

United Sorghum Checkoff Program
Board of Directors Conference Call
May 24, 2010
Minutes

Roll Call

Virgil Smail

Members Present:

Dale Artho
Bill Greving
Bill Kubecka
Jeff Casten
Gary Kilgore
Louise Rigdon
Earl Roemer
Greg Shelor
Troy Skarke
Jerry Van Zee
James Vorderstrasse

Members Absent

Stewart Weaver
Greg Shelor

Guests Present

Tim Lust
Virgil Smail
Florentino Lopez
Joy Fassauer
Craig Shackelford

Call to Order and Welcome

Bill Greving

Budget

Dale Artho

Dale reported that as of the conference call we had received over \$5 M in revenue. Expenses for the year were tracking with our \$6.2 M budget. We are monitoring our administrative costs to ensure we do not exceed the 10% margin required by the order. We still need to earn \$1 Million in checkoff funds to meet our budget but with a good South Texas crop we should be on target to meet our projected budget. He asked that the committees plan to spend their allotted budgets as planned, but work with the finance committee as projects are initiated to ensure that we have adequate funds.

Market/Promotion Proposals

Troy Skarke

Troy reported that the marketing committee was bringing the final round of proposals to the board for approval. These include projects focused on improving our markets through expanded FoodAid marketing efforts; development of ROI calculators to allow sorghum growers to make more informed decisions on marketing and production to enhance profitability; a feeding trial of sorghum DDG's on swine to assess fat improvement over corn rations; A joint research/promotion project to prove that color of sorghum DDG's has no impact on feed quality; and, printing the 4 production handbooks (500 copies each).

WKM Food Aid Market Development by education of key Food Aid NGO's on the use of sorghum in diets – \$ 17,500.00

JPZ Nutritional education on sorghum to FAO/FFP/USAID – 38,500.00

Troy Skarke made the motion to accept WKM Global Consulting for \$17,500 and JPZ for \$38,500.00. Billy Bob Brown seconded. Motion passed unanimously.

BroadHead + Co \$18,820

BCO will work with USCP staff to build an interactive tool that will provide sorghum growers information about cost, ROI, marketing and value to end-users

Jerry Van Zee made the motion to accept this proposal. Earl Roemer seconded. Motion passed unanimously.

Conestoga Energy Partners \$63,700

Corn vs Milo Crude Fat in Balanced Rations Evaluation Trial.

Troy Skarke made the motion to accept this proposal. James Vorderstrasse seconded.

Discussion - Gary Kilgore expressed concern that the project in that it should be evaluated by the research committee. It was explained that this is a market feeding trial as conducted by USGC internationally, not a true research project. .

Motion passed unanimously.

USDA-ARS, Scott Bean & KSU \$20,000.00

Effect of heating on the quality of sorghum DDGS (½ Marketing \$10,000 & ½ Research \$10,000).

Jerry Van Zee made the motion to accept this proposal. Louise Rigdon seconded.

Discussion - Jeff Dahlberg has sent an email to USDA-ARS asking to be more precise about the project and that the budget will be lowered from the original request for \$30,000, to fit in our remaining budget. .

Motion passed unanimously.

Printing Livestock Feeding Handbooks \$8,000.00

We initially underestimated cost and quantity. Asking for 500 additional handbooks.

Troy Skarke made the motion to accept this proposal. Earl Roemer seconded.

Motion passed unanimously.

Bill Kubecka joined the meeting.

Troy thanked the board for supporting these contracts.

Research Proposals

Earl Roemer

Earl reported that the Research Budget of \$1.25 million was approved by the Board for 2010. The total research projects approved to date totals \$1,187,648.00, leaving a Reserve of \$62,352.00. The total funds being requested today is \$16,585.00 which will leave a fund balance of \$45,767. Earl asked Jeff to review the proposals being submitted.

South Dakota State University – West River AG Center \$3,585.00

This project will investigate the adaptability of grain sorghum hybrids to western South Dakota. Discussion ensued.

Billy Bob Brown made the motion to accept this proposal. Jerry Van Zee seconded.

Motion passed unanimously.

BioWorks, Memphis BioWorks Foundation \$13,000.00

Development of the Rural Sweet Corn Ethanol Biorefinery. This proposal is to conduct production and market feasibility research to establish sweet sorghum ethanol plants in the Mississippi river region. Discussion ensued.

Troy Skarke made the motion to add \$10,000 from marketing and \$3,000 from Research making the total proposal \$13,000. Dale Artho seconded. Motion passed unanimously.

New Business:

Food Aid Workshop June 2-3, 2010 in Manhattan KS

USCP/NSP Management Committee July 9, 2010 in Amarillo

USGC Celebrating 50 years Sorghum Market Development July 16-20, 2010 in Boston. USCP will be hosting a Sorghum FoodAid workshop on Friday, July 16th at this conference.

Board Meeting August 9-10, 2010 in Nebraska

Louise Rigdon made the motion to adjourn. Jerry Van Zee seconded.

Meeting adjourned at 8:35 a.m.