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TWO NEBRASKA DEPARTMENT OF AGRICULTURE
PROGRAMS RECEIVE FACELIFTS

LINCOLN – The Nebraska Department of Agriculture (NDA) recently unveiled new marketing campaigns designed to bolster awareness of two long-running NDA programs.

According to NDA Director Greg Ibach, the Nebraska Beginning Farmer Program will now be known as NDA NextGen, while the Nebraska Farm Mediation Program will now be called the NDA Negotiations Program. With the updated names, each program also has gone through a logo and website transformation.

“While the focus of the programs remains the same, we are pleased to offer a fresh, new look and feel for NextGen and the Negotiations Program, along with an easier to navigate web presence,” said Ibach.

NextGen utilizes the Beginning Farmer Tax Credit Act to help new producers get a head start in farming and ranching, while giving back to the farmers and ranchers who own agricultural assets and partner with a beginning farmer or rancher. The program has assisted 250 beginning farmers since it was passed into law in 1999 and has provided \$5.6 million in Nebraska income tax credits to asset owners.

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The Negotiations Program, which is partially supported by federal funds, uses mediation as an effective means to resolve agriculturally based disputes. The mediation process allows parties to negotiate a resolution to a dispute, maintains confidentiality and fosters positive relationships.

“Both programs are important as they help our farmers and ranchers be successful – whether it’s a farmer just starting out, or producers who have financial challenges, or USDA program issues” said Karla Bahm, who manages both programs for NDA. “We’re pleased to raise the profile of NextGen and Negotiations with this new branding.”

NextGen and the Negotiations Programs new looks will be showcased for the first time at Husker Harvest Days, which will run from September 9-11 in Grand Island. Both programs can be found in the Hospitality Tent.

Those looking for more information on the programs are encouraged to visit the new websites at: www.nextgen.nebraska.gov and www.negotiations.nebraska.gov.

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Attention Media: Attached are the new logos for both programs.