



tour can provide growers with an opportunity to build connections with the domestic wheat supply chain throughout the region.

“We are only as good as what we know, and in order to improve, we continue to learn,” said Clark Hamilton, Idaho Wheat Commission Chair. “The domestic marketing tour provides learning opportunities and experiences for growers throughout the state, and allows them to understand the wheat market processes. From the field to the mill, to how the consumer uses the flour.”

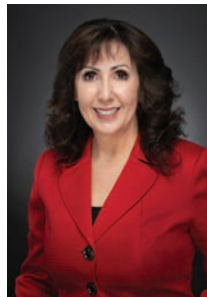
Participants of the Domestic Marketing Tour will visit Savage Rail Terminal, Arthur Grain, Grain Craft Mill, Pepperidge Farms, Central Milling, Caspers and the Bayer phosphate mine.

If you or farmers you know are interested in participating in these tours, please contact the Idaho Wheat Commission, [ryan@idahowheat.org](mailto:ryan@idahowheat.org) or 208.334.2353 for more information. ■

## Do You Know the Signs? Could You Give CPR to Save a Loved One?

BY LAURA WILDER, IDAHO BARLEY COMMISSION AND AHA IDAHO 2023 GO RED FOR WOMEN CHAIR

February was American Heart Month, but cardiovascular health should be on our minds all the time. Did you know that cardiovascular disease is the number one killer of men and women in Idaho and the U.S. – ahead of all forms of cancer and Covid-19 – including those of us in agriculture? The simple truth though is that most cardiovascular diseases can still be prevented with education and healthy lifestyle changes.



One of the most important things we can all do is to learn CPR because you never know when you’ll need to save a life. Hands-only CPR can save lives. Most people who experience cardiac arrest at home, work or in a public location die because they don’t receive immediate CPR from someone on the scene. If you see a teen or adult suddenly collapse, call 911 and push hard and fast in the center of the chest to the beat of any tune that is 100 to 120 beats per minute, such as the classic disco song “Stayin’ Alive”. Don’t stop until help arrives. Learn how at [www.Heart.org/HandsOnlyCPR](http://www.Heart.org/HandsOnlyCPR). For more CPR training resources, go to [www.CPR.Heart.org](http://www.CPR.Heart.org). You have the power to restart a heart.

Improving and maintaining cardiovascular health, or CVH, can help you enjoy a longer, healthier life. Better



CVH also has been associated with decreased risk for heart disease, stroke, cancer, dementia and other major health problems. Get started by learning more about the AHA’s Essential 8: Eat Better, Be More Active, Quit Tobacco, Get Healthy Sleep, Manage Weight, Control Cholesterol, Manage Blood Sugar, and Manage Blood Pressure. For more information, go to: <https://www.heart.org/en/healthy-living/healthy-lifestyle/lifes-essential-8> ■



IBC Executive Director Laura Wilder presenting at USGC Latin America Regional Nutrition Conference in Panama City in January.

## Leveraging Grower Dollars Through Partnership

### *Idaho Barley Commission works with U.S. Grains Council on Market Development*

The Idaho Barley Commission (IBC) invests grower dollars in research, market development, promotion, information and education programs to advance the Idaho barley industry and help Idaho growers be more successful. One of the most important ways the Commission does this is through working with partner organizations like the U.S. Grains Council (USGC).



The U.S. Grains Council is the Commission’s foreign market development partner. USGC is an inclusive organization of corn, sorghum and barley growers, as well as agribusiness organizations whose mission is developing markets, enabling trade and improving lives.

The Council is a membership driven organization that supports free and fair trade, and administers USDA FAS market development programs for the barley, corn and sorghum sectors.

“These FAS market development programs like MAP (Market Access Program), FMD (Foreign Market Development Program) and ATP (Agricultural Trade Promotion Program) allow grower checkoff dollars to extend even farther in developing new export markets,” said Laura Wilder, IBC Executive Director. “IBC’s involvement with USGC allows Idaho growers access to USGC’s trade offices, staff and expertise around the world.”

IBC currently holds two voting board seats with U.S. Grains Council and Idaho Barley Commissioners are actively involved in the USGC Western Hemisphere A-Team where they actively participate in recommendations for Council programming. IBC Commissioners Josh Jones of Troy and Industry Representative Jason



Idaho Barley Commissioners Jason Boose (left), and Josh Jones serve on the USGC Western Hemisphere A-Team.

Boose of Hansen recently attended the 20th Annual USGC International Marketing Conference in Savannah, Georgia where they heard up-to-date information on global grain markets, and helped set global trade strategy for the coming year.

“The greatest value of IBC involvement in attending is the opportunity to meet face to face with the USGC staff,” said Boose. “It ensures that when USGC brings a barley trade team to the U.S., Idaho is included. This creates market opportunities that benefit Idaho barley producers.”

“As the newest IBC Commissioner, it was great to see the excellent professional staff that are promoting Idaho and U.S. barley throughout the world,” added Jones. “In this time of volatile trade, it is more important than ever to maintain our relationships with our customers – past, present and future.”

“The strategic presence of the Council and their lasting partnerships with customers and end-users results in

Continued on next page

## USDA FAS Programs



*Through its market development programs, FAS works in partnership with the food and agricultural industry to help exporters develop and maintain global markets for the full spectrum of U.S. farm and food products, from bulk commodities to specialty foods. By boosting agricultural export revenue and volume, FAS market development programs support U.S. farm income to enhance the overall U.S. economy.*

**Market Access Program (MAP):** Helps finance activities to market and promote U.S. agricultural commodities and products worldwide.

**Foreign Market Development (FMD):** Provides cooperator organizations with cost-share funding for activities that build international demand for U.S. agricultural commodities.

**Agricultural Trade Promotion Program (ATP):** Provides cost-share funding to help U.S. agricultural exporters develop new markets and mitigate the adverse effects of other countries' trade barriers.



IBC Executive Director Laura Wilder and IBC Commissioner Allen Young in Panama City with USGC in January.



Continued from previous page

stronger, more dynamic markets for Idaho and U.S. barley,” added Wilder.

In other USGC programming, Idaho Barley Commissioner Allen Young of Blackfoot traveled to Panama and Colombia in January as part of the Council’s Grain Export Mission (GEM) to learn about Council programming in the Latin America region.

The GEM was designed to show members how the Council carries out its mission and provided the opportunity for participants to gain a better understanding of the importance of trade and how that comes into play at their individual farming operations. Participants learned about the agricultural and fuel markets in the countries, visited feed production facilities, research centers, fuel terminals and a dairy operation. Along the way, participants met with their industry counterparts in Panama and Colombia.

“I was impressed with the USGC Latin America team and their promotion of our products,” said Young. “They represent us well and give us a good return on our investment.”

While in Panama, GEM participants were able to see a USGC program firsthand during the Latin America Regional Nutrition Conference. The two-day event welcomed 80 nutritionists from the top feed and livestock producers across Latin America to learn more about supply and demand of corn, sorghum, barley and distiller’s dried grains with solubles (DDGS); and the use of DDGS, sorghum and barley in the diets of various animal species.

The conference showcased the possibilities that come with diversifying ingredients, like including sorghum and barley in diets. It also increased participants’ awareness of new technologies and DDGS products and illustrated how they can be used with different species.



Idaho Barley Commissioner Allen Young (3rd from left) participated in USGC GEM mission to Panama and Colombia in January.

In addition, IBC’s Wilder was invited to speak at the conference on U.S. Barley Production, Global Barley Supply and Demand and Evolving Barley Products.

“Educational opportunities like GEM and the Latin America Regional Nutrition Conference are just a few ways the Council lives its mission of developing markets, enabling trade and improving lives. Involvement and engagement between members like the Idaho Barley Commission and the global USGC staff is critical to form relationships between the Council and customers around the world,” said Wilder. ■