

# ORGANIC GRAIN MARKETING IN NEBRASKA AND IOWA

## RESOURCE GUIDE: DECEMBER 2024

This Resource Guide outlines best practices, considerations, buyer information, and further resources for navigating organic grain markets, especially for farmers located in eastern Nebraska and Western Iowa.

As demand for organic products continues to rise, understanding the unique dynamics of these markets is essential for growers looking to maximize their opportunities and profitability. Whether you're new to organic farming or looking to refine your approach, this resource serves as a companion on your journey towards successful market navigation.

The National Transition to Organic Partnership Program (TOPP) supports transitioning and organic farmers with Market resources including Buyer/Seller discovery events to facilitate meaningful connections between organic sellers and buyers and Market Development Workshops. The key takeaways and resources in this guide emerged from the Organic Markets Panel at the University of Nebraska, Lincoln Transition to Organic Farming Conference which took place in December 2024. To learn more and find events near you, visit: [www.organictransition.org/region/national/events](http://www.organictransition.org/region/national/events)



## EVENT RECAP:

This organic markets session featured insights from buyers that delved into crucial topics shaping the future of organic grain and livestock markets, especially in eastern Nebraska and western Iowa. This interactive panel featured perspectives from organic food grade, feed grade, seed, and cooperative buyers representing New Country Organics, Green Cover, PURIS, and Central Plains Organic Farmers Cooperative.

### Key Takeaways/Best Practices

#### QUALITY IS KEY

- It is recommended to speak with a buyer about details like specification requirements and quality assurance before planting, and to continue communication throughout the season.
- Buyers often prefer Forward Contracts (also known as Pre-Plant Bushel Contracts or Grower Agreements) to secure sales ahead of time.
- Focus on quality for a positive sales experience and continued relationship with new buyers.
- Buyers highlighted the importance of attention to detail and spec necessities like germination rate testing to successfully access seed market opportunities.

#### CONSIDER COOPERATIVE MARKETING STRATEGIES:

- Cooperatives can serve as a powerful model for Buyers to have access to a broader network of quality product and supplier partners.
- Research your local or state Cooperative Development organization and get connected to learn more.

#### ADDITIONAL TAKEAWAYS:

- Breakout group discussions identified a widespread desire for organic alfalfa market opportunities.
- Buyers considered increasing challenges to importing foreign organic grain. While fluctuations are constant, farmers should pay attention to the impacts of potential tariffs and restrictions on imports that could result in domestic opportunities and challenges.

## BUYER ATTENDEE INFORMATION:

Name	Company	Title	Email	Notes
Ed Reznicek	<a href="#">Central Plains Organic Farmers</a>	Former Manager	<a href="mailto:edwardreznicek@gmail.com">edwardreznicek@gmail.com</a>	
Scott Ravenkamp	<a href="#">Green Cover Seeds</a>	Contract Production Manager	<a href="mailto:scott@greencover.com">scott@greencover.com</a>	Green Cover Seeds purchases and markets a diverse range of cover crop seed.
Brent Shaffner	<a href="#">Healthy Food Ingredients (HFI)</a>	Farm Sourcing Lead	<a href="mailto:brent.shaffner@hfifamily.com">brent.shaffner@hfifamily.com</a>	Reach out to Brent for more spec information.
John Meuret	<a href="#">JE Meuret Grain Company</a>	Merchandising Manager	<a href="mailto:john.meuret@jemeuretgrain.com">john.meuret@jemeuretgrain.com</a>	
Jim Campbell	<a href="#">New Country Organics</a>	CEO	<a href="mailto:jim@newcountryorganics.com">jim@newcountryorganics.com</a>	
Greg Lickteig	<a href="#">Omaha Grain Exchange</a>	Owner	<a href="mailto:greg@omahagrains.com">greg@omahagrains.com</a>	Omaha Grain Exchange has primary interest in certified organic soybeans and in particular varieties such as IA 3054 and IA 3051 (soybeans for tofu).
Steve Reed	<a href="#">Scratch &amp; Peck Feeds</a>	VP of Operations	<a href="mailto:steve@scratchandpeck.com">steve@scratchandpeck.com</a>	2025 grain needs are booked for Scratch & Peck, but the

				business is growing and looking for farmers who want to grow with them.
Brent Reck	<a href="#">PURIS</a>	Head of Supply Chain for Yellow Pea Production in North America	<a href="mailto:breck@purisfoods.com">breck@purisfoods.com</a>	

### ORGANIC GRAIN BUYER RESOURCE LISTS:

- [The Organic & Non-GMO Sourcebook](#)
- [Organic Integrity Database](#)
- [“Understanding Processor and End-User Grain Needs” Artisan Grain Collaborative](#)
- [Find.Organic](#)
- [Organic Market Development Grant Recipients](#)
- [Organic Grain Hub](#)

\*Please note that some buyer information included in these listings may be outdated. Rodale Institute does not manage these lists and can support with navigating these clearinghouses, vetting lists, and connecting producers directly to buyer contacts in our network.



NATIONAL  
TRANSITION TO ORGANIC  
PARTNERSHIP PROGRAM



ORGANIC  
TRADE  
ASSOCIATION



RODALE  
INSTITUTE.

## CONNECT WITH US

If you're a producer looking for deeper markets access guidance, organic crop rotation support, or to get connected with buyers, contact [Rodale Institute's Consulting Markets Team](#) **Email:** [Markets@RodaleInstitute.org](mailto:Markets@RodaleInstitute.org) **Phone:** [\(610\) 683-1416](tel:(610)683-1416)

## APPENDIX:

[Central Plains Organic Farmers Association — Cooperative Organic Grain Marketing Info Sheet](#)

[New Country Organics - Raw Material Specifications](#)

[New Country Organics - "Why Organic?"](#)

[Scratch and Peck Feeds - 2025 Grain Purchasing Forecast.pdf](#)