

UNITED SORGHUM CHECKOFF PROGRAM

STRATEGIC PLAN
MARCH 2015

**SORGHUM: THE
SMART
CHOICE**



**USCP COMMITS TO EFFICIENTLY
INVESTING CHECKOFF DOLLARS TO
INCREASE PRODUCER PROFITABILITY AND
ENHANCE THE SORGHUM INDUSTRY.**

OUR MISSION

VISION

Sorghum producers profit from a progressive, competitive and adaptive industry.

PURPOSE

We exist to do as a group what we cannot do individually.

GOALS

Increase demand.

- Identify specific demand drivers that will result in increased producer profitability opportunities.
- Capture, develop, enhance and multiply demand drivers that will result in increased demand.
- Inform, communicate and educate on demand changes to fill the need resulting in increased acres and future demand potential.

Increase productivity.

- Identify specific productivity drivers that will result in increased producer profitability opportunities.
- Develop, enhance and implement productivity drivers that will result in higher productivity.
- Inform, communicate and educate on productivity changes to fill the need resulting in increased acres and future demand potential.

Increase acres.

- Although increased acres are not entirely influenced by board actions, results in increased producer profit stemming from productivity and demand enhancements can and should result in sorghum acre/production increases.
- Ideally, sustained, balanced and incremental growth in production volumes is desired that will further enhance supply and demand building while maintaining producer profit.

CORE VALUES

- We will listen to sorghum growers.
- We value transparency and honor our commitment to make information available to all sorghum growers.
- We believe that return on investment must be our first consideration for investing sorghum checkoff dollars.
- We believe that all information, positive and negative, must be gathered and understood to generate the future we want for the sorghum industry.
- We value our relationships with partner organizations and industry.
- We are committed to the letter and spirit of the Act and Order.

Key Strategies and Tactics:

To reach the intended objectives, staff will develop and incorporate committee objectives into yearly work plans intended to satisfy the objectives that will in turn influence the goals of the organization. Objectives will be incorporated into Request for Proposals (RFP) and Targeted Request for Proposal in an effort to solicit targeted efforts in achieving the objectives of the committees and board.



STRATEGIC MODEL

The Sorghum Checkoff strategic model involves a dynamic relationship between demand and productivity enhancements that will allow for increased producer profitability, which can result in acreage increases.



OBJECTIVES (as re-stated in the Feb. 2015 board meeting)

The High Value Committee proposes the following objectives:

Increase demand through the following demand drivers:

International Markets

- Influence international markets to utilize sorghum in multiple marketplaces via education, training and relationship building.

Consumer Markets

- Influence consumers to utilize sorghum as a nutrient-rich, attribute-based ingredient via awareness, promotion, image development and branding.

Livestock Nutrition

- Influence livestock producers to utilize sorghum as a nutrient-rich, attribute-based ingredient via education, training and development of non-traditional marketplaces.

Specific Attribute Identification and New Use Development

- Focus on research initiatives to assist in the development of such attributes and uses, including chemical derivatives.
- As attributes are identified, facilitate commercialization in marketplaces, including niche markets.

The Renewables Committee proposes the following objectives:

Increase demand through the following demand drivers:

Biofuels Enhancement

- Add value to sorghum ethanol plants by increasing the value of the grain to them through genetic development, agronomic best practice recommendations or other means.

Coproduct Development

- Develop high-value coproducts that will add value to sorghum ethanol plants, such as waxes, lipids, proteins, bran or other valuable coproducts.

Supply Chain Facilitation

- Work with producers, handlers and sorghum ethanol plants to facilitate the movement of sorghum into ethanol markets either through direct contracting or bulk shipments.

The Crop Improvement Committee proposes the following objectives:

Increase productivity through the following drivers:

Over the Top Grass Control

Yield Development and Enhancement

- Via breeding program developments
- Via field level management developments

Seed Innovation

- Continued introduction of photosensitive converted lines
- Development of advanced breeding techniques and tools
- Development of new and novel genetic traits

Information Management

- Development/support of a sorghum research database
- Development/support of a genomics database





Acre increases are viewed by the industry as the foundation of investments. As acres increase, companies gain optimism in potential returns to stock holders which allows for greater financial investment and a vested interest in the crop.

LONG-TERM INTERNAL STRATEGY



WORKING TOGETHER





USCP commits to strategically facilitating all priorities toward commercialization through collaboration between public and private researches and industry stakeholders. All research outcomes will be targeted toward producer profitability.

