IGP Partners and Collaborators

Partners

- Kansas Wheat
- Kansas Corn Commission
- Kansas Soybean Commission
- Colorado Wheat Administrative Committee

Collaborators

- U.S. Grains Council
- AIB International
- WISHH (World Initiative for Soy in Human Health)
- GEAPS (Grain Elevator and Processing Society)
- USSEC (U.S. Soybean Export Council)
- U.S. Wheat Associates
- Bühler
- AFIA (American Feed Industry Association)
- USDA
- IAOM (International Association of Grain Millers)
- NGFA (National Grains Association)
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Director’s Message

Welcome to the 2015 IGP Institute Year in Review. As you will see in turning these pages, it was an exciting year full of change, refocus, accomplishments and growth.

Change in any organization leads to a new opportunity for reflection. As I began my role as the IGP Institute director and grain science department head in February, my primary goal was to learn about the mission of IGP and department so that I could identify opportunities for positive change. I was fortunate to inherit a thriving IGP Institute led by Mark Fowler and my predecessor Dirk Maier. The culture of continual improvement is a core strength of the IGP Institute and one that we will continue to foster. Dirk and Mark completed their tenure at IGP during 2015 and we thank them for their years of dedication and service.

Assisting me in leading the IGP Institute team is Interim Associate Director Brandi Miller. Brandi is a former GSI graduate and has been with the institute for six years. Brandi’s leadership and understanding of the IGP Institute is extensive and progressive. I expect Brandi to bring a fresh perspective that will support our growth and performance in the coming years. Be sure to read the Changes at the Helm story to learn more about our leadership team.

One of the areas that Brandi and I are committed to achieve is a refocus on our mission and resources so that we are best able to serve the needs of our stakeholders. To that end, in the last half of the year we’ve been meeting with each of our partners individually to learn how we can best assist them in accomplishing their goals. In addition, we’ve tried to involve them more directly in our programs. For example, the participants in the Cochran Program on Cereals and Feed Management for Morocco were able to meet with representatives of all the Kansas commodity stakeholders. We look forward to creating more value for our stakeholders including additional producer/participant encounters in the months ahead.

One of the year’s highlights came from our distance education program that was recognized with the innovative program award by the central region of the University Professional and Continuing Education Association. This award was in recognition of the partnership of Kansas State University and the Grain Elevator and Processing Society for their work on non-credit trainings. Additionally, these tools have been reassured by the industry as critical to the training of their employees. To learn more about the educational collaboration be sure to read the Expanding Credentials story in this publication.

Distance education continues to be an area of growth for the IGP Institute. In 2015, we offered 34 distance courses to 884 participants representing 25 countries. This is a significant increase in the number of courses offered the previous year. When adding those numbers to our on-site and on location trainings we proudly served 1,494 participants representing 51 countries in 61 courses. Many of these participants are benefiting from our blended learning approach in which the professionals completed online
modules before coming to K-State for the experiential learning.

We are proud of what we accomplished in 2015 and anxiously look forward to being fully staffed in 2016. We were excited to add Jason Watt to our faculty as the Buhler Milling Instructor. We also recently hired Kelly Hannigan for the program services coordinator position.

In the coming year we plan to fill our open positions in the flour milling and distance curriculums. An organization is only as good as its people and we are blessed to have an amazing team at the IGP Institute and within the Department of Grain Science and Industry to lead our courses and serve our participants.

We are also fortunate to have engaged industry professionals assisting with instruction and attending our offerings.

I hope you enjoy reading this publication. It highlights many aspects of our programming of which we are most proud. If there is anything that we can do to serve you and your company please let us know, we are here to help.

Sincerely,

Gordon Smith
IGP Institute Director
Grain Science and Industry
Department Head

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**Our Mission**

*To provide innovative and relevant education and technical programs to enhance the market preference, consumption and utilization of U.S. cereal grains, oilseeds and their value-added products for the global grain industry.*
2015
61 Courses
1,494 Participants
51 Countries

Afghanistan, Argentina, Australia, Barbados, Brazil, Bulgaria, Canada, Chile, China, Colombia, Costa Rica, Cyprus, Denmark, Dominican Republic, Dubai, Ecuador, Egypt, El Salvador, Ethiopia, France, Germany, Ghana, Honduras, India, Indonesia, Jamaica, Japan, Laos, Laos, Malaysia, Mexico, Morocco, Nicaragua, Nigeria, Pakistan, Palestine, Panama, Peru, Philippines, Puerto Rico, Romania, Saudi Arabia, Singapore, South Africa, Spain, Sudan, Taiwan, Thailand, Trinidad and Tobago, United Kingdom, United States, Venezuela.
61 Courses

- 27 On-site/On-location Courses (610 Participants)
- 34 Distance Courses (884 Participants)

Total Course Participants

- 1,494 in 2015
- 1,687 in 2014
- 1,072 in 2013
- 855 in 2012
Changes at the Helm
IGP Institute appoints new director and interim associate director.

It has been said that change is the only constant in this world in which we live. For the IGP Institute in 2015 changing leadership was ever present. With such change comes a time of reflection and an opportunity to embrace a new vision for the future.

Meet the Leaders
Early in 2015, Gordon Smith, began his role as department head of grain science and industry and director of the IGP Institute. Smith replaces Dirk Maier.

“Dr. Smith brings astute and prudent leadership and a wealth of ideas, energy and experience to the position,” says John Floros, dean of the College of Agriculture at Kansas State University. Smith joined the team after completing more than 30 years working for the food industry.

His industry experiences give him a fresh perspective according to Brandi Miller, distance education coordinator and IGP Institute interim associate director. About Smith she says, “He brings real life application and an industry connection to the job.”

Miller too has seen a shift in responsibilities with the announcement of Mark Fowler’s departure. In her role as interim associate director, Miller serves as the administrative head of the IGP Institute. She also continues to lead the distance program.

“Institute Direction
With new leadership guiding the program, many wonder what this means for the IGP Institute, its international participants and stakeholders.

Since beginning her role, Miller has worked to increase the presence of stakeholder participation in IGP activities. For example, representatives from all four of IGP’s Kansas stakeholder commodities met with the Cochran group from Morocco throughout their two-week experience learning about cereal and feed management.

“It is such a great experience for our participants when they can meet with the stakeholders and their respective organization members,” Miller says. “I hope we can create more of those opportunities in the future.”

Along with bringing stakeholders and participants together, Miller, Smith and the IGP curriculum managers have been on the road meeting with IGP supporters to learn how the institute faculty and staff can best serve their needs.

About the future, Miller says, “We are committed to strategic growth as those opportunities align with the mission of the IGP Institute.”
A Reliable Investment
Education through training benefits international companies and U.S. producers.

“An investment in knowledge, pays the best interest.” This quote spoken by U.S. founding father Benjamin Franklin more than 200 years ago still rings true today with many professionals who invest their time and money to participate in IGP Institute trainings.

An Educational Venture
“I can easily say that you can expect a solid return on your investment,” says Javier Delgado Rodriguez, operations corporate manager with Grupo Munsa located in Mexico.

Rodriguez speaks from experience as he has made a significant training investment in the IGP Institute. Since 2010, he has attended five courses focused on the flour milling curriculum.

“Javier first came to the Introduction to Flour Milling course to obtain a broader understanding of the milling process in his role as a laboratory technician,” says Mark Fowler, flour milling curriculum coordinator and associate director of the IGP Institute.

Since that time, Rodriguez advanced through several promotions. He credits, in part, his advancement to the education he received at Kansas State University.

Rodriguez says through training he has improved his technical expertise on milling technology allowing his company to optimize its mills for yield and profitability as well as quality of the finished product. He adds IGP Institute trainings give participants, “100 percent usable knowledge to come back and work with at your company.”

Company Reward
This is an example, according to Fowler, of the added value that IGP Institute trainings offer.

“Our courses provide high quality information in a compact period of time bringing value to the company and individual, and that is the key to repeat business,” Fowler says.

Not only is there value in the training for those who attend, but through participation in these flour courses there is shared knowledge about the product attributes of U.S. products.

Rodriguez explains, “We work mainly with Durum, Hard Red Winter and Soft White wheats. Over the years, the U.S. wheat has proven to be a reliable source of high quality raw material on which the miller can rely on.” He adds, “We look for U.S. wheat before we look for any other kind of raw material.”

Creating a preference for U.S. product through education is precisely what the IGP Institute was created to do when it was founded, and it continues to be the focus of the trainings today.

Fowler says, “Javier’s story is just one example of how the IGP Institute makes a global impact by teaching top-notch industry professionals ways to bring value to the companies while showcasing U.S. wheat.”
For more than 50 years the IGP Institute has established a global reputation as a center for excellence concerning international programs. One of the reasons IGP has experienced widespread success is because of the organization's ability to adapt to the needs of the industry. The newest change the IGP Institute has made to further this goal is becoming a member of the U.S. Soybean Export Council.

**Furthing the Partnership**

“Although we have been longtime partners with USSEC for our course offerings, this new membership is crucial because K-State will now be a part of the meetings that concern market development and plans abroad,” says Carlos Campabadal, feed manufacturing and grain quality management curriculum manager. Some of the benefits of membership include influence on how approximately $50 million worth of federal and soybean checkoff funds are invested in market development programs, access to connections and introductions to key buyers and importers throughout the world, arrangement of trade team visits to showcase the IGP Institute facilities and updates on global policy issues.

**Training Benefits**

“These courses offer good opportunities and these trainings are relatable to our future daily work,” says Zhan Mingliang, participant in the USSEC China Risk Management course. In 2015, 147 participants from 15 countries attended USSEC-sponsored trainings that included the China U.S. Soybean Market Overview, RAPCO Feed Manufacturing, Oilseeds and Grain Purchasing Resources and Tools Program for Latin America, and China Feed Manufacturing and Animal Nutrition.

“All U.S. grain buyers benefit from our membership with USSEC when they attend these courses because we know what their clients, the buyers, are looking for,” Campabadal says. With the help of partnerships like USSEC, the IGP Institute continues to be a global leader in providing industry professionals with the knowledge and technology to buy, store and process their grain.

“The efforts of the IGP Institute faculty to educate buyers on U.S. quality, reliability, and usage and contract dynamics serves the cause of promoting U.S. grain exports,” says Jay O’Neil, senior agricultural economist, and grain marketing and risk management curriculum manager.

He adds, “Feedback from course participants revealed that the IGP Institute training and education provided them with a better knowledge of U.S. grains, which in turn gave them enhanced confidence in purchasing U.S. grains and oilseeds because of its quality, dependability of service and trust in U.S. systems.”
In any industry professionals who serve as president, CEO and director all maintain a high level of responsibility; however, as they elevate to leadership positions many become out of touch with the production side of their business. The IGP Institute is doing its part to keep that trend from continuing by incorporating experiential learning through course field trips.

**Meaningful Learning**

“I wanted to gain a better understanding of some of the terms and tools that my employees use, says John Carberry, vice president of Jamaica Broilers and participant in the USSEC’s Oilseeds and Grain Purchasing Resources and Tools Program for Latin America training. He adds, that he hoped to develop a better appreciation for the side of his business that he does not work with directly.

As part of his learning experience, Carberry and his peers traveled to Bob Haselwood’s soybean farm to learn about U.S. farming practices and farmer marketing patterns. He says, “Through the farm visit, I developed an appreciation for the factors that impact the pricing and cost of grain.”

This is just one example of the types of experiences that IGP Institute courses deliver to showcase the production side of the curriculum. These trips range from touring local farms in Kansas to visiting port export facilities on the coast. International visitors enjoy and benefit from taking the field trips to local producers such as Ron Roth says Jay O’Neil, senior agricultural economist.

**A Producer’s Perspective**

“Each staff member who has come out from the IGP Institute has such an understanding of what the different needs and interests are of the international visitors. They always make sure those interests are being covered during their courses,” Ron Roth says.

The IGP Institute faculty and staff are able to schedule these experiences by using a blended learning approach that combines pre-course preparation done via online with on-site learning. By extending out the time for learning the material before the participants arrive, there is more time to take part in hands-on activities and experiences.

Through these field trips, participants are able to fully understand all aspects of the agriculture industry from production to storage to market says O’Neil.

Roth adds, “The IGP Institute is a great organization that gives a positive spin on what we do in agriculture and our farm is accessible to the groups that come to IGP.”
Interactive Industry Training

IGP Institute partners with USDA to provide custom trainings to industry professionals.

Professionals from around the world travel to IGP Institute yearly to learn about the grain industry through specialized trainings. These trainings are opportunities for agricultural representatives from middle income countries, developing markets and emerging democracies to enhance their knowledge and skills in areas related to trade, agribusiness development, management, policy and marketing.

Cochran Trainings

In 2015, IGP Institute worked closely with the United States Department of Agriculture to provide custom training workshops. Through the USDA Cochran Fellowship Program participants gain a broad understanding of the grain production, marketing and feed systems.

The IGP Institute was awarded two Cochran fellowship grants. Industry professionals from Malaysia and Morocco came to learn about subjects involving grain storage, feed manufacturing and grain purchasing.

Abderrafie Kchit, head of the division of studies and information at the Moroccan Cereals Office, was one participant in the Moroccan Cereals and Feed Management training. Kchit says this training increased his knowledge on U.S. grain storage and handling facilities, the milling industry and applicable technical tools, and U.S. grain marketing system and practices.

“This course was interactive,” Kchit says. “The visits to the farms and grain elevators made this course interesting.”

Each training session is specialized to strengthen the agricultural systems necessary to enhance trade linkages between these countries and agricultural interests in the U.S. These two-week trainings are led by Kansas State University faculty and industry experts, covering topics from feed and swine management to wheat classification.

USDA Training in D.C.

Another USDA training opportunity allowed IGP Institute’s senior agricultural economist Jay O’Neil to travel to USDA’s Foreign Agricultural Service office in Washington, D.C. to conduct a grain and oilseed industry overview for various USDA departments.

“The invitation to host this seminar was a great opportunity for IGP and members of the trade to interact with USDA and discuss real life issues that pertain to trade,” O’Neil says.

The 40 USDA participants heard presentations throughout the three-day seminar from industry professionals in the private and public sector of the grain industry.

Course participant, Andrew Sowell, wheat analyst for Office of Global Analysis at USDA/FAS, says the custom training corresponded well with his profession.

“The course added a lot of depth to my knowledge of grain markets,” Sowell says. “I found the class about futures to be particularly helpful. This information will be useful in my career.”
Relevant Research
Two undergraduate research projects guide IGP Institute efforts.

Research allows for fact-based decision making, which is valuable to those attempting to make the best investment in time and resources. That statement is true for businesses across the globe as well as at the IGP Institute where faculty joined with undergraduate students to conduct research studies to answer questions that allowed for a better marketing approach and real world application for training.

Marketing Research
For the IGP Institute, that quest for knowledge led to a communications research study that began in 2014 and is on-going today.

“There are many options for social media in the world. We needed to know the preferences of our international customers so we could deliver the information they sought in the most impactful way,” says Lisa Moser, IGP Institute marketing and communications coordinator.

Joining with the faculty in the Kansas State University Department of Communications and Agricultural Education, Moser along with IGP Interim Associate Director Brandi Miller and undergraduate communications student Kelly Hannigan, launched a study to see how IGP’s clients used social media.

Through five focus groups, the research team learned that most participants preferred email communication. Many were unaware of IGP’s social media presence.

“As a result of this research, we dropped our blog and ramped up our promotional efforts through Facebook and Twitter,” Moser says. She adds, “We also now inform our participants about our social media with an information sheet at the on-site courses, and we do more posting of pictures.”

Classroom Lessons
While teaching an advanced flour milling course, the instructor Mark Fowler noticed that an increased amount of starch damage was occurring with the new equipment that was on loan to the university. This happened again in the course the following month.

“Therefore, he joined with undergraduate milling science student Kyle McCormack to design a research study to see if what was observed in the trainings was an anomaly or an accurate reflection of what was happening.

“We learned that if you overgrind the rolls there is reduced flour production and increased starch damage that is detrimental to flour quality,” Fowler says. The results of that study are now shared as part of the flour milling training.

Fowler says, “This shows how we are utilizing research to provide innovative and relevant teaching in our courses, allowing us to give our participants the most up-to-date information.”
Facebook

- 71% of participants had never visited the IGP Institute Facebook page.
- Participants in each focus group were interested in the Facebook page once they knew it existed.
- Participants expressed interest in seeing relevant industry information and current news posted to social media sites.

“I love to see the pictures of the class and the past students on this site.”

- USDA Cochran Program Grain Purchasing course participant
Expanding Credentials

GEAPS program expansion includes grain processing management certification.

It is important for professionals to maintain a level of understanding of the grain industry, as well as a certain set of skills for industry advancement. One way for professionals to preserve their expertise and advance their careers is to continue industry learning. IGP Institute, in partnership with the Grain Elevator and Processing Society, provides distance-delivered education to more than 3,000 industry professionals worldwide.

Credential Launched
In 2015, the IGP Institute expanded the GEAPS partnership by offering distance-learning courses that led to a new credential in grain processing management which three industry professionals have obtained. The credential was developed from grain professionals’ requests to improve knowledge of the industry, according to Brandi Miller, IGP Institute interim associate director, and online education and professional development coordinator.

“This new credential is set up much like the credential in grain operations management, but it contains information that is more specific to grain processing,” Miller says. “It offers a specific set of courses related directly to grain processing management to help students become more knowledgeable after completion of the credential.”

“I manage five workers here and by taking these courses I am able to do my job more efficiently.”

Company Value
The benefits of continuing education are valued by employers as well. Woywada’s supervisor General Manager Craig Holmes says, “Cory has really grabbed ahold of this opportunity with GEAPS/KSU and ran with it.” He adds, “Getting these credentials shows commitment to excellence, performance and leadership. It brings credibility to what we do here at Parrish and Heimbecker.”

Participants can continue expanding their education and career skills by earning specialist credentials in grain quality management, grain handling equipment management, and property and casualty risk management.

In looking to the future, Miller says, “We hope to expand these specialty tracks into even more focused areas of processing, such as rice and corn processing.”
Collaboration Strengthens Curriculum
The IGP Institute works to enhance its programs through organizational partnerships.

It has been said that strong leaders recognize their strengths and hire their weaknesses. The same can be true with organizations that offer trainings. Recognizing the inherent benefits of collaboration, the IGP Institute continues to build training alliances.

“In the grain science industry, some of the IGP Institute competitors offer courses that are similar in scope to ours,” says Mark Fowler, IGP Institute associate director and grain processing curriculum manager. He adds, “Where there are logical partnerships, it makes sense to align our expertise and resources.”

**Milling Outreach**

One such example is Fowler’s work with the Northern Crops Institute co-teaching a milling course working with Durum wheat for pasta manufacturing.

“We do not offer pasta-making trainings at the IGP Institute, but our expertise in milling wheat is of value to the NCI course,” Fowler says.

He says there is an added benefit to the IGP Institute as well. “These programs help to expand the reach of IGP and showcase our expertise,” Fowler says. “We are also able to offer specialized courses for which we do not have all the resources to offer independently.”

Along with NCI, Fowler has worked with AIB International in providing joint courses in HACCP for grain milling. This training is the result of stakeholder feedback encouraging the IGP Institute and AIB International to align their efforts.

**Risk Management Opportunities**

Along with Fowler, Jay O’Neil, senior agricultural economist, has also worked closely with NCI to provide risk management courses.

“NCI is funded by commodity groups so they have a lot of similarities to IGP,” O’Neil says. “We have formed a mutual partnership where we have come together to be stronger.”

Due to the success of the partnerships and the programs developed, O’Neil is excited to continue to collaborate in order to enhance effectiveness and reach a larger audience.

“Alone we can have a certain impact, but partnering with others expands and improves the difference we can make,” O’Neil says. “It also broadens our expertise because we have university and industry experts who add to the value of these programs.”

O’Neil says that the IGP Institute faculty hope to take these programs international.

“The world is shrinking and is also becoming increasingly challenging,” O’Neil says. “We are looking to take our programs abroad where we increase the number of participants and have better access to them, but it’s all dependent on finding an appropriate party to join with.”
Some have said, “A house is not a home without a pet.” Many people consider their pet to be a member of the family, and thus, want to make sure their pet is happy and content — especially when it comes to rewarding them with their favorite baked treats. Kansas plays a vital role in the pet food industry to contribute to the well-being of pets.

“Pet food in the United States is a $23 billion enterprise and it adds $7 billion to the Kansas economy,” says Greg Aldrich, K-State research associate professor and pet food specialist. “There are 27 licensed and 63 total pet food companies in our state. We have an opportunity to make that even more significant and our program is working hard to make that a reality.”

**Pet Food Education**

For more than 10 years, the IGP Institute has served as an educational medium for those involved in the food, pet food and feed industries through its extrusion processing course. With the growing interest in pet food, the institute has added a one-day pet food workshop to that training. Participants learn from industry experts about the latest information on pet food ingredients, nutritional values, and safety and HACCP issues.

**Increased Grain Value**

“The pet food industry directly grows the value of grains,” says Cassandra Jones, assistant professor and feed ingredient and formulation specialist. “Traditional pet food, especially dry extruded pet food, is comprised of a large quantity of grains. Expanding the pet food industry allows a direct increase in the demand for Kansas grains, especially for sorghum which has a greater demand in pet foods.”

Continuing with the growing need for information about pet food, the Kansas State pet food program team hosted an additional training that attracted nearly 200 pet food professionals from 23 states. The focus of the event was learning how to create baked pet treats.

Workshop stations gave participants an opportunity to create new and improved treats. The stations featured ingredients such as sorghum in granola treats, miscanthus fiber in baked treats, gummy treats using patent-pending creations and processes, dried brewer’s yeast for high-protein treats, and various palatants for flavors and aromas.

“Pet food is important across the United States, but especially in Kansas because we’re at the epicenter of pet food manufacturing,” Jones says.

“Northeast Kansas houses facilities for nearly every major pet food manufacturer, and facilities for manufacturing equipment and ingredients necessary for that production. That’s a huge impact on the economy and a direct improvement in the value of Kansas grain, right in our backyard.”
2015 in Photos
2015 in Photos
## 2015 By the Numbers

**610 On-site/On-location Participants • 884 Distance Participants • 1,494 Total Participants**

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<td>IGP–KSU Introduction to Flour Milling</td>
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<td>IGP–KSU Extrusion Processing: Technology and Commercialization</td>
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<td>IGP–KSU Special Pet Food Workshop</td>
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<td>USSEC China U.S. Soybean Market Overview</td>
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