

EMERGE

MARCH 2023

**GET REAL WITH
TRENT KUBIK**

FARM BILL

**PLANTING
OUTLOOK**

**ETHAKNOW
MEDIA CAMPAIGN**



A SOUTH DAKOTA CORN PUBLICATION

SD CORN

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2022 U.S. DEPARTMENT OF AGRICULTURE/ NATIONAL AGRICULTURAL STATISTICS SERVICE SOUTH DAKOTA CORN REPORT

5.75
MILLION
ACRES
PLANTED



661
MILLION
BUSHELS
PRODUCED



132
BUSHELS
PER ACRE



5.01
MILLION
ACRES
HARVESTED
FOR GRAIN





USDA EMERGENCY GRAIN STORAGE FACILITY ASSISTANCE RELIEF PROGRAM:

\$20 million has been made available for eligible growers but this is only a start. Efforts by the South Dakota Corn Growers Association began in the immediate aftermath of the May 12, 2022 derecho and will continue efforts towards additional funding as this program is implemented.

ON THE COVER:

Trent Kubik enjoying a beautiful harvest day with his sons Layton & Landon.

DANITA MURRAY

SD CORN EXECUTIVE DIRECTOR. LEADING WITH POLICY EXPERTISE.



DaNita is from Milbank, South Dakota where she graduated from **South Dakota State University** and **Drake University School of Law**.

She served as both Chief Counsel and Policy Advisor to the **U.S. Senate Committee** on Agriculture, Nutrition, and Forestry for then **Chairman Pat Roberts** during the 2018 farm bill

and as Senior Counsel on the **House Agriculture Committee** for **Chairman Frank Lucas** on the 2014 farm bill.

Murray also worked at the **National Corn Growers Association** as a Director of Public Policy on biotechnology issues and was a political appointee of **President George W. Bush** at the **USDA**.

Enter your photos with **National Corn Growers Association** at **Fields-of-Corn.com** for your chance to win cash prizes!

FOR MEDIA INQUIRIES, PLEASE
CALL **605.334.0100**

LIFE ON THE FARM

SUBMIT YOUR PHOTO FOR A CHANCE TO WIN!

Real-life, authentic images from our members' perspectives is what we love to share throughout our organization as well as with individuals who have never stepped foot outside of a city block.

Winners will be determined twice annually and showcased in upcoming **Emerge** publications as well as **sdcorn.org** and on social media.

Contact info@sdcorn.org to get instructions on how to upload high-resolution photos or videos (up to 10 minutes long) along with a media release to allow SD Corn to use entries for promotional purposes.

Prizes will be awarded to the top three entries! Must be a SDGCA member to participate.



"Well, the new year is certainly off to a snowy start. Let's hope that's a precursor to timely rains throughout the 2023 growing season.

With another year behind us, it's time to talk about the importance of your checkoff dollars. The **Corn Utilization Council** board remains committed to the best uses of those funds to develop and expand markets and find new uses for corn. The end goal is to increase profitability for corn producers.

One new project we're excited to

support is the **Bioproducts Institute** at **South Dakota State University**. The Council has invested in that facility, whose mission is to develop low-value agricultural and forestry materials, including corn, into high-value bioproducts such as animal feeds and bioplastics.

Another exciting technology is precision ag. That's why we invested in the **Precision Agriculture Center** in Brookings and financially support **Dr. David Clay**, a longtime dedicated SDSU professor, as endowed chair.

Because our state produces more corn than it uses, strong export markets are a must, so we partner with the **U.S. Grains Council** and the **U.S. Meat Export Federation**. With their leadership, billions of dollars of U.S. corn, ethanol, beef, and pork are exported annually.

Thank you for your continued support of the Corn Council. I wish you and your family a healthy and prosperous 2023!"

CHAD BLINDAUER

SDCUC
PRESIDENT
DISTRICT 8



DAVE ELLENS

SDCGA
PRESIDENT
DISTRICT 2

"As I write my first message as President of the **South Dakota Corn Growers Association**, I want to express what an incredible honor it is to serve South Dakota's leading agricultural sector. When I joined SDCGA in 2019, I remember feeling a great amount of pride representing my family farm, my neighbors, and county. Now as I step into this new role, I am thankful to have the opportunity to lead our organization and corn farmers into the future.

What I've learned in the past four years is the amount of work and dedication our board members and staff contribute to maintain the agricultural environment we all operate in here in South Dakota. It is this commitment that will **enable us to preserve the opportunity for corn farmers to operate profitability** for years to come.

I want to thank corn farmers in South Dakota for molding our industry into what it is today, it's a privilege to

represent a group so committed to their businesses. I invite all of you to be as involved with SDCGA as you can; whether that's a membership, a ticket to our annual conference in January, or just a call to myself or your District Board Member to talk about an issue.

We welcome every corn grower in this state to **be a part of something great and help our organization** become an even more powerful voice in the future."

SDCGA BOARD MEMBERS



SOUTH DAKOTA CORN GROWERS ASSOCIATION

TRAVIS MOCKLER // District 1
DAVE ELLENS // President District 2
GARY DUFFY // District 3
TRAVIS STRASSER // District 4
TAYLOR SUMPTION // Vice President District 5
MIKE CRONIN // District 6
JEFF BURG // District 7
SCOTT STAHL // District 8
TRENT KUBIK // Secretary/Treasurer District 9
KELSEY GERAETS // At-Large
MARK GROSS // At-Large
JENNIFER FEISTNER // Industry Director
KENDALL JONES // Industry Director
REBECCA WELLENSTEIN // Industry Director

SDCUC BOARD MEMBERS



SOUTH DAKOTA CORN UTILIZATION COUNCIL

NICK FICKBOHM // District 1
JUSTIN MINNAERT // District 2
DOUG NOEM // District 3
CHRIS NICKESON // District 4
GRANT RIX // District 5
JAY ESSER // District 6
RENO BRUEGGEMAN // Secretary/Treasurer District 7
CHAD BLINDAUER // President District 8
JIM KETELHUT // Vice President District 9

GET REAL WITH

TRENT KUBIK



WHAT DOES SDCGA MEMBERSHIP MEAN FOR SOUTH DAKOTA GROWERS?

Growing up on the farm didn't secure a place for Trent in a family of four boys who all wanted to farm the same ground. Tenacity, diversity, some luck and a love for the land brought him back to the lifestyle he craved.

Today, Trent lives with his family in Hamill, SD doing what he was born to do. As a board member and Secretary/Treasurer of the **South Dakota Corn Growers Association**, he has committed to safeguarding the sustainability of farming for future generations.

TELL US A BIT ABOUT YOURSELF AND HOW YOU GOT STARTED FARMING?

"I grew up in south central South Dakota where my family farmed and ranched since the early 1900's. Like many growing up in that lifestyle, I caught the farming bug early on and knew my life would revolve around it. The struggle we had is **our family had four boys including myself, and all of us wanted to do the same thing. Our farm however, could not support more than one family**, so we all had to find other things to supplement our desire to farm full time.

As my brothers and I started careers away from the farm, but in agriculture, we were able to do both and eventually two of my brothers and myself got an opportunity with an out of state landowner to branch off from the family farm and start farming on our own in 2013. That operation started primarily as a hay production operation but has bloomed in acres since and row crops and more cattle soon followed.

We were fortunate this opportunity was just down the road from our family farm, so **we have been able to join forces on many different operations**. Although we maintain them separately, we are still able to have the feeling of them being together. We have now added a seed and chemical retail business to our operation to allow all of us to stay actively involved in the operation."



WHAT GOT YOU INTERESTED IN JOINING SDCGA?

“The Corn Growers has always been seen as a **premier and powerful organization** in agriculture and was always in front of us through the work of the Utilization Council and their outreach efforts so I knew **once I got into more of a full-time farming role that I wanted to be a member of the organization.** I didn't fully appreciate or realize the profound impact that SDCGA has both in policy making and industry until I became more involved on the board.”

HOW LONG HAVE YOU BEEN A MEMBER?

“I have been a member since 2012 and a board member since 2020 and was recently voted in to serve as the Secretary/Treasurer for 2023. Prior to that, I was briefly involved on the board as an industry representative when I still worked full-time in the seed business.”

YOU CURRENTLY SERVE ON THE SDCGA BOARD. WHY WAS THIS IMPORTANT TO YOU, AND ARE YOU HAPPY YOU CHOSE THIS PATH?

“Although the work that our counterparts do at the South Dakota Corn Utilization Council (SDCUC) is more visible in our everyday lives through their outreach and advertising, I felt **my passion lied in helping to drive policy making on both the state and federal level.** Even as the agriculture industry is still a dominant player in South Dakota, our voice continues to get smaller from a population perspective every year. The power and respect this organization holds ensures that our voice as farmers, ranchers, and land owners will always be heard.”

AS ONE OF THE YOUNGEST MEMBERS ON THE SDCGA BOARD, WHAT DO YOU BRING TO THE TABLE & WHY IS THAT IMPORTANT?

“For the past decade, we have seen demographics shifting towards a younger generation. This is something I have been passionate about since graduating college. **The generation I'm a part of has driven towards evolving our industry rather than settling for the status quo.**

Fortunately, the decision making process has started to shift down but we are still an industry driven by an older generation. I don't say that as a bad thing, but I do feel strongly that **both generations need a seat at the table to drive where our industry is going in the future** and I'm happy to be a part of that.”





WHY SHOULD YOUNG FARMERS GET ENGAGED WITH SDCGA?

“The answer is simple. We are the next men and women up. This younger generation, though smaller in numbers than our predecessors, are the ones that will shoulder the food, feed, and fuel production for our state and nation. **We can't idly stand by and let our parents and grandparents be the sole drivers on policy decisions. We need a combined effort to ensure the sustainability of our way of life for the next generation.**”

WHY SHOULD ANYONE JOIN SDCGA?

“Ask me 10 years ago, and I might have answered differently. Of course the term ‘Corn Growers’ is in our name, so one could assume only those that grow and produce corn can be involved. However, now I feel much differently. The voice we have in both Pierre and Washington, D.C. is not only geared towards corn growers, but rather agriculture as a whole because corn touches so many different ag industries.

If you're a farmer of any crop, livestock producer, or simply an ag land owner in our great state, I strongly encourage you to become a member of this great organization.”

▶ WATCH TRENT'S STORY AT **SDCORN.ORG/MEMBERSHIP**

2023 FARM BILL

WHAT IT MEANS TO SD GROWERS & HOW SOUTH DAKOTA CORN GROWERS ASSOCIATION CAN MAKE AN IMPACT

Typically every five years a new **Farm Bill** is on the table for policymakers which can lead to critical updates and changes that affect corn growers' everyday operations. Although the current Farm Bill doesn't expire until September, work on committee hearings for the new bill has been ongoing since Spring of 2022.

So what does this ultimately mean for South Dakota corn growers? According to **SD Corn Executive Director DaNita Murray**, South Dakota Corn Growers Association's (SDCGA) primary focus includes protecting crop insurance and modernizing the Farm Bill safety net, including an increase in reference price and loan rate. Murray shares, "Increasing reference price and loan rates don't seem like a priority when the market is strong. However, it's the best time to think about the long-term safety net as there will be no-to-low cost options as well as pricier spending across 10 years. I'm not an economist, but it's cheaper to enact these policies now than in 2018."

The Farm Bill is a complex, overarching omnibus piece of legislation; which is a bill with multiple items packaged together and governs many of the **U.S. Department of Agriculture's** programs. It currently includes: Commodities, Conservation, Trade, Nutrition, Credit, Rural Development, Research, Extension and Related Matters, Forestry, Energy, Horticulture and

Crop Insurance. These titles do not really change with new legislation and leadership in Congress.

In January, SDCGA hosted a Farm Bill Roundtable held by **U.S. Senator John Thune** with area commodity groups in attendance. **SDCGA President Dave Ellens** shares, "We join these organizations to be the voice for our Members, for our own farm, for the Districts we represent. And so for us to sit here with Senator Thune to tell him what's on our plates and what's important to us gives merit to why we're a part of these organizations."

SDCGA is committed to monitoring and sharing input throughout the process to ensure that South Dakota corn growers have a seat at the table during this critical period leading up to new legislation. This information will be shared with members to keep them informed on the progress and potential ramifications for operations. Be watching for Farm Bill updates from SDCGA at sdcorn.org/news as the year progresses.

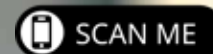
“THE BEST FARM BILLS ARE
WRITTEN BY FARMERS.”

U.S. SENATOR JOHN THUNE



U.S. Senator John Thune Hosted a Farm Bill Roundtable at SD Corn for South Dakota commodity groups, January 10th

**BIT.LY/SDCORN
FARMBILL**



DID YOU KNOW?

- 1** 18 FARMS BILLS HAVE BEEN ENACTED SO FAR SINCE THE 1930s.
- 2** THE CURRENT FARM BILL EXPIRES SEPTEMBER 2023.
- 3** THE FARM BILL IS TYPICALLY PASSED INTO LAW ONCE EVERY FIVE YEARS.
- 4** THE FARM BILL ISN'T LIMITED TO 'FARMS', IT INCLUDES LEGISLATION ON NUTRITION, AGRICULTURAL RESEARCH, & FORESTRY POLICY.
- 5** EXPECT CLIMATE TO BECOME A FLASHPOINT.
- 6** U.S. SENATOR JOHN THUNE AND U.S. REPRESENTATIVE DUSTY JOHNSON EACH SIT ON THEIR CHAMBER'S RESPECTIVE AGRICULTURAL COMMITTEES THAT HAVE JURISDICTION OVER THE FARM BILL.

FIELDS OF GOLD

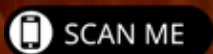
SOUTH DAKOTA CORN GROWERS ASSOCIATION FIGHTS FOR PERMANENT E15 YEAR-ROUND SALES

Last April, inflation rates at a 40-year high along with soaring gas prices galvanized action from the **Environmental Protection Agency (EPA)** to do something that South Dakota corn growers and ethanol producers had been waiting for: open year-round sales of E15.

Previously, sales were banned June through September because of an antiquated concern for air quality even though an analysis conducted by the **U.S. Department of Agriculture** in 2017 showed "that U.S. corn-based ethanol reduces greenhouse gas emissions by 43% compared to gasoline".

In addition, growthenergy.org states that "ethanol is a renewable, earth-friendly biofuel that burns cleaner and cooler than gasoline, which is good for our environment and our cars' engines".

And while the EPA temporarily lifted the summer ban last year, **SDCGA** is advocating for permanent year-round sales. A choice that is backed up by science, not purely economics. According to the **U.S. Department of Energy's Argonne National Laboratory** senior scientist **Michael Wang**, "With the increased total volume and the reduced Carbon Intensity values of corn ethanol between 2005 and



U.S. SENATOR THUNE IS CURRENTLY WORKING TO SPEARHEAD AN INITIATIVE TO ENCOURAGE **PRESIDENT BIDEN** TO PREVENT A DISRUPTION IN NATIONWIDE CONSUMER ACCESS TO E15 THROUGH THE SUMMER OF 2023.

BIT.LY/E15LETTER

2019, corn ethanol has resulted in a total greenhouse gas reduction of more than 500 million tons. For the United States, biofuels like corn ethanol can play a critical role in reducing our carbon footprint.”

Another perk for the change? In South Dakota alone, 16 ethanol biorefineries employ 25,772 full-time employees across the state, often in rural communities where good jobs are hard to come by. An increase in production may cause this to increase as well which is great news for all South Dakotans.

South Dakota Corn Growers Association Board Member Scott Stahl and National Corn Growers Association Ethanol Action Team Member shares,

“Increasing higher blends of ethanol is a win for not only the American corn farmer but also for our environment through improved air quality and reduced greenhouse gas emissions. In addition, it helps consumers save at the pump which is extremely

helpful when we all have to tighten our belts in this tough economy. Ethanol has always been a great success story in South Dakota and year-round E15 sales will provide needed certainty to the market place for allowing access to higher blends at the pump.”

FAST FACTS

- 1** U.S. CONSUMERS SAVED \$57 MILLION FROM JUNE THROUGH SEPTEMBER BY PURCHASING E15 IN 2022.
- 2** GOVERNORS FROM 8 MIDWEST STATES INCLUDING SOUTH DAKOTA TOOK ACTION LAST APRIL TO ALLOW THE YEAR-ROUND SALE OF LOWER-CARBON, LOWER-COST E15 IN THEIR STATES.
- 3** A SIMPLE CHANGE TO NATIONWIDE E15 WOULD REDUCE CO2 EMISSIONS BY MORE THAN 17.62 MILLION TONS PER YEAR — THE EQUIVALENT OF TAKING 3.85 MILLION CARS OFF THE ROAD. SOURCE:GROWTHENERGY.ORG



2023 PLANTING OUTLOOK

A LOOK AT WEATHER BY **LAURA EDWARDS**, STATE
CLIMATOLOGIST, SDSU EXTENSION



This year's winter has delivered more than its fair share of snow but the question is, how will this affect our earlier drought conditions? And more importantly, how will that affect this year's planting season? According to **Laura Edwards, State Climatologist,**

SDSU Extension, "I'm optimistic about early season moisture in central and eastern South Dakota due to the amount of snowpack we have already on the ground as of the end of January. We have a way to go to recharge our soils back to normal, but it's a good start."



LAURA'S PLANTING PREDICTIONS

1

Late winter is more likely to be colder than average, but by summer (May-July) the temperature outlook leans towards warmer than average. What this tells me is that IF we have a slow start to the planting season, odds are we can make up some growing degree days in the summer with some warmer temperatures.

2

At planting time, we move through the spring transition season to a more summer-like pattern with local thunderstorms. Precipitation is notoriously difficult to predict during those months.

3

The late spring and early summer outlooks aren't telling us much for precipitation. We're between an area that is favored to be drier in the northern Rockies and wetter in the Ohio River Valley. With a glass half-full mentality, I think timely rains could generate a good corn crop for us this year.

4

With a glass half-empty mentality, the warmer temperatures will increase water demand and could increase moisture stress (i.e. drought) in the summer season, so the spring precipitation season will be a good indicator as far as how drought resistant our fields will be.

IF MONEY
TALKS, OUR
CASH-BACK
DIVIDENDS
HAVE A LOT
TO SAY.



Ron R. / customer since 2007 >



Once again, our customer-owners will get 1% of their eligible financing back.

For the last 19 consecutive years, our customer-owners have received a share of earnings, called cash-back dividends. These payouts add up to more than \$2.9 billion since 2004. Even better, this year's distribution is equal to a full 1% of their eligible financing with us. Discover the power of ownership by calling 800-884-FARM.

Agriculture Works Here..
> FCSAmerica.com

Approved 2022 cash-back dividend, based on 1% of a customer's eligible average daily loan balance, is estimated at \$341 million. Terms apply. See website for details.

37TH ANNUAL CORN CONFERENCE

The **South Dakota Corn Growers Association** hosted their **37th Annual Corn Conference** on Saturday, January 21 at the Sioux Falls Convention Center.

Experts in weather, markets, and ethanol headlined the morning and afternoon educational sessions while former **Minnesota Viking Chad Greenway** presented to a packed house on Saturday evening. **Lt. Governor Larry Rhoden** and **U.S. Senator John Thune** were both in attendance.

More than \$14,000 was raised for the **CORNPAC** through a silent auction. A huge thank you goes out to our sponsors and silent auction donors who make this event possible!

Shout out to our Diamond & Platinum sponsors:*

- *Hefty Seed Company
- Bayer/DeKalb
- Farm Credit Services of America
- POET
- South Dakota Corn Utilization Council
- Syngenta

AWARD WINNERS

Every year, outstanding individuals or organizations are recognized at the Annual Corn Conference for their excellence in promoting the benefits of corn. This year the recipients included:

Excellence in Agriculture Award
VOLLAN OIL

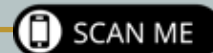
Outstanding Legislative Leadership Award
HERMAN OTTEN

Lifetime Achievement Award
JIM WOSTER

Excellence in Public Outreach Award
UNDER THE HOOD SHOW



MORE ON THESE
AWARDS HERE
**BIT.LY/CORN
AWARDS**



CONGRATULATIONS SOUTH DAKOTA 2022

CORN YIELD CONTEST WINNERS

Each year, the National Corn Growers Association sponsors a nationwide corn yield contest.

Participants compete in various categories, using advanced production techniques and growing practices, state-of-the-art hybrids and their

own special formulas. Winners receive national recognition as well as awards from sponsoring seed, input and crop protection companies.

Congratulations to the 2022 South Dakota Corn Yield Contest Winners!

Kory Standy

1st Place Conventional Irrigated

Samual Waldner

2nd Place Conventional Irrigated

Jerome Poeschl

3rd Place Conventional Irrigated

Tyler Poeschl

1st Place Strip-Till, Minimum Till,
Mulch-Till, Ridge-Till Irrigated

Tom & Don Logue

1st Place No-Till Irrigated

Sam Arens

2nd Place No-Till Irrigated

Rory McKenney

1st Place Strip-Till, Minimum Till,
Mulch-Till, Ridge-Till Non-Irrigated

Travis Swisher

2nd Place Strip-Till, Minimum Till,
Mulch-Till, Ridge-Till Non-Irrigated

Robert Holzwarth

3rd Place Strip-Till, Minimum Till,
Mulch-Till, Ridge-Till Non-Irrigated

Joey Waldner

1st Place No-Till, Non-Irrigated

Jeffrey Fleihs

2nd Place No-Till, Non-Irrigated

David Waldner

1st Place Conventional Non-Irrigated

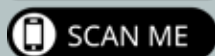
Robert Scott Swisher

2nd Place Conventional
Non-Irrigated

Taylor & Renee Swisher

3rd Place Conventional Non-Irrigated

BIT.LY/SDCORNCYC



NCGA WOMEN & MENTORS RETREAT

Interested in getting more involved in growing your skills and getting more involved in associations at the state and national level? This program focuses on creating a diverse network of individuals who want to see more female engagement in agriculture.

We are creating this network in two distinct ways: The in-person **Women and Mentors Retreat**, and pairing mentors with mentees at the retreat to work on their goals together during the following year (and beyond).

This network is already filled with people who can

act as an incredible resource for each other. We look forward to building on this strong network for the future!

Women who would like to grow their skills and get more involved in associations at the state and national level are encouraged to apply as mentees. Anyone (male or female) who would like to help women achieve their leadership goals is encouraged to apply to be a mentor.

Registration opened **February 27th** for the June 22nd-23rd retreat.

2022 retreat participants, provided by NCGA



**BIT.LY/CORN
WOMENSRETREAT**



Neil Caskey, a long-time professional in the agricultural arena, has been tapped to lead the **National Corn Growers Association** as its new CEO, according to the organization's board of directors. Caskey assumed the role on Monday, February 27, 2023.

NCGA board members say they are

pleased to name someone of Caskey's caliber to the top job. "Neil's experience in agriculture is extensive, and he is well known as someone who gets the job done well," said NCGA President Tom Haag. "The board and I are certain that Neil will usher in new ideas and take the organization to new heights."

SDCGA ANNUAL MEETING

The **South Dakota Corn Growers Association** held its annual meeting on January 21st prior to the **Annual Corn Conference** in Sioux Falls.

The individuals to the right were elected or approved to join the SDCGA board for 2023.

In addition, the resolutions or amendments below were proposed and approved.

Travis Strasser // District 4

Mike Cronin // District 6

Jeff Burg // District 7

Scott Stahl // District 8

Trent Kubik // District 9

Kelsey Geraets // At-Large

Jennifer Feistner // Industry Director

Kendall Jones // Industry Director

Rebecca Wellenstein // Industry Director

FARM BILL

We support strengthening & the modernization of the 2023 Farm Bill safety net.

ENVIRONMENT

We support changing permanent wetland & grassland easements to no more than 99 years.

GENERAL

Any decrease in state revenue shall not be paid for by an increase in property taxes.



Parliamentarian Fred Clark and 2022 SDCGA Officers Scott Stahl, Travis Strasser, and Dave Ellens lead the Annual Meeting.

BEHIND THE SCENES OF ETHAKNOW

SOUTH DAKOTA CORN UTILIZATION COUNCIL'S NEW MEDIA CAMPAIGN FOCUSES ON EDUCATION THROUGH HUMOR

If you've been paying attention to the new commercials that are airing for **South Dakota Corn Utilization Council (SDCUC)**, you may have noticed that they don't look like they used to. Gone are the gorgeous scenes of corn fields, happy farm families, waving flags, and apple pie. Instead, welcome to the throw-back days of in-your-face infomercials hosted by newcomer **Corey Maize** with an added twist of absurdity. You may be asking yourself, 'What is going on with SDCUC?'

After research conducted by award-winning Sioux Falls agency **Epicosity** as to what was on the minds of consumers today regarding corn, it came through loud and clear that their largest misunderstanding was regarding ethanol; the facts and benefits of using it in their cars.

Epicosity **Insights Director Katie Hagen** shares, "Epicosity takes pride in the creativity of our team – but we're not in the business of guessing. Instead, we use research to fully inform strategy prior to creative development. This helps ensure that every SDCUC message is rooted in a solid understanding of consumer perceptions. When asked if they would recommend ethanol to friends and family, many said no. Their reasons varied – but primarily centered upon objections that we haven't heard for a while. Namely, that ethanol was not recommended for their vehicles and/or hurt their

fuel economy. They're also worried that too much land is used to grow corn for fuel and not food."

So while the press for sustainable, clean, homegrown energy through renewable biofuels will continue to be a hot topic for most Americans, the research clearly illustrates the need for education in regards to ethanol beyond being a cheap alternative to fossil fuels. For Epicosity, the ability to break through the clutter and get to the point clearly and concisely was to leverage on absurdity with a humorous approach.

According to **Creative Director Scott Wiechmann**, "If it's appropriate for the brand, comedy can be a powerful weapon in the battle for awareness and mindshare. It entertains, informs and is often more memorable than other strategies. The misconceptions about ethanol and the blind faith with which consumers tend to believe them is borderline absurd. Comedy is the perfect tool to lean into and leverage that absurdity while embracing it with parody. Given the resources we have, comedy will be much more efficient and effective than trying to dispel these misconceptions head-on with a serious tone."

The **EthaKNOW** campaign is airing on local television, streaming services, radio, and social media platforms.



*A key indicator of advertising effectiveness is the number of times an ad is viewed by the end consumer. Consumers must frequently be exposed to the advertising message in order to be influenced.

The views above were seen from January 23 to March 16, 2023. This number does not include broadcast television or broadcast radio, so the reach & frequency of this campaign is even higher!

Billboard image above is utilized for Emerge only and not utilized in the Ethaknow campaign.

“THE ULTIMATE GOAL OF THE CAMPAIGN IS TO DISPEL THE MISCONCEPTIONS OF ETHANOL & EDUCATE THE CONSUMER. THE OUTCOME OF THIS EDUCATION IS TO ENSURE THAT CONSUMERS WILLINGLY MAKE ETHANOL THEIR CHOICE AT THE PUMP AS WELL AS TO FIGHT MYTHS & BUILD AWARENESS OF ETHANOL.

THE 2023 CAMPAIGN IS WELL-POSITIONED TO SPEAK TO THE ISSUES CONSUMERS CARE ABOUT - WHILE GRABBING ATTENTION, DISARMING DETRACTORS WITH WIT & HUMOR, WHILE DIRECTLY INFORMING EVERYONE WITH ETHANOL TRUTHS.”

ETHAKNOW.ORG



SCAN ME

➔ **HEATHER COVRIG**
VP CLIENT SERVICE,
EPICOSITY

FEEDING CHILDREN ACROSS SOUTH DAKOTA

The **South Dakota Corn Utilization Council** has selected a community charitable organization to give to in 2023.

This year, they have focused on impacting one in six children who are facing hunger in South Dakota through a **Feeding South Dakota School Pantry** program. Through a \$100,000 gift, they are providing

six schools in Sioux Falls and Rapid City nutritious healthy food for families who need extra help.

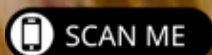
Council President Chad Blindauer said, “No child should go hungry. We chose to support the School Pantries with this donation because it’s important to invest in our future generation, ensuring they have the nutrition they need to thrive.”



The SDCUC board presented representatives from Feeding South Dakota with a check for \$100,000.



Feeding South Dakota's gift was recognized at the 37th Annual Corn Conference with South Dakota's youngest corn growers presenting the check to Lori Dykstra, Feeding SD CEO.



FOR MORE INFO, VISIT
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**South Dakota Corn
Utilization Council**
4712 South Technopolis Dr.
Sioux Falls, SD 57106



WHY JOIN SDCGA?

POLICY: South Dakota Corn Growers Association (SDCGA) is well-respected and considered a thought-leader on state and national policy. Important issues our membership fights for are modernizing the Farm Bill farm safety net and protecting crop insurance.

PROVEN LEADERSHIP: Our voice matters in Pierre and Washington, D.C. and we have a proven track record of establishing excellent relationships that advance opportunities for growers.

PROTECTION: Our way of life is worth protecting for our families now and for generations to come.

SDCGA: Our association is led by corn farmers for corn farmers. Visit the link below or call 605.334.0100 to join.

FOR MORE INFO, VISIT

**[SDCORN.ORG/
MEMBERSHIP](https://SDCORN.ORG/MEMBERSHIP)**

