

YOUR CORN CHECKOFF DOLLARS AT WORK



IOWA CORN
Roots.
INSIDE

IOWA CORN CHECKOFF AT WORK: Markets. Research. Education.

The Iowa Corn Promotion Board (ICPB) invests checkoff funding in research, market development and education efforts that ensure the success of Iowa's corn industry:

- Expanding, developing and defending markets
- Researching and creating new, innovative corn-based products
- Connecting with consumers and key decision makers



Redefining the Power of Corn

Explore some of the Iowa corn checkoff research efforts to expand uses of corn and improve farmer profitability.

BIOPLASTICS

Converting corn to bioplastics for the growing demand of monoethylene glycol (MEG), if just 4% of the market adopted, could equate to nearly 100 million bushels of corn annually.

LACTIC ACID

Corn-based lactic acid can be used in an array of consumer products like diapers, acrylic paints and adhesives. A 5% share of this market equates to about 40 million bushels of corn annually.

DIESEL ETHANOL

Investing in technology that transforms diesel engines to run on 100% denatured ethanol, if just 1% of semi-trucks were converted, could equate to nearly 350 million bushels of corn annually.

To learn
more visit
iowacorn.org



Connecting Through Education



Iowa Corn sponsors a Day at the Fair to meet consumers where they are! The Iowa Corn scavenger hunt provides fairgoers an opportunity to enjoy the fair while learning about the over 4,000 everyday products made from corn.



The Iowa Corn Mobile Education Center (ICMEC) traveled across Iowa last year stopping at more than 200 events. Visitors are taken on a journey showing how Iowa corn farmers conserve our land while growing corn for food, feed and fuel.



Iowa farmers care about the water we share. That is why Iowa Corn works with the Iowa High School Sports Network at boys' and girls' state tournaments to give away nearly 10,000 reusable water bottles each year.



Over 70% of Iowans tune into the Iowa Corn Cy-Hawk football game making it a great place for Iowa Corn to educate consumers about corn and the farmers that grow it. Iowa Corn also hosts a member appreciation tailgate.



CommonGround was developed to create awareness, put a face to farm families and facilitate conversations with consumers who are purchasing the food for their families. Across Iowa, 30 volunteers work to connect with consumers.

Driving Corn Demand

Your 1 cent per bushel combines with other corn grower pennies in Iowa to drive market development that expands domestic use and increases export demand for corn in all forms.

ETHANOL

Our state is a top producer of ethanol. Making ethanol not only vital to our farmers' bottom lines but creating a cleaner burning, homegrown fuel option gives consumers more choices at the pump. Iowa Corn knows the importance of ethanol demand and invests in numerous programs to make UNL 88/E15 the clear choice at the pump.

LIVESTOCK

As a top consumer of Iowa corn, engaging the livestock industry and ensuring its success remains a top priority for Iowa Corn. Our success depends on each other here in the state and around the world. Iowa Corn is a proud partner to all of livestock commodity organizations here within our state.

EXPORTS

The best way to enhance grower profitability is to create new demand for corn including exporting corn in all forms. For every dollar invested in international market development programs such as the U.S. Grains Council or the U.S. Meat Export Federation, Iowa corn farmers see a 6:1 return on their checkoff investment.

The Iowa Corn Promotion Board

WHO WE ARE: The Iowa Corn Promotion Board (ICPB) is made up of 12 peer-elected farmers and four ex officio members from the Iowa Department of Agriculture, Iowa Soybean Association, Iowa State University and Iowa Farm Bureau, who direct funds collected through the one cent Iowa corn checkoff program.

WHAT WE DO: ICPB represents thousands of Iowa farmers to create an economic climate in which the Iowa corn industry will be successful through research, market development and education.

PRIMARY FOCUS OF ICPB:

- Expand markets and promote corn in all forms
- License technology for value-added products through research
- Educate consumers, farmers and key decision makers



MARKET
DEVELOPMENT
47%

EDUCATION
29%

RESEARCH
13%

ADMINISTRATION
11%