



**IOWA
CORN
PROMOTION
B O A R D**

*Creating opportunities
for long-term
Iowa corn grower
profitability.*

A publication of the Iowa Corn Promotion Board
www.iowacorn.org

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**FARMING SMARTER:
TRENDS IN
PRECISION
AGRICULTURE
CONTINUE TO
INCREASE**



Farmers are using precision agriculture equipment and adopting new components of the technology in order to manage inputs and reduce costs.

Today's technology allows farmers to start variable-rate seeding, greatly reduce overplanting in point rows and planter overlaps, and virtually eliminates sprayer overlap.

In many cases autoguidance is proving its worth because of savings on inputs, fuel, and time due to a reduction in overlaps or the ability to cover more acres in a day. With the accuracy of an RTK autosteer system, part of the savings comes from a reduction of overlaps and skips.

The amount you save depends on how sloppy you were before switching to

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CHECKOFF CONNECTION



CHINA CORN IMPORTS MAY SURGE; ICPB HOSTS MANY TRADE VISITORS

CHINA, the world's second-largest corn consumer, probably will quintuple imports of grain in the next five years as demand increases for livestock feed, according to the U.S. Grains Council.

Imports next year may be 2 million to 3 million metric tons of corn and jump to 15 million by 2015. China is on pace to become the largest buyer of U.S. dried distillers grain (DDGS), a corn-based byproduct of ethanol production used as animal feed, this year buying some 1.5 million tons. Imports of dried distillers grain may rise to 2.5 million to 3 million tons.

Demand for feed and livestock production is growing 3 percent to 6 percent annually, according to Grains Council officials. Industrial uses of corn for products such as adhesives, cleaners and chemicals, may rise to 45 million tons this year according to U.S. Department of Agriculture data.

A September 20, 2010 e-mail report from the Beijing-based customs office indicated that in August, China imported 432,191 tons of corn. It also said that there is a short supply of corn in China right now due to production shortfalls driven by poor weather while demand has remained strong. Plus, China's population and economic growth is contributing to the corn demand.

Julius Schaaf of Randolph, an ICPB board member and secretary of the U.S. Grains Council, says after a trade mission to China, "that the Chinese seem to be turning to a goal of corn supply security with the U.S. corn farmer as a critical part of that plan."

Schaaf says rapid growth in China is evident with miles and miles of new roads and busy traffic on those roads.

A Chinese trade team recently visited Iowa to learn more about DDGs from Iowa's corn-ethanol industry.

Market Development Key to Growing Exports

Iowa Corn has been working with trade mission groups from around the world throughout 2010 to welcome them to Iowa and show them quality corn production and products firsthand.

Groups have come from China, Japan, Korea, India, Argentina, Mexico and many more areas around the world to visit Iowa corn farmers and see the industry.

The agricultural trade surplus is estimated to be some \$28 billion, the second largest in history. In fact, ag exports are expected to reach \$104 billion this year, the second largest in history and below only the record \$115 billion in 2008.

In an effort to increase exports across all industries, the Obama Administration has launched the National Export Initiative with a goal to double exports over the next five years and help boost the U.S. economy. 🇺🇸



NITROGEN EFFICIENCY IN CORN

THE IOWA CORN PROMOTION BOARD (ICPB) is collaborating with Athenix Corp. (a Bayer Crop Science business), a leader in agricultural and industrial biotechnology, and has contracted with StrathKim Inc., a leading independent agricultural biotech consulting firm, to develop corn hybrids that are more efficient in using nitrogen fertilizer. These new hybrids could result in improved economics on the farm, reduced impact on the environment and reduced energy requirements to grow the corn crop.

Nitrogen fertilizer has become the most expensive variable cost for growing corn, after seed. According to the U.S. Department of Agriculture, nitrogen prices increased 120 percent from 2000 to 2010. ICPB wants to provide farmers with the ability to grow corn more efficiently using nitrogen fertilizer.

Potential benefits for improving the nitrogen efficiency trait in corn include:

- Reduce the cost of production for growing corn
- Reduce the environmental impact of nitrogen fertilizer

- Reduce the energy required to grow corn
- Improve the energy balance of corn ethanol
- Reduce farmers' dependence on imported fertilizer
- Improve the life-cycle assessment of corn-based ethanol
- Improve the carbon sequestration of corn production

Using biotechnology, researchers are inserting genes into corn plants that improve the nitrogen utilization of corn. This will not eliminate the need for nitrogen fertilizer but our goal is a minimum of 20 percent improvement in nitrogen efficiency in corn. The results come in two ways: First, could be an increase in yield for the same amount of nitrogen fertilizer. Second, could be the same amount of yield with less nitrogen fertilizer.

This research is an important first step toward finding solutions for Iowa farmers. The ICPB goal is to get a product developed, then approved and licensed to the seed industry so that Iowa farmers can benefit from it. 🍷



FARMING SMARTER FROM PAGE 1

an RTK system, says Randall Reeder, an Ohio State University Extension agricultural engineer.

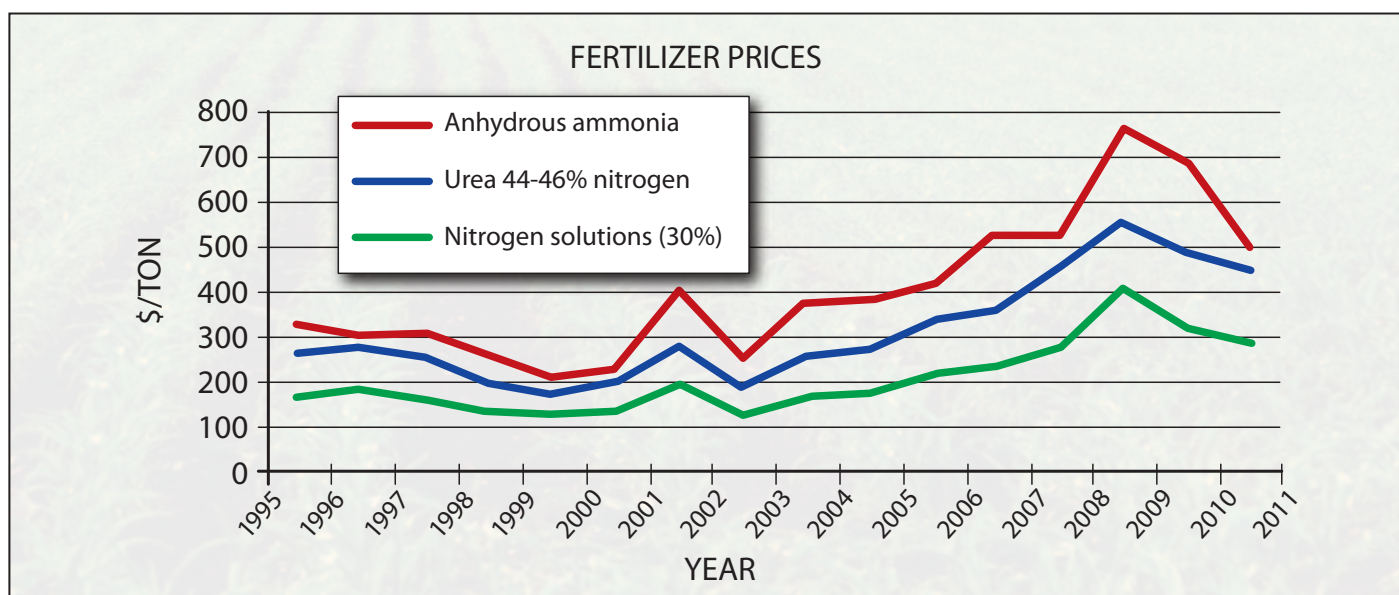
An RTK auto-steering system gives farmers a great opportunity to adopt continuous no-till, using controlled traffic patterns to minimize soil compaction. Without random traffic causing compaction, no-till crop yields usually increase substantially and costs are decreased. In addition to auto-steer systems, many farmers are adding precision control systems to their planters or sprayers – giving them the ability to precisely turn on or off individual planter units, sprayer boom sections, or even individual nozzles along field ends and edges and point rows.

An OSU Extension study found significant savings in fertilizer costs when a variable rate application of fertilizer or nutrients was used compared to going without it.

The study on a 45-acre central Ohio farm used variable rate technology to manage fertilizer applications of potassium and phosphorus on three field scenarios: application based on soil test data with the field divided into 2.5-acre grids, application based on soil type and application based on historical crop removal data using GIS software. The results were compared to the farmer's normal production practices of fertilizer application without precision agriculture technology.

Based on the results of the study, researchers found that in each scenario involving variable rate fertilizer applications, fertilizer savings ranged from \$36 to more than \$88 per acre when compared to normal production practices and no precision agriculture use. Overall fertilizer use (17,325 pounds for the 45-acre field) was the highest using the farmer's normal production practice of uniform application.

Using grid soil sampling and variable rate applications, fertilizer use was reduced significantly. Using variable rate fertilization applications based on soil type and on historical crop removal data each reduced overall fertilizer use significantly, too. 🍷



BIOMASS HARVEST UNDERWAY FOR CELLULOSIC ETHANOL

THE FIRST COMMERCIAL HARVEST of biomass for Project Liberty, POET's cellulosic ethanol initiative, is underway.

About 85 farmers in the Emmetsburg area are harvesting corn cobs and light stover. POET will use the biomass to produce cellulosic ethanol at its Emmetsburg plant, starting in early 2012.

After experimenting with several different cob-collection methods, the farmers have settled on corn cob bales rather than loose cobs as the primary feedstock. Jim Sturdevant, Project LIBERTY director, says they will have round and square bales delivered this fall.

“Each farmer has signed a contract to deliver the biomass, will have their own equipment for harvest and will follow

some suggested procedures for the harvest,” he says. “Each farmer independently selects the process in which they want to use to collect the biomass.”

Farmers are expected to be removing about one ton of biomass per acre. POET expects to receive 56,000 tons of bone dry corn cobs and light stover this fall.

Biomass harvested for Project LIBERTY will come to a new biomass storage facility, which is under construction now in Emmetsburg. The 22-acre site will have the capacity to house 23,000 tons of biomass bales. Construction of Project LIBERTY - the planned 25 million-gallon-per-year cellulosic ethanol plant - is slated to begin in early 2012 pending approval of a loan guarantee from the Department of Energy. Eventually, POET will need about 300,000 tons of biomass annually.

POET has been working with Iowa State University (ISU), the USDA and the Idaho National Laboratory to determine if there are any issues related to soil nutrient and erosion control when harvesting biomass as well as harvest and storage issues.

Research from ISU has found that removing approximately one ton of biomass out of the average 4.26 tons available per acre will not require any drastic changes in fertilizer management for producers choosing to participate in the program. For more information visit www.projectliberty.com. 🍷



Consumers sign up to win Free Food and Fuel for a year from Iowa's Corn Growers before the Iowa State vs. Iowa Football game on September 10. Consumers can still sign up to win Free and Food for a year by mailing in the form on this page or by signing up at www.iacornfed.com

MEMBERS AND CONSUMERS ENJOY IOWA CORNFED FUN

NO MATTER if you were cheering for the Hawkeyes or the Cyclones during their big rivalry football game in September, Iowans alike were treated to free t-shirts, free corn ethanol, and a chance to win free food and fuel for a year as part of the Iowa Corn GameDay promotion.

The goal of this sponsorship program is to spread the message to consumers about Iowa corn's role in feeding and fueling America.

Iowa Corn is proud to be sponsoring the second year of the multi-year, multi-sport promotion between the University of Iowa and Iowa State University. The GameDay partnership includes football, basketball and wrestling seasons through Cyclone and Hawkeye Sports Properties.

The entire promotion includes radio, television, internet and on-site marketing. The campaign highlights the many uses for corn and its

importance to Iowa—because Everyday is GameDay for Iowa's Corn Growers.

More than 900 Iowa Corn Growers Association members were on hand at the big Iowa and Iowa State football game held in Iowa City. Members and their families enjoyed good food, fun and camaraderie before going to the game in a special member tent located in Hawkeye Village.

Before the game, thousands of consumers near Kinnick Stadium learned more about corn-based foods and products, including ethanol, and were treated to prizes and fun.

Iowa Corn board members were honored in front of a sold-out crowd of about 70,000 on the football field before kickoff. They were



YES!
Enter me in the Iowa CornFed Sweepstakes

NAME

MAILING ADDRESS

CITY STATE ZIP

EMAIL ADDRESS

PHONE

I am over 18 and a legal resident of Iowa

A complete list of rules is available at IACornFed.com

Clip and mail this registration form in a stamped envelope to:

Iowa Corn
5505 NW 88th Street, #100
Johnston, IA 50131

2010. IOWA vs. IOWA STATE ABBREVIATED RULES -- 8.13.10 NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE. A purchase will not improve your chance to win. For a copy of the full Official Rules, go to www.iacornfed.com. By entering this Sweepstakes, each entrant agrees to be bound by the Official Rules and the decisions of the Sponsor, which are final and binding. Sweepstakes starts 8/20/2010 and ends 11/19/2010. Open to all residents of the State of Iowa who are at least 18 years old as of 8/20/2010. Void elsewhere. Employees, directors, contractors and agents of the Iowa Corn Growers Association and Iowa Corn Promotion Board, their subsidiary and affiliated companies and their advertising and promotion agencies, and the immediate family members of such employees (parent, child, sibling, spouse) and persons living in the same household of such employees (whether related or not), are not eligible to win. Enter online, by mail or by submitting an official entry form to an Iowa Corn representative at a participating trade show. To enter online go to www.iacornfed.com and submit your entry electronically no later than November 19th, 2010. To enter by mail, complete official entry form OR hand-print your name, phone number, address, birth date and e-mail on a 3"x 5" card and mail to: Iowa Corn, Sweepstakes Coordinator, 5505 NW 88th Street #100, Johnston, IA 50131. Mail-in entries must be received by November 19th, 2010. To enter at a trade show, complete an official entry form and return it to the Iowa Corn Representative at the show. One entry per person, per month, please. **ODDS OF WINNING/PRIZES:** Odds of winning will depend on the total number of entries received. **ONE GRAND PRIZE:** One Grand Prize winner will win \$5,000 in HyVee grocery gift cards and \$2,500 in Kum&Go gas gift cards. **10 GRAND PRIZE FINALISTS:** Ten Grand Prize Finalists will each receive two tickets to the Iowa vs. Iowa State Men's Basketball game in Iowa City, IA on December 10th, 2010 and a \$50 ethanol gift certificate. Grand Prize Finalists will be eligible to win the Grand Prize by attending the Grand Prize Drawing at the Iowa vs. Iowa State Men's Basketball game in Iowa City, Iowa on December 10th, 2010. Only one person per household may be named a Grand Prize Finalist. Prize Value: \$175 each. **2 RUNNER-UP WINNERS:** Two Runner-Up winners will each win \$2,500 in HyVee grocery gift cards and \$1,250 in Kum&Go gas gift cards. Runner-Up winners will need to be present for a prize presentation on December 3rd, 2010 at the Iowa vs. Iowa State Wrestling meet in Iowa City, Iowa or December 9th, 2010 at the Iowa vs. Iowa State Men's Basketball game in Iowa City, Iowa. **13 WEEKLY WINNERS:** Thirteen Weekly Winners will each win a prize package with a value up to \$250. Prizes will be selected by the Sponsor and will include items such as Iowa vs. Iowa State ticket packages, ethanol gift cards and miscellaneous Iowa or Iowa State materials. Weekly Winners are eligible to become a Grand Prize Finalist. Weekly Winner Prize Value: Value up to \$250 each. Weekly winners are eligible to become Grand Prize Finalists. Limit one Grand Prize finalist per household. No substitution or transfer of prizes is permitted. All winners will be notified by mail or e-mail. Acceptance of prize constitutes permission to the Sponsor and its agencies to use winner's name and/or likeness for purposes of advertising without further compensation, unless prohibited by law.

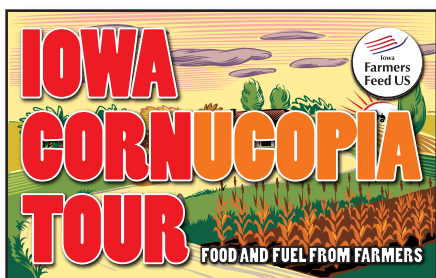
SPONSOR: 2010 Iowa Corn Growers Association and Iowa Corn Promotion Board. All rights reserved. Sweepstakes participants are hereby authorized to copy these Official Rules on the condition that it will be for the participant's personal use and not for any commercial purpose whatsoever.

recognized for Iowa Corn's involvement in the GameDay partnership and for their hard work every day that helps feed and fuel America.

The GameDay partnership will continue through this fall. Sign up now for the chance to win free food and fuel for a year – \$5,000 in groceries and \$2,500 in ethanol. **November 20 is the deadline to sign-up online. Go to www.iacornfed.com.**

CONSUMERS LEARN ABOUT IOWA AGRICULTURE THROUGH IOWA CORNUCOPIA TOUR

RECENTLY, EIGHT BLOGGERS from across the U.S. had the chance to learn about Iowa agriculture through the Iowa CORNUCOPIA Tour. The purpose of the tour was to allow consumers a chance to learn about Iowa agriculture, as well as food and nutrition.



"The Iowa CORNUCOPIA tour allowed us as an agriculture industry to share with consumers how we are producing safe and nutritious food and fiber for the world," said Kevin Rempp, a corn farmer from Montezuma and an ICPB board member. "This was a great opportunity for us to not only tell but show our story to consumers."

Participants in the tour were invited based on their interest in food and how that food is produced. The participants were free to use Twitter, Facebook and other social media tools to share information they learned while on the tour.

The two-day tour allowed consumers an inside look at Iowa agriculture. The first day included breakfast at The Machine Shed, a visit to Living History Farms to discuss how corn used to be raised; a tour of the Bill Couser Farm to see modern agriculture and talk about various uses for corn, including food, feed, fiber and fuel; a visit to the Iowa Speedway to discuss ethanol use and drive a few laps in an ethanol-fueled Indy pace car;

and dinner at Jasper Winery. The second day started with a breakfast at Gateway Market and a discussion about nutrition with Dr. Ruth MacDonald from Iowa State University. The tour concluded with a culinary class at Ador Kitchens and an Iowa corn fed lunch.

Participants enjoyed getting an inside look at farming. Many tweeted throughout their time in Iowa. @chefdruck tweeted, "Best part of the #iacorntour has been meeting farmers, asking them Qs, and seeing they care about the land just like us." And @doughmesstic tweeted, "When u think commercial farmer, do u picture huge corporation, antipersonalization? I met these farmers. Think dads, sons, wives. #iacorntour."

For more information on tour participants, please visit www.iacorn.org.

OUTSIDE THE BOX

By Dick Gallagher
ICPB Chair



HELLO! I am Dick Gallagher, the 2010 - 2011 Iowa Corn

Promotion Board Chairman. I am

a corn and soybean grower from Washington, in southeast Iowa. I have been farming for 36 years and my son recently returned to the farming operation.

This harvest topped off an interesting spring and summer. My crops received more than enough rain. As I drove the combine through the field, I saw the monitor jumping up and down and I heard from many of you that you are seeing some great highs and some lows. We are still producing a record corn crop - in fact, this year is predicted to be the 3rd largest corn crop in history and Iowa has led production for the past 18 years.

Recently, I traveled with the U.S. Grains Council to Egypt to talk to livestock producers about co-products. The tour was eye opening on the opportunities that exist for increasing DDGs use and for the value of our corn and corn co-products to a growing nation like Egypt. Even in the capitol city of Cairo, I saw hundreds of thousands of people who need protein that Iowa corn farmers working with our livestock customers can provide.

From Iowa to Egypt to Japan to Mexico and even to China, we continue to produce corn and corn co-products that feed and fuel a growing, changing global environment. 2011 is sure to bring us weather challenges, financial decisions, marketing options, and more, but the Iowa farmer will continue to plant and harvest in the most sustainable way. I look forward to what the next year brings and I look forward to helping keep the Iowa Corn Promotion Board on top of issues that affect corn growers in Iowa. 🍷



KEEP YOUR ENERGY ON THE FARM



CORN IS STORED ON FARM, but then delivered via rail, road or river. With the cost of everything rising, a quick energy audit on your farm might be an easy way to keep more of your money in your pocket. Annually, Iowa agricultural producers spend nearly a billion dollars on energy for crop and livestock production.

“An energy audit will highlight ways to potentially lower your energy use. It may seem like pennies on the dollar,” said Roscoe Eggers, a farmer and an ICPB director from Marshall County, “but it could directly cut your overall operating costs and help your farm long term.”

There are different energy audits available through the farm energy check-up program including:

- **Whole Farm Audit**
Identifies energy conservation and efficiency improvements for the whole farm.
- **Enterprise Audit**
Focus on single enterprise of the farm operation that may include grain drying, field or crop production, or livestock.

- **Specific Technology Audit**
Evaluates a specific technology to identify potential improvements in areas that may include lighting, vacuum pumps, variable speed drives, dairy pre-coolers or space heating.

Farmers interested in performing a farm energy check-up are encouraged to fill out a pre-audit assessment form located at www.consumersenergy.net under the Program & Services tab.

Farmers may also be eligible for assistance in performing a farm energy check-up. These programs include:

1. **Farm Energy Check-Up® Audit Assistance**
Ag producers with 50 percent or greater of their gross income derived from farm operations may qualify for audit assistance up to \$500 from Consumers Energy when a Whole Farm Energy or Enterprise Audit has been requested.
2. **Commodity Group Assistance**
3. **Utility Rebate Program**
4. **Rural Energy for America (REAP) Program (Section 9007) - Grants & Guaranteed Loan** 🍷

TWENTY-ONE IOWANS NAMED TO I-LEAD CLASS V

TWENTY-ONE IOWANS from a wide range of backgrounds have been named to the new Iowa Corn Leadership Enhancement And Development (I-LEAD) class that will begin meeting after the 2010 harvest.



I-LEAD was developed and is sponsored by the Iowa Corn Promotion Board (ICPB) and the Iowa Corn Growers Association (ICGA). These two boards recognize that the future of Iowa agriculture depends on developing new leaders who have a passion for agriculture. The goal of the two year program is to provide Iowa's talented men and women with the tools they need to succeed as leaders and spokespeople for agriculture.

Participants in I-LEAD Class V, selected through an application and selection process, include: Bart Boehm, Fontanelle; Erin Brenneman, Wellman; Todd Coffelt, Urbandale; Benjamin Furhman, West Des Moines; Todd Gonnerman, Milford; Dennis Heemstra, Primghar; Kyle Jensen, Neola; Terry Johnston, Parkersburg; Will Jones, Sioux Rapids; Mitch Kennedy, Cumberland; Steve Killpack, Logan; Emiliano Lerda, Urbandale; Grant Menke, Ankeny; Ben Rahe, Webster City; Keith Rohwer, Paullina; Brandon Schaaf, Tabor; Maddison Sieck, Glenwood; Drew Sponheim, St. Ansgar; Katie Stutsman, Ames; Jill Vander Veen, Hartley; and Jeff Winslow, West Des Moines. 🍷

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Checkoff Connection is a quarterly publication of the Iowa Corn Promotion Board, distributed through *Iowa Farmer Today*. If you have questions or comments, mail them with your name and address to: Mindy Williamson, ICPB, 5505 NW 88th St. #100, Johnston, IA 50131-2948 or fax them to 515-225-0781. You can also contact the ICPB office by phone at 515-225-9242 or by e-mail at corninfo@iowacorn.org.

The Iowa Corn Checkoff began in 1977 as the first corn checkoff in the nation established through a grower referendum. The corn checkoff collects 3/4 cent for each bushel of corn sold into commercial channels and is refundable.