

THE GRAIN THAT GIVES

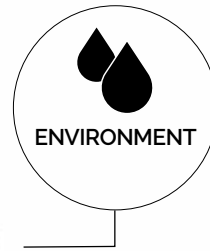
As rich in nutrition as it is good for the Earth, sorghum sustains by offering big benefits for our health, water, wildlife and our world.

BE SORGHUM-SAVVY

Learn more when you visit sorghumcheckoff.com

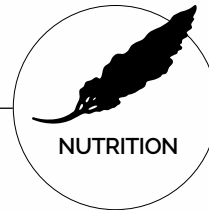


SORGHUM HELPS FIGHT HUNGER



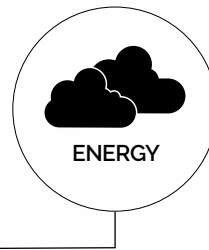
Sorghum benefits the globe from the ground up:

- Builds soil health by retaining more nutrients
- Sips and saves water with 91 percent of sorghum acres rain fed¹ and little to no additional irrigation applied
- Reduces the need for pesticides and insecticides
- Protects against soil erosion from harsh winter winds
- Removes harmful carbon from the atmosphere by storing it underground



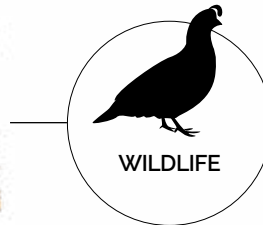
Sorghum is an ancient grain that provides today's nourishment:

- A serving of cooked whole grain sorghum is an excellent source of protein and fiber
- More antioxidants than blueberries and pomegranates
- High-energy grain



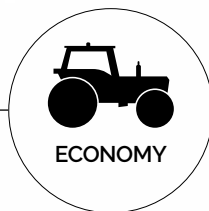
Sorghum ensures the future of fuel:

- Clean-burning ethanol for better air quality
- Earth-friendly renewable resource from marginal land
- Boosts energy security by helping to import less petroleum
- Less expensive than other plant-based ethanol sources



Sorghum helps fauna flourish:

- Habitat protects and increases wildlife populations
- Preferred food choice for quail, pheasants and deer



Sorghum makes financial sense for farmers:

- Improved yields of rotated crops
- Lower seed and other input costs
- Reduced economic risk
- 74% of sorghum acres are farmed with conservation methods²

A single cup of cooked whole grain sorghum packs 14.8 grams of protein³, plus it's a high energy grain and an excellent source of 12 vitamins and minerals. No wonder the United States relies on it for food assistance efforts around the world.

