



SORGHUM: THE
SMART
CHOICE

Export Sorghum

How will this Help You

EXPORT SORGHUM
THE SMART CHOICE FOR FEED GRAIN SOLUTIONS

- Provides information on sorghum
- Provides you with opportunities to interact with others related to sorghum
- Increases awareness of your needs
- Provides a forum for you to ask questions and facilitate conversation



Export Sorghum

Team Sorghum

- Sorghum Checkoff works to promote the sorghum industry and provide producers with opportunity.
 - Grains Council facilitates trade of corn, sorghum, barley and other agricultural items.
 - Texas Grain Sorghum Producers works to promote the sorghum industry and provide Texas producers with opportunity.
- We work together to help you meet your needs. We are here to listen, serve and help facilitate relationships.



Export Sorghum

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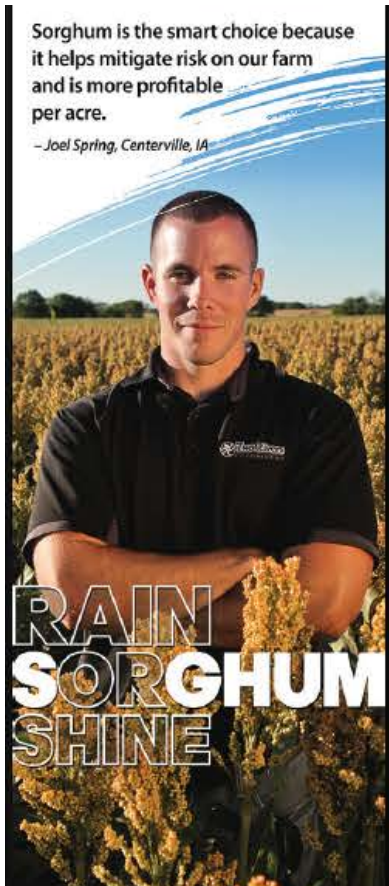


James Wuerflein
Kremlin, OK

Branding Sorghum as the Smart Choice

Sorghum is the smart choice because it helps mitigate risk on our farm and is more profitable per acre.

— Joel Spring, Centerville, IA

A man in a black polo shirt stands in a field of yellow sorghum under a blue sky with white clouds. The text "RAIN SORGHUM SHINE" is overlaid in large, bold, white letters with a black outline at the bottom.

**RAIN
SORGHUM
SHINE**

The end use for sorghum here is primarily animal feed. Ethanol has become a buyer of our crop as well.

— Adrian Coberly, Gove, KS

A man in a green polo shirt and a blue baseball cap stands in a field of brown sorghum under a blue sky with white clouds. The text "RAIN SORGHUM SHINE" is overlaid in large, bold, white letters with a black outline at the bottom.

**RAIN
SORGHUM
SHINE**

The grain sorghum we harvest goes to feed cattle or directly to the local ethanol plant. Sorghum is the best and smartest choice for my acres.

— Lance Russell, Hays, KS

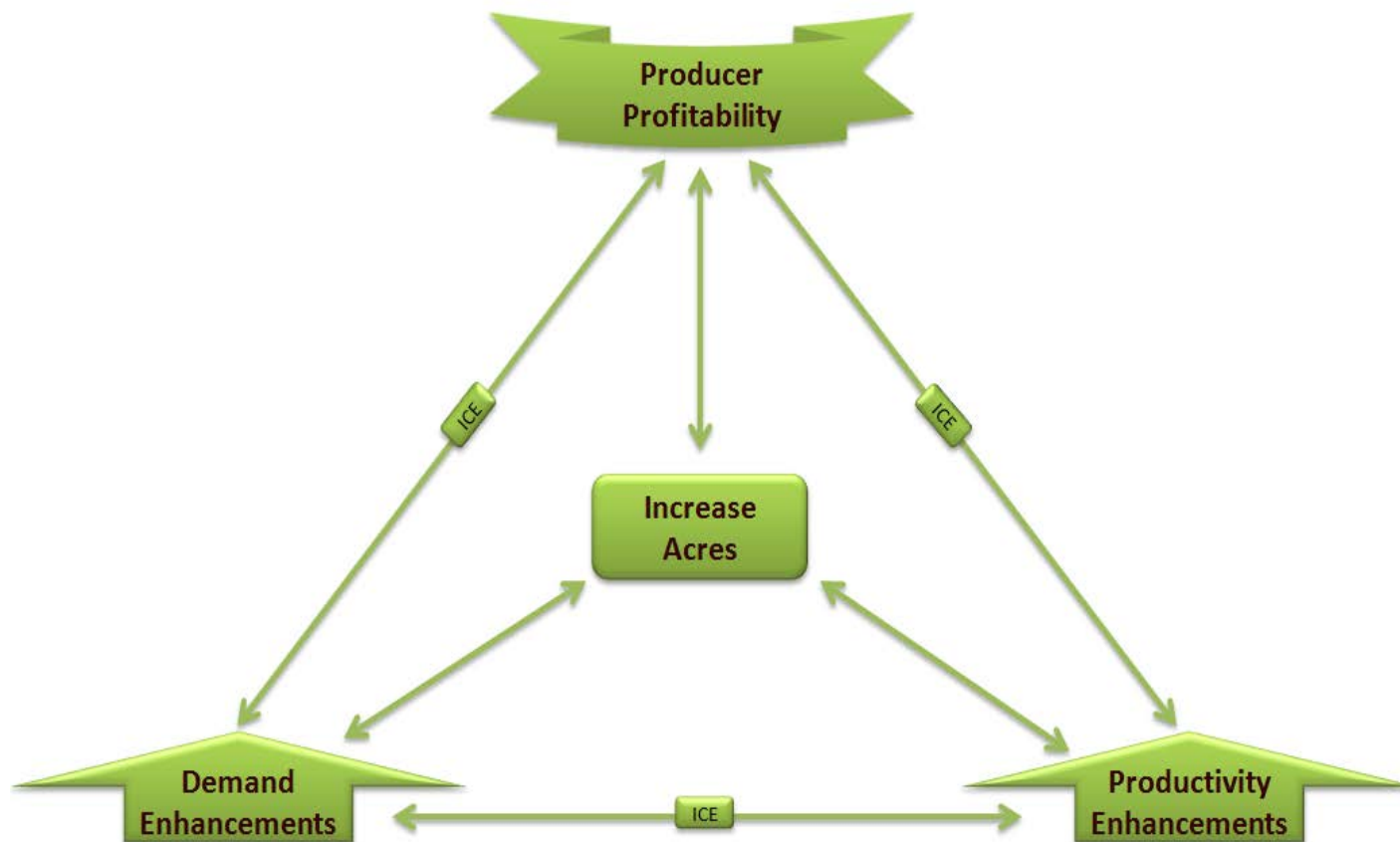
A man in a blue and white plaid shirt stands in a field of brown sorghum under a blue sky with white clouds. The text "RAIN SORGHUM SHINE" is overlaid in large, bold, white letters with a black outline at the bottom.

**RAIN
SORGHUM
SHINE**

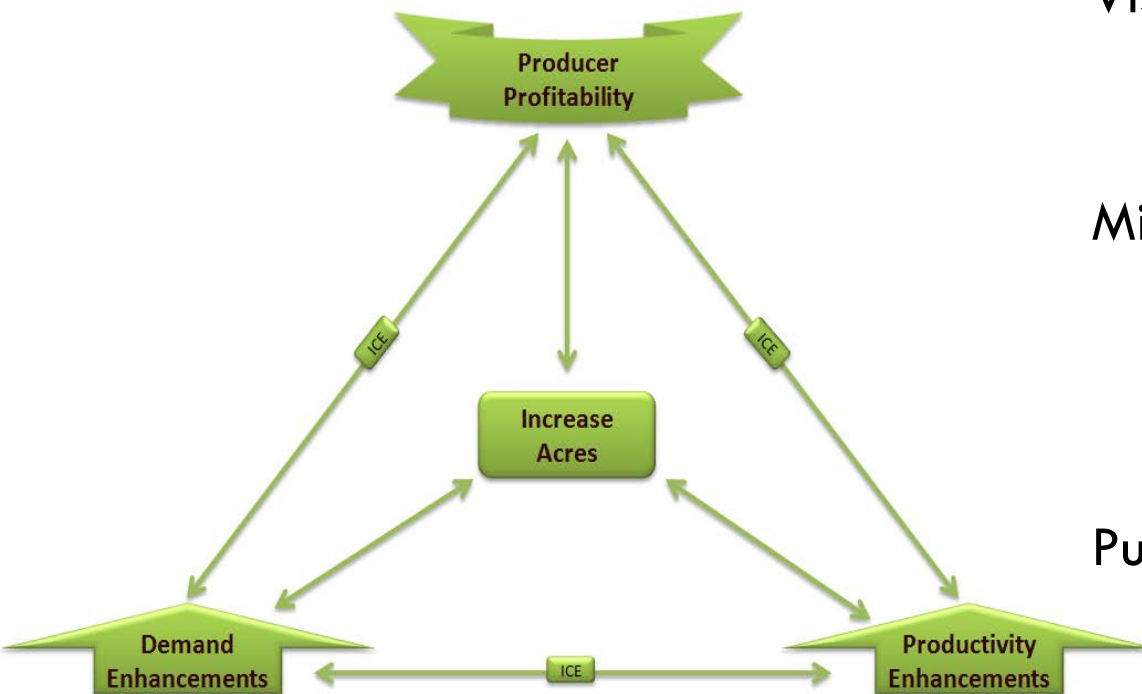
**SORGHUM: THE
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Targeted Messaging: Farmers

USCP's Strategic Approach



Sorghum Checkoff Fundamentals



Vision

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

Mission

- USCP commits to efficiently investing checkoff dollars to increase producer profitability and enhance the sorghum industry.

Purpose

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

Branding Sorghum as the Smart Choice



Targeted Messaging: High Value Markets

Producer Dollars at Work

	2009	2010	2011	2012	2013*	Totals
Revenue	\$7,448,213	\$6,604,438	\$8,764,830	\$7,167,847	\$8,096,736	\$38,082,064
Research	\$1,726,321	\$1,358,274	\$1,409,065	\$1,588,428	\$3,664,574	\$ 9,746,662
Market Development	\$ 680,718	\$ 955,147	\$1,137,621	\$1,117,897	\$1,534,588	\$ 5,425,971
ICE	\$1,102,641	\$ 927,631	\$ 599,234	\$ 936,688	\$ 649,072	\$ 4,215,266
State Passback	\$1,281,613	\$1,490,010	\$2,325,327	\$2,014,346	\$1,681,981	\$ 8,793,277

* Information not Finalized

Note: This information does not account for Administrative cost – capped at 10%, Mandatory Reserves nor USDA Oversight Fees

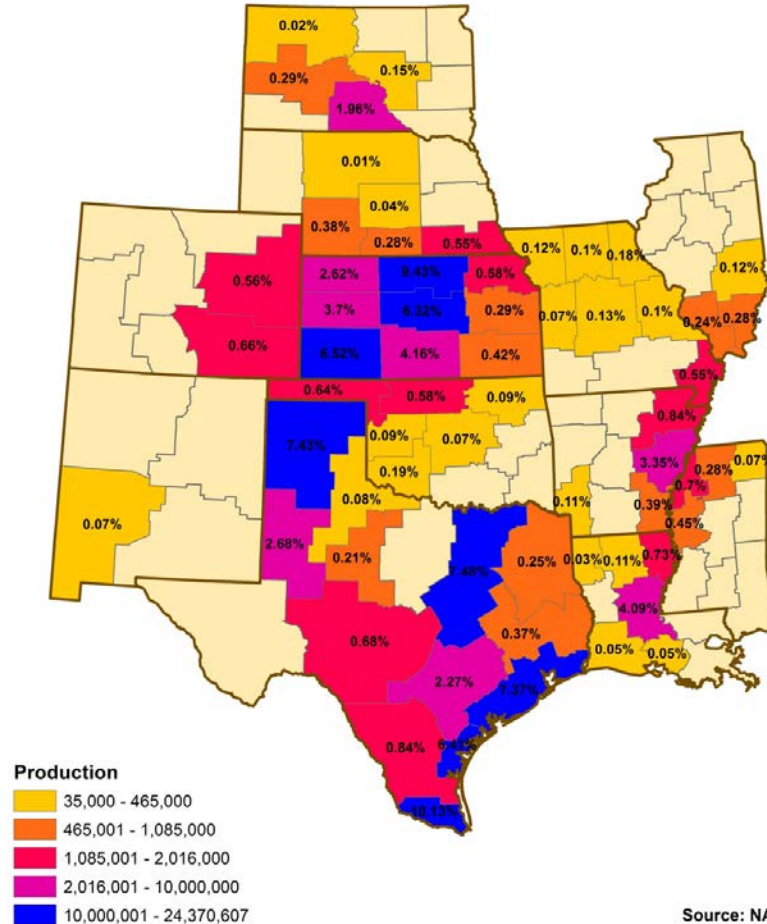


Sorghum Checkoff Budget

Noted Projects

- Chromatin (5 yr \$1 mil)
 - *Breeding population development*
- DuPont Pioneer (3 yr \$820k)
 - *Double Haploid, Stalk Lodging, Non Tillering Hybrids*
- USDA ARS (5 yr \$1.25 mil)
 - *Drought and cold tolerance*
 - *Public “grocery store” for exotic genetics*
- MMR Genetics (5 yr \$625k)
 - *150 lines of converted genetics*
- TAMU
 - *Conversion material evaluation (3 yr \$265K)*
 - *Genomic heterosis (3 yr \$375k)*

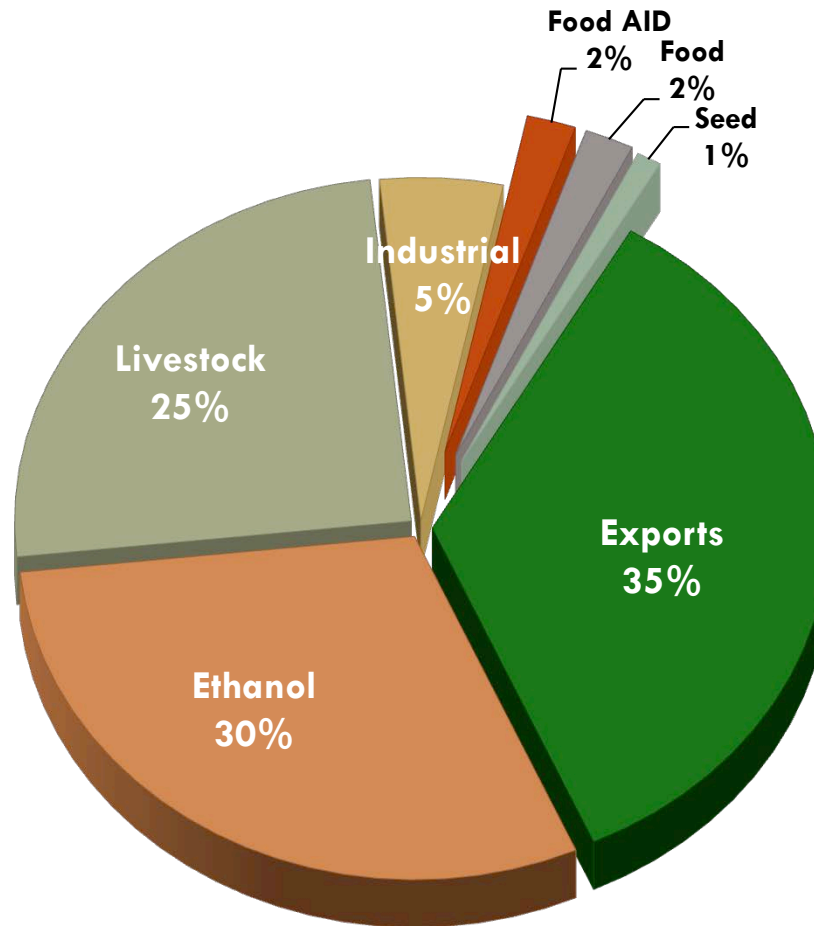
Industry Basics - Usage



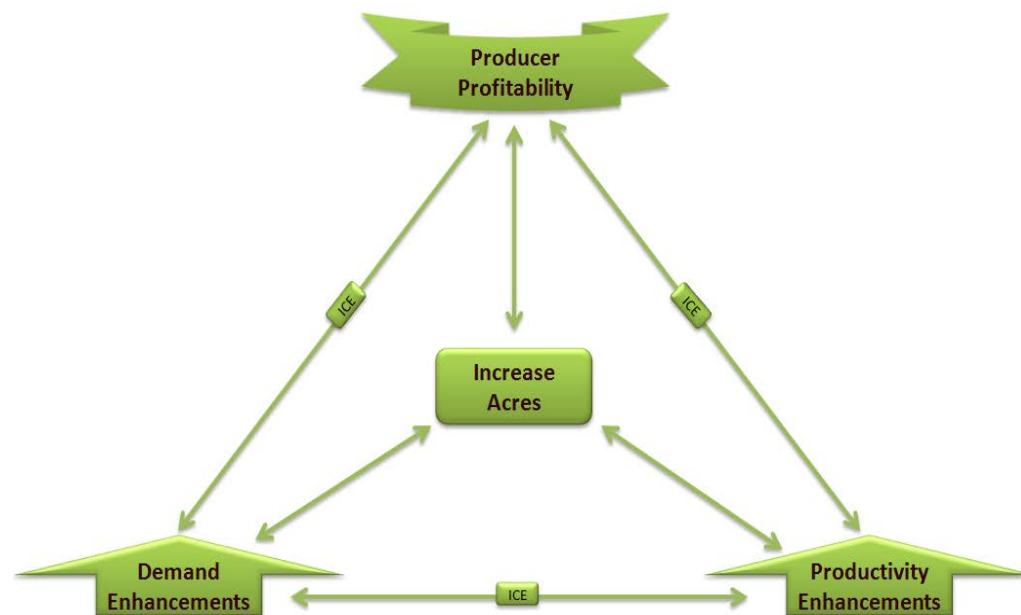
SORGHUM: THE SMART CHOICE

Major Production Areas

Industry Basics - Usage



Crop Improvement Program



- Grass and Weed Control
- Yield Developments
- Cold Tolerance Varieties
- Drought Tolerance Varieties
- Disease Resistance
- Management
- New Gene Introduction
- New Genetic Introduction
- Information Management
- Facilitation

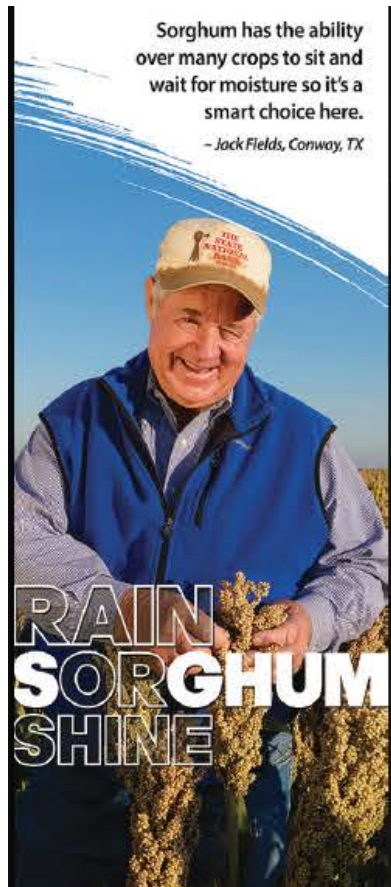
Crop Improvement: Vision for the Future

- Grow the industry
- Engage and renew private industry partners in sorghum research and development
- Work with public and private entities to develop sorghums that are competitive in today's agricultural environment



Sorghum Checkoff Program Areas

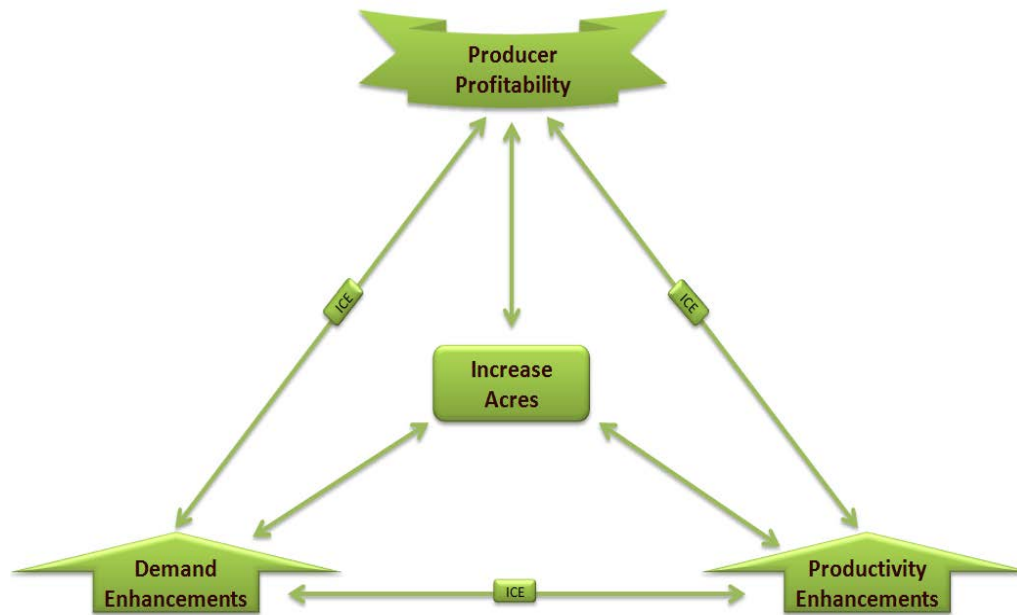
Branding Sorghum as the Smart Choice



SORGHUM: THE SMART CHOICE

Targeted Messaging: Farmers

High Value Markets Program



- Domestic Market Development
- Specific Attribute Development
- Image Development
- Food Development
- Food Aid Development
- International Development
- Livestock Nutrition
- Companion Animal Industry
- New Use Development
- Commercialization Facilitation

High Value Markets: Vision for the Future

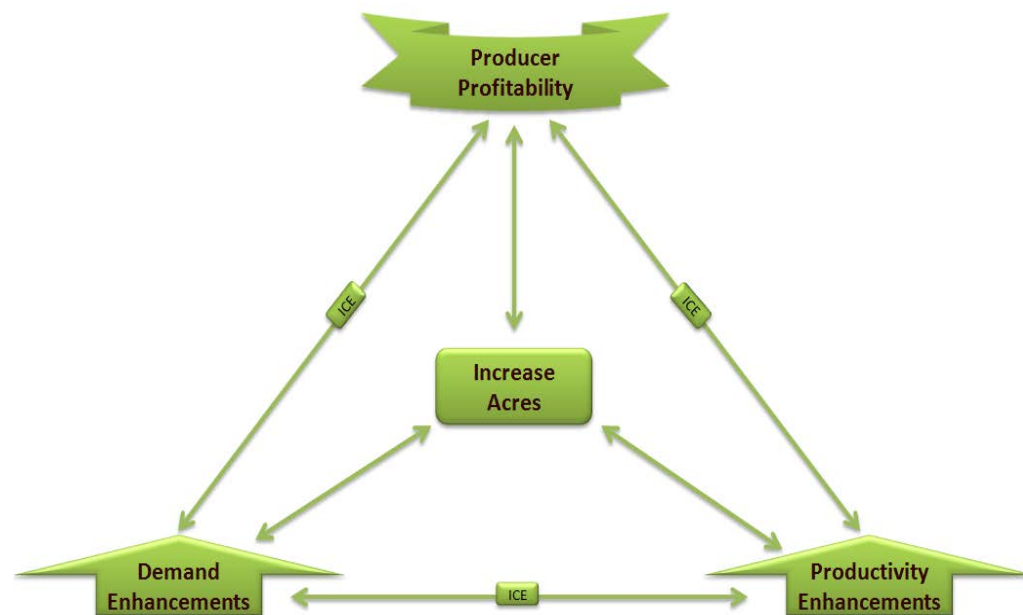
- Open new markets both domestically and internationally
 - ▣ *Expanding the regional approach that combines producer / end-user relationship to foster win-win situations*
- Work with research communities to identify attributes
 - ▣ *Establish sound principals that further enforce sorghum's ability to actively compete as a course grain in any sector*



Sorghum Checkoff Program Areas

Renewables Program

- Biofuels Enhancement
- Co-product Enhancement
- Green Chemical
- Development
- Facilitation



Renewables: Vision for the Future

- Coproduct marketing opportunities exclusive to grain sorghum ethanol producers
- Wholesale increase in grain sorghum acres surrounding ethanol plants



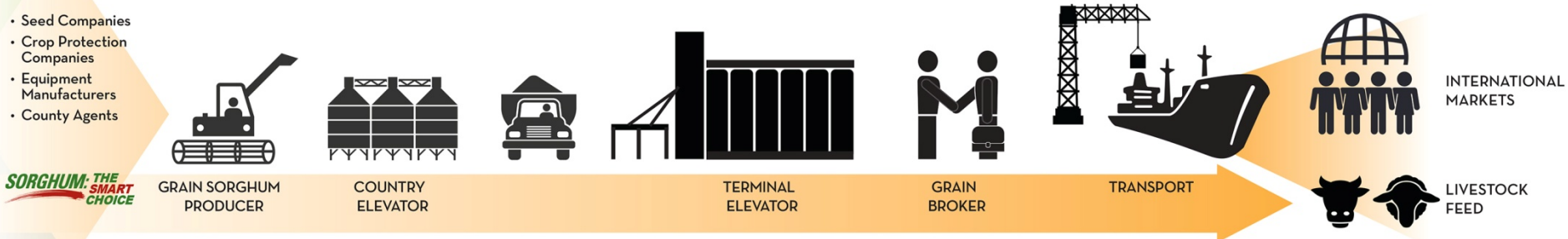
Sorghum Checkoff Program Areas

SORGHUM PRODUCTION TO MARKET

HIGH VALUE MARKETS



CROP IMPROVEMENT



RENEWABLES

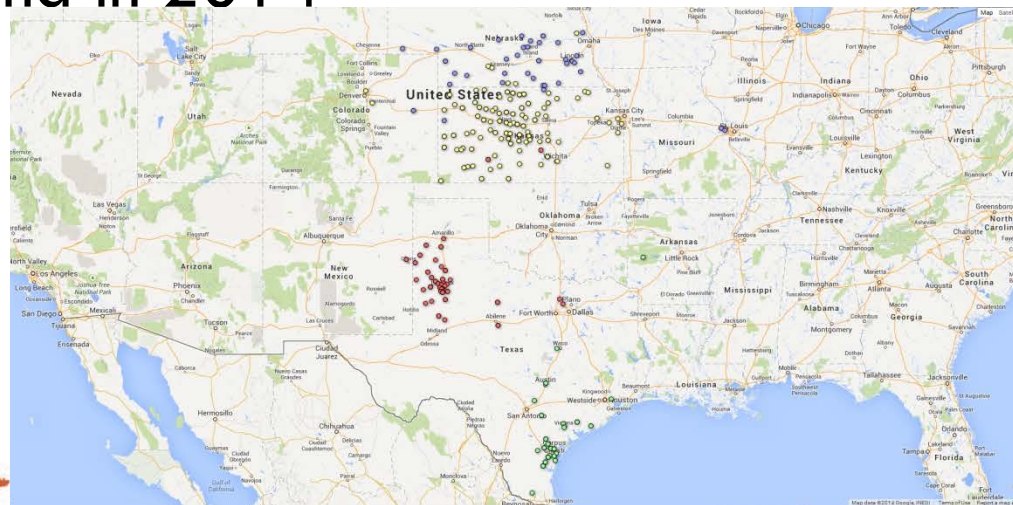


SORGHUM: THE SMART CHOICE

Building on the Brand

Sorghum U: Producer Education

- Farmer-focused educational series to help producers explore the profitability potential of grain sorghum.
- Back by popular demand in 2014
 - Levelland, Texas
 - Robstown, Texas
 - Grand Island, Neb.
 - Hays, Kansas



SORGHUM UTM

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Information, Communication and Education

Leadership Sorghum



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Developing the next generation of leaders

□ Sorghum makes Sense - WHY?

- It provides you with a cost effective nutrient rich product that works in your operation
- Fits well in least cost formulation of feed rations
- Feed acceptance
- Non GMO – no current GMO traits are present in sorghum
- Mycotoxins – Low incidence of occurrence, but possible
- Water savings, making it environmentally friendly – “more crop per drop”
- Ancient Grain / Whole Grain / Gluten Free / antioxidants

□ Sorghum makes Sense - WHY?

■ Quality and Quantity

■ Low Tannin Rates

■ USDA – Grain Inspection, Packers and Stockyards Administration (GIPSA).

- GIPSA has established provisions for grains. Sorghum along with other grains are covered under these standards.

- These standards are intended to establish procedures and methods for consistency.

■ 7mmt in 2007/2008

■ Facilities, transportation infrastructure, ports, people

□ Sorghum makes Sense - WHY?

▣ Production Potential

■ Farmers can and will produce more sorghum.

■ Send the message!

Questions?



Thank you