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#### MISSOURI CORN STAFF

Gary Marshall Chief Executive Officer Gary Wheeler **Deputy Executive Director** Becky Frankenbach **Director of Communications** Cindy Remmert Director of Finance **Bradley Schad** Director of Ethanol Policy Shane Kinne Director of Public Policy Hilary Holeman **Outreach Coordinator** Matthew Amick Field Service Representative – Eastern District

Aimee Cope Field Service Representative – Western District
Kerry Rose Field Service Representative
Ashley McCarty Field Service Representative

Whitney Lammers Executive Assistant/Membership Coordinator

Lori Schulte Office Manager





#### **CONTACT INFO**

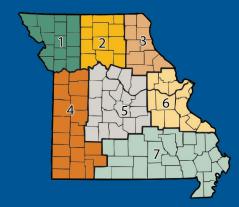
3118 Emerald Lane
Jefferson City, MO 65109
Phone: (573) 893-4181
Toll-free: (800) 827-4181
Fax: (573) 893-4612
E-mail: mcga@mocorn.org
Web: www.mocorn.org







#### 2013-2014 MISSOURI CORN BOARD OF DIRECTORS



#### DISTRICT 1

Morris Heitman MCGA Vice President Mound City

Kevin Hurst MCMC Chairman Tarkio

#### DISTRICT 4

Kyle Kirby MCMC Treasurer Liberal

Mike Moreland MCGA Secretary/ Treasurer Harrisonville

#### DISTRICT 2

Gary Porter MCMC Vice Chairman Mercer

Matt Lambert Brookfield

#### DISTRICT 5

Kurtis Gregory Marshall

Jay Fischer Jefferson City

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Jay Schutte Benton City

Scott Hays Monroe City

#### DISTRICT 6

Greg Schneider MCMC Secretary Warrenton

Mark Scott Wentzville

#### DISTRICT 7

John Moreton Charleston

Jim Stuever MCGA President Dexter

Mike Geske National Corn Board Representative Matthews

#### LETTER FROM THE OUTGOING CHAIRMAN

Dear fellow growers,

It has been a pleasure serving as the Missouri Corn Merchandising Council (MCMC) chairman over the

past year. Many things go on in the world of Missouri's corn checkoff program–and sometimes those things are beyond our control.

The historic drought of 2012 affected many sectors of agriculture. As producers, we struggled to salvage something from the endless days of dry weather, only to discover most efforts were unproductive.

For those livestock farmers searching to find feed sources, MCMC joined forces with cattlemen to explore alternative forages. This coalition hosted workshops around the state to demonstrate how to improve digestibility of corn stover and lower-quality hay while boosting the feed's protein content. The ethanol industry struggled to find profitable alternatives and meet the increasing demand for distillers grains, a high-protein feed source for livestock farmers. Another corn partner impacted by the short crop was our international buyers. These markets have been valuable in the past, keeping demand alive for our abundant corn.

I'm grateful to have last year's crop in the history books and look forward to the final numbers of this year's bountiful harvest. A large crop means we must continue building demand and working with many valuable programs funded by checkoff dollars.

This year, I am honored to continue serving you as the Missouri Corn Growers Association (MCGA) president. It is a challenge to follow in the footsteps of the many fine leaders MCGA has had over the years, and Rob Korff has been one of them. I'm looking forward to the year ahead and tackling the issues we face both on the state and national levels.

Ethanol, exports, domestic use, water quality, locks and dams and a list of other important issues will demand a considerable amount of attention. There is no doubt we will have our hands full. I'm sure with the valuable input from growers like you, we can do an enormous amount to help promote and ensure corn interests are advanced.

Respectfully,

Jim Stuever MCMC Chairman 2012-2013

James W Shewer

" I'm sure with the valuable input from growers like you, we can do an enormous amount to help promote and ensure corn interests are advanced." - Jim Stuever PLANT HARVEST



#### LETTER FROM THE RETIRING PRESIDENT

Fellow corn growers,

As we close the chapter on the 2013 growing season, I hope the story turned out better for you than

the 2012 season. It has proved another challenging year in the fields and on the policy front. While we have successfully held our ground on protecting the ethanol industry and your right to farm, there is still work to be done.

I would like to report the Farm Bill has passed, but even two years after its expiration, it has not. I would like to report the Renewable Fuel Standard isn't under constant attack, but that is not the case either. I would like to report E15 was approved for sale in Missouri, but it wasn't. I would like to report common sense prevailed on Missouri River issues and the Corp of Engineers was prevented from dumping rich top soil in to the river, but that didn't happen. These are all issues your Missouri Corn board members and staff battled in 2013.

If you sense frustration on my behalf, you are correct. However, these issues have not been resolved for a lack of effort. In my nine-year term on this board, your corn board directors, farmer members and staff have made more trips to Washington, D.C., and Jefferson City than ever before. We've also been in contact with more leaders, made more phone calls and held more informational meetings than ever this year to ensure Missouri corn growers are represented on the issues that matter.

What seems to be the new normal these days is politics come before doing what's right. Bad, nonsense policies get passed while proven, common sense policies get pushed to the backburner or voted down. So where do we go from here?

Just like farming in challenging times, we must stay the course and continue working to achieve the goals needed for family farmers to compete and succeed today and in the future. I ask you to do your part too. On wet days and over the winter, please take a few minutes to contact your elected representatives and tell them what you need done on the issues impacting your operation. Do this, and do it often. I assure you it makes a difference!

I want to thank you for your confidence the past nine years. It has been an honor to be a part of, and lead, this wonderful association. There are great folks here, and this organization will continue to be respected and successful thanks to our farmer members.

Take care and God bless,

Rob Korff MCGA President

Roh Korff

2012-2013



#### **MEMBERSHIP**

#### **Membership Continues To Reach New Heights**

We are proud to report the Missouri Corn Growers Association experienced growth for the fifth straight year, hitting a record high 2,549 members in October 2013. And for the third straight year, MCGA finished with the highest numeric growth and highest percentage growth of any of the 26 National Corn Growers Association (NCGA) affiliated states. MCGA was also recognized by the Missouri Society of Association Executives with an Award of Excellence in Membership Development during the organization's annual meeting in Jefferson City. The award recognized MCGA's membership program for growing by 576 members in only 21 months – a 26 percent increase.

This growth and these accolades can be attributed to our engaged growers and partners who understand the importance of defending and building opportunities through effective public policy and market development. Thank you for your support in 2013!

#### **Grassroots Alliances, Consumer Education Key to Success**

Direct, face-to-face communication with growers, industry partners and consumers is a key component of MCGA's market development and policy initiatives. In its second full year, the Missouri Corn field services team serves as a conduit for distributing information and building support for our industry. Timely communication and effective programs are leading to more engaged members, stronger policy positions and increased market development opportunities.

A large grassroots coalition of growers uniting to respond to attacks has profound strength. Missouri Corn made consumer education a priority in 2013. Whether it was visiting with civic groups, discussing corn and ethanol industry impacts with economic development leaders or addressing questions about modern food production, Missouri Corn knows consumer education is a key to success.



MCGA President Rob Korff accepts the national 2012 Top Association Recruitment Award at the 2013 Commodity Classic in Kissimmee, Fla.

The year ahead will prove challenging with continued attacks on the corn and ethanol industries. Every membership matters. If you are already a member, thank you for your support. If you are not a member, please join the fight to protect the corn industry in the state, country and worldwide. Visit www.mocorn.org to become a partner in progress.

Need a speaker for a meeting or have questions about Missouri Corn programs? Contact the field services team by calling (800) 827-4181.



## PROTECT



#### **POLICY**

#### Missouri Legislature Supports Ag in 2013

The 2013 Missouri legislative session marked multiple victories for corn growers. Despite a heated budget debate and other contentious issues, corn farmers were able to stay above the fray and ensure growers' best interests were represented. A few of the successes on the state level included:

#### 1. House Joint Resolution 11 & 7, Right to Farm:

This provision was approved by the General Assembly during the last week of session after much hard work and negotiation. Now, voters will have final say in the decision to put the right to farm in the Missouri Constitution during the 2014 general election. If approved, the state constitution will read: "That agriculture which provides, food, energy, health benefits, and security is the foundation and stabilizing force of Missouri's economy. To protect this vital sector of Missouri's economy, the right of farmers and ranchers to engage in farming and ranching practices shall be forever guaranteed in this state, subject to duly authorized powers, if any, conferred by article VI of the Constitution of Missouri." Be sure to vote for agriculture when the ballot box rolls around in November.



Missouri corn producers from across the state took time away from their farms to visit with legislators at the State Capitol during MCGA's annual meeting and lobby day.

#### 2. Senate Bill 19, Child Labor Laws:

After fighting back federal regulations that would have limited a child's ability to work on the family farm last year, it was discovered Missouri did not have specific exemptions in place for family farms. Sen. Brian Munzlinger (R-Williamstown) and Rep. Tony Dugger (R-Hartville) immediately went to work to provide these exemptions with Senate Bill 19. After successfully moving through both chambers, the measure was signed by Gov. Jay Nixon.

#### 3. House Bill 17:

This bill changes the laws regarding initiative and referendum petitions, making the process more transparent and fair. Several changes include establishing a hearing on the proposed petition held by the Joint Committee on Legislative Research and provisions to ensure signature gatherers are not committing forgery or fraud.



#### Fighting Back Attacks on the RFS

The Federal Renewable Fuel Standard (RFS) is under an all-out assault. Whether it is big oil, the poultry industry, the grocery manufacturers or other groups, big money is being spent to take down one of the greatest success stories in the history of rural America. Fortunately, corn farmers continue to successfully fight off these attacks.

MCGA fought hard in 2013 to protect this valuable market for your corn, sending multiple delegations of corn farmers and industry supporters to Washington, D.C., to tell your story. These groups met directly with members of the Missouri delegation, and representatives and senators from other states that sit on key committees. Though discussions surrounding the RFS continue to swirl, there is no doubt growers meeting face-to-face with members of Congress has proven to be a great success.

We need more voices to join in this battle. If you are not a member of the Missouri Corn Growers Association, please join today.

Jay Schutte



#### **Cattle And Corn Working Together**

In Missouri, we understand the benefits of today's growing ethanol industry go far beyond the cornfield. In addition to increasing our domestic fuel supply, the state's majority farmer-owned biorefineries are generating distillers grains for the livestock industry and increased economic activity for our rural communities. The reasons for supporting renewable fuels are as diverse as Missouri agriculture.

It was that diversity and a unique partnership with the state's cattlemen that led to a new initiative highlighting how corn and cattle farmers are working together to support ethanol and the RFS. This cattle and corn collaboration discusses the value of distillers grains and the need to support our local communities from a farmer's perspective. The print and radio advertisements feature personal comments from Greg Schneider, cattle farmer from Warrenton; Mike Moreland, dairy farmer from Harrisonville; and cattle farmer Jay Schutte of Benton City. Please visit www.cattleandcorn.org to view the ads, hear the testimonials and show your support for Missouri agriculture.

Mike Moreland



Greg Schneider





#### COMMUNICATION

#### Major League Campaign Hits a Home Run with Consumers

For the fourth year, Missouri Corn and members of Missouri Farmers Care (MFC) joined forces to launch an educational campaign with the St. Louis Cardinals. Hitting a home run with millions of dedicated fans, the Safe at the Plate initiative ran throughout the 2013 regular season, into the postseason and finally through an exciting World Series bid.

The unique partnership between the Cardinals and MFC was created to increase awareness and understanding of today's food production. Radio ads featuring Missouri farmers were aired during each of the Cardinals' regular season games on more than 117 stations across Missouri and bordering states. These positive messages reached approximately 3.3 million unique urban and rural listeners repeatedly during a six-month period. The coalition went into extra innings, placing radio spots on the Cardinals Radio Network during the National League Division Series, National League Championship Series and the World Series on KMOX, the

Several components also brought a personal touch to the stadium. At select Friday night home games, the Safe at the Plate display was set up in Ford Plaza so farmers could talk directly with fans. The coalition also invited dieticians, restaurateurs, food reporters, food bloggers and other key influencers to Busch Stadium to talk directly with farmers and learn more about the great things happening in Missouri agriculture.

Missouri agriculture

is working to educate consumers about modern farming through a dynamic campaign with the St. Louis Cardinals. "SAFE at the Plate" reminds consumers of the delicious, nutritious and affordable food provided every day by

For many Missouri farmers, farming is more than a chosen profession — it is a commitment to caring for their animals, preserving the land,

MOFarmersCare.com or join the conversatio

Missouri farmers and ranchers.

giving back to their communities and Get involved and help tell the story behind Missouri's growing agricultural industry. Visit

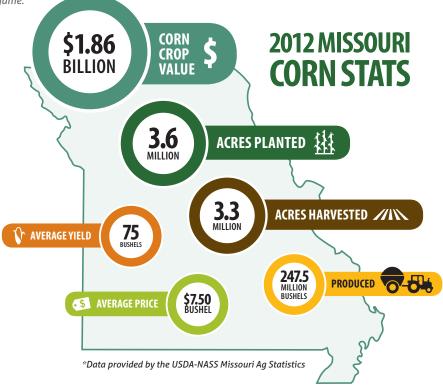




Captain Cornelius (right) joins Truman the Tiger and Mizzou Golden Girl at Memorial Stadium to cheer on the Missouri Tigers and film the "Missouri Corn Fueled First Down" spot aired during each Mizzou home football game.

#### Missouri Corn Fueling Tigers to Victory

Missouri Corn also entered into a new partnership with the Missouri Tigers for the 2013 football season by proudly sponsoring Mizzou first downs. Nearly 67,000 fans in Memorial Stadium viewed video clips featuring Truman the Tiger alongside Captain Cornelius signaling first downs as they were announced from the booth at each home game. Tiger fans listening to the Tiger Radio Network heard Mike Kelly announce the Missouri Corn fueled first downs in real time. Radio ads featuring Kelly also aired each week during the game and pre-game shows on more than 50 stations across the state. Missouri corn farmers – proud to fuel your Missouri Tigers. MIZ-ZOU!





Captain Cornelius and Truman the Tiger drive away in the E85 powered classic 1973 Corvette during the "Missouri Corn Fueled First Down" video playing on Mizzou's jumbo screen in stadium.

#### ETHANOL OUTREACH

#### **NASCAR Lands E15 Victory Lane**

For the last three years, NASCAR's elite have been racing on E15 (15 percent ethanol, 85 percent gasoline). Drivers in NASCAR's three premier series have racked up more than 5 million miles during that time, providing their cars with more horsepower and keeping engines running cleaner and cooler. And most importantly: proving that if E15 is good enough for the track, it's safe for the everyday highway.

Austin Dillon, 2012 Nationwide Rookie of the Year, served as American Ethanol's primary spokesperson during several races and a Sprint Cup appearance. Dillon brought further attention to ethanol over the summer, taking victory lane in the first NASCAR sanctioned dirt race since Richard Petty, nearly 30 years ago. Fittingly, like your hard work in the dirt pays off, so did Dillon's, with his #39 American Ethanol truck securing a spot in the NASCAR Hall of Fame.

When Missouri Corn signed on to the American Ethanol campaign with NASCAR, our goal was to increase the visibility of ethanol and the benefits of E15. And the campaign is doing just that. Every wave of the green flag bears the American Ethanol logo. Every car and truck on the track features a green American Ethanol fuel port.

Because American Ethanol is on the side of every car in every race of NASCAR's three premier series, 100 million television viewers (one-third of the U.S. population) see ethanol in action. Roughly 10 million fans each week are seeing American Ethanol on track and in NASCAR Green commercials. Thanks to the Motor Racing Network (MRN), nearly 5 million fans are exposed to the American Ethanol brand during each Sprint Cup race over the airwaves on more than 600 affiliated radio stations and SiriusXM Satellite radio.

Closer to home, American Ethanol made a splash at Kansas Speedway with the track featuring a green painted wall and an American Ethanol banner covering the field across the backstretch during both the spring and fall race weekends.

Why are these efforts important? Thanks to the American Ethanol initiative, NASCAR fans are 50 percent more likely to be accepting of higher blends of ethanol in their own cars. As the third season of this partnership races to a close, one thing is certain: American Ethanol has secured a spot in the winner's circle.

The #3 American Ethanol car of Austin Dillon makes a pit stop, filling up with E15. Dillon, the primary spokesperson for American Ethanol, raced in each of NASCAR's three premier series in 2013, taking home a Camping World Truck Series win and the NASCAR Nationwide Series Championship.



#### **Setting the Record Straight**

Helping dispel common myths surrounding the use of ethanol, Missouri Corn continued its Ethanol Truth Campaign, showcasing a variety of small engines at boat, farm and outdoor shows throughout the Midwest. Visitors of these events include dealers, manufacturers, operators, servicemen and consumers. Throughout these shows, we work to educate attendees on the many benefits of ethanol and dispel myths associated with ethanol in boats and small engines. Furthering our reach to classic car enthusiasts, we took the Missouri Corn '73 Corvette on the road, attending car shows to visit with fellow motor enthusiasts and prove ethanol is safe for their vehicles. Talking directly with consumers and mechanics, this interaction allows us to set the record straight, addressing common misconceptions about ethanol and arming others with the truth behind today's fuel.

RUN SAFE WITH ETHANOL SMALL ENGINES **BOATS & CLASSIC CARS** Call the Missouri Corn office at (800) 827-4181 for a free small engine and ethanol brochure. Or download at www.mocorn.org. Missouri Corn



### ♦ A DECADE OF FUELING MISSOURI

**GROWING JOBS** 



67,000

DIRECT AND INDIRECT JOBS STATEWIDE

In addition to growing a high-quality kernel, cleaner energy and a quality feed ingredient, Missouri corn growers and ethanol producers are manufacturing jobs.

**REBUILDING COMMUNITIES** 

\$12 BILLION

IN ECONOMIC VALUE FROM 2000-2011

Biorefineries also contributed \$127 million annually in state and local taxes and \$222 million in federal taxes.

STRONGER COMMUNITIES \* MORE JOBS \* LESS DEPENDENCE ON FOREIGN OIL

#### **EDUCATION**

#### **Growing Education in the Classroom**

Planting seeds of knowledge with today's students means tomorrow's consumers have a better understanding of America's top crop. Each year, Missouri Corn works to help students reconnect with the source of their food, fiber and fuel through our *Corn in the Classroom* program.

After providing educational tools for teachers in more than 100 classrooms last year, we kicked off the 2013 school year by reaching out to more than 3,000 public and parochial school third grade teachers. Via email and mail, we invited them to visit www.mocorn.org and bring corn education to their classroom.

Providing teachers with free, no-hassle lessons, *Corn in the Classroom* materials include lesson plans, hands-on activities, posters, activity books and other teaching tools designed to meet third-grade level requirements for Missouri students. Missouri Corn's education program has reached thousands of students, with more than 21,000 activity books being distributed to classrooms in 31 states.

#### **Taking Corn Education to the Field**

Since not all learning occurs in the classroom, Missouri Corn teamed up once again with corn mazes throughout the state to provide corn education materials for visiting students and consumers. This year the partnership featured eye-catching, "Did You Know" fun fact stop signs to educate visitors as they navigated the mazes. The partnership, with nearly 20 popular agritourism venues, reaches a wide range of visitors and helps them learn about corn while experiencing it firsthand in the fields.

Parents, teachers and industry partners interested in utilizing *Corn in the Classroom* materials can download all educational tools online under the resources tab at www.mocorn.org.

#### **Corn Growers on Display in Nation's Capital**

In addition to our efforts at home, Missouri corn farmers joined growers across the nation to launch a summer educational campaign to bring the message of modern family farmers to Washington, D.C. The 2013 Corn Farmers Coalition (CFC) campaign, featuring Billy Thiel of Malta Bend, Mo., was designed to inject a positive, fact-based, educational

(Cont')



Missouri Corn teamed up with corn mazes across the state to connect visitors with corn facts as they navigate the fields.



Missouri Corn board member Billy Thiel was featured in Corn Farmers Coalition ads appearing in Washington, D.C., metro stations this summer.



message about modern family corn farming into the ongoing dialogue on Capitol Hill. The initiative used a combination of outdoor, print and digital ads to deliver a positive message about modern, family corn farmers to thought leaders. The target audience consisted of congressmen, senators, their staff, agency officials from USDA to EPA, lobbyists, think tanks and environmental groups. Ad domination in the Union Station metro stop throughout June and in the Capitol South metro stop in July contributed to more than 30 million media impressions in 2013. To view this year's CFC ads, or learn more, visit www.cornfarmerscoalition.org.

Mike Geske, Missouri Corn ex-officio board member and National Corn board member, updates growers from across the nation during NCGA Corn Congress.



State Beef Nutritionist Justin Sexten (right) discusses the benefits of corn stover in livestock rations during a field day in northwest Missouri.

#### BUSINESS DEVELOPMENT

#### Preparing for a Sustainable, Bioenergy Economy

Missouri Corn invests checkoff dollars annually into exploring new markets for corn. Over the past several years, Missouri Corn has partnered with U.S. Department of Agriculture, American Public Power Association, National Rural Electric Cooperative Association, University of Missouri and private industry to research a wide array of uses for corn stover and other field crop residues. After years of review and testing, these biomass products have tremendous potential to be a sustainable energy source for Missouri's future.

As part of our mission, Missouri Corn is at the table when it comes to exploring new markets for biomass, educating growers on stover removal and potential of various biomass markets and examining the latest technologies and processes for biomass usage in the areas of feed, liquid fuels and cogeneration for heat and power. When done correctly, stover harvest is sustainable and necessary for our independent, clean energy future. Our goal is to provide the resources and information needed so corn growers throughout the state can make proper business-minded decisions that will add value to their operations.

#### Preserving Relationships, Building New Partnerships

With 95 percent of the world's population living outside the United States, the world's largest growth markets are in emerging economies where a new middle class is driving demand. To be successful in the 21st century, Missouri must sustain and win these markets for corn. This year, we had the great opportunity to host more than 100 representatives from key export areas for Missouri such as Korea, Argentina, Colombia and Peru, among others. Escorted by Missouri Corn and U.S. Grains Council staff, the goal was to reassure longtime customers Missouri corn producers have the ability to produce and satisfy their needs. Due to the drought of 2012, U.S. imports dropped dramatically. Seeing the decrease in market share, Missouri Corn and the Council aggressively communicated with customers globally to reengage longterm U.S. corn buyers.

Missouri Corn checkoff funds are also invested to support domestic and international consumption of beef, pork, dairy and lamb by working with groups like the National Corn Growers Association and U.S. Meat Export Federation.

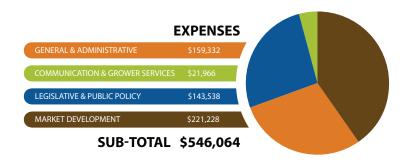
#### FINANCIAL SUMMARIES

#### MISSOURI CORN GROWERS ASSOCIATION

# INCOME DUES \$34,315 OTHER \$112,933 CONTRIBUTIONS \$550,000 SUB-TOTAL \$697,248

#### OVERVIEW

BEGINNING BALANCE	\$631,761
TOTAL INCOME	\$697,248
TOTAL EXPENSES	\$546,064
ENDING BALANCE	\$782 045



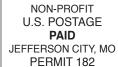
#### MISSOURI CORN MERCHANDISING COUNCIL

#### **OVERVIEW**

ENDING BALANCE	\$3,564,322
TOTAL EXPENSES	\$3,028,480
TOTAL INCOME	\$2,269,022
BEGINNING BALANCE	\$4,323,780



	<b>EXPENSES</b>
GENERAL & ADMINISTRATIVE	\$410,454
COMMUNICATION & GROWER SERVICE	ES \$714,392
PRODUCTION STEWARDSHIP	\$281,936
VALUE ENHANCEMENT	\$50,585
MARKET DEVELOPMENT	\$1,571,113
SUB-TOTAL	\$3,028,480





#### STAYING INFORMED

Missouri corn growers receive news on activities in the federal and state arenas, programs to improve marketing and risk management and much more in the following ways:

#### StalkTalk Newsletter

Published bi-weekly for MCGA members, *StalkTalk* provides the news growers need. To become a member and be added to the email list, visit www.mocorn.org or call (800) 827-4181.

#### **CornTalk Radio Programs**

CornTalk radio programs are aired weekly on the following farm radio affiliates: KAAN-Bethany, KFEQ-St. Joseph, KMZU-Carrollton, KRES-Moberly, KTRS-St. Louis and WTAD-Quincy.

#### Missouri Corn Online

Missouri Corn Online provides in-depth information from Missouri Corn, markets and weather by DTN, a legislative action center and much more at www.mocorn.org.

#### Social Media

Missouri Corn is using social media tools to help reach the diverse online audience. Join the conversation:



Twitter: www.twitter.com/MissouriCorn or @MissouriCorn

YouTube: www.youtube.com/MissouriCorn

Flickr: www.flickr.com/MissouriCorn



#### **CONTACT US**

3118 Emerald Lane
Jefferson City, MO 65109
Phone: (573) 893-4181
Toll-free: (800) 827-4181
Fax: (573) 893-4612
E-mail: mcga@mocorn.org
Web: www.mocorn.org