frequency. Over 1,800 messages ran within each flight on thirty-five stations across the state.



## SOCIALIZING WITH AFAN

AFAN's quarterly e-newsletter, the AFAN Insider, went all-digital this past year and allows our team to communicate with partners and others within the industry about current activities, promotions and updates on livestock development initiatives. Our partners also continue to communicate via the monthly "Farmers Feed US" e-newsletter, which delivers ag and food-related messages to more than 6,000 consumers.

AFAN also is active on Twitter, sending nearly 1,000 tweets to 650 followers. Facebook boasts 1,526 total likes with an average post reach of approximately 4,000 and average engagement of more than 500 people (sharing and commenting on posts).

AFAN's website is undergoing a complete overhaul and redesign. The "Partner" section is still your repository for livestock development resources, including presentations, talking points and county-by-county resources for use when you are advocating for Nebraska agriculture.

Be sure to check the website for the launch of the "Farmers and Ranchers Deliver" campaign.



## **GROW NEBRASKA DAIRY UPDATE**

This has been a busy year for the Grow Nebraska Dairy Team! The team consists of Rod Johnson, Midwest Dairy Association and Nebraska State Dairy Association; Steve Martin, Nebraska Department of Agriculture; Willow Holoubek, AFAN; Emily Skillett, AFAN, Jeff Keown, retired Nebraska Extension; and we would like to introduce our newest team member, Kim Clark, Nebraska Dairy Extension Educator. The team had booths at the World Ag Expo in Tulare, California again early this year and the World Dairy Expo in Madison, Wisconsin this fall. Grow Nebraska Dairy, in partnership with Midwest Dairy and the NSDA, held the second Grow Nebraska Dairy Summit on May 6. Industry leaders, producers, state leaders and influencers gathered to discuss the barriers to growing the industry in Nebraska and how we can overcome those obstacles to not only increase our cow numbers, but maintain our current farms and profitability. One of our highlights this year was joining Governor Ricketts in front of the Governor's mansion as he proclaimed June as "Dairy Month" with a signed proclamation and a milk toast to celebrate.

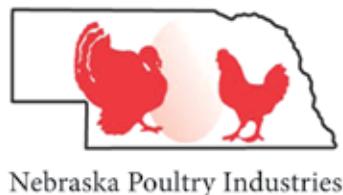
# **FARMERS AND RANCHERS DELIVER CAMPAIGN KICK OFF**

While Livestock Development has been the major focus of AFAN over the year, consumer education hasn't faded into the background. With the implementation of a project entitled "Farmers and Ranchers Deliver," AFAN is striving to disprove the most commonly misinterpreted aspects of agriculture. Even though we are considered an agricultural state, many of our citizens are at least three generations removed from the farm. Today's agriculture has changed: A LOT! With new technology and best practices farmers and ranchers are more sustainable than ever before.

AFAN is working with a group in Indiana that designed a campaign with a similar series of handouts and brochures that served as inspiration for Farmers and Ranchers Deliver. The goal of this project is to create a better understanding of animal agriculture so that influencers, elected officials, community leaders and all citizens in the state understand where their food comes from and how it is raised in a responsible manner. Awareness of the many benefits of animal agriculture to our communities and state are also explored and explained.

AFAN is excited to share this witty and informational campaign at our annual meeting with the first brochure, and stay tuned for the complete launch in early 2016.

# NEBRASKA AGRICULTURE AFFILIATED ORGANIZATIONS



**NEXT ANNUAL MEETING:  
NOVEMBER 21, 2016**

# INVEST TODAY FOR TOMORROW'S FUTURE.



## Become an AFAN partner and support animal agriculture.

I want to be a partner of AFAN and make an investment in the future of Nebraska Agriculture and Nebraska's rural communities. Please sign me up for a one-year partnership at the level I've identified. Please make checks payable to AFAN.

<input type="checkbox"/> <b>\$25 - \$100</b>	<b>Bronze Partner</b>	<b>Amount \$</b> _____
<input type="checkbox"/> <b>\$100 - \$250</b>	<b>Silver Partner</b>	<b>Amount \$</b> _____
<input type="checkbox"/> <b>\$250 - \$1000</b>	<b>Gold Partner</b>	<b>Amount \$</b> _____
<input type="checkbox"/> <b>\$1000 +</b>	<b>Platinum Partner</b>	<b>Amount \$</b> _____

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I authorize AFAN to include me/our organization on its list of AFAN Supporters

*Contributions to AFAN are NOT deductible as a charitable contribution on the donor's federal income tax return. They may be deductible as trade or business expenses if ordinary or necessary in the conduct of the taxpayer's business. Please contact your tax preparer with questions.*

(FOLD AND TAPE EDGES)

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