

# American Ethanol turns Texas Motor Speedway green

To say that NASCAR has one of the most intense fan bases in sports would be an understatement. With that same kind of passion, corn farmers in the Lone Star State brought their message about the benefits of American Ethanol to racing fans at Texas Motor Speedway with one of the largest E15 promotions of the year.

During the promotional event, held during the Oct.31-Nov.2 NASCAR race weekend in Fort Worth, Texas Corn Producers and American Ethanol volunteers helped man the Bio-fuels Mobile Education Center on the midway and conducted a campground promotion that began Friday morning. American Ethanol starter flags were distributed throughout the campgrounds at the track so fans could fly them alongside flags from their favorite drivers. Fans also had the opportunity to get up close and personal with Austin Dillon's American Ethanol Sprint Cup car or try their hand at driving the American Ethanol racecar simulator.

"NASCAR races are a great opportunity for Texas corn farmers to make a connection with the public and speak with them about the importance of the ethanol market," Scott Averhoff, the Texas Corn Producers Board chairman from Waxahachie, says. "It also gives Texas Corn Producers an opportunity to dispel any myths and misinformation that consumers might have heard while giving them to the chance to

ask their own questions."

One unique aspect of the races is connecting American Ethanol with something a NASCAR fan can always support: their driver.

"The NASCAR races at Texas Motor Speedway are a chance for Texas corn farmers to interact with fans who may or may not know what fuels their favorite driver's car each race," Robert Gordon, a TCPB director from Dalhart, says. "What better place to promote American Ethanol than in a sport that uses ethanol every race weekend?"

For a few NASCAR fans, the experience provided by the promotion was truly unforgettable.

"I'm a huge Austin Dillon fan because of the fact that he supports American agriculture," Cathy Patterson, a NASCAR fan from Houston, says. "Having the opportunity to see the car and sit in the place of my favorite driver was a truly unforgettable experience."

With all of the exposure ethanol received at the event, Texas Corn made an efficient use of checkoff dollars. In addition to the midway and campground fan interaction, race fans had the opportunity to enjoy the Loud and Proud Pre-Race Show Fueled by American Ethanol featuring Stoney LaRue, Kevin Fowler and DeeJay Silver. American Ethanol branding could be seen on the stage as well as the pre-race logo that commanded attention on the track's infield. American Ethanol was also pro-

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From the Texas Corn Producers Board  
and the Corn Producers Association of Texas  
November 2014

# the kernel



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# CORNER Comments



**David Gibson**  
**TCPB Executive Director**  
**CPAT Exec. Vice President**

We are wrapping up a crop year that has seen most areas of Texas produce a corn crop that will be near a record crop for the state. This ties in with a national crop that is a record in the amount of bush-

els of corn produced.

We have been in a 6-7 year period where marketing of crops was not as high of priority as it had been during periods of lower prices. We are again entering a period where it appears lower prices will be a major concern for crop producers. This is due to several factors such as reduced number of cattle on feed therefore less feed consumption, the Renewable Fuel Standard is under attack and potentially less corn will be used for ethanol, and exports of corn have been below historic levels; all this is combined with increased yields and a record production for the U.S.

Producers should be looking to implement better marketing practices. One of the opportunities to learn to do this is through the Master

Marketer Program through Texas A&M AgriLife Extension. You can check with your local Extension agent for opportunities near you. Many commercial companies are available, your local elevators in many cases provide several options for use in marketing your grain.

Other things producers can do in times where margins are very close include improving management practices. Taking soil samples to determine the most efficient nutrient levels to apply, determining proper planting rates, variety selection, herbicide choices for weed control, etc. are some of the things to consider.

We at Texas Corn Producers Board and Corn Producers Association of Texas, con-

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The old adage about “high prices cure high prices” is certainly ringing true with most major commodities in 2014. Early indicators are as to be expected. Input costs for producing these comparatively lower value commodities are not declining at the same rate. It will be hard for farmers to “pencil out” a profit for 2015, especially if produced on rented ground.

Farm Bill implementation is making timely progress. With the first potential ARC or PLC payments

not being made until October 2015, there is ample time for farmers to utilize the farm bill decision aid tool developed by the Agricultural and Food Policy Center at Texas A&M University to make an educated choice about which program or programs are best suited for their individual farm’s needs. Each farmer/landowner needs to be aware of calendar deadlines for updating bases and yields, as well as selecting ARC or PLC.

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**Scott Averhoff**  
**TCPB Chairman**  
**Waxahachie, Texas**

# Farm program workshops statewide

*Producers encouraged to learn about farm bill implementation*

Farm bill training meetings are being conducted and scheduled across the state. Texas Corn Producers staff has been involved with the effort to coordinate meetings with other commodity groups, county USDA – Farm Service Agency personnel and Texas A&M AgrilLife Extension representatives.

The coordinated effort affords producers with quality information on all aspects of the new farm bill. TCP encourages all producers to attend a meeting so that they will be educated on the options available to them, and implement the best choice for their farming operation.

Comments from recent meetings have included discussion of the Supplemental Coverage Option (SCO) insurance value on some crops versus other crops. Other discussions have involved the re-allocating of bases on farms.

This can be beneficial to assist in planting patterns that may differ from farm bases. This is important because any payments will be based on the BASE ACRES – not planted acres. Any reallocation of bases stays with the farm so the landowner has the final decision.

Producers are eager for the yield exclusion relief that was in the farm bill. This would allow producers to exclude any yield from their APH in years where the county yield was 50 percent or lower than the 10-year average. This would certainly help the low APHs from the recent drought years. It is unfortunate that USDA – Risk Management Agency has delayed this implementation until 2016. TCP and other ag groups have communicated to Congress and USDA representatives that a delay until 2016 would be a disservice to

producers that need relief.

Texas Corn Producers Board was instrumental in funding the farm bill decision aid, which was developed by the Agricultural and Food Policy Center at Texas A&M University. TCPB directors felt a decision aid was critical to help Texas producers with the range of decisions. Producers are encouraged to use the decision aid tool to give them scenarios from different farm bill options, which will help in making the best decisions for their farming operation.

Decisions made are by farm number and by crop. The important thing to remember is that the decisions are for the life of the farm bill. It is in every producer's best interest to attend a farm bill training meeting in their area. A list of scheduled meetings, as well as other farm bill resources, is available on the TCP website at [www.TexasCorn.org](http://www.TexasCorn.org).

## ARC/PLC IMPLEMENTATION TIMELINE

Item	Time Frame	Details
Agricultural owners received letter from USDA-FSA	Completed	Owners with base acres have received a letter from USDA-FSA providing a summary of covered commodities.
Base Acre Reallocation and Yield Updates	Sept. 29, 2014 – Feb. 27, 2015	Owners have a one-time opportunity to reallocate the farm's base acres or update yields
ARC/PLC Election	Nov. 17, 2014 – March 31, 2015	Producers make election which will remain in effect for the 2014-2018 crop years, of the following: <ul style="list-style-type: none"> <li>• PLC or ARC County on a covered commodity-by-commodity basis; or</li> <li>• ARC Individual for all covered commodities on the farm</li> </ul>
ARC/PLC Enrollment	Mid-April 2015 – Summer 2015	Producers sign contract to participate in ARC/PLC for 2014 and 2015 crop years

# THE VOICE: Association News

*A note from the President...*

The 2014 corn harvest in Texas is virtually complete, as well as most of the US. Most producers in Texas were able to realize average to excellent yields – a great improvement from the past three drought-stricken years. USDA is now reporting a record 14.5 billion bushel corn crop with an estimated average yield of over 174 bushels per acre! Of course, overshadowing this good news is the drastic drop in corn prices, bringing the price of corn down to well below the cost of production, erasing any gains from a producer's bottom line. The new farm bill does provide somewhat of a safety net, but with prices at their current levels, it will still be difficult for even the most efficient producers to find a way to record a profit this year.

Further compounding the problem is the choice that producers will have to make regarding which program to participate in. While the ARC program has been highly touted by Midwest producers, the drastic drop in prices has left many of them scratching their heads, and looking at the protection offered by the PLC pro-

gram. Fortunately, that decision will not have to be made until well into 2015, when producers can better predict where average corn prices for 2014 will end up.

Now that I have mentioned the farm bill, I want to thank each of you who contacted your congressman and senators regarding the "APH Adjustment" provision that was part of the Agriculture Act of 2014. The provision requires USDA to allow producers to exclude a yield in their APH calculation in a year when the yield of their county is 50 percent or less than the county's 10-year average as a result of an extreme natural disaster. Thanks to the efforts of producers and agricultural associations such as CPAT we now have confirmation from the USDA that this provision will be implemented for 2015 spring-planted crops. This is a great accomplishment as the USDA - Risk Management Agency initially said the provision would not be implemented until 2016. Many Texas producers would have been adversely affected by such a delay, as many coun-



**Jimmy Wedel**  
**CPAT President**  
**Muleshoe, Texas**

ties in Texas have had a severe reduction in yields over the past few years of drought, and the APH Adjustment will now allow them to have better coverage.

I would like to encourage all Texas producers to join the Corn Producers Association of Texas. Membership benefits include a free bag of corn seed (which more than pays for the annual membership cost) and other discounts. CPAT continues to work hard to be your effective voice in both Austin and Washington. Sign up today at [www.TexasCorn.org](http://www.TexasCorn.org).

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## American Ethanol, continued

moted through a commercial on the world's largest LED video board. The 108-ton high-definition screen, Big Hoss, showed an American Ethanol promotional video during the race.

With Texas Motor Speedway being the Sprint Cup chase's largest attended event, it was a premier opportunity to further expose fans to American Ethanol, and its valuable role to Tex-

as agriculture and the farmers producing their food, fiber and fuel.

# 14<sup>th</sup> Annual Texas Commodity Symposium program announced

The fourteenth annual Texas Commodity Symposium will be held Wednesday, Dec. 3, in Amarillo in conjunction with the Amarillo Farm and Ranch Show in the Grand Plaza Room at the Amarillo Civic Center. The free event will begin at 9:30 a.m.

The symposium, which is hosted by the Corn Producers Association of Texas, Plains Cotton Growers, Inc., Texas Grain Sorghum Association, Texas Peanut Producers Board and Texas Wheat Producers Association, will conclude with the annual Ag Appreciation Luncheon, presented by the symposium and the Amarillo Chamber of Commerce Ag Council.

“Agricultural production plays an important role to the area’s economy, as it brings in more than \$12.2 billion to the High Plains,” CPAT Executive Vice President David Gibson said. “Events such as this symposium are a great way for us to provide pertinent information to farmers and ranchers, as well as the communities they support.”

Texas Country Reporter’s Bob Phillips will present the symposium’s keynote address during the Ag Appreciation Luncheon. Texas Country Reporter is a highly-acclaimed TV program that celebrates the history, emotion and beauty that make Texas and Texans so unique. Since 1972, Bob Phillips has

traveled the back roads of the Lone Star State and shared the stories of real Texans.

Additionally, the symposium will examine a variety of issues that impact producers and the agribusiness sector. Featured topics this year include the farm bill implementation, a political outlook for the state, and program updates from NRCS and FSA.

The event is made free of charge for attendees because of the generous support of the symposium’s sponsors, including ArmTech Insurance Services, Bayer CropScience, BNSF Railway, Capital Farm Credit, DuPont Pioneer, High Plains Journal, Monsanto, National Peanut Board, and Syngenta. ●

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## *Gibson, continued from p. 2*

tinue to work on programs to promote increased use of corn. We are cooperators with the U.S. Grains Council to promote the increased usage and marketing of corn around the world. With the increasing world population, we continue to see more demand growing around the world.

Domestically, the largest impact to the corn demand has come from the effect of the drought on cattle numbers and decreased numbers of cattle to consume corn in feedlots. The market is also impacted by threats from the

Environmental Protection Agency to reduce the RFS. Over time many groups have challenged that producers can’t produce enough corn to support the livestock industry, export demand, food demand and ethanol demand. You corn producers have proven them wrong in each year, including years of drought and lower than expected production, as we now look at another good production year with a large surplus of corn in the U.S. I hope each producer will join in the efforts of our organizations to urge

EPA to leave the RFS alone, and to remind our Congressional members as well that producers have met the challenge and we have produced enough corn to meet and exceed the demand.

I hope all of you are working on gathering your data to prepare to sign up for the new farm programs, which will be concluded sometime next spring. Be sure to check our website for details or contact your local USDA – Farm Service Agency county office. ●

# Inaugural LAND program hosts new Texas agricultural leaders

In September, TCP hosted its inaugural young producer leadership program, LAND, in Fort Worth. LAND, which stands for Leadership, Activism, Networking and Development, was established as a way to recognize and train new leaders in the industry. Ten young producer couples were invited to the Stockyards of Fort Worth for one weekend in August to participate in the program.

The program's goal is to train young producers to become more knowledgeable of the corn industry and gain insight to leadership opportunities available within the agricultural industry. TCP's mission was for participants to leave as leaders prepared for things such as media calls, speaking to lawmakers and using social media to fight for agriculture, as well as be ready to take on more advanced leadership positions in the future.

Different speakers were brought in to educate and train participants on topics such

as how checkoff boards and associations function, current agricultural issues and activism, the political process and how to talk to lawmakers, and networking. Participants were trained on becoming a face for the industry through media interviews and social media.

The event was made possible by sponsors, including Monsanto, Ag Workers Insurance, AgTexas Farm Credit Services, BNSF Railway, Dow AgroSciences and Landmark Nurseries. Guest speakers included Jana McGuire with the Center for Food Integrity, Walt Smith with The Mallard Group, Kody Bessent with the High Plains Water District, Gretchen Hamel with



Ten new leader couples gathered in Fort Worth for inaugural LAND program

Highline Strategies, Drew DeBerry with the Texas Department of Agriculture, and Texas farmers and industry leaders Bryan and Jana Clift.

Participants of the program left Fort Worth fired up about their roles as leaders in agriculture. An anonymous survey showed the weekend was a success and the feedback from the event was incredibly positive. TCP looks forward to continuing this program in coming years and developing more leaders in the corn industry in our state. ●

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## *Averhoff, continued from p. 2*

While homegrown American Ethanol does not always resonate well in Texas conversations, it has had a huge impact on domestic markets for a crop with a huge trend line yield increase. The dried distiller's

grains with solubles that are produced as a result of ethanol production have become a desirable high protein component of livestock rations. Whatever your position may be, I think we can all agree that that an

abundant diverse energy resource is crucial to the success of America and our quality of life.

TCPB's goal is to increase the profitability of Texas corn farmers. Please contact us with your thoughts. ●

# ODDS *AND* ENDS



## **Out on the Land features Texas corn farmers**

*Out on the Land's* Larry Butler, Ph.D., recently visited the Texas High Plains to film two of his episodes that aired on RFD-TV.

Episode 51 of the show, featured the Texas Alliance for Water Conservation's field day in Muncy, Texas, and highlighted participants learn-

ing about and seeing various water-saving technologies used by Eddie Teeter, a corn producer and award-winning water conservationist.

The following episode followed the Gruhlkey brothers from Wildorado, Texas, and how these three young men are utilizing the latest

conservation technologies to conserve water and help their farm thrive.

These episodes can be viewed online at [www.OutOnTheLand.com](http://www.OutOnTheLand.com), and will air again on RFD-TV Dec. 16 and Dec. 23, respectively.

## **Texas corn farmers appointed to national leadership positions**

Four Texas farmers were chosen to serve in key advising positions for the National Corn Growers Association, bringing a Texan perspective to help lead the nationwide organization.

NCGA relies on a strong group of farmer leaders for the organization to thrive and serve its purpose as a nationwide representation of one of the largest agricultural segments of the United States. The NCGA Corn Board recently determined the farmers who will serve as the core influencers for the association by announcing the members and leaders of

its action teams, committees and working groups for the 2015 fiscal year, which begins this month.

The group selected four Texas farmers for various positions within these groups. The following producers were selected for NCGA Action Teams:

- Grower Services Action Team – Larry Mason of Dalhart, Texas
- Public Policy Action Team – Joe Reed of Kress, Texas
- Production and Stewardship Action Team Participant – Charles Ring of Sinton, Texas

Wesley Spurlock, current NCGA board member and Texas Corn Producers director from Stratford, Texas, will serve as chairman of the Association Relations Committee, and as the organization's representative on the BNSF Railway Ag Business Council. Spurlock will continue to serve on the Commodity Classic Joint Venture Committee, as in 2012 he was appointed co-chair for the 2016 event that is jointly hosted by NCGA, American Soybean Association, National Association of Wheat Growers, and National Sorghum Producers for farmers from across the nation.

## **Deadline approaching for CPAT Scholarship applications**

Don't let your youth CPAT member miss their chance at a \$1,000 scholarship!

Two \$1,000 scholarships to be awarded in each of the following categories:

- High School junior or senior as of Aug. 1

- College or university undergraduate student as of Aug. 1

**All entries must be submitted electronically by 5 p.m. on Nov. 30 or mailed to the CPAT office and postmarked by Nov. 30.**

Know a student interested in applying, but not a CPAT member? It's never too late to join for just \$20!

Visit [www.TexasCorn.org](http://www.TexasCorn.org) for more information on the CPAT scholarship program and youth membership.

# Directors

Scott Averhoff, *Ellis Co.*

Jay Beckhusen, *Milam Co.*

Daniel Berglund, *Wharton Co.*

David Ford, *Hartley Co.*

Robert Gordon, *Dallam Co.*

Mark Howard, *Parmer Co.*

Larry Mason, *Dallam Co.*

Joe Reed, *Swisher Co.*

Charles Ring, *San Patricio Co.*

Wesley Spurlock, *Sherman Co.*

Max Swinburn, *Castro Co.*

Bart Thoreson, *Hansford Co.*

Wesley Valerius, *Cameron Co.*

Dee Vaughan, *Moore Co.*

Jimmy Wedel, *Bailey Co.*

Bruce Wetzel, *Grayson Co.*

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**Hallie Bertrand**

*Industry Relations*

**Angie Martin**

*Industry Relations*

**Lynsey Meharg**

*Communications Intern*

**Taylor Niemeier**

*Administrative Intern*

# Upcoming Events

Don't miss the 20th Annual Commodity Classic in Phoenix, Ariz., Feb. 26-28! More details available at [www.commodityclassic.com](http://www.commodityclassic.com).

It's a busy time of year! Visit [www.TexasCorn.org](http://www.TexasCorn.org) for the most up-to-date list of events.

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