



Advocating for evidence-based policies and practices
to prevent and reduce alcohol-related harms.

OMAHA COALITION MEETING
Wednesday, April 8, 2026
9 a.m.

Please use to sign-in:



A G E N D A

- I. Welcome and Introductions
- II. Review of the March 11, 2026 Meeting Minutes
(please contact PEM staff with corrections)
- III. Emerging Research on Alcohol & Cancer
Dr. David Berrigan, National Cancer Institute (retired)
- IV. Focus Area Updates
 - a. Policy
 - i. Legislative Update
 - ii. Rulemaking hearing on cannabinoids in food items
 - 4/21/26 at 10:00 a.m. at the Dept. of Ag Office in Lincoln
 - b. Enforcement
 - i. March Impaired Driving Results
 - ii. Training next week to promote compliance checks
 - c. Youth
 - i. Youth presentation at Ignite event
 - ii. Last meeting April 20th at 7:00 p.m.
 - iii. Youth Leadership Retreat set for June 1-3, 2026
 - d. Awareness
 - i. Youth-led Social Media Campaign
 - ii. April Research Summary available at www.projectextramile.org
- V. Additional Discussion/Announcements
- VI. Adjournment and Next Meeting Date: **May 13, 9 a.m. – Nigel Wrangham on Youth Leadership**
UNO's Community Engagement Center, Room 209

IMPORTANT UPCOMING EVENTS

Youth Leadership Network meeting – April 20, 2026

Nebraska Liquor Control Commission Hearings – May 5, 2026 in Kearney

Youth Leadership Retreat – June 1-3, 2026

6001 Dodge Street, CEC 228
Omaha, Nebraska 68182-0600
402.963.9047
www.projectextramile.org

PROJECT EXTRA MILE

OMAHA METRO AREA COALITION MEETING MINUTES March 11, 2026

- I. Call to Order: Chris Wagner called the meeting to order at 9:00 a.m.
- II. Welcome and Introductions: Coalition members and speakers in attendance: Cody McGee, Lindsey Fox, Saral Sapkota, Chris Fitch, Ed Kaiser, Orin Orchard, Sharona Ernst, and Alvin McCruel. Coalition members in attendance via Zoom: Sakura Yodogawa-Campbell, Lanette Richards, Maggie Ballard, Elizabeth Woods, Tracy Burmeister, Cole Williby, Brian Ortner, Ashley Pick and Jayna Schaaf. Staff members: Chris Wagner, Beatha Kliewer, and Liene Topko.
- III. Approval of Minutes: The minutes from the February 11th meeting were included in the coalition meeting packet. No additions or corrections were made.
- IV. Sinclair Method for Alcohol Treatment: Ed Kaiser discussed the impact of excessive alcohol consumption and how it continues to be overlooked as a major cause of social harm in favor of more trendy topics like opioids. Ed outlined two components of treating alcohol use disorder, detoxification and relapse prevention. The Sinclair Method is an evidence-based treatment where patients take a drug called naltrexone prior to drinking which works to retrain the brain so that alcohol loses its rewarding effect. He also shared that this method is not widely utilized, which is why they are working to educate and increase use.
- V. Focus Area Updates
 - a. Local
 - i. Liene Topko shared that PEM will be participating in the Community Engagement Center's Amplify Impact event on March 26th. She invited coalition members to attend and meet our partners in the building and some of the Youth Leadership Network students who will be presenting on the work they've been doing.
 - b. Policy
 - i. Chris Wagner provided an update on several bills at the Nebraska Legislature.
 1. LB 1004 has been placed on General File with an amendment. The amendment addresses some of PEM's concerns but still lacks an administrative penalty for selling non-alcoholic drinks to minors.
 2. Parts of LB 1085 were amended into LB 1235. These include the redefinition of a bottle club and looking at liquor license applicants' possible tax delinquencies.
 3. LB 330 remains in the Revenue Committee. The students have continued their efforts to educate senators. Sen. Juarez also discussed the bill on the floor when the budget was being debated.

- ii. Wagner also shared that he presented to APHA's Alcohol Action Network regarding Nebraska's attempts to increase alcohol taxes. The presentation was part of a five-state panel to different state experiences.
 - iii. Topko & Wagner discussed how there has been a learning curve for the new Nebraska Liquor Control Commissioners (LCC) as it pertains to penalties for sale to minor administrative citations. For several December citations they decreased the penalty without reason. To address this, PEM met with the LCC executive director and expressed its concerns with unwarranted penalty discounts and the message that sends to businesses.
- c. Enforcement
- i. PEM is working with the Omaha & Ralston Police Departments and Douglas County Sheriff's Office to coordinate March impaired driving enforcements.
 - ii. The 2026 Law Enforcement Training will focus on alcohol retail compliance checks and will take place in North Platte on April 14 and Grand Island on April 15.
- d. Youth
- i. Topko informed the group that during Youth Leadership Day five students traveled to Lincoln to observe debate, speak with senators and their staff, tour the Capitol, and testify at the LB 856 hearing.
 - ii. The 2026 Youth Leadership Retreat has been scheduled for June 1-3, 2026.
 - iii. Next YLN meeting is on Monday, March 16th at 7:00 p.m.

VI. Awareness:

- a. The March Research Summary is available at www.projectextramile.org/ResearchSummary

VII. Additional Discussion/Announcements:

Saral Sapkota, current UNO student and former YLN member, shared that he's been accepted into UNMC's summer research program relating to alcohol research. He hopes to present to the coalition after his experience.

VIII. Adjournment and Next Meeting Date: The meeting was adjourned at 9:55 a.m.

PROJECT EXTRA MILE
2026 Legislative Bill Tracking

Bill #	Sponsor(s)	Description	Bill Status	Additional Information
LB790	Bosn Judiciary	Change sanctions available for substance abuse violations of parole	Hearing 1/23/26	Allows parole officers to administer sanctions if they have reasonable cause to believe that a parolee has committed or is about to commit a substance abuse violation while on parole.
LB856 <i>Support</i>	McKinney Revenue	Adopt the Community Reinvestment and Equity Act, establish an excise tax, and create a fund and a grant program	Hearing 2/18/26	<ul style="list-style-type: none"> Creates the Community Reinvestment and Equity Act which imposes a 5% geographically targeted community reinvestment excise tax to support health and safety on covered businesses operating in qualified census tracts. Defines covered businesses as gas stations, convenience stores, or package liquor stores that sell alcoholic liquor, tobacco products, or cigarettes for off-premises consumption. Qualified census tracts are found in the following counties: Adams, Buffalo, Douglas, Gage, Hooker, Jefferson, Lancaster, Sarpy, and Scotts Bluff. Click here for more details. Proceeds of the tax are designated for federally qualified health centers, homeless services, re-entry housing, healthy food access, childcare, and community development initiatives. Creates the Community Reinvestment Fund to be used for grants for: childcare, early childhood development, community development initiatives, healthcare, healthy food access, homeless services, and re-entry housing.
LB1004 <i>Oppose</i>	Clouse General Affairs	Change the regulation of nonalcoholic beer under the Nebraska Liquor Control Act	<i>General File</i> 2/25/26	<p>Indicates that beer, wine, and spirits are one-half of one percent or more alcohol by volume to match the federal definition. Removes ‘near beer’ from the definition of beer and specifies that beer does not include nonalcoholic beer. Prohibits persons from selling or furnishing these products to minors, however it does NOT prohibit possession or consumption by minors. Does NOT establish penalties for selling/furnishing to minors.</p> <p>AM 2112 –</p> <ul style="list-style-type: none"> Defines that beer does not include nonalcoholic beer; Defines nonalcoholic drinks as nonalcoholic beer, nonalcoholic wine, and nonalcoholic spirits;

				<ul style="list-style-type: none"> • Sets the penalty for the sale, procurement, or delivery of nonalcoholic drinks to minors as a Class IV misdemeanor • Adds nonalcoholic beverages to the co-branding statutes, making it illegal for retailers to place non-alcoholic beverages, or ads for them, adjacent to soft drinks, juices, water, candy, or snacks portraying cartoons or youth-oriented images
LB1085	Clouse General Affairs	Change provisions relating to retail, bottle club, craft brewery, and microdistillery licenses, Nebraska Liquor Control Commission powers and duties, and penalties for violations under the Nebraska Liquor Control Act	<i>Portions amended into LB1235 as AM2178 3/4/26</i>	<ul style="list-style-type: none"> • Clarifies that bottle clubs aren't only for the express purpose of consuming alcoholic liquor. • Requires the Liquor Control Commission to consider 1) evidence submitted by the applicant that the local governing body acted arbitrarily and capriciously when recommending denial, and 2) whether the applicant or its entities are delinquent on any federal, state, or local taxes. • Increases penalties for selling alcoholic liquor at retail without a valid license. Class I misdemeanor for first offense and Class IV felony for second and subsequent offenses.
LB1115	Storer General Affairs	Exempt microbreweries from certain distribution agreement requirements between beer suppliers and wholesalers	<i>Hearing 2/9/26</i>	Exempts microbreweries from the beer distribution requirements that govern contracts between beer suppliers and wholesalers.
LB1128	Dover General Affairs	Change provisions relating to entertainment district licenses under the Nebraska Liquor Control Act	<i>Amended into LB1235 as AM2178 3/4/26</i>	Creates a new class of entertainment district liquor license, the consumption-only license to be utilized by businesses within entertainment districts that do not themselves sell alcoholic products to permit consumption inside the business so long as they are within an entertainment district and follow the Liquor Control Act. Sets the license fee at \$25.
LB1151 <i>Oppose</i>	Clouse General Affairs	Provide for a regional craft brewery license under the Nebraska Liquor Control Act	<i>Hearing 2/9/26</i>	<p>Creates a new class of liquor license, the regional craft brewery license for breweries producing between 20 thousand and 200 thousand barrels per year. Sets the license fee at \$250. Allows the licensee to purchase & sell products from a wholesaler but does not allow self-distribution of products.</p> <p>AM2001 – reduces maximum number of barrels from 200 to 95 thousand per year</p>

LB1235+	General Affairs Committee General Affairs	Change and transfer provisions of the Nebraska Medical Cannabis Patient Protection Act and the Nebraska Medical Cannabis Regulation Act and provide for taxation	<i>Approved by Gov. 4/7/26</i>	Changes provisions of the Nebraska Medical Cannabis Patient Protection Act and the Nebraska Medical Cannabis Regulation Act. AM2178 – adopted Amends LB1128 and portions of LB1085 into the bill. <ul style="list-style-type: none"> • Creates a new class of entertainment district liquor license, the consumption-only license to be utilized by businesses within entertainment districts that do not themselves sell alcoholic products to permit consumption inside the business so long as they are within an entertainment district and follow the Liquor Control Act. Sets the license fee at \$25. • Clarifies that bottle clubs aren't only for the express purpose of consuming alcoholic liquor. • Requires the Liquor Control Commission to consider whether the applicant or its entities are delinquent on any federal, state, or local taxes. • Increases penalties for selling alcoholic liquor at retail without a valid license. Class I misdemeanor for first offense and Class IV felony for second and subsequent offenses. AM1889 – withdrawn AM2354 – withdrawn AM2524 – adopted ER136 – adopted
LR366	Holdcroft General Affairs	Interim study to examine the regulatory framework established under the Nebraska Liquor Control Act	<i>Introduced 3/12/26</i>	Interim study to examine the regulatory framework established under the Nebraska Liquor Control Act, including, but not limited to, licensing, distribution, and enforcement and financial regulatory systems administered by the Nebraska Liquor Control Commission.

* Testimony provided by Project Extra Mile
 + Emergency clause included

REGISTER NOW

DEADLINE IS MAY 20, 2026

Registration is available on the Project Extra Mile website.

www.projectextramile.org

If you have any questions please reach out to us.

Phone 402-963-9047

E-mail info@projectextramile.org



Nigel has developed and delivered unique, customized prevention trainings to youth across the U.S. since 1999. He works with groups of young people and their allies to influence policy, advocate for social change, build leadership skills, and summon the courage to act consciously from their core principles. He works with grassroots prevention coalitions around the U.S. as they develop strategic plans for supporting and engaging youth. He has taught courses in psychopharmacology, media studies, substance abuse prevention, and community organizing at the University of Oregon and Portland Community College.



NIGEL WRANGHAM

Certified Alcohol and Drug Counselor
Level II and Certified Prevention
Specialist



2026

projectextramile
PREVENTING ALCOHOL-RELATED HARM

YOUTH LEADERSHIP RETREAT

June 1 - 3 | Haven 150
12370 S 150th St. Omaha, NE



DISCOVER your role in preventing underage drinking in a fun and interactive way.

IDENTIFY local issues facing young people and develop the skills to advocate for change.

LEARN how advertising and media play influence underage alcohol use and find ways we can spread our message.



OVERVIEW

Do you want to share your ideas about making positive changes in the community?

Join us and learn how to collect and analyze community data, develop recommendations and engage policy makers.

- **Check in will be at 6:00 pm on June 1st.**

- **Training will be all day on the 2nd and conclude at noon on the 3rd.**

- **Each day the students will be involved in interactive training sessions and fun activities.**



- **Apply Today:**

Space is limited to 20 participants, so register early! You will not want to miss this!

- **Who Can Attend:**

Students entering 8th-12th grades next year.

- **Cost:**

All Students: \$100

Includes 2 nights lodging, meals, and t-shirt. Scholarships to attend are available by contacting Project Extra Mile.

REGISTRATION IS DUE MAY 20, 2026



RESEARCH SUMMARY
Date Compiled: April 2026

Key takeaways from included research:

- In a 2024 national survey of U.S. adults who drink alcohol, about half (52%) said they noticed the alcohol warning label and only 27% said they had read it in the past month, with very few able to correctly recall all the warning topics. The findings suggest the current warning label, unchanged since 1989, does not effectively engage consumers and needs to be updated and redesigned to ensure they are more visible and effective.
- In a Brazilian study of 4,280 parent–adolescent pairs, researchers found that substance use patterns were often similar between parents and teens, especially among families where both abstained. However, authoritative parenting reduced teens’ risk of using multiple substances, even when parents were high-risk, while permissive and neglectful parenting styles offered no protection.
- Using data from the Canadian Community Health Survey linked to national death records, researchers studied adults age 50 and older who drank at least monthly to examine the relationship between binge drinking and mortality. Most did not binge drink, but those who binge drank weekly or more had a higher risk of death, while those who did not binge drink had significantly lower mortality risk, even after accounting for demographic and health factors. The findings show that frequent binge drinking increases death risk among older adults and highlight the need for targeted screening and prevention efforts.
- Researchers studied how occasional heavy drinking affects people with fatty liver disease and whether it is linked to liver damage. They found that people with fatty liver disease who binge drink at least once a month are much more likely to have serious liver scarring, and counting these people differently would greatly increase the number classified as having alcohol-related liver disease.

Impact of Alcohol Marketing on Young People Revealed in New Study

Written by Amelia Fryer

A new study by the University of Stirling has revealed the cunning and real impact of alcohol marketing at sporting events on young people in Scotland.

This has arisen with the occurrence of the men's Six Nation's Championship and FIFA World Cup 2026. Both of these major international sporting competitions are sponsored by multinational alcohol selling companies.

Young people aged 11 to 17 find it impossible to distinguish between alcoholic and non-alcoholic beverages when they are encouraged through sports sponsorship, the study shows.

Researchers have shown concern regarding sports sponsorship methods like alibi marketing (using brand-associated slogans, colours, or fonts in place of explicit brand names). Promoting alcohol-free and low-alcohol variants of core brands to increase exposure to alcohol brands (which is known by the industry as NoLo marketing).

A young person who took part in the study described the tactics as "sneaky," while another participant said it "just feels wrong."

It has been said by the creators of the study that the current system of self-regulation for alcohol advertisement in the UK is unsuitable for limiting brand exposure to young people, and have called for stricter rules to be put into place regarding marketing strategies to better defend young people and to support public health objectives.

According to a recent World Health Organization report, the intake of alcohol among underaged people has been and still remains as a global health concern. They are regularly exposed to alcohol marketing across multiple channels including television, digital platforms, social media, sponsorships and product placements.

Dr Richard Purves, from The Institute for Social Marketing and Health (ISMH) at the University of Stirling led the study. He said: "Alcohol branding of major sporting events isn't just background noise. It's shaping young people's attitudes and expectations from an early age in a way that parents and policymakers don't always see."

"Our findings show that young people are growing up surrounded by alcohol branding, particularly through sport. This repeated exposure normalises alcohol use long before the legal drinking age."

"Even in countries where advertising restrictions exist, indirect tactics like alibi branding and core-branded alcohol-free and low-alcohol sponsorships allow alcohol brands to remain highly visible."

"Without stronger regulation, these strategies risk undermining efforts to protect young people from alcohol-related harm."

Using ten online focus groups of 44 participants, stratified by age and gender, the research found that young people in Scotland demonstrated high levels of recognition for familiar alcohol brand imagery even when explicit brand names were absent.

The partakers of the research were concerned that there should be clearer distinction between alcohol-free and alcoholic products to avoid misleading young audiences.

Scottish Health Action on Alcohol Problems (SHAAP) Chair Dr Alastair MacGilchrist said: “This research lays bare that the marketing of alibi and alcohol-free and low-alcohol brands is indistinguishable from the marketing of full-strength products in the eyes of young people.”

“The alcohol industry mimics the past tactics of the tobacco industry and constantly finds new and innovative ways to market their products which attract future consumers.”

“Evidence shows that when young people are exposed to alcohol marketing, they are more likely to start drinking at a younger age and more likely to develop a problematic relationship with alcohol.”

“It’s clear that self-regulation by the alcohol industry does not protect children and young people from marketing, despite their claims to the contrary, so I would urge the next Scottish Government to prioritise introducing watertight regulation to end all types of alcohol sponsorship of sports.”

The study Young people’s views of NoLo and alibi alcohol sponsorship was published in the International Journal of Drug Policy.

It was funded by Scottish Health Action on Alcohol Problems (SHAAP) and SPECTRUM, a UK Prevention Research Partnership (UKPRP) Consortium funded by the UKRI Research Councils, the Department of Health and Social Care (England) and the UK devolved administrations, and leading health research charities.

How your drinking habits today could affect your colon cancer risk

Written by Vicki Powers

People who have been heavy drinkers for years may discover their colon is keeping score. New research is drawing a clearer line between long-term, heavy alcohol use and colorectal cancer risk. The findings are a strong reminder that it's never too late to change course.

Research published recently in the journal *Cancer* revealed heavy drinkers – defined as those who consume more than 14 drinks a week – had a 95% higher risk of developing rectal cancer and a 25% higher risk of developing colorectal cancer than those drinking zero or one drink a week.

“With the universal prevalence of alcohol use and colon cancer rates on the rise in younger individuals, we’re really looking for any potential association to hopefully decrease the overall risk for the future,” said Marianne V. Cusick, MD, a colorectal surgeon at UT Physicians Colon & Rectal Clinic – Texas Medical Center.

Cusick said it's not only how much you drink, but also how long you've been drinking heavily, that increases risk. A decades-long habit carries more danger than either the amount or duration alone.

“It's the two combined, which is why making changes now could actually help your future self,” she said.

What alcohol actually does to your colon

There are two primary ways alcohol is thought to damage the colon over time, Cusick said. One is more direct: Alcohol breaks down into chemicals that can damage colon cells and their DNA.

“When DNA gets damaged, cells can lose their ability to self-destruct, which is a natural safeguard against cancer. Without it, abnormal cells can grow out of control, leading to polyps and, eventually, cancer,” said Cusick, an associate professor and H. Randolph Bailey, MD, Chair in Colorectal Surgery at McGovern Medical School at UTHealth Houston.

The second pathway involves the gut microbiome – the community of bacteria living in the colon. Alcohol disrupts the healthy bacteria that help protect the colon. When that balance is thrown off, it can trigger inflammation and increase cancer risk.

The good news: change works

The encouraging news is it's never too late to start making improvements. Lifestyle changes truly matter.

“Quitting or cutting back does reduce risk, and it can normalize over time,” Cusick said. “Even though lifestyle choices have been made, they can still be reversed in regard to colon cancer risk.”

Cusick emphasized that alcohol is only one piece of a larger picture. Minimizing smoking and processed foods, staying physically active, and supporting gut health all contribute to lowering your risk.

Don't skip your screening

No matter your drinking history, screening remains one of the most powerful tools. Current guidelines recommend colonoscopy screenings beginning at age 45 for people of average risk. This was lowered from 50 due to rising cases in younger adults.

“Screening saves lives,” Cusick said. “Colonoscopies not only identify colon cancer but can also be preventive. Removing polyps before they become cancerous is one of the most effective interventions we have.”

There are currently no separate screening guidelines for heavy drinkers, but Cusick said researchers are continuing to study whether that should change.

The bottom line

You don't have to be perfect to protect yourself. But knowing your family history, staying up-to-date on screenings, and making even small changes to your habits – including how much you drink – can add up to meaningful protection.

“There's no time like the present to be accountable for your lifestyle modifications, because they do have effects in the future,” Cusick said.

Omaha man sentenced for drunk driving crash that killed motorcyclist

Written by WOWT Staff

OMAHA, Neb. (WOWT) - A man who drove drunk and caused a deadly crash in Omaha has been sentenced to prison.

In September, Julius Nanke crashed his car into a motorcycle near 72nd and Crown Point. The motorcyclist, 71-year-old Charles Schon, was killed.

According to an arrest affidavit, Nanke's blood-alcohol content was 0.19 — more than double the legal limit.

On Monday, a Douglas County judge sentenced Nanke to 12 to 14 years in prison. He will also have his driver's license revoked for five years.

European Union Enforces Sweeping Wine Labeling Rules to Boost Transparency and Consumer Information

Written by Unknown

The European Union has implemented a new legislative package aimed at strengthening its wine sector and improving competitiveness. The regulation, known as EU Regulation 2026/471, officially took effect on March 18, 2026. This new framework introduces significant changes for wine producers, exporters, and consumers across the EU.

One of the most notable changes is the overhaul of wine labeling requirements. Under the updated rules, wine must now be treated like any other food product in terms of consumer information. Producers are required to display the energy value (calories) on the physical label using the “E” symbol. The rest of the nutritional information, such as fats, carbohydrates, sugars, and proteins, can be provided digitally. This is typically done through QR codes printed on the bottle, which direct consumers to detailed product information online.

The use of QR codes is subject to strict guidelines. These codes cannot track personal data or contain advertising or marketing messages. They must link directly to technical information about the wine. This approach allows producers to avoid cluttering traditional labels with excessive details while still meeting transparency requirements. It also simplifies exports by eliminating the need for different physical labels for each market.

Ingredient lists are now mandatory and must be accessible to consumers. These lists include additives, acidity regulators, and substances that may cause allergies. For wines with reduced or no alcohol content, clear labeling is required. Products with less than 0.5% alcohol by volume must be labeled as “dealcoholized wine,” while those between 0.5% and the minimum category strength are labeled as “partially dealcoholized wine.”

Financial support for the sector has also increased under this package. The EU will cover up to 60% of promotional expenses for exports outside the bloc. Member states can raise this support to 80%, and even up to 90% for small and medium-sized enterprises (SMEs). Promotional campaigns can now last up to nine years, allowing wineries more time to establish their brands in challenging markets such as India or Brazil.

To address overproduction—a persistent issue in Europe—the regulation reintroduces measures such as voluntary vineyard removal funded by EU resources. Crisis distillation is also permitted, with up to 25% of national funds available for this purpose in a given year.

Climate change adaptation is another focus of the new rules. Wineries can receive subsidies covering up to 80% of investments in equipment designed to mitigate climate impacts, such as frost protection systems or efficient water management tools. The previous deadline of 2045 for planting authorization systems has been removed; instead, reviews will occur every ten years to provide greater stability for growers.

The timeline for compliance is clear. Since December 8, 2023, all wines produced and labeled after that date must include nutritional information. The full legislative package became enforceable on March 18, 2026, consolidating stricter rules for dealcoholized wines and other categories. Wines produced before December 2023 can continue to be sold with their original labels until stocks run out; there is no requirement to relabel older vintages.

These changes reflect a broader shift toward transparency and consumer protection in the European wine industry. The new regulations respond to growing demand from health-conscious consumers who want detailed information about what they are drinking. They also support wineries that produce “clean label” wines with minimal intervention by providing a legal framework to highlight their practices.

For restaurants and sommeliers, immediate access to technical product data via QR codes means they can answer customer questions about allergens or ingredients more easily than before. The legal recognition of dealcoholized wines opens new opportunities for pairing options in fine dining settings where guests may prefer non-alcoholic choices.

The legislative package marks one of the most significant transformations in European winemaking in recent decades. By combining digital innovation with stricter transparency standards and increased financial support, the EU aims to help its wine sector adapt to changing market conditions and consumer expectations while maintaining its global competitiveness.

Nebraska fans bought more than \$4 million of alcohol in Memorial Stadium

Written by Katelyn Fryzek

Nebraska fans spent more on beer and booze than many of their Big Ten peers in the university's first year with alcohol sales.

During the last football season, fans in Memorial Stadium's sell-out crowds brought in \$4.3 million from alcohol sales, according to a public records request filed by The Daily Nebraskan. Overall, fans bought 423,519 total units of alcohol.

Nebraska was the last Big Ten school to introduce alcohol sales at its football games, following Board of Regents approval in October 2024.

The Daily Nebraskan filed public records requests to learn the monetary and unit amount of alcohol sales at each Big Ten school.

Alcohol Sales at Big Ten Schools During 2025 Season:

- Ohio State University - \$2,996,899
- University of Wisconsin-Madison - \$2,423,661 and 201,351 units
- University of Illinois - \$1,782,645 and 146,994 units
- University of Maryland, College Park - \$1,009,993 and 92,945 units
- University of Minnesota, Twin-Cities - \$2,974,935
- University of Michigan - \$3,431,953 and 252,051 units
- Rutgers University - \$1,474,079
- Indiana University - \$1,794,222 and 151,895 units

The University of Oregon made \$1,539,189 and sold 102,176 units of alcohol during the months of August and September.

The University of California, Los Angeles, University of Iowa and Purdue University were unable to locate any records regarding alcohol sales.

Penn State University, the University of Southern California and Northwestern University did not provide records, citing that they are not subject to their state's public records laws.

The University of Washington and Michigan State University did not respond to The Daily Nebraskan's request for comment.

Nebraska limits fans to two alcoholic beverages per person per transaction. During football games, alcohol is no longer sold after the end of the third quarter, according to the athletics department.

A valid ID is required for all fans buying alcohol at sporting events.

Nebraska Athletics gave \$100,000 of their alcohol sales profits to the Association of Students of the University of Nebraska. ASUN used this money to fund its new Uber Late Night Rides program.

Woman Accused of Driving Drunk, Assaulting LPD Officer

Written by Tom Stanton

Lincoln Police say a 35-year-old woman was arrested Tuesday afternoon after officers found her driving under the influence with three children in the car. LPD Public Information manager Erika Thomas says around 4:15 p.m. an officer on routine patrol spotted Eliana Rosas driving near Holdrege Street and realized she had an outstanding warrant.

“Once she parked in front of her residence near 21st and Holdrege Streets officer contacted her, Thomas says.” “Two children had exited the car, and one was still seated inside.” Thomas says Rosas showed signs of impairment and gave the officer a false name.

“Rosas then exited the vehicle and as the officer attempted to take her into custody, she pulled away and continued resisting arrest, ripping his microphone and body-worn camera from his duty vest,” Thomas says.

During the incident, the officer sustained a sprained wrist requiring medical treatment. Rosas was taken into custody and booked into the Lancaster County Jail and Thomas says a breath test showed her blood alcohol content at .186, more than twice the legal limit.

She was booked on a variety of including assault on an officer, resisting arrest, 1st offense DUI and several DUI-related offenses involving minors in the vehicle.

Proposed Nebraska rules targeting hemp edibles draw criticism from industry, lawmakers

Written by John Grinvalds

LINCOLN, Neb. — Proposed regulations from the Nebraska Department of Agriculture that would restrict the sale of many hemp-derived edible products are drawing backlash from industry leaders and a state lawmaker who argue the move oversteps legal authority.

The rules would classify foods containing a wide range of cannabinoids as “adulterated” under the Nebraska Pure Food Act, effectively barring stores from selling many edible cannabis products.

The proposal comes after a January executive order issued by Gov. Jim Pillen aimed at cracking down on what he described as an “illegal recreational synthetic THC industry.”

“When you do executive orders, it helps stand up for the values of who we are as Nebraskans,” Pillen said. “The highest priority is kids, and we’re going to protect our kids.”

Hemp industry advocates warn the regulations could have sweeping consequences for businesses across the state.

Joseph Fraas of the Nebraska Healthy Alternatives Association criticized the proposal, calling it an attempt to eliminate the industry.

“This is kind of the old guard’s dying attempt to ban this,” Fraas said. “It would make anyone that sells it liable, civilly liable, and would basically destroy your business if you were caught selling it.”

Industry representatives also point to potential economic impacts, estimating hemp businesses generate more than \$10 million in sales tax revenue annually and employ nearly 2,000 people statewide.

State Sen. John Cavanaugh of Omaha is also pushing back, arguing the executive branch lacks authority to impose such restrictions. He pointed to provisions in the federal Farm Bill that he said protect hemp-derived products.

“The governor, the attorney general, and now, apparently, the Department of Agriculture are going around the law to try to ban this product that is legal in Nebraska,” Cavanaugh said. “The agencies are granted authority by statute. And the point of my letter is that they do not have authority to regulate this.”

Cavanaugh has called for an interim legislative study and urged the department to pause the rulemaking process.

“It’s another version of them going around the legislature, going around the will of the people,” Fraas said.

Pillen defended the effort, linking cannabis use to broader social harms.

“Come to the Pardons Board and listen to 40 families’ stories to see how off-track in the ravine they dug,” he said. “And most of it all starts with marijuana. The ballot initiative was medical cannabis. It wasn’t for THC everywhere, and it wasn’t for over-the-counter. And it wasn’t for recreational marijuana. I’m fighting that.”

The Nebraska Department of Agriculture has scheduled a public hearing on the proposed regulations for April 21 at its office in Lincoln.