



2020

SORGHUM CHECKOFF
ANNUAL REPORT



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AN EVENTFUL YEAR

Well, another year has come and gone—2020 has been eventful to say the least. Whether it be weather, prices, yield or illness, this year has been a mix of highs and lows, but, as always, agriculture continues to thrive.

With 2020 in our rearview mirror, Team Sorghum reflects on great successes and huge strides.

Investing checkoff dollars in grassroots style leadership, like Leadership Sorghum, is a huge accomplishment for the Sorghum Checkoff. Though the current class has seen challenges in 2020, the checkoff has continued to see huge rewards in nurturing sorghum producers. Numerous state and national board members have been cultivated through this program, effectively bringing the investment full circle. It is extremely important to identify producer leaders who will help the next generation of farmers succeed and lead us into the future. If interested in joining Leadership Sorghum Class VI, apply at LeadSorghum.com.

Also, the Sorghum Checkoff has acted as a catalyst in herbicide-tolerant hybrid development. These hybrids, expected to be finished for the next growing seasons, maximize traits in the field and generate profit perpetuating sorghum's "workhorse" reputation. It is exciting to see new hybrids released and the sorghum investment pipeline at work.

Thanks to regional efforts, farmers are contracting directly with companies. These efforts equate to more dollars per acre into the pockets of our producers. These companies have a grassroots led approach, which gives producers another opportunity to send grain directly to market. Additionally, container loading facilities have been a focus of the checkoff board. Allowing our premium sorghum to be exported directly to end-users adds value to consumers and producers alike.

In an effort to adhere with COVID-19 guidelines, the Sorghum Checkoff continues to promote sorghum during virtually held meetings with leaders in the poultry and pet food industry. Through education and promotion, we have worked to demonstrate the value of grain sorghum in companion animal feed formulations as a high-quality and sustainably produced ingredient.

With sorghum's nutritional profile and culinary application in mind, the checkoff has seen huge gains in the human food sector. Numerous restaurants and universities are incorporating sorghum into food menus and catering lines.

Ethanol and renewable fuels are always a top investment and focus for the sorghum industry. Continuing to push for higher blends of ethanol, E15 is currently available in 1900 stations across 30 states. The Sorghum Checkoff has invested in a campaign called

"What Fuels You" through a NASCAR partnership aimed at promoting drivers who travel almost 15 million miles utilizing E15.

Sorghum Smart Talk, a podcast highlighting all things sorghum has been instrumental in expanding market education, and many other topics, to growers. If you have not downloaded our podcast yet, we encourage you to listen to the conversations there.

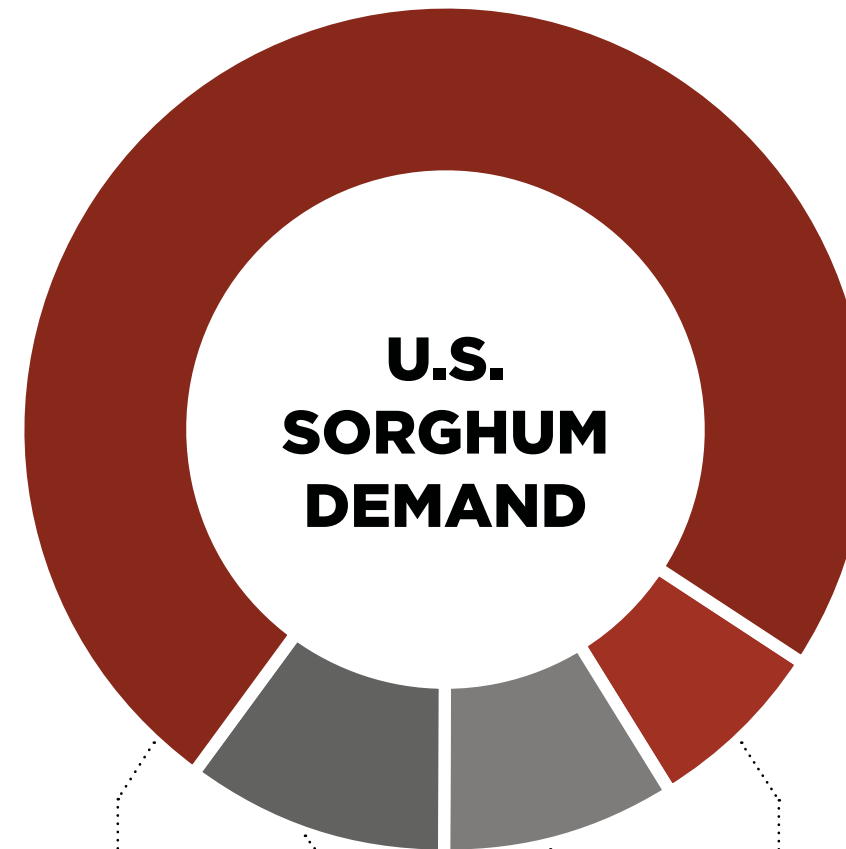
So, as I come to a close, I want each of you to think where sorghum could be tomorrow. Ask yourself, "What does our workhorse crop have in store for producers in the future?" In my lifetime, sorghum has evolved from livestock feed to biofuel and now into consumer foods. I believe this is just the beginning. The opportunities this organization has given me, my family and our farm have been numerous. As my tenure on the board draws closer to an end, I pass the gavel onto our new chairman, Kent Martin from Alva, Oklahoma. The leadership on the Sorghum Checkoffs board is strong and I see fantastic opportunities for my farm and yours in 2021. Thank you and, as always, **GO TEAM SORGHUM!**



Craig Poore

Past USCP Chairman

2020 U.S. SORGHUM AT A GLANCE



EXPORT MARKET



CONSUMER FOOD & PET FOOD



LIVESTOCK FEED



ETHANOL PRODUCTION



5.3

million acres of grain sorghum were planted in the U.S.



4.7

million acres of grain sorghum were harvested



341

million bushels of grain sorghum were produced



73

bushels per acre were harvested on average



\$3.34

farmers received an average farm price of \$3.34 per bushel

STRENGTHENING GLOBAL MARKETS



CHINA

China continues to shatter previously set export records. With China back in a big way, sorghum growers are seeing price rallies, improved basis and increased export demand. With China's commitments in the 2020's first quarter already exceeding their previous year's total exports, U.S. producers are excited to meet international demand.



VIETNAM

After much collaboration between the Sorghum Checkoff, National Sorghum Producers and the U.S. Grains Council, Vietnam has accepted USDA sorghum revisions to fumigation requirements and began issuing import permits on May 1, 2020. This is a significant potential market for U.S. sorghum and is a very positive step for grower opportunity.



KENYA

A U.S. Grains Council project funded by the USDA's Quality Samples Program has allowed for the shipment of 60 metric tons of U.S. No. 1 sorghum to be sent to Kenya. This program enables cooperators to purchase and ship U.S. commodities to a new or emerging market for trials with targeted end-users.



JAPAN TRADE MISSION

Sorghum Checkoff Board Director Shayne Suppes from Kansas promoted U.S. sorghum to the emerging Japanese market during a U.S. Grains Council Trade Mission. Japanese marketplaces are particularly interested in exploring food-grade sorghum varieties.

2019/2020 IMPORTERS OF U.S. SORGHUM

204 MBU of sorghum were exported from the U.S.

10.9 MBU Mexico was the second largest sorghum exporter

\$986 MILLION the value of sorghum exports during the 2019/2020 marketing year

2.4 MBU Ethiopia was the fourth largest sorghum exporter

154.8 MBU China was the leading exporter of U.S. sorghum

8.3 MBU Japan was the third largest sorghum exporter

1.4 MBU New Zealand was the fifth largest sorghum exporter

VIRTUAL GRAIN EXCHANGE

The 2020 Virtual Grain Exchange allowed the Sorghum Checkoff to engage with more than 1,000 conference participants. The Sorghum Checkoff partnered with the U.S. Grains Council to share information about sorghum, work

with farmers across the Sorghum Belt, film virtual tours of their operations and discuss the importance of expanding export markets. Team Sorghum hosted trade teams from Africa, Mexico and China with 31 participants.



CHINESE WEBINAR

In conjunction with the U.S. Grains Council, the Sorghum Checkoff participated in a webinar focused on U.S. sorghum for Chinese grain buyers. The council invited several entities of Team Sorghum to participate, including the

Sorghum Checkoff, Texas Sorghum and Kansas Grain Sorghum. Topics of discussion included crop updates from Texas and Kansas, market outlook, grain production, domestic supply and international demand.

A VIRTUAL EXPERIENCE

Amid the travel restrictions and event cancellations due to the COVID-19 pandemic, Team Sorghum continues to market domestic grain to international buyers. In collaboration with XR Global, Team Sorghum staff, board members and local producers, the Sorghum Checkoff compiled virtual reality videos, highlighting the 2020 sorghum crop with accompanying headsets.

PORT OF BROWNSVILLE

On Aug. 26, 2020, the Port of Brownsville's first ever sorghum shipment to China left Texas' Rio Grande Valley. Collaboration between the Sorghum Checkoff, National Sorghum Producers, U.S. Grains Council, Texas Sorghum and West Plains, LLC, made organizing this first shipment—and the three due to follow—possible.

SORGHUM. NATURE'S SUPER GRAIN.®



GRAIN PRODUCT OF THE YEAR

Mindful Awards, an independent recognition platform highlighting companies and products making sustainable marketing decisions, announced Simply Sorghum as the 2020 Mindful Awards Grain Product of the Year.



LONESTAR FAMILY FARMS

The Sorghum Checkoff assisted Lonestar Family Farms with taste testing and flavor enhancement for the company's tortilla chip product line through our network of culinary contacts. The checkoff provided suggestions regarding packaging and labeling in an effort to better represent "healthy" branding and messaging. We also connected Lonestar Family Farms with custom ingredients to enhance their product lines utilizing sprouted sorghum in their formulations.

KA-POP! SNACKS

The Sorghum Checkoff supported marketing efforts and sampled products across various avenues on behalf of KaPop Snacks. We showcased the product line with our Back To School campaign in cooperation with Creative Kitchen and Whole Foods. Team Sorghum used our network to connect KaPop Snacks and Kansas sorghum producers which strengthened the company's food-grade sorghum supply chain.



KIND CEREAL®

The checkoff collaborated with KIND® Cereal's sales group at numerous trade shows providing product samples, recommended varietal-specific considerations, proposed processing enhancements to incorporate and assisted with new product development formulations. KIND® Cereal transitioned from exclusively using sorghum in their adult snack bars to both including the grain in kid snacks and cereal formulations—this development was due to proven extruding processes utilizing sorghum for cereal flake and puff forms.

POP BITTIES

We worked with Mark Andrus, the founder of Mark's Mindful Munchies, during the product research and development phase of Pop Bitties, a healthier alternative to popped corn snacks. The Sorghum Checkoff helped develop product lines, experimented with sorghum varieties and assisted with the distribution of new product line flavors through various outlets.

MEDIA CAMPAIGNS

The Sorghum Checkoff Board approved a media campaign utilizing outside media firms to assist in a consumer outreach program. The campaign's targets health-conscious audiences with support from dietitians and nutritionists.



RIGHTRICE

The Sorghum Checkoff partnered with RightRice, a health foods brand, to promote the Simply Sorghum brand through Instagram-based influencers. Influencers offer an opportunity to reach consumers the Sorghum Checkoff typically would not have access to, leading to higher product exposure and consumer awareness.





SUSTAINABILITY

In 2020, dozens of companies need climate-related commitments to reduce greenhouse gas emissions, become carbon neutral and cut energy consumption. In addition to federal programs and non-governmental organizations, private industry is investing in grower programs centered around regenerative and sustainable farming practices. Recently, the Sorghum Checkoff has partnered with Pheasants Forever and Quail Forever, Field to Market, Sustainable Environmental Consultants and America’s Conservation Ag Movement to highlight sorghum’s sustainable and climate-friendly attributes. Sorghum is a grain that gives to farms, to families and to ecosystems—it is our job at the Sorghum Checkoff to leverage those advantages to capture added value for our growers.



**ECOSYSTEM SERVICES
MARKET CONSORTIUM**

INTENTIONALLY ENGAGED



AQUACULTURE

The Sorghum Checkoff continued to explore in 2020 the development of domestic recirculating aquaculture systems with the upper Midwest, eastern and western seaboard, in addition to international farms. Aquafeed diet formulations containing alternative and non-GMO feed ingredients, may provide U.S. sorghum producers with an additional value-added market for grain sorghum.

INTERNATIONAL PRODUCTION AND PROCESSING EXPO

Sorghum Checkoff staff attended the International Production and Processing Expo to visit with domestic and international customers about sorghum nutrition, processing, production, quality and bulk vessel or container exports. Staff provided important information about markets—aquaculture, beef, dairy, poultry, swine and pet food—with more than 32,000 attendees from 130 different countries.

SORGHUM IMPROVEMENT CONFERENCE OF NORTH AMERICA

The Sorghum Improvement Conference of North America, a conference designed to promote communication and collaboration in research and development among sorghum researchers and stakeholders, was held virtually in 2020 in accordance with its biannual schedule, sponsored by the Sorghum Checkoff. Areas of discussion included breeding and biotechnology; agronomy and technology transfer; utilization and sustainability; and entomology and pathology.

U.S. SORGHUM LEADERSHIP

SORGHUM CHECKOFF BOARD MEMBER APPOINTMENTS 2021

The Sorghum Checkoff is led by a 13-member producer board of directors. Board members are nominated by their qualified state organizations and appointed by the U.S. Secretary of Agriculture.



Klint Stewart
Columbus, NB
At-large Member



Ethan Miller
Columbia, MO
At-large Member



James Jay Haase
Eads, CO
At-large Member



Shayne Suppes
Scott City, KS
Kansas Member



Charles Ray Huddleston
Celina, TX
Texas Member



U.S. GRAINS COUNCIL BOARD OF DIRECTORS



Jim Massey
Robstown, TX
Sorghum Sector Director



Verity Ulibarri
Melrose, NM
At-large Member

2021 BOARD OFFICER POSITIONS



Kent Martin
Alva, OK
Chairman



Charles Ray Huddleston
Celina, TX
Vice Chairman



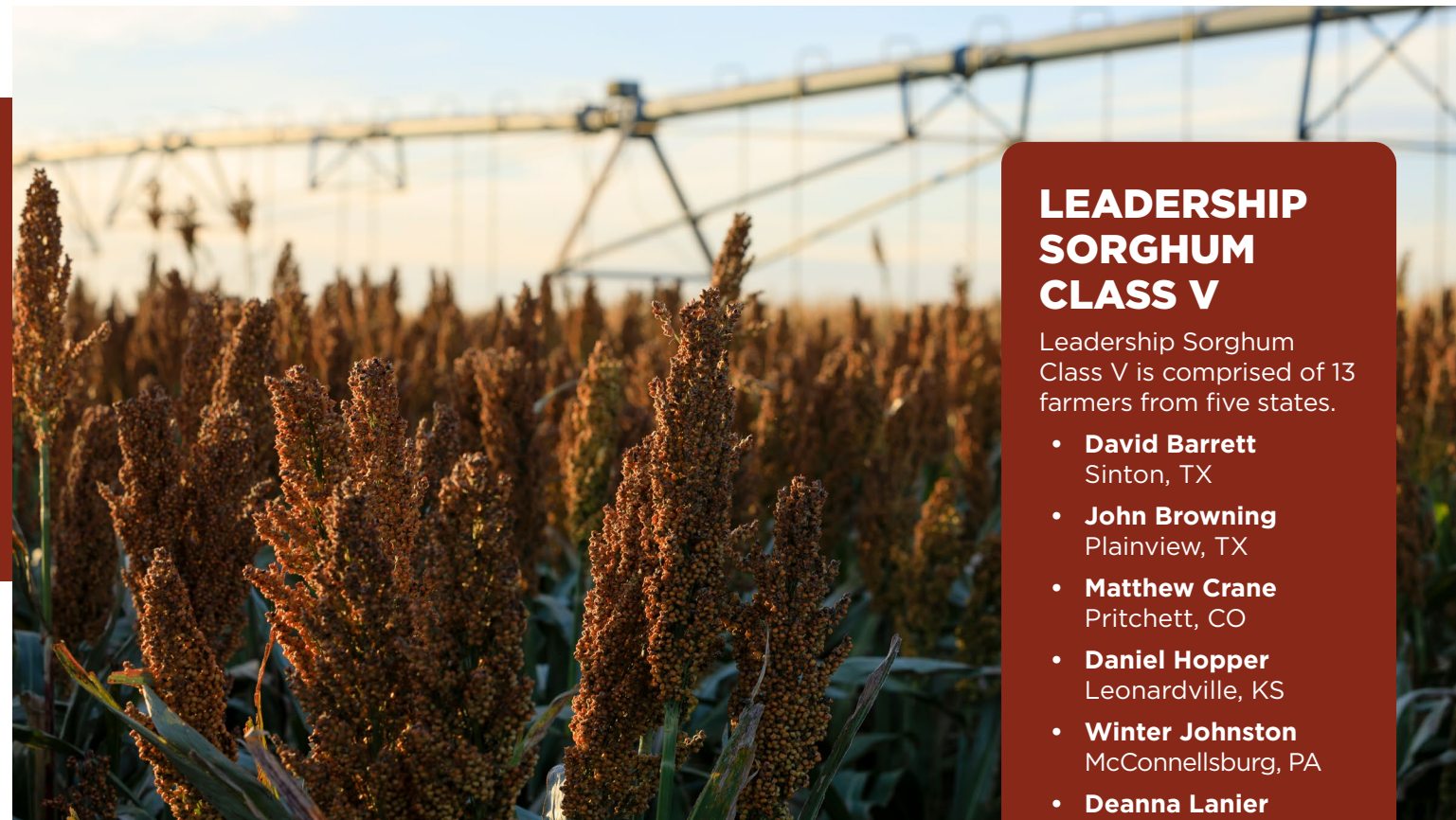
Adam Schindler
Reliance, SD
Secretary



Boyd Funk
Garden City, KS
Treasurer



Craig Poore
Alton, KS
Past Chairman



LEADERSHIP SORGHUM CLASS V

Leadership Sorghum Class V is comprised of 13 farmers from five states.

- **David Barrett**
Sinton, TX
- **John Browning**
Plainview, TX
- **Matthew Crane**
Pritchett, CO
- **Daniel Hopper**
Leonardville, KS
- **Winter Johnston**
McConnellsburg, PA
- **Deanna Lanier**
Valley Center, KS
- **Matt McCune**
Plainville, KS
- **Brant Peterson**
Johnson, KS
- **Gage Porter**
Mercer, MO
- **Dale Stoltzfus**
Schuylkill Haven, PA
- **Ciera Ware**
Ralls, TX
- **Brian Younker**
Spearville, KS
- **Kirk Zerr**
Quniter, KS

EXPANDING TEAM SORGHUM

Team Sorghum gained three new employees and promoted one staff member in 2020. Team Sorghum is working hard to reveal the potential and versatility of sorghum through increased shared value for farmers.



Norma Ritz-Johnson
Executive Director



Clint White
Communications Director

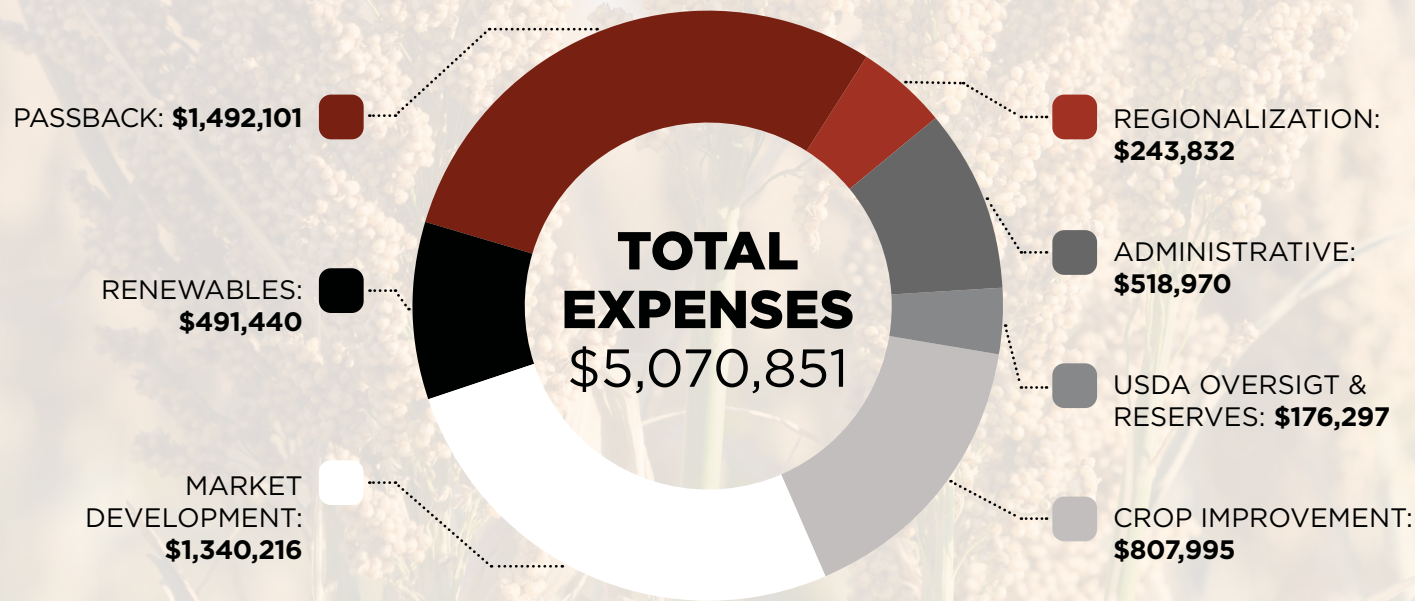
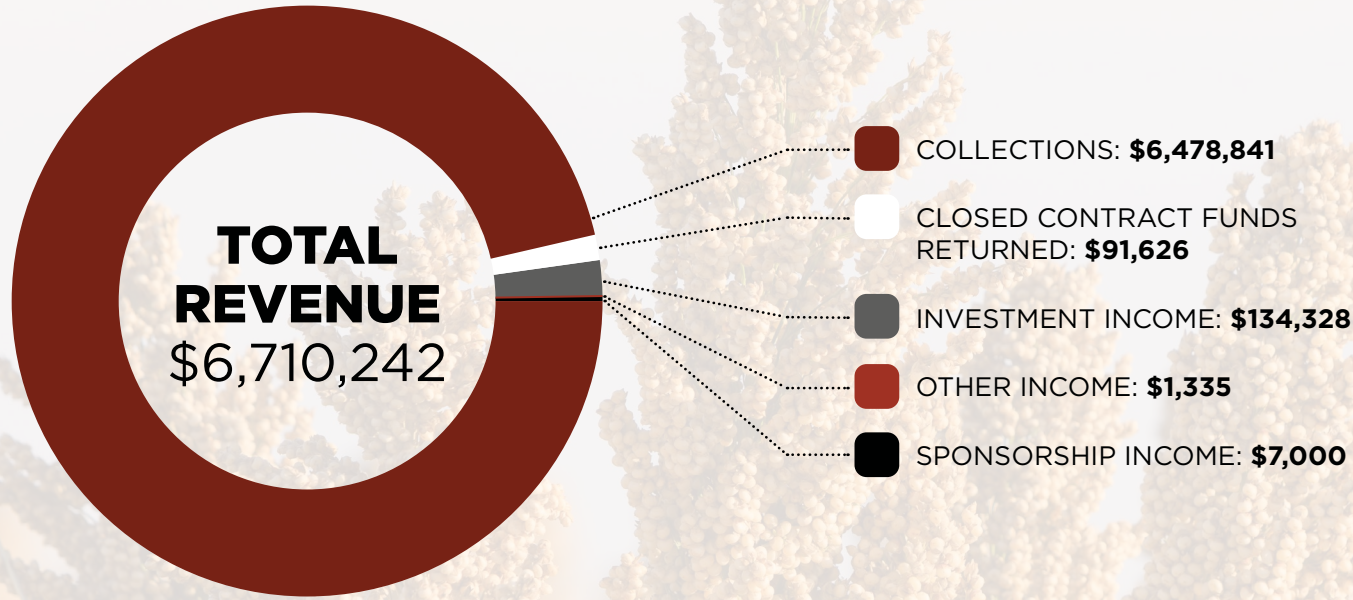


Kira Everhart-Valentin
Sustainability Director



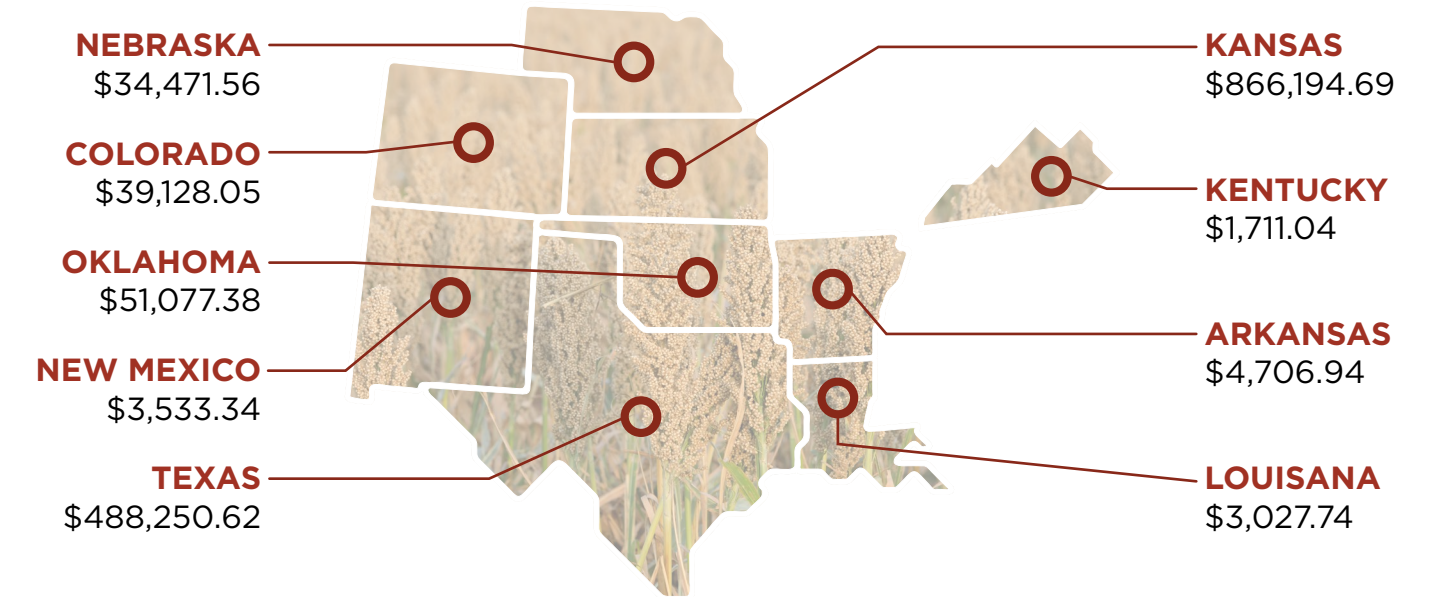
John Duff
Executive Vice President

2020 FINANCIALS



STATE PASSBACK

The Sorghum Checkoff provided 25 percent of total funds to qualified state organizations as approved through the United States Department of Agriculture Agricultural Marketing Service. These states use these funds for additional research, market development and education. These organizations work in conjunction with the Sorghum Checkoff to benefit producers.



ADMINISTRATIVE REVIEW

The Sorghum Checkoff underwent an audit in accordance with the Commodity Promotion, Research and Information Act of 1996 and Sorghum Promotion, Research and Information Order. The review is conducted every three years and ensures the organization's compliance with the act, order, bylaws and USDA-AMS guidelines. The Sorghum Checkoff was recognized to be fully accredited after a thorough review by the U.S. Department of Agriculture's Agricultural Marketing Service.



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