Just a few months ago it was fairly unclear what 2014 might bring for our industry. Many financial and policy uncertainties sat before us.

Well 2014 is here and it is starting off fast and big. Many have described the past couple of years being “interesting” in accordance with the old Chinese proverb to that effect. There is no doubt that 2014 will be “exciting” and filled with opportunity.

We are fortunate to have bigger crops and a larger exportable surplus of wheat, corn and soybeans.

We finally have a farm bill. This year’s outlook for U.S. producers and for IGP is, therefore, very positive. Mark, Carlos and I already have active travel schedules and increased interest in our programs.

It’s going to be a great year to spread the word to foreign buyers that the U.S. is back with plenty of grain and oilseeds to sell at attractive prices. It’s going to be an excellent marketing year.

At IGP, we are looking to expand our traditional programs and finally deliver expanded distance learning offerings that we have strategized over the past year. Our objective of course is to reach a broader market with a more effective message.

To accomplish this we will work closely with our USDA cooperators and hopefully reach a considerably wider audience.

Kansas and U.S. crop producers have plentiful quality crops and IGP has the means and team to promote their use with international buyers through training courses.

This month, Carlos Campabadal led two courses, AFIA Advanced Pelleting and Pakistan Aquaculture. Twenty-eight participants traveled from four different countries to attend these courses.

Please read the rest of this newsletter to learn more about all the activities taking place at IGP and around the world by our team. And please pass this letter onto anyone you know who may be interested in learning about IGP activities.

Sincerely,

Jay O’Neil
IGP Agricultural Economist

Venkat Reddy

• Director for the new Feed the Future Innovation Lab for the Reduction of Post-harvest Loss

• Former General Mills International Director

• Graduate of Kansas State and former faculty member

“Our goal is to go in and work with the people and stakeholders for the project to reduce post-harvest loss. We plan on doing this through trainings to the universities and they can then teach the producers how to reduce these losses.”

WHERE IN THE WORLD

A monthly look at where we’ve been as we make our way around the globe promoting U.S. commodities and IGP training opportunities.

• USGC International Directors Conference Long Beach, Calif.
• Commodity Classic in San Antonio, Texas
• NC-213 Meeting in Tucson, Ariz.
• GEAPS Exchange in Omaha, Neb.

TRAINING AND ACTIVITIES

Here is a list of courses and activities held in February.

• AFIA Advanced Pelleting
• Pakistan Aquaculture
• NAMA K-State Advisory Committee Meeting
• Sorghum School
• Ag Economics Master’s Program
• Feed the Future Meeting
• GEAPS 521 Aeration System Design
• GEAPS 542 Electrical Safety for Grain and Processing
• GEAPS 530 Quality Management Systems for Bulk Materials Handling Facilities
**MARKETING THE BRAND**

by Lisa Moser, Marketing and Communications Coordinator

- Circulated pre-course release on the grain processing distance training.
- Sent Constant Contact e-promotions for upcoming courses.
- Distributed Year in Review to international clientele.
- Promoted IGP programs at GEAPS Exchange and Commodity Classic.
- Consulted with university marketing specialists to begin development of the 2014 marketing communications plan.
- Posted the Year in Review flipbook to the website.
- Designed new IGP standard course brochure.

**RAVE REVIEWS**

“Every minute of the course was well worth it between the information that was given to the contacts that were exchanged. All the networking was just a great opportunity.”

Jennifer Arbogast
Quality Control with Kreamer Feed, Inc.
AFIA Advanced Pelleting Course

“I look forward to coming back with a maintenance man or operator to help others that are actually in the mill gain the knowledge that I did.”

Robert Sloan
Purchasing and Feed Mill Manager at Tosh Farms
AFIA Advanced Pelleting Course

**FUN FACTS**

- Mailed out 491 Year in Review reports.
- Our farthest participant in February traveled from Pakistan, over 7,000 miles.
- The GEAPS Exchange in Omaha, Neb., had over 3,300 participants and over 400 booths, including IGP.

**SNAPSHOTS**

The front of the latest IGP tri-fold brochure promoting trainings.

The Pakistan Aquaculture group poses at their banquet concluding their course.

Carlos Campabadal leads a group on a tour of the feed mill during the AFIA Advanced Pelleting course.