



AFAN IN ACTION

January 2022 Monthly Update

Happy New Year and welcome to the **AFAN in Action** newsletter! 2021 was a busy and productive year for AFAN; we held our inaugural Nebraska Pork Expo, hosted tours for county officials and confined cattle operations and we co-hosted a golf tournament. This in addition to supporting individual producers and processing companies; it was a busy year!

I recently heard a speaker talk about the difference between one million and one billion. They are both large numbers and, in reality, don't enter into our daily lives in a very meaningful way so it is hard to grasp the scale. The presenter put it into a time concept, that one million seconds equals 12 days while one billion seconds equals 31 years. That is a huge difference!



This difference reminds me of the economic impact of agriculture processing in Nebraska. The Lincoln Premium Poultry project in Fremont was projected to have over \$1 billion in economic impact every year and we are seeing that happen now. The Sustainable Beef project in North Platte is also projected to have over \$1 billion in economic impact and a dairy study by UNL projected that a large dairy processor in Nebraska would have a \$1.7 billion impact. Those are huge opportunities for Nebraska and extend the impact from just the producers to all people living in the region. That is how we continue to create opportunities and grow Nebraska.

As we roll into 2022, look for this newsletter around the third week of the month. Our goal is to highlight what AFAN has been doing for the past month and highlight upcoming events. If you have ideas or comments, please let us know, we are always looking to grow and get better! I hope you enjoy the updates and hope your 2022 is bright!

Steve Martin
Executive Director

Looking Ahead

The new year has started and the AFAN team is off and running! The winter months always seem to keep the team on the road between different conferences and tradeshow. Kris is in

California this week at the International Dairy Foods Association Forum. This is a great event for us to be at while we continue our efforts to grow dairy processing here in Nebraska. Steve is headed south to the International Production & Processing Expo in Atlanta, Georgia. Again, this is a vital event in our efforts to grow processing in the state. Rylee is holding things down in the state and is headed to Kearney for the Farm Bureau Young Farmers & Ranchers Conference. The week prior, Rylee was in Norfolk at the Norfolk Farm Show. It remains equally important that we continue to spread awareness of AFAN and our efforts in the state as well. At the beginning of February Steve and Kris are headed back to California for the World Ag Expo.

Save the Date

January

12-13: Norfolk Farm Show, Norfolk, NE
23-26: IDFA Dairy Forum, Palm Desert, CA
25-27: IPPE, Atlanta, GA
28-29: YF&R Conference, Kearney

February

7-11: World Ag Expo, Tulare, CA
15-16: NPI Annual Meeting, Columbus, NE
22: NSDA Annual Convention

March

28-30: CPDE, Sioux Falls, SD

April

6: **AFAN County Official Tour**
12-4: Cheese Expo, Milwaukee, WI

May

10-12: Animal Ag Alliance Stakeholder Summit, Kansas City, KS
11-13: NEDA Annual Meeting, Valentine, NE

June

23: **AFAN & NSDA Golf Tournament, Beemer, NE**

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