

Minutes: Marketing Committee Conference Call
May 17, 2010

Chairman Troy Skarke called the meeting to order at 8:05 am. Committee members on the call were Dale Artho, Stewart Weaver, and Jerry Van Zee. Staff on the call were Virgil Smail, Florentino Lopez, Sue Ann Claudon, and Jeff Dahlberg.

Virgil and Dale discussed the budget and recommended that the committee approve the proposals for the \$6 million budget, with the provision that adjustments may need to be made.

Virgil, Florentino, Sue Ann, and Jeff discussed the 10 proposals and recommended 4 to be moved to 2011 and will not be discussed at this time.

Jeff told the committee that the research committee had just finished a conference call and discussed the USDA/ARS proposal, which was for \$35,000. The research committee stated that they think the project can be done for \$20,000 and they will split this amount with the marketing committee.

The full proposals are attached. Below is a summary:

WKM	\$17,500
JPZ	\$38,500
Broadhead	\$18,820
Conestoga	\$63,700
USDA/ARS	\$10,000
Feeding Handbooks	\$8,000
Total	\$156,520

Handwritten note: \$10,000 RAC = \$20,000 TOTAL

Troy made a motion to have staff discuss with Conestoga the possibility of lowering the proposal amount to \$50,000 and to make sure the nutritionist involved is credible, but go ahead if a lower investment is not reached. Jerry seconded the motion. Motion carried.

Jerry made a motion to accept proposals as discussed and Stewart seconded. Motion carried.

Troy then discussed the upcoming USGC meeting in Boston. Also discussed was including a Food Aid Seminar and committee meeting before the USGC start.

The meeting was adjourned at 9:30 am.

Marketing Development

5/11/2010

Budgeted Activities	General Description	Budgeted Funding	Proposed Funding	Submitted Date	Board Approval Amount	Board Approval Date	Remaining Funds
USGC Sorghum Promotion Staff	Contract to engage USGC to maintain a sorghum marketing international operations manager. The contract term is April 1, 2010 to Sept. 30, 2010.	\$ 75,000.00	\$ 75,000.00	12/17/2009	\$ 75,000.00	12/17/2009	\$ -
USGC - Base	Continued funding of USGC for sorghum international market development. The contract term is April 1, 2010 to Sept. 30, 2010.	\$ 78,000.00	\$ 78,000.00	12/17/2009	\$ 78,000.00	12/17/2009	\$ -
Sorghum Crop Analysis	Funding of a project that is intended to measure, track and provide sorghum quality information. The intent is to create an identity by quantifying properties of grain sorghum including benefits for feed, fuel and food.	\$ 67,800.00	\$ 63,400.00	12/17/2009	\$ 63,400.00	12/17/2009	\$ 4,400.00
DDG Trial for Sorghum		\$ 80,000.00					\$ 80,000.00
USGC Opening Market Trials	Funding of this project is for the new development of marketplaces worldwide as described by USGC.	\$ 75,000.00	\$ 75,000.00	12/29/2009	\$ 75,000.00	1/6/2010	\$ -
Impact Meetings	1) Proposal to use \$38.5k for ethanol technical meetings where Agri-Energy would directly have 4 specific meetings with ethanol producers to expand the use of sorghum. The meetings would help with sorghum issues in conjunction with Technical Feeding Documents being created for DDG's.	\$ 70,825.00	\$ 38,500.00	12/29/2009	\$ 38,500.00	1/6/2010	\$ 32,325.00
Marketing Development, Dairy, Forage	2) Proposal to use \$15k for a Dairy Technical Feeding Piece (including grain sorghum, forage sorghum and DDG's) to distribute and use at dairy locations and for expansion of forage use in dairy industry. Direct information that we get from KSU and publish.	\$ 40,000.00	\$ 15,000.00	12/29/2009	\$ 15,000.00	1/6/2010	\$ 25,000.00
General Contract Program Funding	3) Proposal to use \$15k for a Swine Technical Feeding Piece (including grain sorghum and DDG's) to distribute and use at swine locations and for expansion of sorghum use in the swine industry. Direct information that we get from KSU and publish. 4) Proposal to use \$13k for creating relationships with nutritionist via McCormick. The proposal is to create roundtable meetings to learn and share sorghum information. 5) Proposal to use \$15k for a Poultry Technical Feeding Piece 6) Proposal to use \$15k for a Beef Technical Feeding Piece	\$ 100,000.00	\$ 58,000.00	12/29/2009	\$ 58,000.00	1/6/2010	\$ 42,000.00
		\$ 586,625.00	\$ 402,900.00		\$ 402,900.00		

Funding Completed	
Pending	
Funds Remaining	

Remaining \$ \$ 183,725.00
 Approved Budget 69%
 Remaining Budget 31%

Remaining \$ 183,725.00

Proposed Projects

2010 2011

WKM Global Consulting-Educate Food Aid Leaders on Benefits of Sorghum	\$ 17,500.00	
JPZ Consulting Group-Position Sorghum as a Grain of Choice for Food Aid Phase One - Why Sorghum	\$ 38,500.00	
JPZ Consulting Group-Phase Two - Follow up Projects	\$ 20,000.00	
JPZ Consulting Group-Phase Three - Follow-up Project	TBD	
Broadhead + Co-Sorghum Calculator Applications CD	\$ 18,820.00	
Broadhead + Co-Sorghum Utilization Brochure	\$ 18,360.00	
Broadhead + Co-Sorghum for Ethanol Webinar Series	\$ 53,900.00	
Conestoga Energy Partners-WDGS Corn vs Milo Crude Fat Evaluation Trial	\$ 63,700.00	
USDA-ARS, Scott Bean & KSU-Effect of heating on the quality of sorghum DDGS (1/2 marketing & 1/2 research)	\$ 10,000.00	
Printing Livestock Feeding Handbooks	\$ 8,000.00	
	\$ 156,520.00	\$ 92,260.00

\$ 156,520.00

Remaining \$ 27,205.00

WKM Global Consulting

3901 Chain Bridge Rd.
Fairfax, VA 22030
wkmglobal@aol.com

April 24, 2010

Dr. Virgil Smail, Executive Director
United Sorghum Checkoff Program
4201 N. Interstate 27
Lubbock, TX 79403

By Electronic Mail

Dear Dr. Smail:

The attached agreement addresses the items that Florentino Lopez outlined in his April 23, 2010 "Request For Proposal" letter to me following our April 22 telephone conference call regarding a possible USCP funded U.S. Sorghum Food Aid Marketing Plan.

My proposed agreement specifically addresses four strategies: 1) develop a current list of potential partners; 2) identify candidates for partner field training as part of USGC study tours; 3) organize a sorghum food aid conference in Washington, DC; and 4) create a database for capturing historical use experience and feedback from sorghum food aid programmers for future follow-up and assistance. Some of these activities can and should be completed soon after your approval, but some are less definite and dependent on your preferences and US Grains Council study team dates. I have included proposed target dates for completion, which we can amend.

The agreement does not provide for assistance to review and change the food aid program sorghum specifications to better fit commercial reality, which we discussed in the telephone conference call. It also does not provide for the use of any of my time or for my expenses to participate in any educational activities outside of the Washington, DC metropolitan area in conjunction with any of the educational study tours or industry meetings. If you decide you are interested in these additional services, or any other additional support services not covered in the agreement, just let me know and I will be happy to give you a proposal. We can simply and easily develop additional agreement(s) to cover those activities should the need arise

I have also attached my biographical profile and even more background information is available at my linkedin website <http://www.linkedin.com/in/WKirkMiller>. Please let me know if you need anything else to complete this arrangement. I look forward to working with you and your team to increase the use of U.S. origin sorghum in international food aid programs. All the best.

Very truly yours,

W. Kirk Miller

In accordance with Federal law and U.S. Department of Agriculture program requirements, WKMGlobal Consulting does not discriminate on the basis of race, color, national origin, sex, age, religion, or disability."

Proposed Agreement for the United Sorghum Check-off Program U.S. Sorghum Food Aid Marketing Plan

Background

In Fiscal Year 2009, U.S. foreign food aid programs utilized 830,900 metric tons or about 33 million bushels of sorghum valued at \$166.8 million. In a reduced export year, food aid shipments represented almost one third of total sorghum exports in MY 2009. The United Sorghum Check-off Program leadership observed this potential market opportunity and has asked for a plan of action to design and implement a pro-active "U.S. Sorghum Food Aid Marketing Plan" to help preserve and expand this market for U.S. sorghum. U.S. food aid assistance programming relies on multi-lateral and non-governmental organizations to request products that they believe provide the best value for the limited funds they have available for procuring the food. The U.S. Government relies on food aid partners to determine the best products for local humanitarian needs. Food aid partners also arrange local distribution logistics from the port to feeding stations and insure that the products are used as planned and not diverted to a corrupt practice. Purpose of this project will be to help U.S. sorghum growers identify and target the multi-lateral and non-governmental organizations that are most likely to use sorghum in their project planning, help growers educate food aid users on the merits of U.S. sorghum, and track sorghum usage for future follow-up assistance.

Goal

The goal of the U.S. Sorghum Food Aid Marketing Plan is to expand the use of U.S. origin sorghum in international food aid programming.

Benchmark

The success of the project will be measured by whether U.S. sorghum usage in food aid programming increases over a three year period of time or whether U.S. sorghum usage as a percentage of total U.S. food aid programming increases.

Strategies

- I.** Develop a current list of Non-governmental (NGO) and multi-lateral organizations most likely to use U.S. sorghum in their food aid programming and a list of U.S. Government Agencies involved with food aid program policy and execution. Information to be gathered will include the name and address of the organization, key contact information (including the person responsible for commodity selection or approval), and specific information regarding the organization's prior use of sorghum and experience, if any, or an explanation of why the organization is a prime candidate for using sorghum in the future, if it has no prior experience.
- II.** Identify target NGO officials that should be invited to accompany visiting foreign delegations studying the U.S. sorghum supply chain as part of a US Grains Council study tour, so the NGO officials will have a better understanding of the sorghum supply chain.
- III.** Plan a U.S. Sorghum Food Aid Educational Conference in Washington, DC that would educate foreign embassy and U.S. government personnel, NGO officials, grain trade officials, and others involved with logistics and other ancillary functions to foreign food aid shipments about the merits of U.S. sorghum.
- IV.** Establish a database of information regarding organizations and countries that have used U.S. sorghum in food aid programming to facilitate follow-up, feedback and

tracking. Once developed the database will reside with and be maintained by the United Sorghum Check-off Program at its national headquarters, but will be accessible by grower leaders, contractors and others needing access to the information for promotion and program development purposes.

Budget

Strategy	Activity Description	Hours	Cost (Not to Exceed)
Key Partner Information	Identify and build key contact list (Assumes 10 hours to build the list and 45 hours to contact up to 15 NGO's and government and multi-lateral organizations to develop historic profile information and catalogue the data) This phase of the project will be completed within 30 days after signing of this agreement.	55	\$5,500
Study tour support	Identify and encourage NGO study-tour participants (Assumes three study tours and no participation in the actual tours and an average of 5 hours each tour to identify the proper officials and encourage and facilitate their participation) Activity will be on an infrequent and as needed basis within the first six months after initiation of this agreement.	15	\$1,500
Food Aid Conference	Work with the USCP staff to establish invitation list, program, conference arrangements, including moderator information and other logistical support for a 4 – 6 hour seminar to educate and promote sorghum in food aid programming. (Assumes the conference is in Washington, DC and requires no out of town travel for planning or preparation) Projected completion date is within six months of commencement of this agreement.	80	\$8,000
Database System	Work with the USCP staff to design gather data to populate a database of historical quantitative and experiential information from organizations with experience using sorghum in food aid programming. (Assumes permanent management and maintenance of the database will reside with the United Sorghum Check-off Program.) Projected completion date is within six months of initiation of agreement.	20	\$2,000

Budget Summary

Consultant Service Contract Summary

1. Key Partner Information	55	\$5,500
2. Study Tour Support	15	\$1,500
3. Food Aid Conference	80	\$8,000
4. Database System	20	\$2,000
Subtotal	170	\$17,000 (Not to Exceed)

Out of Pocket Expenses

Local tax	\$ 200
Supplies, copies,	\$ 150
Communications charges	\$ 150

Subtotal \$ 500 (Not to Exceed)

Grand Total Budget

\$17,500 (Not to Exceed)

An advance deposit of \$5,000 is requested within (7) seven days of signing of this agreement, which will be applied to the total cost of this agreement. Payment for each part of this contract will be due and payable monthly until completed based on an invoice for services rendered during the month. The invoice will provide sufficient detail to show the work, time and out of pocket expenses that were actually expended on the project by the consultant during the month. Upon completion of the project a final report and final invoice will be submitted to reconcile each subpart of the agreement and reflect the application of the initial deposit. If this agreement is terminated in whole or in part by either party for any reason, it is agreed that the work that has been completed to that point under the other portions of the contract remaining in effect will be paid at the rate of \$100 per hour and all appropriate reports, records and time sheets will be provided to substantiate such payment.

Upon agreement of the parties to this contract, the consultant is willing to provide additional support at the reduced rate of \$75 per hour for any additional work under this or other new contracts mutually agreed to by the parties in writing in advance during the remainder of 2010.

The contractor agrees to hold the consultant harmless for any personal injury or product liability claims of any kind by participants in United Sorghum Check-off Program activities directly associated with the intent and execution of this agreement.

Signed by:

W Kirk Miller
WKM Global Consulting
Dated:

Name/Title
United Sorghum Check-off Program
Dated:

In accordance with Federal law and U.S. Department of Agriculture program requirements, WKMGlobal Consulting does not discriminate on the basis of race, color, national origin, sex, age, religion, or disability."

W. Kirk Miller Biographical Profile

Kirk Miller is the principal of WKMGlobal Trade and Food Security Consulting. He and his firm specialize in helping clients resolve international trade constraints, proactively address national policy issues, and overcome impediments to increased food quality and availability for consumers around the world. Current client projects include efforts to expedite adoption and acceptance of new food technologies, advocacy for favorable conditions to enhance agribusiness foreign direct investment and trade in developing countries, project and program evaluations, and strategic planning. Clients currently include non-governmental organizations and private business firms.

Prior to establishing WKM Global Trade and Food Security Consulting, Miller was the General Sales Manager for the U.S. Department of Agriculture (USDA), where for over six years he was responsible for the USDA agriculture export credit guarantee program, international food aid and trade capacity building programs, international market promotion programs, and the USDA Foreign Agricultural Service's country and regional affairs desks and technical trade dispute resolution staff. He was responsible for approximately \$6.0 billion of budget exposure and over 400 staff. In this capacity, he operated a \$5.5 billion agricultural export credit guarantee program, represented USDA in official bilateral and multilateral meetings and traveled extensively to promote U.S. agricultural foodstuffs and to evaluate food aid and development program efficacy.

For over ten years, Kirk Miller served as the Director of International Market Promotion and Regulatory Affairs for the North American Export Grain Association, where he traveled the globe promoting U.S. bulk commodity exports, trained customers and interacted with government officials on trade policy matters. Prior to joining NAEGA, Miller operated his own government relations consulting business where he worked with non-governmental organizations and private companies to address grain quality, promotion and business development issues. He was appointed by President Ronald Reagan and confirmed by the U.S. Senate to be the Administrator of the Federal Grain Inspection Service in 1986 and served in that capacity for over three years. As FGIS Administrator, Miller was responsible for all U.S. grain and oilseed grades and standards, the national grain weighing and inspection program and processed-commodity testing for U.S. government domestic feeding and international food aid programs.

Kirk Miller served as the President and CEO of the American Malting Barley Association, where he led the research and development effort for the U.S. brewing and barley processing industries. Earlier in his career, he advocated for family-farm agriculture on the public affairs staffs of both the American and Ohio Farm Bureaus.

Early in 2010, Kirk Miller became the sixth generation of his family to own the cash-grain and livestock farm in Ohio, where he was raised. He earned a B.S. degree in Agricultural Economics from The Ohio State University and a M.A. in International Transactions from George Mason University. He is a member of the Washington International Trade Association, Council on Agricultural Science and Technology, and American Agricultural Economics Association.



April 29, 2010

The United Sorghum Checkoff Program (USCP) has identified the following USCP goal: "Assist US Sorghum producers in reaching and achieving a new level of production, marketing, information development and distribution." A further USCP goal is to "identify methods that will help the industry progress in all areas in order to assist the producer."

Additionally, the USCP has identified needs for the following:

1. Create a summary that identifies the current position of NGO's and PVO's concerning grain Sorghum and include items such as basic thoughts, country limitations, organization limitations or advantages
2. Develop a summary outlining the nutritional aspects of Sorghum and how these aspects relate to countries receiving food aid or countries using grain Sorghum as a food product
3. Develop a summary of how Sorghum can fit or should further fit into use as a food product.

The USCP notes that it is important to provide credible information as to how the above information assists in meeting the needs of USAID and the intended target end-users including the NGO/PVO's and beneficiaries.

In discussions between the USCP and the JPZ Consulting Group (JPZCG), the USCP noted that there is a need to establish a credible identity for Sorghum.

With the above items in mind, the USCP has requested the JPZ Consulting Group develop a plan to assist the Checkoff Program in fulfilling its goal of helping the end-users and producers. The USCP has identified three specific details for the JPZ Consulting Group to include in the plan. The three details are:

1. Development of studies needed to educate and provide valid information to the FAO, WHO and providers to the programs. This would be digestibility studies or models representing age, health and current needs of populations. This would be packaged in a manner that would be acceptable to the food aid community.
2. Development of information concerning the use of Sorghum within countries. This would be in the form of a survey establishing the current beliefs, education and needs of Sorghum. Also, any possible advantages and constraints of Sorghum in satisfying the nutrient needs of individuals in other countries.
3. Develop possible options or information on fortification of Sorghum flour or grits with soy or other vitamins and minerals that would fit the needs of certain countries. A more concise study of needs and possibilities is in order.

In response to USCP's request, the JPZ Consulting Group has prepared the following proposal to ensure that US Sorghum producers reach and achieve a new level of production, marketing, information development and distribution.

The JPZ Consulting Group Proposal Includes the Following:

Sorghum Digestibility Data:

1. It was agreed-to in the April 22, 2010 teleconference between the USCP and JPZCG that USCP will obtain the "true digestibility" data for cooked Sorghum protein using the AOAC method as prescribed by FDA for nutrition labeling (same as FAO/WHO method) for protein quality. To obtain the true digestibility data for cooked Sorghum, the JPZ Consulting Group recommends that USCP contact a laboratory like Covance, with headquarters in Princeton, New Jersey. We also recommend that the tests to be done include the typical Sorghum variety or varieties used in PL 480 Title II Food Aid programs. Dr. Henley will be available to discuss any and all details of the noted tests with the USCP.
2. Upon contract agreement, The JPZ Consulting Group will begin writing the positions for Sorghum and conclude the position papers upon receipt of the digestibility information.

Phase One - Why Sorghum-Developing A Halo Effect:

1. Develop narrative around the role of Sorghum in diets
2. Write details of the nutritional characteristics of Sorghum and how Sorghum fits into dietary recommendations for macronutrients, micronutrients, and phytochemicals
3. Show how Sorghum meets the needs of malnourished people, based on emergency ration of 2000 kcal for initial case. Additionally, include how Sorghum fits into the diets of different malnourished populations
4. Compare nutritional attributes of Sorghum to other foods eaten in developing countries: corn, rice, wheat, cassava
5. Evaluate food baskets in three countries. The JPZ Consulting Group recommends Sudan and Ethiopia with the third country to be selected by the USCP. In this segment, show how Sorghum fits into current diets of those countries and/or how it could be added to diets to improve overall nutritional quality
6. Differentiate Sorghum from other grains used in food aid
7. Show how Sorghum/soy blend would compare with current corn soy blend.
8. Demonstrate economic value of Sorghum in diets
9. Interview up to 30 key thought leaders in NGO/PVO's and US government to determine knowledge of, awareness of and willingness to utilize Sorghum projects
10. Provide leadership for content of publications, presentations, etc. for educating Food Aid Professionals (handouts, PowerPoint presentation, talking points, etc.)

Phase Two - Follow-on Projects:

1. Conduct survey with Food Aid Professionals
2. Develop recommendations and positioning for value added products

Phase Three - Follow-on Project:

1. Conduct clinical research on Sorghum to show value of Sorghum in diets

Key Steps, Tasks and Timing of Jobs-To-Be-Done:

Key Steps:	Tasks:	Timing – Calendar 2010:
<p>Phase One – Why Sorghum-Developing A Halo Effect:</p>	<ol style="list-style-type: none"> 1. Develop narrative around the role of Sorghum in diets 2. Write details of the nutritional characteristics of Sorghum and how Sorghum fits into dietary recommendations for macronutrients, micronutrients, and phytochemicals 3. Show how Sorghum meets the needs of malnourished people, based on emergency ration of 2000 kcal for initial case. Additionally, include how Sorghum fits into the diets of different malnourished populations 4. Compare nutritional attributes of Sorghum to other foods eaten in developing countries: corn, rice, wheat, cassava 5. Evaluate food baskets in three countries. The JPZ Consulting Group recommends Sudan and Ethiopia with the third country to be selected by the USCP. In this segment, show how Sorghum fits into current diets of those countries and/or how it could be added to diets to improve overall nutritional quality 6. Differentiate Sorghum from other grains used in food aid 7. Show how Sorghum/soy blend would compare with current corn soy blend. 8. Demonstrate economic value of Sorghum in diets 9. Interview up to 30 key thought leaders in NGO/PVO's and US government to determine knowledge of, awareness of and willingness to utilize Sorghum projects 10. Provide leadership for content of publications, presentations, etc. for educating Food Aid Professionals (handouts, PowerPoint presentation, talking points, etc.) 	<p>Target completion within eight weeks of receipt of digestibility data.</p>
<p>Phase Two – Follow-on Projects</p>	<ol style="list-style-type: none"> 1. Conduct survey with Food Aid Professionals 2. Develop recommendations and positioning for value added products 	<p>Target completion date is eight weeks following initiation of survey.</p>
<p>Phase Three – Follow-on Project</p>	<ol style="list-style-type: none"> 1. Conduct clinical research on Sorghum to show value of Sorghum in diets 	<p>TBD</p>

Required / Key Steps Budget:

Key Steps:	Output:	Cost:
Phase One- Why Sorghum- Developing A Halo Effect:	<ol style="list-style-type: none"> 1. Develop narrative around the role of Sorghum in diets 2. Write details of the nutritional characteristics of Sorghum and how Sorghum fits into dietary recommendations for macronutrients, micronutrients, and phytochemicals 3. Show how Sorghum meets the needs of malnourished people, based on emergency ration of 2000 kcal for initial case. Additionally, include how Sorghum fits into the diets of different malnourished populations 4. Compare nutritional attributes of Sorghum to other foods eaten in developing countries: corn, rice, wheat, cassava 5. Evaluate food baskets in three countries. The JPZ Consulting Group recommends Sudan and Ethiopia with the third country to be selected by the USCP. In this segment, show how Sorghum fits into current diets of those countries and/or how it could be added to diets to improve overall nutritional quality 6. Differentiate Sorghum from other grains used in food aid 7. Show how Sorghum/soy blend would compare with current corn soy blend. 8. Demonstrate economic value of Sorghum in diets 9. Interview up to 30 key thought leaders in NGO/PVO's and US government to determine knowledge of, awareness of and willingness to utilize Sorghum projects 10. Provide leadership for content of publications, presentations, etc. for educating Food Aid Professionals (handouts, PowerPoint presentation, talking points, etc.) 	
	Total Phase One:	\$38,500
Phase Two - Follow-on Project:	<ol style="list-style-type: none"> 1. Conduct survey with Food Aid Professionals 	
	Total Phase Two:	\$20,000
Phase Three - Follow-on Projects	<ol style="list-style-type: none"> 1. Develop recommendations and positioning for value added products 2. Recommend clinical research on Sorghum to show value of Sorghum in diets 	TBD
	Total Phase Three:	TBD
	Totals:	\$58,500

The Key Steps, developed and managed by the JPZ Consulting Group will be managed directly by three senior executives – E. C. Henley, Ph.D., R.D., L.D., Gregory A. Kesel and James P. Zenner. Though all members are available at any point to the USCP, the principal contact on the project will be James Zenner.

The project professional services will be invoiced on the following schedule:

Phase One:

- Signature date of proposal agreement: \$20,000
- Four weeks after receipt of digestibility data 10,000
- Eight weeks after receipt of digestibility data 8,500
- Total Phase One: \$38,500

Phase Two:

- USCP/JPZCG Phase Two agreement date \$12,000
- Completion of Phase Two 8,000
- Total Phase Two: \$20,000

Phase Three:

- USCP/JPZCG Phase Three agreement date TBD
- Completion of Phase Three TBD

The JPZ Consulting Group thanks the United Sorghum Checkoff Program for the opportunity of working with you on these strategic initiatives. We look forward to serving the United Sorghum Checkoff Program and its constituents.

Respectfully,
James P. Zenner
President
JPZ Consulting Group
Project Approval:

USCP _____ Date _____

JPZCG _____ Date _____



Request for Proposal
Sorghum Calculator Applications CD
United Sorghum Checkoff Program
4/27/2010
Submitted by Broadhead + Co



Proposal Overview

The United Sorghum Checkoff Program is working to build domestic and international demand for its crop. USCP can help to educate sorghum producers about cost benefits, ROI and local market opportunities.

Broadhead + Co has enjoyed working with USCP throughout the past year on a number of projects advancing sorghum in the ethanol industry, including a sorghum for ethanol cost comparison calculator, and we appreciate the opportunity to respond to this request for proposal.

Overview

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.

Objective

Build awareness of market opportunities among sorghum producers.

Tactical Approach

BCO will create a CD that will host three separate interactive tools for sorghum growers. The CD will include three calculators--like tools that will help growers understand cost and ROI, marketability, and value to end users. The CD will also include additional information about locations to search for bids and buyers that growers should seek out, as well as ways to search out elevators and basis reports for local markets. BCO will create art work for the CD, case and interactive tools and produce all the final elements. The CDs will be delivered to USCP for distribution to growers.

Budget

Sorghum Calculator Application CD	Concept Development	\$ 1,150
	Art Direction	\$ 2,070
	Copywriting	\$ 920
	Interactive Planning and Management	\$ 1,380
	Web Development	\$ 8,100
	Account Service, Project and Production Management	\$ 3,500
	Photography/stock images/illustrations (if needed)	\$ 500
	Production/Printing (assumes a quantity of 1,000)	\$ 1,200
	Total	\$ 18,820

WDGS Corn vs Milo Crude Fat Evaluation Trial- Partnership Proposal

Objective of Trial- To observe cattle performance when fed wet distiller grains with solubles (WDGS) containing different blends of corn and milo with different dry matter crude fat content. Our end goal is to prove that performance is better predicted by crude fat content than feedstock grain.

Methods- Randomize 2,700 head of cattle into four treatment groupings with five repetitions each

- Treatment 1- 100% corn WDGS containing a full balance of CCDS
- Treatment 2- 50/50 corn/milo WDGS containing a full balance of CCDS
- Treatment 3- 100% milo WDGS containing a full balance of CCDS
- Treatment 4- 100% corn WDGS with a restricted level of CCDS, lowering the crude fat content

Trial overview- The cattle will be procured and started before randomizing

- Approximately 140 days on feed
- Average dry matter consumption should be around 23 lbs/day
- WDGS will be fed at approximately 20% of the diet on a dry matter basis
- All four treatments of WDGS will be produced at either Arkalon Ethanol or Bonanza Bioenergy and bagged on site at Hansford County Feeders prior to starting the trial.

Partnership Requirements

- Conestoga Energy will provide the bagging services at cost of plastic only. Total cost of feed and plastic will be split 50/50 between Conestoga Energy Partners plants and the United Sorghum Checkoff Program.
- Total WDGS required for the trial is 2600 tons worth \$46/ton delivered plus an additional \$3/ton for silage bags to bag the product
- Total Cost of WDGS for the trial is \$127,400 resulting in a cost of \$63,700 for each partner.