

CORN MARKETING PROGRAM

**CMPM**

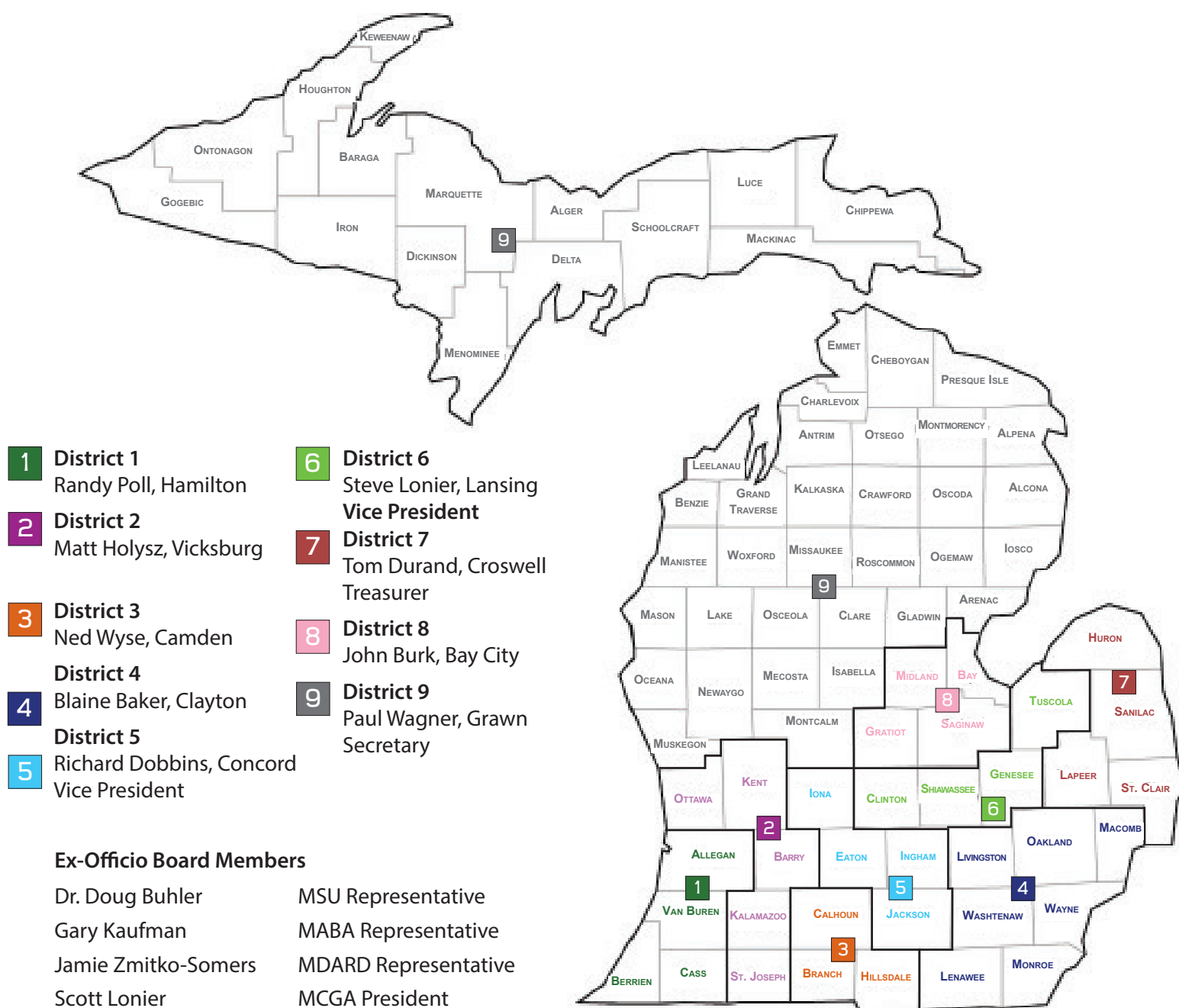
O F M I C H I G A N



# ANNUAL REPORT 2014

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**CMPM DISTRICTS AND 2014 BOARD OF DIRECTORS**





## CMPM: UNDERSTANDING YOUR CHECK-OFF PROGRAM

The Corn Marketing Program of Michigan is the only statewide organization solely dedicated to promoting the corn industry to policy makers, consumers and the press. We leverage your dollars to educate consumers, media, lawmakers and opinion leaders about Michigan's corn industry, combat misinformation and proactively tell a positive story about Michigan's corn industry. We also fund cutting-edge research that improves production and provides growers with science-based information to defend against unwarranted attacks on our practices.

The CMPM is governed by a nine-farmer board of directors that are appointed by the Governor for three-year terms. The Michigan Agri-Business Association, Michigan Corn Growers Association, Michigan Department of Agriculture and Rural Development and Michigan State University are all represented through ex-officio members s.

For every bushel of corn grown in Michigan and sold, one penny comes to the CMPM and is used for promotion, research, education, market development.

## NEW CHALLENGES AND OPPORTUNITIES

A lot has changed since the CMPM was established and farmers are facing new challenges every day. The reality is, it's not the same world as it was in 1993. Some of the new challenges the CMPM is working to address include:

- Defending out ethanol industry and the Renewable Fuel Standard from Big Oil companies and others who want to destroy this American industry.
- Defending farmers and farming practices from attacks by environmentalists
- Fighting back against misinformation and fear tactics regarding GMOs
- Addressing consumer concerns about sustainability, environmental stewardship and water quality.

These issues will continue to be important as consumers become more concerned about where their food comes from and it is more important than ever that we expand our efforts.

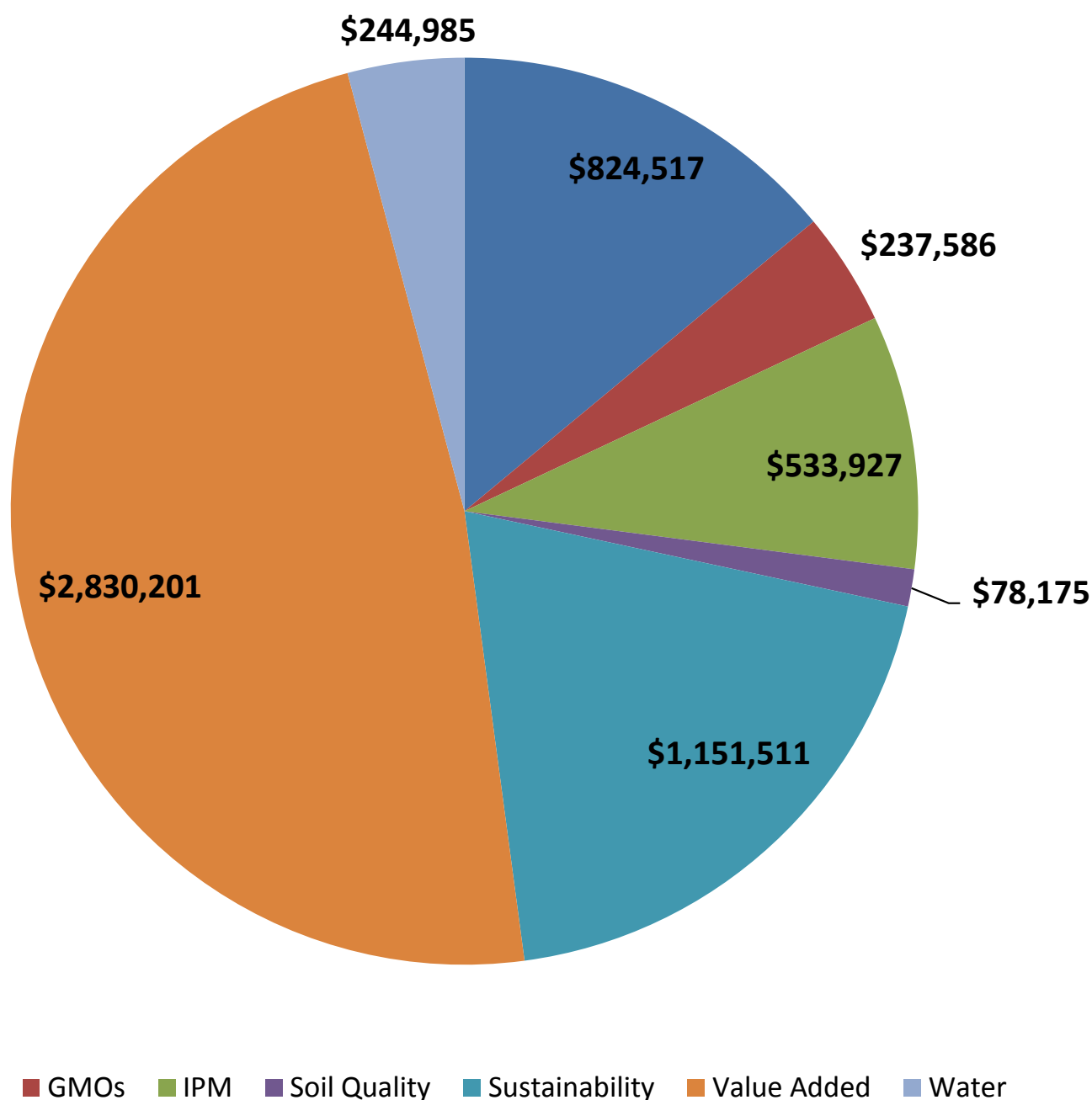


## RESEARCH

Since 2000, CMPM has invested more than \$5 million in research aimed at enhancing the economic position of Michigan corn growers by helping improve profitability, find new uses for corn, expand markets and stimulate demand for corn and corn-based products.

The chart below shows the breakdown of where our research dollars have been invested over the past 15 years. Past and current CMPM research can be reviewed online at: [www.micorn.org/research](http://www.micorn.org/research).

### CMPM Research Funding 2000 - 2015



# FINANCIALS

## OUR DOLLARS ARE STRONGER TOGETHER

The Corn Marketing Program of Michigan is dedicated to leveraging your dollars to promote and market corn and corn-based products with the ultimate goal of improving your bottom line.

We strive to keep administration and overhead costs low so that the majority of your money goes to fund programs and research. Last year, the CMPM spent 80 percent of our dollars to fund promotion, education and research.

To the right, you will see a breakdown of how Corn Marketing Program of Michigan funds were spent in 2014. The total budget for 2014 was \$2,557,767.43.

**34%** PROMOTION

**23%** EDUCATION

**23%** RESEARCH

**16%** OVERHEAD

**4%** ADMINISTRATION

## 2014 SPENDING LEVELS

## CONTACT THE CORN OFFICE

### ADDRESS

13750 S. Sedona Parkway, Suite 5, Lansing, MI 48906

### PHONE / FAX

Local: (517) 668-CORN (2676)

Toll Free: (888) 323-6601

Fax: (517) 668-2670

**EMAIL ADDRESS:** [corninfo@micorn.org](mailto:corninfo@micorn.org)

**WEBSITE:** [www.micorn.org](http://www.micorn.org)

### STAFF

Jim Zook	Executive Director
Kay Barclay	Accountant & Office Administrator
Angel Jenio	Communications Specialist
Natalie Rector	Research Coordinator, Contractor
Theresa Sisung	Advocacy & Outreach Director
Penni Sweeney	Membership & Events Coordinator
Tera Havard	Executive Assistant

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