



June 30, 2025

Nebraska Senator Ben Hansen  
Executive Board of the Legislative Council  
Room 2108, State Capitol  
P.O. Box 94604  
Lincoln, NE 68509

Dear Chairperson Hansen:

In accordance with LB 1412 (2024), the Nebraska Department of Economic Development (DED) herein submits its bioeconomy development initiative report for FY2023-24.

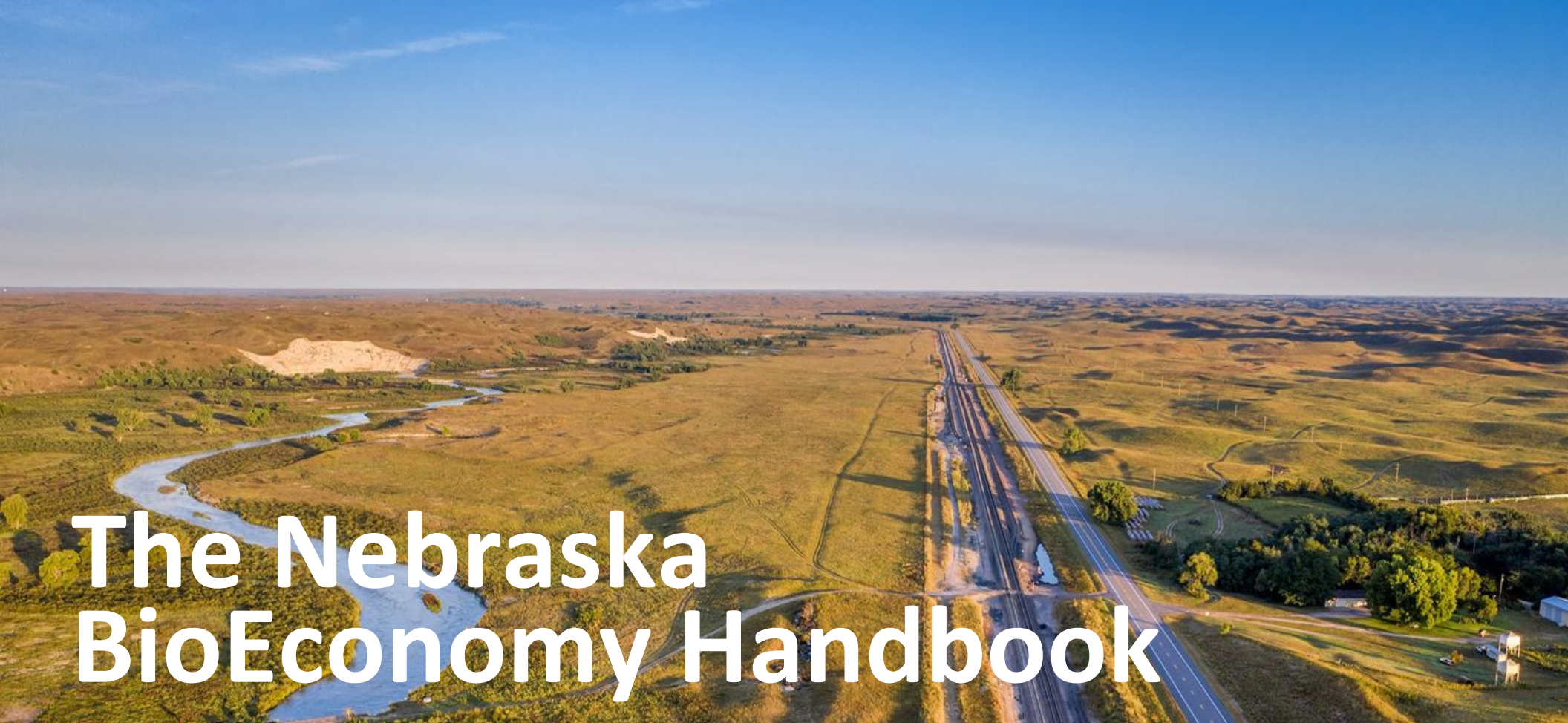
DED contracted with Global Sustainability Developers, LLC to develop the initiative. The current submission includes information relevant to each active month of the initiative.

The Department appreciates the Legislature's continued support for and commitment to Nebraska's people and communities.

Sincerely,

A handwritten signature in black ink, appearing to read "K.C. Belitz".

K.C. Belitz  
Director



# The Nebraska BioEconomy Handbook

A STYLE GUIDE


*Fall 2024*



# Welcome to the Nebraska BioEconomy

The Nebraska BioEconomy is the key to **elevating** Nebraska's economic capability, **revitalizing** our rural communities, **protecting** our family farms and ranches, **spurring** investment in our rural infrastructure, and **transforming** the products, services, technologies and production our country is demanding for a **fully resilient future**.

The Nebraska BioEconomy will safeguard the United States, enhance the U.S. food system, revitalize rural America, and create a decarbonized future for the United States and the world.



This handbook serves as the style guide to align stakeholders with a common, consistent tone, vocabulary and visual identity.

For questions about the Nebraska BioEconomy brand, please contact Julie Bushell at [jbushell@gsdpartnership.com](mailto:jbushell@gsdpartnership.com).

# A letter from Nebraska Governor Jim Pillen

Nebraska has all the resources we need to excel—people, crops, water, and livestock. These four pillars form the foundation for our future growth. Envision a Nebraska humming with infrastructure that is powering planes across continents with sustainable aviation fuel and producing biobased products born from the very soil we cherish. Through the Nebraska BioEconomy, we are growing and securing our statewide water and power generation resources to enable the greatest economic revolution the state has ever seen.

Innovation has always driven Nebraska agriculture, and right now, we are witnessing extraordinary developments in our state. By leveraging our strategic initiative, we are attracting partners that are making significant investments in the state and her people.

These investments will bring additional clean energy to Nebraska, create careers and training programs in our rural communities, and open opportunity for farmers to add additional revenue streams to their operation. We are sending a clear message to the world that Nebraska is the place to be for companies looking to start up, scale up, and produce high value products that support our rural communities and urban cities, alike.

**Nebraska can compete with anyone, and the time is now. Our future is bright.**

A handwritten signature in black ink, reading "Jim Pillen". The signature is written in a cursive, flowing style. The first name "Jim" is written with a large, stylized "J" and "P". The last name "Pillen" is written in a more standard cursive script.

# Nebraska BioEconomy Brand Elements

## LOGO MARK

The NBE logo is the only approved logomark to be used in promoting the Nebraska BioEconomy.

In copy, always refer to the **Nebraska BioEconomy**.

Do not hyphenate **BioEconomy**.

Always capitalize **B** and **E**.

After first usage and when appropriate, it is permissible to abbreviate **the Nebraska BioEconomy** as the **NBE**.



For questions about specific talking points, please contact Julie Bushell at [jbushell@gsdpartnership.com](mailto:jbushell@gsdpartnership.com).

# Brand Standards

- Ensure minimum clear space around the perimeter equal to the height of the “N” in Nebraska.
- Always place the logo over a plain background that does not compete with the logo itself
- Always use the logo by itself and not as part of a sentence
- Use the supplied version of the logo and do not alter in any way or add drop shadows
- Use the logo horizontally; do not rotate the logo
- Do NOT crop the logo or use alternate fonts
- Only use the logo in the available colors. Do not change the color of the logo.



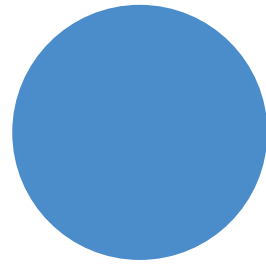
Ensure proper clear space around logo.

For questions about specific branding questions, please contact Julie Bushell at [jbushell@gsdpartnership.com](mailto:jbushell@gsdpartnership.com).

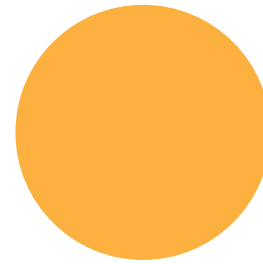
# Nebraska BioEconomy Brand Elements

## COLOR

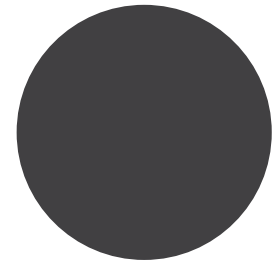
The consistent and appropriate use of our colors helps create a strong and recognizable brand in the marketplace. These colors are part of our identity and are a significant part of our brand personality and expression.



#4B8CCA



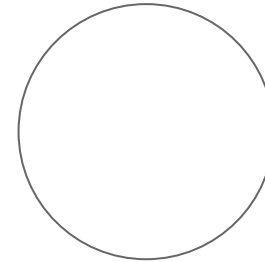
#FBB040



#414042



#E6E7E8



#FFFFFF

For questions about specific branding questions, please contact Julie Bushell at [jbushell@gsdpartnership.com](mailto:jbushell@gsdpartnership.com).



# Nebraska BioEconomy Brand Elements

## TYPOGRAPHY

Our brand uses the primary font family Interstate. This font family comes in a range of weights that offer flexibility in how we communicate.

When the preferred, primary fonts are not available, use the google font Overpass.

### Primary Typeface

#### **Interstate**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*

### Secondary Typeface

#### **Overpass**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*

For questions about specific branding questions, please contact Julie Bushell at [jbushell@gsdpartnership.com](mailto:jbushell@gsdpartnership.com).



# Nebraska BioEconomy: Talking Points

When talking about the Nebraska BioEconomy, use the following language to create alignment across all communication channels.

**NOTE:** The content contained herein is the only approved vocabulary for describing the Nebraska BioEconomy.

## How will the Nebraska BioEconomy transform Nebraska?

The Nebraska BioEconomy is the key to:

1. Elevating Nebraska's economic capability
2. Revitalizing our rural communities
3. Protecting our family farms and ranches
4. Spurring investment in our rural infrastructure
5. Transforming the products, services, technologies and production our country is demanding for a fully resilient future.

## How will the Nebraska BioEconomy align with Nebraska + broader U.S. goals?

- Secure U.S. food production + supply chain
- Safeguard American resources
- Protect American agriculture
- Promote American energy independence
- Revitalized rural communities
- Increase additional revenue opportunities for farmers and ranchers
- Lowest carbon impact feedstock on the planet
- Increased domestic bio-products production
- High-paying careers for Nebraskans
- Stewardship of water and soil resources

# Nebraska BioEconomy: Talking Points

**Motivated Leadership** – Our leadership has the foresight to see the future and the stamina to get there.

**World-Class Education** - Our universities + experts lead in R&D, training and equipping the next generation of BioEconomy thinkers and doers.

**Comprehensive Workforce Training** - With BioEconomy jobs averaging \$83,000/year, Nebraska is creating a robust classroom-to-workforce pipeline of in-demand professional development economic opportunity.

**Comprehensive Whole-of-State Approach** - Alignment across state government, universities, education, associations, communities and stakeholders dedicated to Nebraska BioEconomy execution.

**Unique Resources** - Only Nebraska has the people, water, crops and livestock to fuel the transition to national BioEconomy leadership.

**Shovel-Ready Opportunities** - Statewide coalition has identified strategic physical and intellectual geographies primed for cultivation + development.

# 8 steps to growing the Nebraska BioEconomy

The roadmap to building the Nebraska BioEconomy is comprised of 8 core tenets.

These include:

1. Sustainability
2. Protect + Connect
3. Communicate Vision + Goals
4. Cultivate Commercial-Ready Investment
5. Empower Local Economies
6. Grow the Bioeconomy
7. Invest in Bio-Talent
8. Introduce Nebraska BioEconomy Label

The following section outlines the vocabulary, talking points and goals associated with each initiative.



FOOD, FARM +  
RESOURCE SECURITY =  
HOMELAND SECURITY



## 1. Sustainability

Cleaner, safer, healthier: We will amplify what Nebraska already does well





# PRIORITIZE THE FORTIFICATION OF FAMILY FARMS AND RURAL COMMUNITIES

## 2. Protect + Connect

Transform aging infrastructure into next-generation connection





TRANSMIT ONE VERSION  
OF THE TRUTH TO  
ALL STAKEHOLDERS

### 3. Communicate Vision + Goal

Tell a clear and compelling story




FEED WHAT IS  
ALREADY GROWING

## 4. Cultivate Commercial-Ready Investment

Build on Nebraska's BioEconomy Investment



A young boy with short brown hair, wearing a blue t-shirt with an American flag graphic, is shown in profile, looking towards the right. He is part of a crowd at an outdoor community event, with other people and colorful balloons visible in the background.

# CONNECT FEDERAL AND STATEWIDE PRIORITIES TO COMMUNITY-LEVEL IMPACT

## 5. Empower Local Economies

Spur community investment and development



# REDUCE FRICTION TO INNOVATION

## 6. Grow the BioEconomy Ecosystem

Incubate, develop and invest in BioEconomy innovation statewide



A photograph of three young people, two women and one man, smiling and looking at a laptop screen. The woman on the left has long dark hair and is wearing a denim jacket. The woman in the center has long brown hair, wears glasses, and a light-colored sweater. The man on the right has short brown hair and is wearing a striped shirt. They are all looking at a laptop screen which is partially visible on the left. The background is a blurred indoor setting with large windows.

CREATE A CLEAR PATH TO SUCCESS  
FOR FUTURE GENERATIONS  
OF NEBRASKANS

## 7. Invest in Bio-Talent

Create the path for the next generation of farming families + rural communities



FINALLY TELL  
OUR STORY

## 7. Introduce the Nebraska BioEconomy Label

Elevate bio-based products from Nebraska



# Thank you. We mean it.

The Nebraska BioEconomy is transforming Nebraska into a land of opportunity for generations to come.

Thank you for your role in promoting this transformation, and supporting future generations of Nebraskans.

For any questions regarding the Nebraska BioEconomy, please contact Julie Bushell at [jbushell@gsdpartnership.com](mailto:jbushell@gsdpartnership.com).

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# Nebraska BioEconomy Contact

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NOVEMBER 14, 2024

FOR IMMEDIATE RELEASE

For more information: Ron Tillery, [ron@phelpscountyne.com](mailto:ron@phelpscountyne.com) or (308) 991-4148

Weblink: <https://www.phelpscountyne.com/in-the-news/p/item/60356/dg-fuels-set-to-transform-phelps-county-economy>

## **DG Fuels Set to Transform Phelps County Economy**

HOLDREGE – The new [DG Fuels](#) sustainable aviation fuel plant planned in Phelps County will majorly impact the local economy, boosting retail and agricultural sales and creating hundreds of jobs.

A new study commissioned by the Phelps County Development Corporation estimated the project will boost the Phelps County economy by hundreds of millions of dollars annually when it becomes operational. Prepared by NPPD economist Melissa Trueblood, PhD., the study estimates that during the construction phase of the project capital expenditures will top \$4.2 billion, and the project will generate new taxes on production and imports (TPI) exceeding \$5 million.

“These figures could change, even increase, as we move through this process, but it’s clear that DG Fuels is a transformational project for our region,” PCDC Executive Director Ron Tillery said. “And the benefits will extend across every sector of the economy.”

Once the plant is operational, the projected annual payroll for 640 permanent DG Fuels employees will reach \$54 million and create an additional 313 secondary jobs such as doctors, teachers, restaurant workers, etc. That secondary employment is expected to generate more than \$16 million annually. The report showed that the community could expect to see a 15.7 percent increase (\$6.3 million) in retail sales annually once the project is complete.

“This project truly is the definition of economic development,” PCDC Board President Shane Westcott said. “The millions of dollars it will inject into the economy will have a tremendous effect on generations well into the future. Even without the additional on-farm revenue included, this project will have a positive economic impact for everyone in Phelps County. The jobs will allow young people to stay in Phelps County and raise their families.”

DG Fuels will purchase an estimated 1.2 million tons of corn stover annually adding \$144 million into the pockets of farmers in the South Central Nebraska region with no negative impacts on supplies for cattle feed or nutrient replenishment in the fields.

Westcott, who is also a Phelps County farmer, said the project is truly value added for local ag producers.



“Farmers will have the opportunity to sell a product they are already producing - stover,” Westcott said. “It’s an income stream that can be tapped into relatively easily. All farmers in the area will have equal opportunity to sell the product to DG Fuels. The residual impact on things like implement dealers, ag input sales, etc., will have a long-standing effect on profitability for those operations. These positive effects for the ag sector are phenomenal.”

Gov. Jim Pillen has said that bioeconomy projects like the DG Fuels project will be Nebraska’s “Silicon Valley” opportunity. Pillen said these projects will boost the state’s rural economy and revitalize the job market.

Julie Bushell, head of the Nebraska BioEconomy initiative, said Nebraska is well-positioned to lead the emerging economy.

“We’ve got everything we need right here – people, water crops, livestock,” Bushell said. “We’re at the forefront of sustainable agriculture, and now is the time to leverage that. Our state’s longstanding leadership in water management and agricultural practices positions us to deliver what the global economy is demanding.”

In a [video posted to News Channel Nebraska](#), Bushell said farmers will not be required to conform with the SAF tax credit, which means that all farmers can equally participate using their current farming practices.

A team of local ag experts and farmers has worked closely with Bushell to finalize details of grower agreements for the project.

“Our understanding today is that the contracts will be rolled out to farmers in public meetings giving all farmers an equal opportunity to contract with DG Fuels,” Westcott said. “The goal is to have transparent, detailed communications with farmers.”

Initially, the focus will be on farmers in an eight-county region surrounding Phelps County. Meetings with farmers could take place as early as December.

(end)



February 18, 2025

BioEconomy Initiative Summary  
January 2025  
Contract No. 24-01-494

**Scope of Work.**

- Support Nebraska Bio-economy by making connections between Bioeconomy companies within Nebraska and connecting Nebraska Bioeconomy companies to Federal grant/loan opportunities.
- Develop a 5 year “Roadmap to Nebraska Bio-Economy Success”, including strategies and tactics to grow capital investment and jobs, that is approved by the Governor by August 1, 2024.
- Support Bioeconomy industry business and talent recruitment efforts
- Coordinate the submission of at least **four (4)** Federal Grant or Loan Applications per quarter from Bioeconomy companies operating in Nebraska or other Nebraska entities (e.g. utilities, public entities, or other infrastructure providers).
- Coordinate at least **two (2)** Federal loans annually to Bioeconomy companies operating in Nebraska or other Nebraska entities (e.g. utilities, public entities, or other infrastructure providers).
- Provide monthly reports, concurrent with invoices, that detail the progress towards the stated goals of LB 1412 to assist the state with growing the state's bioeconomy industry and to recommend and support strategies that secure federal grants for Nebraska and increase the state's real gross domestic product through bioeconomy development initiatives.

**Support Nebraska Bio-economy by making connections between Bioeconomy companies within Nebraska and connecting Nebraska Bioeconomy companies to Federal grant/loan opportunities.**

Company- Constellation  
Company- Tallgrass  
Company- Blackhills  
Company- McCarthy  
Company- OPPD  
Company-Nebraska BioEconomy strategic plan  
Company-LOS  
Company-Meeting- RFI completion- Nebraska roll-out strategy

**Develop a 5 year “Roadmap to Nebraska Bio-Economy Success”, including strategies and tactics to grow capital investment and jobs, that is approved by the Governor by August 1, 2024.**

Roadmap Completed August

Holdrege mayor/city admin meeting  
PCDC Board Meeting  
Tri-Basin NRD Meeting

**Support Bioeconomy industry business and talent recruitment efforts**

Nebraska Ethanol Board restructure and BioEconomy support alignment  
Nebraska Biomanufacturing Innovation Hub meeting  
Aurora Development Corporation meeting- BioEconomy investor coordination/tour  
Ethanol BioEconomy overview/opportunities  
MTIA planning meeting  
meeting/BioEconomy overview  
stover support/aggregation

**Coordinate the submission of at least four (4) Federal Grant or Loan Applications per quarter from Bioeconomy companies operating in Nebraska or other Nebraska entities (e.g. utilities, public entities, or other infrastructure providers).**

NPPD Grant Application-DOE Pre-Application Consultation Meeting  
NPPD Grant submitted x2  
application expansion /DOE meeting  
NREA energy strategy  
Modern Hydrogen transition planning meetings  
Project LPO application strategy

**Coordinate at least two (2) Federal loans annually to Bioeconomy companies operating in Nebraska or other Nebraska entities (e.g. utilities, public entities, or other infrastructure providers).**

SEFI meeting/support meetings

LPO loan coordination

Meeting

LPO pre-application consult scheduling Weekly DOE

LPO Nebraska Applicant meetingsx4

**Grants Received (as of 1/10/25):**

Project- \$2.16M

USDA PACE- \$70M

EPA - \$307M

USDA NewERA- \$200M

REAP/HBIIP- \$10.2M

**Grants in Progress:**

NPPD- SMR and Rural Resiliency

**Loans in progress:**

\$5.5B

\$9.3B

\$1B

\$2.5B

**Working on application:**

\$2.5B

\$200M

**Transition and make appropriate introductions/connections to the Department for ten active Bioeconomy companies/projects:**

**Assist the coordination of application submission and follow up of Federal Grant or Loan Applications as needed for eight companies.**