

SPECIAL REPORT:
NEBRASKA SORGHUM TRADE MISSION TO
THE UNITED KINGDOM
AUGUST 17 - 25, 2022

www.nebraskasorghum.org



"Big Ben"
London, UK

Table of Contents

The United Kingdom: New Trade Opportunities with
an Historic Ally
- Page 2

Sorghum Education: Exploring Partnerships with the
University of Cambridge
- Page 3

Red Carpet Reception: PBS International Goes Above
and Beyond Hosting Nebraska Sorghum in York
- Page 4

Sorghum Cares: Facilitating Sister Cities
- Page 6

Niselo: New Products from an Ancient Grain
- Page 8

London Calling: Governor Pete Ricketts Leads
Nebraska's Official Trade Delegation in the United
Kingdom
- Page 9

Genevieve Tonniges: Lessons for Nebraska Sorghum
Staff in the United Kingdom
Page 11

Message from the Director: From Saltwater Tea to
Free Trade
- Page 12

Special Tribute to HM Queen Elizabeth II
- Page 13

The United Kingdom: New Trade Opportunities with an Historic Ally

The fates of the United States and the United Kingdom are tightly intertwined. From our shared national heritage, to modern alliances, to future partnerships, strong relationships between our countries is of mutual benefit. Nebraska Sorghum is honored to play a role in defining our intercontinental collaborations in the decades to come.

Negotiations for a Free Trade Agreement (FTA) between the United States and Great Britain nearly reached a signing point at the conclusion of the Trump Administration. In the new Administration, the agreement has been idled, having only recently received renewed attention from the Office of the US Trade Representative. With Brexit clearly in the rearview mirror, the United Kingdom is eager to complete negotiations on an FTA. In the meantime, the British Government is pursuing agreements on a state-by-state basis.

The opportunities for sorghum in the UK are promising. Like the European Union, the UK is reticent to accept genetically modified agricultural products. Sorghum, being non-gmo has an advantage in this regard. Additional climate and human and animal health benefits are also attractive to the island's consumers.

Furthermore, there are several companies working with sorghum-based products in the UK already. Businesses working in plant breeding, pet products, and consumer goods in Great Britain are interested in expanding across the Atlantic to access the US market.

At Nebraska Sorghum, we are keen to encourage these companies to consider our state as a prime launching point for accessing North American consumer markets. Our work on trade is as focused on international commodity exports as it is on selling the unique business climate and advantages to an efficient supply chain found in Middle America.

NEBRASKA SORGHUM
New Markets. New Profit Opportunities.

Nebraska Grain Sorghum Board
Our Vision:
As an ancient grain, sorghum is a fundamental part of our shared human history. At the Nebraska Grain Sorghum Board, we focus on developing innovative markets, while also celebrating our rich history. We are writing the next chapter in sorghum. One that increases economic opportunities for Nebraska farmers and provides a healthy alternative to consumers.

Sorghum is:

- Non-GMO (Global Value: \$947.8 million)
- Gluten-Free (Global Value: \$2161 billion)
- Ethically Labeled (Global Value: \$872.2 billion)
- Nutraceutical (Global Value: \$173.26 billion)

Nebraska's Strategic Location
Central location offers an integrated system of interstates, mainline railroads and airports.
Nebraska is 2.5 days by truck from anywhere in the continental United States.



NEBRASKASORGHUM.ORG / 402.471.4276

Nebraska's Strategic Geography

SELECT NEBRASKA
Grow Your Business Here.

With a central location, skilled workforce and low business costs, it's no wonder some of the world's top Ag and manufacturing firms call Nebraska home. Here's why Nebraska is the best choice for your company.

Our Pro-Business Environment

- Well Educated & Productive Workforce
- Low cost of living and utility rates
- Safe, family-oriented communities
- Central U.S. location with access to interstate highway and rail transportation for effective product distribution
- Business-friendly regulatory environment

Here's Where We Rank

- 1st Most Investment projects per capita in 2016, 17, 18- Site Selection
- 2nd Best Regulatory Environment-Forbes, 2019
- 6th Best State - US News & World Report, 2021
- Top 10 in the US for Academic Bioscience R&D expenditures per capita
- Top 10 in the US for Power Reliability- US News

Top 3 FDI Industries \$

- Advanced Manufacturing
- Food Processing
- Agricultural Machinery

Top Trade Partners

- Mexico
- Canada
- Japan
- South Korea
- China
- Germany

What is made in Nebraska

- Agricultural Equipment
- Chemicals & Plastics
- Food & Beverages
- Beef production

Notable Nebraskan companies

- Union Pacific
- TD Ameritrade
- Berkshire Hathaway
- Kiewit
- Werner
- Mutual of Omaha

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Doing Business in Nebraska

Sorghum: Ancient Grain.
Contemporary
Opportunities

Check out our Nebraska Sorghum Promotional Video to Learn why Sorghum Products make Sense in Nebraska

Sorghum Education: Exploring Partnerships with the University of Cambridge

One method to facilitate market growth is through education. This includes both education in regard to the properties and benefits of sorghum, and how entrepreneurs might take advantage of burgeoning markets for our grain. As a byproduct, mentorship opportunities are great ways to build successful relationships.

Through a seemingly random connection in Washington D.C. during a legislative visit in June, Nebraska Sorghum began discussions with the University of Cambridge in regard to an educational partnership. The conversation turned quickly to the merits of a virtual internship between our organization and the MBA program in Cambridge. Over the summer, emails traveled back and forth as the concept gained more form and function.

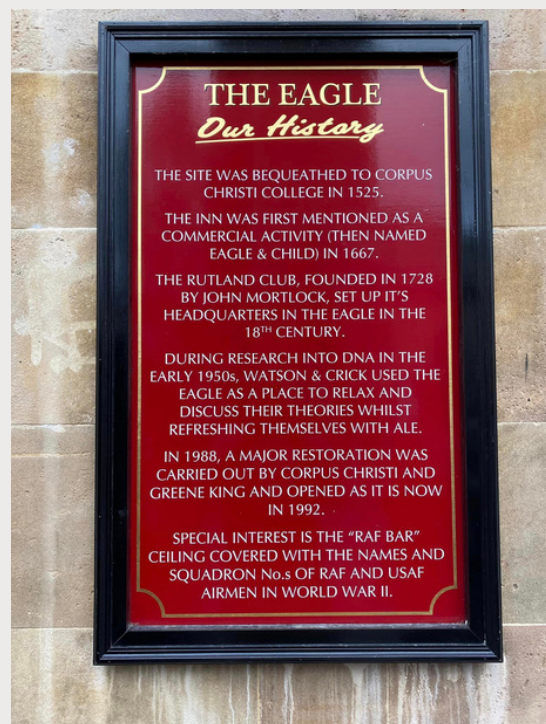
While in Great Britain, Nebraska Sorghum Executive Director, Nate Blum, and Director of Relationship Development, Genevieve Tonniges met with Ms. Katy Harrison. The potential partnership was discussed and institutional goals and expectations were elaborated upon. While no formal partnership exists yet at the time of this writing, the meeting between our staff and Ms. Harrison has moved us one step closer to that outcome.

The opportunity for student exchange and education may well extend beyond sorghum. Blum is working with University of Nebraska representatives to determine interest in pushing forward with expanded ties between the two academic institutions. Look for more developments on this initiative in the coming months.



Left: Blum and Tonniges at Cambridge University

Right: Cambridge boasts a storied history. Nebraska Sorghum Had Dinner at "The Eagle"; The pub famously known as the favored research spot of Watson and Crick...and Location of their Announcement of the Discovery of the Double Helix Structure of DNA



Red Carpet Reception: PBS International Goes Above and Beyond Hosting Nebraska Sorghum in York

Love it or hate it, social media platforms are powerful tools in the business of relationship-building. In this case, LinkedIn provided a chance connection with Ms. Lucy Pearson from PBS International. Located in York, England, PBS International manufactures pollination control systems for a variety of crops and trees...including sorghum.

When Nebraska Sorghum learned we would be traveling to the UK, we reached out to Lucy to see how we might facilitate a meeting. Conversations soon included her colleague, Mr. Rob Coy. Rob took it upon himself to see that the "red carpet" was rolled out for Nebraska Sorghum in York.

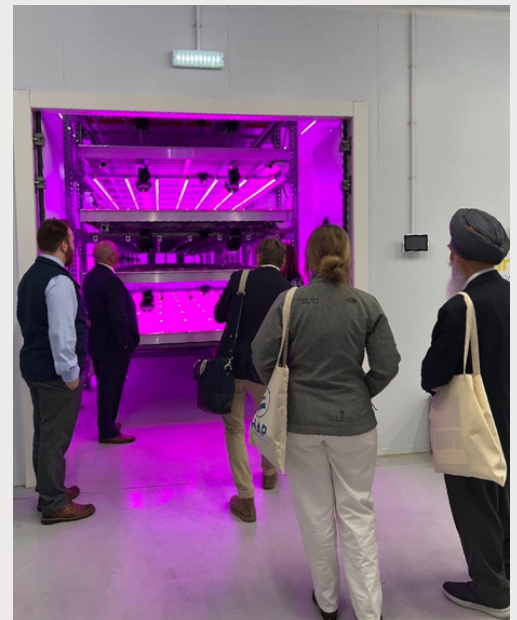
Thanks to Mr. Coy, Nebraska Sorghum met with researchers at the Crop Health and Protection (CHAP) station nearby. Here we met with researchers to learn about their work in vertical farming and advanced greenhouse technologies. We also met with researchers from the Biorenewables Development Centre at the University of York, toured their labs, heard their project presentations, and shared a presentation about Nebraska Sorghum.



Blum, Coy, Hurley, and the CHAP Team



Blum Presents a Plaque to University of York Biorenewables Staff



CHAP Researchers Show Off The Large Vertical Farm Experiments

Red Carpet Reception: PBS International Goes Above and Beyond Hosting Nebraska Sorghum in York



*Blum Presents a Plaque to the Right Honorable
Lord Mayor, David Carr, Mayoress Carr, and Sheriff
Suzie Mercer*

Mr. Coy also facilitated a meeting with Mr. Stephen Noblett. Mr. Noblett serves as the International Trade Adviser Food and Drink Sector Specialist at the UK Department of International Trade. The meeting took place at SPARK, a collection of shipping containers repurposed as restaurant and brewery incubators, in downtown York.

Most impressively, Mr. Coy coordinated a meeting between the Nebraska team and The Right Honorable Lord Mayor, David Carr, the Mayoress, and the Sheriff. We were honored to present the local leadership with a plaque in the shape of our great state and a Latin phrase which translates to: "Successful partnerships begin with successful relationships and end in mutual benefit".

We owe much of our success in York to Mr. Rob Coy and his team. He also received a plaque, as did York University, from Nebraska Sorghum. Thanks, Rob!



*Left: Blum and Coy at a
Vertical Farm Lab at
SPARK*

*Right: Team Nebraska
with the Biorenewables
Development Team*



Sorghum Cares: Facilitating Sister Cities

**(This article was written and Published by the York News Times:
"York, Nebraska and York, England" - August 29, 2022)**

YORK, NEBRASKA AND YORK, ENGLAND — Lisa Hurley, York County Development Corporation's executive director, recently traveled to the United Kingdom for a cultural and information exchange the invitation of Nebraska Sorghum and PBS International from York, England.

"Nebraska Sorghum is expecting productive meetings in the United Kingdom that will bring value to our producers and communities across the state for years to come," said Nate Blum, executive director of Nebraska Sorghum. "Bringing York County Development Corporation with us ensures that we are maximizing opportunities for future trade and development."

Genevieve Tonniges, a York County native, Nebraska Fellow interning for the City of York and a new Nebraska Sorghum employee also joined the trip as part of her degree program.

While in the United Kingdom, the group met with the business department from the University of Cambridge to discuss potential partnerships and Internships.

The group also toured the Crop Health and Protection Stockbridge Technology Centre to learn about a vertical farming initiative and how CHAP supports UK farmers (similar to the USDA in the USA).

At The University of York, the group toured the Biorenewables Development Centre, met with the research staff, agri-businesses who want to expand to the USA market, specifically Nebraska, and an initial meeting with the City of York.

"York University's Biorenewables Development Centre is doing incredible work furthering research and development in the biorenewables space. There is significant opportunity for collaboration in the future," said Blum. "The research being worked on at BDC directly relates to many of the agri-businesses and crops grown in York County," said Hurley.

The next day, Steven Noblett Department of International Trade and Rob Coy of PBS International (their trip host) provided additional tours, including visiting Spark, an incubator space for restaurants, and Let Us Grow, a vertical farming center located at Spark providing some of the vegetables used by those restaurants.



Team Nebraska: Hurley, Tonniges, and Blum

Sorghum Cares: Facilitating Sister Cities

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"The Spark place was a neat area to tour, as the city used the land, and used containers to set up an area which gives start-up restaurants up to 18 months to become established, create name recognition, and find a permanent space at a reduced rent," Hurley said.

Hurley, Blum and Tonniges also met with representatives of the City of York and spoke with the Lord Mayor of York about the potential of becoming sister cities.

"On both sides of the pond, people of York have a great love of community, agriculture and using technology to preserve our heritage well into the future. Our aligned cultural values and goals make for an ideal sister city relationship and one we hope will flourish in the near future," said Hurley. "While a true sister city partnership could take some time, this is the first step in establishing the collaborations and partnerships which could lead to a formalized sister city program. The next step is bringing businesses, schools and other entities together to identify potential collaborations and partnerships."

"The development of a Sister City initiative between York, Nebraska and York, England is an example of additional value that our organization brings through the 'Sorghum Cares' programs. We believe that relationships form the foundations upon which collaboration and mutual success are built. We are proud to be a facilitating partner with the York County Economic Development Corporation in this endeavor," said Blum.

Blum sees the value of a sister city relationship extending beyond opportunities for trade.

"Growing up in York County, my world was very small. I am hopeful that this sister city program opens the world for young people in our region. I never understood my place in the world until I saw the world," he said.

"The UK trip was an incredible success, both for establishing diplomatic relationships with York, UK, and for opening the door to future trade opportunities," said Hurley. "I want to thank Nate Blum and Nebraska Sorghum for the invitation and Rob Coy and the PBS International team for being such gracious hosts."



YCDC Director, Lisa Hurley

Niselo: New Products from an Ancient Grain

Another LinkedIn connection resulted in a meeting in Edinburgh Scotland. Nebraska Sorghum met with Mr. Robert Goodfellow of University Innovations. Mr. Goodfellow, and his associates Dr. David Katerere, and Mr. Howell Davies are working on a kombucha-style drink made with sorghum. Niselo, presently available in South Africa, has proved to be popular with consumers as the product has familiar analogues in the marketplace thanks to the increase in kombucha and energy drinks over the past decade. The team hopes to continue to grow the Niselo brand in the United Kingdom and eventually North America in the future.

Nebraska Sorghum was also able to connect Mr. Goodfellow with new connection, Mr. Stephen Noblett. Though countrymen, Mr. Goodfellow and Mr. Noblett were not acquainted prior to our meetings. However, given Mr. Noblett's expertise in food and drink exports and Mr. Goodfellow's experience with Niselo, the new relationship is bound to be fruitful.

With luck, Niselo will soon be available in a grocery store near you!



Mr. Robert Goodfellow, University Innovations and Niselo, and the Nebraska Team



*Niselo, a Kombucha-Style Energy Drink made with Sorghum.
Available in South Africa at Present*

London Calling: Governor Pete Ricketts Leads Nebraska's Official Trade Delegation in the United Kingdom

Following the Niselo meeting in Edinburgh, Nebraska Sorghum traveled to London to rendezvous with Governor Ricketts and the Official Nebraska Trade Delegation. The delegation consisted of nearly fifty participants with expertise in agriculture, manufacturing, insurance, finance, and food processing. As has been true in previous Trade Missions led by Governor Ricketts, the meetings were productive, well-planned, and informative.

Nebraska grain Sorghum Board President, Mr. David Junker, participated in the official delegation. He served on a panel discussing Ag technology at the Department of Environment, Food and Rural Affairs (DEFRA). His comments were thoughtful and well-received by British policy-makers.

The delegation received a special briefing on the priorities of post-Brexit UK and attended a reception at the residence of Ambassador Hartley. Nebraska Sorghum Presented a plaque in appreciation to the service of Ambassador Hartley to embassy staff at that event. Additional conversations at the reception with representatives of the US-UK Chamber of Commerce are likely to create opportunities in the future as well.



Members of the Nebraska Delegation
Meet with Policy-Makers at DEFRA in
London



NGSB President, David Junker, Presents a
Plaque to Embassy Staff alongside Blum
and Tonniges

London Calling: Governor Pete Ricketts Leads Nebraska's Official Trade Delegation in the United Kingdom



*The Nebraska Ag Delegation Visits a Beef
Cattle Farm Near London*

The Agricultural Delegation spent a day in the English countryside, visiting a beef cattle operation and a sheep operation near the ancient town of Miserden. The estate and village of Miserden has been in constant occupation since 1066. Both visits highlighted the emphasis on increasingly efficient conservation practices being incorporated by farmers in the United Kingdom.

Finally, the delegation attended a "Taste of Nebraska" event in London at "Burger and Lobster". Burger and Lobster serves Nebraska Beef exclusively. This was a great networking event which also served to highlight the quality of agricultural products from Nebraska.

Nebraska Sorghum thanks Governor Ricketts for his leadership. The successes in London would have been impossible without the guidance also of the Nebraska Department of Agriculture and the Nebraska Department of Economic Development.



Sheep Herding Near Miserden



Lunch at the Miserden Estate, Built in 1066

Genevieve Tonniges:

Lessons for Nebraska Sorghum Staff in The United Kingdom

I am incredibly grateful for the opportunity to accompany Nate Blum on the governor's trade mission to the UK. As a student of global affairs, much of what we discuss in our coursework is theoretical. It is not often that a student actually has the opportunity to witness the process of international trade, and the processes which create and support the global food system. I have definitely had an opportunity that not many individuals my age have had the chance to experience, and I plan to use this knowledge going forward in my role as the Director of Relationship Development, here at Nebraska Sorghum.

In my degree, I have studied many topics: world religions, culture, human geography, anthropology, language, economics, trade, and politics. However, due to my close relationship with agriculture and my love for Nebraska, I have always taken a specific focus in global economics and the global food system. It was incredibly beneficial to actually witness the policymakers, trade experts, producers, economic developers, and consumers all work together on one trade mission. Many different stories, several various occupations, and an abundance of good ideas all rallied around one common goal - what a great second week on the job!

Nebraska sorghum was able to form strong bonds, make great connections, and ultimately help forge a mutually beneficial relationship with our counterparts in the UK. The global food system is so increasingly interconnected, and remains the very backbone of the global economy, which can mean several different things. It means ease of access and an abundance of everything a consumer could possibly want, unrestricted by the plights or limitations of their own regions.

However, as we've all seen and felt in the last 18 months, it can also be exceptionally detrimental to everyone if, or rather when, that system is interrupted. This is not to say that isolationism is the answer, and in fact, total independence is no longer a viable option. This does, however, illustrate the importance of having a few strong, reliable trading partners, amongst many subsidiary ones- and I wholeheartedly believe that the UK is a great place to focus our efforts, especially in agriculture.



*Ms. Genevieve Tonniges, Director of
Relationship Development*

Message from the Director: From Saltwater Tea to Free Trade

It wasn't that long ago that Americans were throwing crates of tea into the Boston Harbor. That famously rebellious task, a response to unfair taxation without representation, played a critical role in what would eventually become the American Revolution. It is unlikely that the Sons of Liberty and the British Government would agree that what would eventually become the United States of America, and The United Kingdom would come to depend upon each other so thoroughly in the future, if asked in 1773.



Yet, in 2022, that is exactly where we are.

Brexit is here. There is no going back. Policy-Makers in Parliament are tasked with making this new paradigm successful for the sake of their nation.

This means looking for new partnerships, and strengthening historic ones. The United States falls in the category of the latter. Despite the rocky start to our relationship, our two nations share in common cultural values and a shared history uncommon to many other allied nations. Mutual influences in civics, trade, defense, and social programs have traveled across the Northern Atlantic in both directions in the past nearly 250 years.

The world is a safer, more prosperous place when America works with the United Kingdom. American Farmers, Entrepreneurs, and Corporations need a Free Trade Agreement to be finalized with Great Britain as much as the British need that agreement with the USA. This is especially true at a time of rising global recession. Inflation is expected to be 18% in the UK by next Spring. How will that impact trade in the US when UK buyers experience a devalued currency and steep tariffs?

Nebraska Sorghum encourages USTR Ambassador Tai and the Biden Administration to emphasize progress on the US-UK FTA. The Brits are anxious to get this done. Americans should be too.

In Memoriam:
HM Queen Elizabeth II
April 21, 1926 - September 8, 2022



Nebraska Sorghum joins our cousins in the United Kingdom in reflecting on the life and reign of HM Queen Elizabeth II.
Hers was a commendable life of steadfast service to her Country and her Countrymen.

Thank you, Your Majesty.

Long Live King Charles.