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## CMPM Districts and Board of Directors

1. **District 1**  
   Randy Poll, Hamilton

2. **District 2**  
   Carl Barth, Three Rivers  
   Treasurer

3. **District 3**  
   Mark Kies, Allen  
   President

4. **District 4**  
   Blaine Baker, Clayton

5. **District 5**  
   Richard Dobbins, Concord  
   Vice President

6. **District 6**  
   Steve Lonier, Lansing

7. **District 7**  
   Tom Durand, Croswell  
   Secretary

8. **District 8**  
   John Burk, Bay City

9. **District 9**  
   Paul Wagner, Grawn

### Ex-Officio Board Members

- Dr. Doug Buhler  
  MSU Representative
- Gary Kaufman  
  MABA Representative
- Isaiah Wunsch  
  MDARD Representative
- Scott Lonier  
  MCGA President

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Email: corninfo@micorn.org
As President of the Corn Marketing Program of Michigan (CMPM), I am excited to report to you the achievements of the CMPM and Michigan’s corn industry over the past year.

Fueled by the need for markets to utilize the corn crop, the CMPM has remained heavily engaged in research, promotion and education. All of these focus areas help Michigan corn farmers be more efficient, productive, and always on the cutting edge of the latest technological and production advancements.

The CMPM board and staff understand the importance of generating new ideas to keep the industry fresh and prosperous, while also educating consumers about the many new opportunities for corn.

My fellow CMPM members and I are proud of the organization’s accomplishments this past year. We look forward to another prosperous year in 2014. We hope you enjoy reading this annual report to learn more about CMPM’s programs and our positive contributions to Michigan’s corn growers.

If you have any questions, comments or ideas, please contact us at (888) 323-6601.

Sincerely,

Mark Kies, CMPM President

CMPP: UNDERSTANDING YOUR CORN CHECK-OFF

Established under Public Act 232 of 1965 and voted in by the state’s corn farmers in 1992, the Corn Marketing Program of Michigan (CMPM) receives one penny per bushel for all field corn grown in Michigan and sold. The “check-off” funding is invested in education, promotion and research to enhance the economic position of Michigan corn farmers.

Each year, the CMPM releases an annual report containing program highlights and research information from the past year. This annual report features the projects and events the CMPM has worked on and participated in during 2013 relating to the organization’s mission of keeping Michigan’s corn industry viable through the education of farmers, consumers and media; production and new use research; market development; and new use development.

CMPM also produces an annual research report, that will provide you with detailed information regarding the research projects we are supporting.

It is important that everyone has a clear understanding of our state’s check-off program – the Corn Marketing Program of Michigan – including its purpose, how it works, who manages it, and why it is important to you.

During the recent comment period regarding the proposed amendment to increase the check-off rate there were comments that sparked the question of whether everyone understands the CMPM. Let’s look at the basics of the program, and its value to you.

The program is governed by a nine-member Board of Directors who are appointed by the Governor. After the funds are collected upon the sale of corn to the first purchaser it is sent directly to the Michigan Corn Office. Some growers thought the funds were collected by the Michigan Department of Agriculture and Rural Development and then sent to the Corn Office. The funds received into the program at the Corn Office are then used to promote the end-use of what corn is turned into; educate various audiences on the uses of corn, especially what corn is turned into; and research new uses and better ways to environmentally and economically grow corn. Promotion is primarily focused on the meat industry, the ethanol industry and the export markets.

Exploring new uses is an ongoing search as we work to keep the demand for corn moving forward. Securing markets, seeking new markets and educating consumers about end-use products is a priority to the program and your profitability. Just keeping one of those markets available, the ethanol and Renewable Fuel Standard, contributes over $.30 per bushel to your bottom line annually. That is pretty good return on your penny-per-bushel investment.

The check-off program is your marketing and advertising agent. Companies spend a lot of money to convince you to buy their products and equipment, with many spending 6 to 10 percent of their sales dollars on these efforts. In comparison, at today’s corn prices, you are spending less than .25% on marketing efforts for the products that corn is turned into.

The check-off program has been strong in its 20 years of existence and the CMPM continues to provide you with end markets that create and pull demand for your corn.
FROM THE EXECUTIVE DIRECTOR

I have completed over one full year as the Executive Director of the Corn Marketing Program of Michigan and it has been a productive time. We have been very active in communicating important issues to consumers, legislators and producers.

One of those key issues was the U.S. Environmental Protection Agency’s decision to reduce the amount of ethanol blended into our gasoline. We partnered with ethanol facilities and the Michigan Corn Growers Association to create a campaign to educate corn producers, consumers, lawmakers and environmental groups about how vital the ethanol industry is to Michigan’s economy and environment. We were successful in generating more than 18,000 comments to the EPA about the importance of this industry.

We also believe it is important to keep promoting the animal agriculture including meat, eggs and milk. This industry still consumes a majority of the corn that we produce in the state. One issue that was important to them is the Country of Origin Labeling, or COOL. We supported those organizations by not opposing their point of view.

Export markets are the last of the major uses of our corn. These markets will be critical as we move into the 2014 marketing year and beyond. We support these markets by helping sponsor the U.S. Grains Council (USGC) and U.S. Meat Export Federation (USMEF), who do a great job of facilitating sales to foreign counties.

The USGC has been instrumental in helping to resolve some of the issues that have arisen in China. Their work is invaluable and we plan to participate in the future on other USGC trade missions, similar to the recent partnership with Taiwan, who came to Michigan and signed a letter of intent regarding commodity sales to Taiwan.

After many months and years of negotiations, the Farm Bill was finally approved by Congress. The National Corn Growers Association played a key role in getting the bill passed. We know that no bill is perfect, but producers now know where the program stands for the next few years. Corn growers were one of the only groups that had a national presence at the signing of the Farm Bill in East Lansing.

This proves the importance of educating our policy makers about the corn industry.

Sincerely,

Jim Zook, CMPM Executive Director

Michigan Senator Debbie Stabenow, chair woman of the Senate Ag Committee, looks on as President Obama signs the Agricultural Act of 2014, the latest five-year Farm Bill, on February 7 at Michigan State University in East Lansing.

Michigan Corn on Social Media

The CMPM continues to have a strong social media presence with pages on Facebook, Twitter and YouTube. With continually updated pages providing short bits of information to spread the word about upcoming events, programs and industry information, these sites have proven to be a great, cost-effective outreach tool. The CMPM utilizes these sites to spread the positive message about corn farming to the younger generations who frequently visit these social media sites, as well as to keep in touch with some of our more tech-savvy growers.
CORN SURVEY

We asked growers to complete a survey to give the CMPM insight into your farming operation, how you feel about current issues facing the corn industry and your thoughts on the future.

Which issues should be corn’s highest priority for the future?
- Public Education 52.1%
- Ethanol Market Expansion 43.0%
- Export Market Development 42.6%
- Ethanol Plant Retention in Michigan 38.4%
- Value Added 28.2%
- Transportation 25.7%

When do you apply nitrogen and what percent is applied at that time?

<table>
<thead>
<tr>
<th>When</th>
<th>% Applied</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Applied</td>
<td>2.82%</td>
<td>26.75%</td>
</tr>
<tr>
<td>Spring Pre-Plant</td>
<td>32.04%</td>
<td>66.41%</td>
</tr>
<tr>
<td>At Planting</td>
<td>66.90%</td>
<td>35.87%</td>
</tr>
<tr>
<td>Side Dress</td>
<td>59.51%</td>
<td>66.47%</td>
</tr>
</tbody>
</table>

Which federal government-supported programs are the most important to you?
- Crop Insurance 63.7%
- Market Develop. & Ag Research 49.6%
- Commodity Programs (beyond ins.) 31.3%
- Conservation Programs 23.9%
- None 6.7%
- Permanenet Disaster Aid 6.3%

What is the extent of your knowledge regarding the Renewable Fuel Standard?
- I’ve studied it and I’m concerned 51.8%
- I’ve heard about it 28.5%
- I’m interested in learning more 19.7%
- I have no idea 1.8%

Do you own a Flex Fuel Vehicle?
- Yes 50.0%
- No 47.5%

If yes, how often do you fill up with E85?
- Less than 25% of the time 25.0%
- Never 13.0%
- 50% of the time 9.5%
- More than 75% of the time 2.8%

What do you know about ag’s involvement in the death of honeybees?
- I’ve heard about it 51.8%
- I’m interested in learning more 26.4%
- I’ve studied it and I’m concerned 16.5%
- I have no idea 10.9%

Based on 2013, how concerned are you about your future profitability?
- 1 = Not concerned 10 = Very concerned
  Average answer: 7.96

Given the negative comments about agriculture in the media, in the last year you have:
- Had conversations or wrote letters 56.3%
- Educated and prepare to respond 54.6%
- Don’t know where to start 12.0%
- That’s the job of the MCGA 10.2%

I would be interested in getting more involved by:
- Calling my legislators 27.5%
- Media & Communications Training 12.7%
- Speaking to farm groups 10.9%

What are the top reasons you belong to the MCGA?
- Legislative representation 58.8%
- Provide education about corn uses 42.6%
- It’s the right thing to do 33.5%
- Increase profitability 32.0%

EDUCATION

One of the key priorities of the CMPM is to increase the awareness of corn and corn-based products. The CMPM strives to inform not only corn growers, but also consumers about new products and uses for the crop in order to advance marketing strategies. The CMPM is committed to increasing consumer awareness in order to expand the markets for corn and improve its general image.

CORN FARMERS COALITION

For the fifth consecutive year, the CMPM partnered with 14 other corn states and the NCGA to support the Corn Farmers Coalition. The CFC continues to bring messages to Capitol Hill and the Washington, D.C. area about family farmers who produce corn. This major educational program is aimed at policymakers and opinion leaders who affect the fate of America’s corn farmers. The campaign focuses on family farmers telling their story and puts prominent facts about family corn farmers in Capitol Hill publications, on radio and frequently visited web sites, as well as at Metro subway stations and the Reagan Airport.
PUBLICATIONS
In an effort to aid in our educational efforts, the CMPM has created several topic-specific newsletters for distribution, including Corn 101 and the Corn-Based Products Guide.

Corn 101 covers the basics of the corn industry including the different types of corn; how corn is planted, grown and harvested; the equipment used; where Michigan’s corn goes; and the sustainability of the corn industry. The Corn-Based Products Guide explains how corn-based products are made, the variety of products that can be made from corn, and where these corn-based products can be purchased. If you would like copies of these publications and others for distribution at your meetings and events, they are available online at www.micorn.org, or by calling the Corn Office.

DVDs
In addition to our publications, the CMPM also has an educational DVD available. The DVD features two seven-minute videos -- one for elementary age children and one for adults. The videos give a brief overview of the corn industry; from how much is produced to all the ways the diverse crop can be used. These DVDs are a favorite among teachers and volunteers alike, as they provide a fun and entertaining illustration of the importance of corn. The videos can be seen on the “MichiganCorn” YouTube channel, and copies of the DVD can be obtained by contacting the Michigan Corn office.

TRADE SHOWS AND SPECIAL EVENTS
CMPM staff and board members travel across the state to attend trade shows, expos and other events to reach out and interact with farmers, media and consumers.

Throughout the last year the CMPM participated in numerous events including: Ag Day at the Capitol; Breakfast on the Farm events; Coldwater Farmer’s Day; Michigan Agribusiness Association Annual Conference; Michigan State University College of Ag and Natural Resources Alumni Association’s Autumnfest; the Buckley Farm Show; the MSU Ag Expo; Project REDs (Rural Education Day); Thumb Ag Day; numerous county fairs; as well as MDARD-DNR-DEQ Earth Day, and several other ag-related events.

These events provide us the opportunity to educate consumers, farmers and media in an environment in which they feel safe asking questions and are able to absorb the information we provide.

PLOT TOURS / SEED MEETINGS
A primary focus of the CMPM is to stay in close communication with the state’s corn growers. Throughout the year board members and staff participated in several plot tours and seed meetings to represent the corn industry.

At these events, board members and staff talk to growers about new and expanding corn markets, agronomic research, industry happenings and CMPM-funded research projects. These events also give board members and staff a chance to discuss each grower’s thoughts and ideas about the organization and what they would like the CMPM to focus on in the coming year.
The CMPM continues to expand its outreach to media sources throughout Michigan to provide information about corn to both consumers and farmers.

CMPM staff writes and distributes press releases to more than 230 media outlets across the state. Within the past year, the CMPM's articles have appeared in community, city, state and out-of-state newspapers, as well as state and national websites, and business and farm-related publications. The CMPM continues to educate consumers about the benefits of corn through news releases, radio and television interviews, media events, social media and the Michigan Corn website, www.micorn.org.

**MEDIA COVERAGE:** With the challenges faced by corn farmers in 2013, many media outlets produced and wrote stories about various corn industry issues and how they might affect the corn crop and, in turn, our nation.

CMPM Executive Director Jim Zook and numerous board members were made available to provide corn’s perspective on the situation surrounding the EPA's announcement of potential changes in the Renewable Fuel Standard (RFS). Michigan Corn joined with the state’s ethanol plants to begin a grassroots campaign to respond to Big Oil's attempts to change the RFS to regain their lost market share.

**Print Media:** The CMPM continues to educate and inform through other media outlets including press releases and monthly columns and advertisements in numerous agriculture newspapers including *Farm World, Farmer's Advance, Farmer's Exchange and Michigan Farmer*. CMPM also continues to run print advertisements in the *Michigan Farm News*’ special publications, including their annual Weed Control and Identification Guide; the Corn Hybrids Compared supplement; and Ag Expo Guide.

**Radio:** Besides weekly Corn Reports and monthly PSAs on the Michigan Farm Radio Network, The CMPM once again had a large presence during Michigan State University football and basketball games on WJR’s statewide network.

In 2013, Michigan Corn’s message to consumers focused on the benefits of using ethanol, where we had signage in the WJR Hospitality Tent and the Spartan Sports Network’s pregame broadcast booth as well as numerous radio ads in and around the game. As part of the package, Michigan Corn was also given half-page ad space in the MSU game programs sold at each home football and basketball game.

With the successful outreach with MSU sports, Michigan Corn expanded its consumer reach by utilizing inexpensive radio opportunities through University of Michigan football broadcasts as well as solid online presence in the team’s interactive digital program that linked directly to the Michigan Corn website.

We also strengthened our branding and profile by securing another full season of ads on Detroit Tigers baseball broadcasts and sponsoring what has turned out to be a very popular, high-profile postgame segment -- “The Can of Corn Defensive Play of the Game” with the tagline, “brought to you by Michigan’s corn farmers through the Corn Marketing Program of Michigan.”

This has allowed our name to be mentioned consistently in nearly 200 games annually and our messages to reach millions of consumers as we continue to expand our audience outreach.
Promotion

Keeping up with current markets and finding new markets for corn are integral outcomes for the CMPM. Corn is no longer looked at as just a valuable livestock feed, but is now used for fuel, heat, corn-based plastics and fibers. The CMPM board of directors and staff work to generate awareness of traditional markets, as well as new, innovative markets by sharing information with farmers, media, legislators, ag leaders and consumers.

Ethanol

The CMPM continues to educate consumers about ethanol as a fuel choice. Part of this outreach involves allocating funds to support numerous ethanol-related entities including Growth Energy and the American Coalition for Ethanol.

NASCAR: As part of its partnership with Growth Energy and American Ethanol, Michigan Corn was again able to have a large presence at the June 2013 NASCAR race weekend at Michigan International Speedway. Michigan Corn staff and volunteers joined with National Corn Growers Association staffers and NASCAR driver Austin Dillon in utilizing the American Ethanol Biofuels trailer that features videos and interactive displays to help educate race fans about ethanol.

Dillon, who won the NASCAR Nationwide Series Championship in 2013, stopped by the trailer to sign autographs and take photos with fans.

After three years of running on strictly E15 racing fuel, NASCAR has now driven more than five million miles on the fuel without incident.

With more than 30 percent of the U.S. adult population tuning in to watch NASCAR, we know the partnership has offered corn a tremendous opportunity to tell the story of American Ethanol to hundreds of thousands of people all across the country.
**SAE Clean Snowmobile Challenge:** CMPM once again partnered with Michigan Technological University in Houghton to sponsor the 2013 Society of Automotive Engineers Clean Snowmobile Challenge. Student teams compete against each other in an effort to find novel solutions to emissions and other challenges presented by snowmobiles. Teams are typically given an ethanol-blended fuel to utilize in testing and running their sleds. Besides running a full-page ad in the event program, Michigan Corn also received good exposure by providing stickers with our logo that were placed on each of the snowmobiles entered in the challenge.

**LIVESTOCK**

Corn farmers and livestock producers continued to have a mutually beneficial relationship in 2013. Michigan corn farmers provided more than 22 percent of their annual production to our friends in the livestock industry. Michigan corn farmers understand that providing a high-quality, safe and nutritional source of protein to the livestock industry is a vital component in this important relationship as we work together to feed the world. In an effort to advance and protect the interests of the livestock industry, the CMPM has invested more than $500,000 in funding for livestock-related research over the past seven years.

In addition to funding livestock-friendly research, the CMPM also sponsors many livestock-related events and organizations. Sponsorships include funding of the USA Poultry and Egg Export Council, U.S Meat Export Federation, Great Lakes Regional Dairy Conference and the Michigan Beef Expo.

**EXPORTS**

**U.S. Grains Council (USGC):** Through its partnership with the USGC, Michigan Corn was able to sign a trade agreement with the Taiwan Feed Industry Association in 2013. The TFIA expects to purchase $1.8 billion of corn and related products from the U.S. over the next two years.

**U.S. Meat Export Federation (USMEF):** The future for the U.S. meat market also looks bright as beef and pork exports set new value records in 2013, providing good news for corn farmers across the country. Last year, the U.S. exported more than $6.2 billion worth of beef products and $6 billion worth of pork products. For corn producers the growth in those export markets means potential market opportunities for increased feed sales to livestock producers as we work to feed an expanding world population.

**USA Poultry and Egg Export Council (USAPEEC):** In a report from USAPEEC’s annual winter meeting, experts estimate that by 2025 the total global trade in poultry should reach 15 million metric tons and per capita consumption of meat and poultry should reach 110 pounds. The annual amount of corn used by the U.S. poultry and egg industry is about 1.1 billion bushels and should only increase as the future of the poultry trade looks very promising.

**CORN-BASED PLASTICS AND FIBERS**

For many years, the CMPM has funded research for the development of new corn-based polymers. These polymers can be made into plastics and fibers. Some of the corn-based products made from polymers include plates, cutlery, coffee and travel mugs, bedding and clothing, carpeting and floor tile. In the past year, the CMPM has worked extremely hard to educate consumers about the benefits and availability of corn-based products. More information on corn-based products is available in the Corn-Based Products Guide, which is available online at www.micorn.org.
RESEARCH

Through the work of the check-off program, Michigan’s corn growers are able to join together to fund research projects to enhance the economic viability of corn production in Michigan.

The CMPM looks for projects that can add value to Michigan corn through new markets and corn-based products or advancements in traditional markets, as well as new production techniques and practices that enhance productivity and conservation.

Research is an integral component to the check-off, comprising nearly one-third of the CMPM budget. Since its inception in 1992, the CMPM has funded more than 275 research projects. In 2013, the CMPM board invested in a large variety of research projects they anticipate will help improve Michigan’s corn industry. Current-year projects being funded include:

- Improving nitrogen-use efficiency in corn using Unmanned Aerial Vehicle (UAV) linked to crop modeling and yield mapping technologies.
  Dr. Bruno Basso, MSU

- Thumb Ag Research and Education (TARE) 2014 proposal.
  Bob Battel, MSU Extension

  Dr. Martin Chilvers, MSU

- Michigan corn-stover harvest project.
  Dennis Pennington, MSU Extension

- Increasing yields and conferring cold temperature and drought-stress tolerance via symbiosis.
  Dr. Regina Redman, Adaptive Symbiotic Technologies

- Utilization of corn oil by hyper-branched polyester based additives for paints and coatings.
  Dr. Abhijit Sarkar, Michigan Molecular Institute

- Attaining the 300 bushel-yield goal on high-productive soils through climate-tolerant hybrids, increased-population densities and nitrogen management.
  George Silva, MSU Extension

- Developing management strategies for glyphosate/ALS-resistant Palmer amaranth in Michigan corn production systems.
  Dr. Christie Sprague, MSU

- Integrating 4R nutrient management and soil health to optimize Michigan corn production.
  Dr. Kurt Steinke, MSU

- Utilizing farmers’ changed-nitrogen application technologies to demonstrate improved nutrient-management practices.
  Marilyn Thelen, MSU Extension

- Center For Excellence on the Road.
  Tom Van Wagner, Lenawee County Conservation District

Research projects that are funded this year may be of use to growers and consumers next year or several years down the road, depending on the success of the research, acceptance by consumers and the difficulty of commercialization or implementation.

Research funding is distributed to universities, private organizations and other research programs for projects. Growers and the public are able to learn more about CMPM-funded research through press releases, radio interviews, the Michigan Corn website (micorn.org) and the CMPM Annual Research Report.
FINANCIALS

POWER OF THE PENNY

The power of your penny is utilized for numerous program areas to help make you more profitable. Examining and anticipating future industry issues determines how much is spent in each program area to address research, education and promotion. This graphic summarizes, in percentages, how your check-off funds were utilized in 2013.

34% PROMOTION
23% EDUCATION
23% RESEARCH
16% OVERHEAD
4% ADMINISTRATION

MICHIGAN CORN AT A GLANCE
20 YEARS OF PROGRESS

2013

Acres Planted 2.6 million acres
Acres Harvested 2.4 million acres
Production 372 million bushels
Average Yield 155 bushels per acre

2008

Acres Planted 2.4 million acres
Acres Harvested 2.14 million acres
Production 295.3 million bushels
Average Yield 138 bushels per acre

2003

Acres Planted 2.25 million acres
Acres Harvested 2.03 million acres
Production 259.8 million bushels
Average Yield 128 bushels per acre

1998

Acres Planted 2.3 million acres
Acres Harvested 2.05 million acres
Production 227.5 million bushels
Average Yield 111 bushels per acre

1993

Acres Planted 2.4 million acres
Acres Harvested 2.05 million acres
Production 225.5 million bushels
Average Yield 110 bushels per acre

Data provided by the USDA-NASS
Michigan Ag Statistics

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