



# ANNUAL REPORT 2022-2023



CHAIRMAN'S REPORT

Since the early days of Tennessee Corn in the spring of 2019, Tennessee Corn has focused on engaging Tennessee farmers and the broader agricultural community through effective communication channels.

To build upon our initial successful outreach efforts, we began broadening our messaging to consumers, highlighting corn's reputation as a reliable energy source, food, and feed ingredient. Through diverse marketing platforms, we've significantly increased Tennessee Corn's visibility and value among both consumers and the agricultural community.

Launched in July 2022, the Green Energy Pilot Project Campaign aimed to educate consumers about the benefits of using locally-grown Tennessee corn to produce eco-friendly ethanol fuel, which not only supports green energy but also offers economic advantages and environmental friendliness.

The campaign achieved outstanding results, generating over 18 million impressions through YouTube, Twitter, Facebook, Google, and gas station TV ads, and directing 60,488 unique users to the FueledByCorn.com website during the first five months.

In early 2023, we expanded this campaign to emphasize the role of homegrown Tennessee corn in everyday life through impactful visual storytelling. I was honored to have Catesa Farms participate in the video production and look forward to seeing the continued impact. In the fall of 2022, an educational program designed

expressly for 4th and 5th graders was introduced to all 95 Tennessee 4-H and Extension offices. With structured lesson plans and student handouts, "From Ear to Everything" makes it effortless for teachers to incorporate fun and engaging agriculture education into their classrooms. We have received positive feedback from the 4-H agents and look forward to expanding our efforts to incorporate the six-lesson curriculum in all classrooms across Tennessee.

Additionally, I had the pleasure of welcoming three newly appointed board members by the Tennessee Department of Agriculture's Commissioner Hatcher: Kim Sellers from Newbern, TN, representing the Tennessee Corn Growers Association; John Townsend from Paris, TN, representing the Tennessee Farm Bureau; and Tracy Vannatta from Bell Buckle, TN, representing the Tennessee Farmers Cooperative. I appreciate the time and service of Eddie Sanders, Larry Paul Harris, and Ty McConnell, whose terms ended in January.

Looking ahead to the fifth anniversary of Tennessee Corn, we are enthusiastic about building on the momentum of the past five years and creating new pathways for growth.

Respectively submitted,  
George McDonald



PRESIDENT'S REPORT

I was honored to be elected to serve as President of the Tennessee Corn Growers Association (TCGA) in August. As TCGA President, I knew there were challenges in farm policy and advocacy. From submitting comments to the Environmental Protection Agency (EPA) regarding atrazine and pushing for a fair shake in the farm bill, TCGA is at the table advocating for corn growers. It takes all of us working together to protect our way of life and to keep moving our industry forward to the next generation. We can ensure a thriving future for our farms through collaborative partnerships with our industry partners and other corn grower associations across the country.

Last summer, TCGA and our partners worked diligently to stop the latest attack on atrazine by the EPA. More than 16,000 individual comments from farmers and agricultural organizations were submitted to EPA. Commenters expressed frustration with the EPA's lack of transparency and its repeated efforts to implement measures that would end the effective use of atrazine for weed control. In addition to the ultra-low 3.4 ppb level, the EPA tripled down by creating an over-protective model that would create uncertainty in every region of corn production and increased violations of the label. During the summer of 2023, the EPA Scientific Advisory Panel will conduct additional conversations about the importance of atrazine to corn farmers.

In October, Andy Davis of White County, Tennessee, was selected to serve on the National Corn Growers

Association (NCGA) Ethanol Action Team. This action team is focused on increasing ethanol demand through various research and infrastructure partnerships and sound public policy.

After months of intense corn grower advocacy, the Office of the U.S. Trade Representative (USTR) requested dispute settlement consultations against Mexico over its decree banning biotech white corn used for human consumption. While we won't know the outcome of this case for some time, it is essential to recognize the efforts of TCGA, NCGA, and other corn growers across the country got the attention of U.S. Government officials.

Tennessee corn growers know firsthand the high-risk nature of agriculture, facing challenges from national disasters, market volatility, and disruptions. The Farm Bill plays a critical role in helping navigate these threats. In June, corn producers participated in a survey to help shape our advocacy for Tennessee corn growers' priorities for the 2023 Farm Bill.

Looking ahead, we must stay engaged in farm bill discussions and continue educating others on the economic, environmental, and energy benefits of Tennessee-made ethanol.

Respectively submitted,  
Carl Schultz



YEAR IN REVIEW

Fueled By Corn: E15 Campaign

Kicking off the fiscal year in July 2022, a state-wide campaign encouraging Tennesseans to reach for ethanol at the pump was launched. Using digital mediums to reach Tennessee motorists, Fueled By Corn shared information about the economic and environmental benefits of corn-based ethanol and where to find it in Tennessee. From July 2022 through December 2022, the Fueled By Corn website garnered nearly 86,000 pageviews and 2,030 clicks to its "Find E15" map. On social media, Fueled By Corn delivered 131,803 impressions.

Corn-Focused Research

In January, the Tennessee Corn Promotion Board of Directors awarded \$290,280 in funding for corn-focused research

projects conducted by the University of Tennessee Institute of Agriculture. Since January 2020, the Tennessee Corn Promotion Board has invested \$696,305 in research.

Agricultural Education

In addition to university research-funded projects, the Tennessee Corn Promotion Board donated \$50,000 to various ag-related programs and non-profit organizations to support their efforts to provide adult and classroom education about Tennessee corn production. Since January 2020, the Tennessee Corn Promotion Board has contributed \$175,000 to these programs and organizations.

From Ear to Everything

After successfully piloting the "From Ear to Everything" program in Tennessee 4-H classrooms in the fall of 2022, this interactive curriculum designed to help 4th and 5th-grade students explore the significance of Tennessee grown-corn in their daily lives was made available for all Tennessee educators. Aligned with eight Tennessee Science Standards, the lessons integrate agriculture into the classroom with digital and hands-on learning experiences.

Fueled By Corn: Visual Storytelling

At the beginning of 2023, the Fueled By Corn campaign expanded its efforts with an emphasis on visual storytelling to highlight corn's significance in various aspects of consumers' lives. Aiming to document the corn planting

process and showcase the multiple uses of corn, the first set of interviews and video footage was captured during the spring planting season at Catesa Farms in Riddleton, Tennessee, featuring George McDonald. The content allows Tennessee Corn to continue connecting with consumers.

Top Farm Bill Priorities

Rounding out the end of the fiscal year, a survey was conducted in June 2023 to gather insights from Tennessee corn producers about various aspects of the 2023 Farm Bill, including crop insurance, market development, producer safety net, and conservation programs. The results helped shape efforts in advocating for Tennessee corn grower Farm Bill priorities.



# FY 2022 FUNDED PROJECTS

## 48% Research

Our research efforts are looking to the future with improved efficiency of inputs and enhancing the demand for corn grown in Tennessee. Production research with the University of Tennessee and the University of Tennessee Martin focuses on improved practices to build sustainability and profitability.

## 16% National Partners

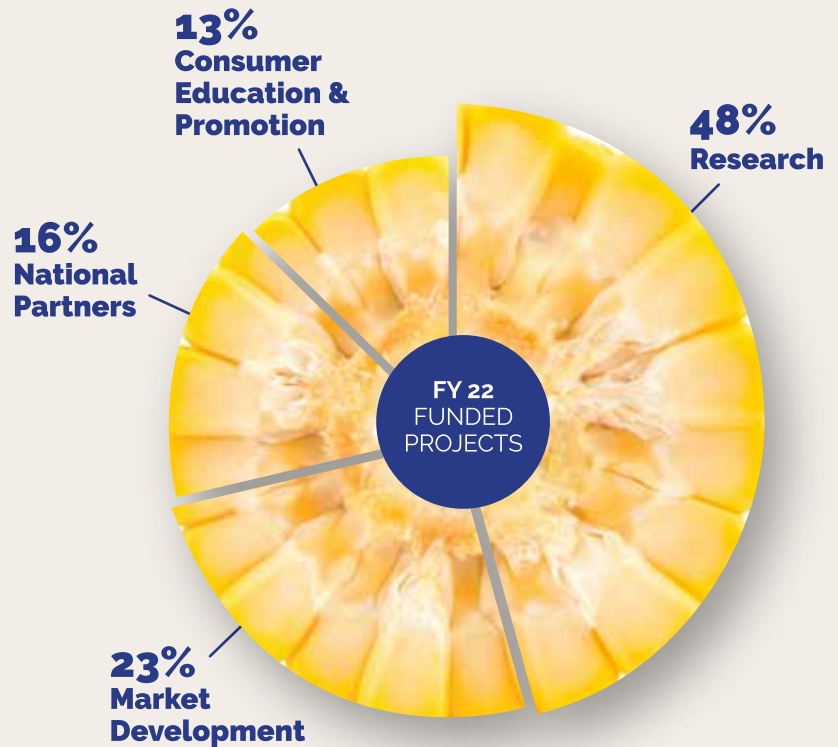
Our investments expand and multiply through partnerships with the National Corn Growers Association and the U.S. Grains Council. Both organizations work to expand markets domestically and internationally.

## 13% Consumer Education & Promotion

Our education efforts are raising awareness of corn, farmers, and Tennessee agriculture through educational programs such as the "From Ear to Everything" curriculum. We also continue to support educational programs through Tennessee Ag in the Classroom, Agricenter International, Tennessee Agricultural Museum, and Farm Animal Care Coalition of Tennessee.

## 23% Market Development

A top priority for the Tennessee Corn Promotion Board is to build demand for corn in all forms. The Fueled by Corn campaign allowed us to share the benefits of using E15 or Unleaded 88 with Tennessee motorists.



## TENNESSEE CORN LEADERSHIP

### TN Corn Growers Association

#### President

Carl Schultz - Dyer County

#### Vice President

Rob Holman - Obion County

#### Secretary

Jonathan Tosh - Henry County

#### Treasurer

Richard Conroy - Henry County

#### NCGA Delegate

Mike Holman - Obion County

### TN Corn Promotion Council

#### Chairman

Carl Schultz - Dyer County

#### Vice Chairman

George McDonald - Smith County

#### Secretary

Andy Davis - White County

#### Treasurer

Rob Holman - Obion County

#### Members

Richard Conroy - Henry County

Jonathan Tosh - Henry County

Mike Holman - Obion County

Mark Spradlin - Madison County

### TN Corn Promotion Board

#### Chairman

George McDonald - Smith County

#### Vice Chairman

Andy Davis - White County

#### Secretary/Treasurer

Mark Spradlin - Madison County

#### Members

Mike Brundige - Weakley County

Ben Gilbert - Grainger County

Karl Forsbach - Hardin County

John Townsend - Henry County

Kim Sellers - Obion County

Tracy Vannatta - Bedford County