



# **SORGHUM CHECKOFF**

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## Marketing Proposals 2010

### **USCP Feeding Industry Marketing Activity**

McCormick Company

**Goal:** Working with industry to develop a better understanding of the opportunities and hurdles that exist in increasing grain sorghum usage in the livestock feeding sector. Convene roundtable discussions to explore adding sorghum to feed rations with key decision makers and influencers.

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### **“Technical Feeding Documents for Different Livestock Species”**

**Beef Cattle** - Michael J. Brouk, Kansas State University

**Goal:** To develop a comprehensive review of the published literature concerning the performance of growing cattle, finishing cattle, brood cows and heifers when fed sorghum grain and distillers grains. This study is intended to help educate livestock producers and other professionals on the true value of sorghum to the beef cattle industry. The document will also provide

economic advantages of sorghum in beef cattle diets. A printable document that will describe the values of sorghum, listing references, technical data and other information that will assist livestock producers will be published.

**Dairy Cattle** - Michael J. Brouk, Kansas State University

**Goal:** To develop a comprehensive review of the published literature concerning the performance of dairy cattle when fed sorghum grain, forage and distillers grains. This study is intended to help educate livestock producers and other professionals on the true value of sorghum to the dairy cattle industry. The document will also provide economic advantages of sorghum in dairy cattle diets. The final result of the project is to develop a printable document that will describe the values of sorghum listing, references, technical data and other information that will assist livestock producers.

**Poultry** - Dr. Scott Beyer – Kansas State University

**Goal:** To develop a comprehensive review of the published literature for feeding broilers, laying hens and turkeys that identify the advantages, methods, expected production levels, cost analysis, potential cost savings, nutritional expectations, and model diets using sorghum. This information that will be used to captivate, persuade and provide value to the poultry industry of sorghum. A printable document that describes the values of sorghum listing, references, technical data and other information



that will assist poultry producers will be published at the completion of the project.

**Swine** - Dr. Mike Tokach, Dr. Bob Goodband, Dr. Joel DeRouchey – Kansas State University

**Goal:** To develop a comprehensive review of the published literature for feeding swine that identifies the advantages, methods, expected production levels, cost analysis, potential cost savings, nutritional expectations, and model diets using sorghum. A printable document that will describe the values of sorghum listing, references, technical data and other information that will assist swine producers will be published at the completion of the project.



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### **Sorghum Ethanol Roundtable Meetings**

Agri-Energy

**Goal:** With the recent study identifying the increased current usage of sorghum in ethanol, a concerted effort will be made to establish meetings that can help in providing information that will further increase sorghum's role in ethanol. The meetings are intended to help establish a means of communication between producers and ethanol plants and help in supply issues that impact sorghum's role in ethanol.



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### **National Grain Sorghum Quality Survey**

International Grains Program/Kansas State University

**Goal:** To evaluate the quality of the 2010 sorghum crop, and provide information to potential domestic and international customers. The proposed quality survey will include yield information, commentary from industry experts, supply and ending-stocks information, interactive contour mapping of the quality data, and harvest reports. The survey is intended to quantify whole-kernel, physical and chemical qualities of grain sorghum. By doing so, we hope to create an identity for grain sorghum and its usage within the U.S. and international markets.

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### **About the USCP**

The United Sorghum Checkoff Program is a producer funded organization that is dedicated to improving the sorghum industry through research, promotion and education. For more information about the USCP and other projects contact the USCP Marketing Director at the address listed below.

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