



Sorghum Checkoff

2021

ANNUAL
REPORT

SORGHUM  **THE
SMART
CHOICE**

OUR MISSION

The Sorghum Checkoff commits to reveal
the potential and versatility of sorghum
through increased shared value.



CONTENTS

04

STRONGER TOGETHER
BY KENT MARTIN

12

THE CUTTING EDGE
ANCIENT GRAIN

07

2021 FINANCIAL

14

SORGHUM SUSTAINS™

08

U.S. SORGHUM
LEADERSHIP

16

ADVANCEMENT
& EDUCATION

10

HIGHLIGHTS & SUCCESSES
COMMUNICATIONS

18

GLOBAL MARKETS





LETTER FROM PAST CHAIRMAN

STRONGER TOGETHER.

Looking back on 2021, it was a year that seems to have treated each person and each farming operation differently. However, the sorghum industry has remained strong. We saw variability in weather, prices and production levels. For some, the weather allowed their sorghum crop to excel, and combined with high prices, sorghum generated impressive revenue for their farm. Others, like myself, did not have favorable weather but still produced a respectable sorghum crop at great prices.

These two scenarios, ideal conditions and stressful conditions, allow for sorghum's strengths to be showcased at both ends of the spectrum. I have often called sorghum my "risk minimizing" crop, because I know it will yield in good conditions and it will outyield my other options in stressful conditions. The broad spectrum in which sorghum fits has been a focus of the Sorghum Checkoff. As a checkoff, we are responsible for inviting producers to showcase their success with sorghum in various growing conditions. We have focused on projects that will move sorghum forward in both ideal and challenging conditions.

One of our largest accomplishments has been the release of herbicide tolerant sorghum that

allows sorghum producers to control grassy annual weeds. The Sorghum Checkoff has been instrumental from the beginning of this work and continues to evaluate the herbicide tolerant programs to not only improve the programs but also help educate the producers in implementing these programs into their operations. This technology is in producer's fields now and is available for widespread acres.

Sustainability has been a popular term for all sectors of the agriculture industry. The Sorghum Checkoff has dedicated intense focus and manpower to the remarkable sustainability story of sorghum. Many of the factors that minimize risk for sorghum farmers are also a huge part of sorghum's sustainability. This has produced an exciting partnership with Pheasants Forever/Quail Forever that will better document this sustainability.

There are exciting achievements in all other areas of the Sorghum Checkoff as well. The ethanol industry and renewable fuels continue to be exciting with continued work and investment. The human food focus has gained incredible traction in recent years and continues to expand with interest from chefs incorporating sorghum into their recipes. Our communications

department plays a vital role in the production of high-quality materials and media that increase our producer education and information. They are “world-class” as the communications department and they have received impressive awards over the last year.

The Sorghum Checkoff continues to invest in leadership training. In 2021, we embarked with another class of Leadership Sorghum; This area aims to continually improve on an already fantastic program. Former Leadership Sorghum class members currently make up over 45% of the Sorghum Checkoff board as well as other leadership positions locally and nationally.

As with the end of every year, the Sorghum Checkoff board must say goodbye to some board members and welcome the new ones. Boyd Funk, Garden City, KS and Jim Massey, Robstown, TX, and Craig Poore of Alton, KS all expired their term as board members. They all exhibited wisdom

and professionalism and will certainly be missed. I would like to thank past chairman Craig Poore for the guidance he gave me during my year as chairman. We would all like to welcome the new board members: Macey Mueller, Halstead, KS, Kim Baldwin, Inman, KS, and Kevin Pshigoda of Perryton, TX.

Finally, I will end with the Sorghum Checkoff's purpose: we exist to do as a group what we cannot do individually. As sorghum farmers, we know we are stronger together. The Sorghum Checkoff strives to accomplish those goals sorghum farmers cannot do alone.



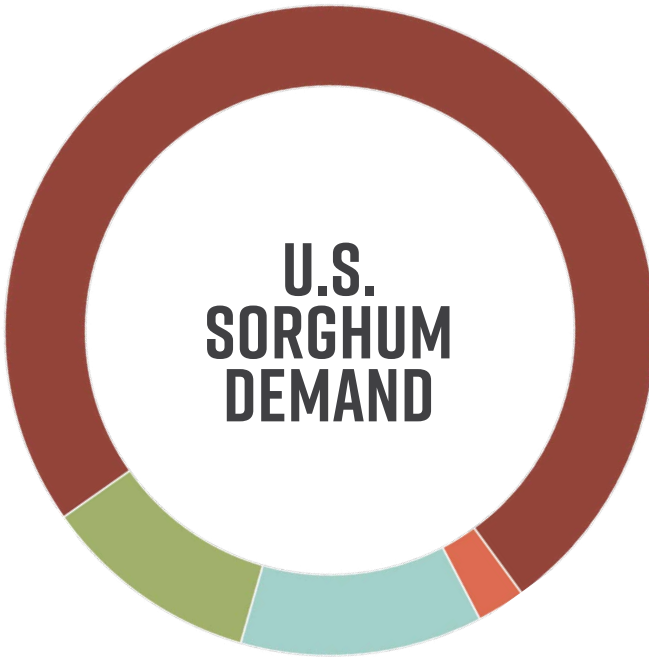
Kent L. Martin

Kent Martin
Past USCP Chairman





2021 U.S. SORGHUM



**EXPORT
MARKET**



**CONSUMER
FOOD &
PET FOOD**



**LIVESTOCK
FEED**



**ETHANOL
PRODUCTION**



7.3

million acres of grain sorghum were planted in the U.S., up 24% from previous year



6.5

million acres of grain sorghum were harvested



448

million bushels of grain sorghum were produced



69

bushels per acre were harvested on average



\$5.45

farmers received an average farm price of \$5.45 per bushel



2021

FINANCIALS

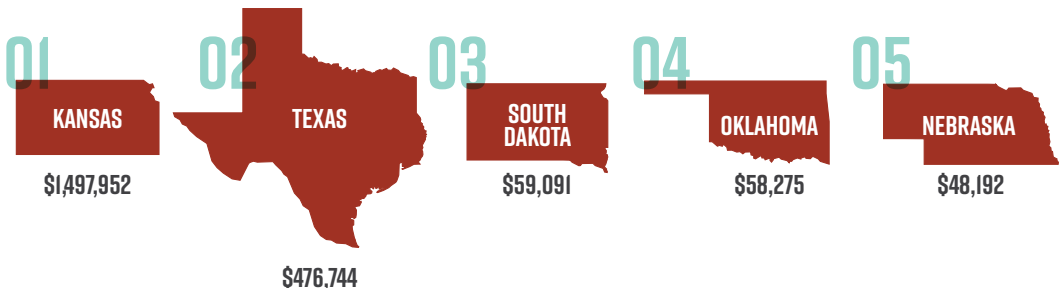


- COLLECTIONS **\$9,103,272**
- CLOSED CONTRACT FUNDS RETURNED **\$262,587**
- INVESTMENT INCOME **\$23,259**



- MARKET DEVELOPMENT **\$3,170,139**
- CROP IMPROVEMENT **\$3,150,652**
- STATE FUNDING PASSBACK **\$2,119,823**
- SUSTAINABILITY **\$1,292,856**
- ADMINISTRATIVE **\$457,278**
- REGIONALIZATION **\$440,584**
- USDA OVERSIGHT AND RESERVES **\$132,026**

STATE PASSBACK





U.S. SORGHUM LEADERSHIP

SORGHUM CHECKOFF BOARD MEMBER APPOINTMENTS 2022

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.



MACEY MUELLER
Halstead, KS
Kansas Member



KIM BALDWIN
Inman, KS
Kansas Member



KEVIN PSHIGODA
Perryton, TX
Texas Member



ADAM SCHINDLER
Reliance, SD
Vice Chairman

2022 BOARD OFFICER POSITIONS



CHARLES RAY HUDDLESTON
Celina, TX
Chairman



ADAM SCHINDLER
Reliance, SD
Vice Chairman



JEFFRY ZORTMAN
Fowler, KS
Treasurer



KENDALL HODGSON
Little River, KS
Secretary

U.S. GRAINS COUNCIL BOARD OF DIRECTORS



**U.S. GRAINS
COUNCIL**



JIM MASSEY
Robstown, TX
Sorghum Sector Director



VERITY ULIBARRI
Melrose, NM
At-large Member



TEAM SORGHUM

SORGHUM CHECKOFF STRENGTHENS MARKETING EFFORTS WITH TEAM APPROACH AND NEW STAFF ADDITION

The new marketing team includes longtime Sorghum Checkoff team members who now hold expanded roles from their previous regional marketing positions.

- Shelee Padgett, Director of Emerging Markets & Grower Leader Development
- Brent Crafton, Director of Feed Ingredient Utilization
- Zach Simon, Director of Ingredient Utilization and Pet Food

Team Sorghum gained three new employees in 2021:



LANIER DABRUZZI MS, RD, LD
Director of Food Innovations & Institutional Markets



HAILEY GILBREATH
Communications Manager



JESSI LOPEZ
Administrative Manager

LEADERSHIP SORGHUM CLASS V

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

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





COMMUNICATIONS HIGHLIGHTS & SUCCESSES

COMMUNICATIONS | DIGITAL MEDIA

- Social media platforms for **@SorghumCheckoff** channels:
 - o Facebook Fans: 2,339
 - o Twitter Followers: 2,770
 - o Instagram Followers: 1,277
- Social media platforms for **@SimplySorghum** channels:
 - o Facebook Fans: 3,224
 - o Twitter Followers: 857
 - o Instagram Followers: 1,003
- Consumer & Producer e-newsletter distributed 12 issues per year – 29.8% average open rate and 7.1% click through rate. 738 new subscribers since Nov. 2021 website launch
- Created new video content on Kansas planting showcase, harvest and sustainability
- Checkoff commissions research in consumer and CPG trends on attitudes around sustainability



THE CUTTING EDGE ANCIENT GRAIN



USCP UNVEILS NEWLY DESIGNED WEBSITE

The United Sorghum Checkoff Program unveiled their newly designed website for a one-stop shop! You can now access tools and information about sorghum faster and easier. Get your favorite recipes, nutrition facts, agronomy insights, and more all in one place!

- Development, design and launch of an all new website, streamlined to be user friendly per audience
- Over 20k page views since launch date (November)

SORGHUM IN TELEVISION SERIES YELLOWSTONE



delicious + nutritious + ingenious

Sources:
 Furlong, R., Falkstein, J., Haddix, C. Newmark, L. *Associations among Non-Family Stress Frequency Measures and Child Weight, Stature, and Psychosocial Outcomes*. *J Child Fam Stud* 2006;15(2):193-200.
 Hooley, J., Olney, J., Jones, J., Mowden, J., Jeyare, J. *Family Meal and Adolescent Emotional Well-Being: Findings from a National Study*. *J Child Fam Stud* 2007;16(1):72-80.
 Lomax, L., Lomax, C., Lee, S. A., Sankelindner, M., Koff, J. *Family Functioning and the Well-Being of Children With Chronic Conditions: A Meta-Analysis*. *J Child Psychol* 2006;145:226-235.
 Lomax, S., Sankelindner, S. *Observation of Family Functioning at mealtime: a comparison between children of children with and without newborns*. *J Infant Psychol* 2002;27(2):121-33.
 Parker, S., Pappa, M., Wagner, L., Mindes, A., Jahn, R., Brown, S. *Family functioning at mealtime: relations to adherence in young children of children with diabetes*. *J Pediatr* 2003;143(2):332-339.
 See, M., Haddix, C. *Are family meals so good for us? We think they are*. *Journal of the American Dietetic Association* 2004;104(10):146-148.

USA Pulses, the Sorghum Checkoff
and National Pork Board for
their program Powerful Pairings
2021: Helping Make Family Meals
Delicious and Nutritious!



THE CUTTING EDGE ANCIENT GRAIN

POWERFUL PAIRINGS PUNCH UP THE PLATE AND THE PALATE

In 2021, The Sorghum Checkoff joined a campaign called Powerful Pairings with USA Pulses and the National Pork Board to highlight the National Family Meals Movement. The National Family Meals Movement was launched by the Food Industry Association to encourage consumers to join the movement by pledging to share one more family breakfast, lunch or dinner at home per week. With rapidly changing consumer preferences and behaviors, key commodity groups are realizing that by working together, they have a greater chance of impacting consumer perceptions, nutrition and their producers' bottom lines.



PET FOOD MARKET OPENING DOORS FOR SORGHUM GROWERS

The premium pet food trend continues, with Mars Petcare joining in with Karma, a line of dog food made sorghum as the top ingredient.

SORGHUM'S SUSTAINABILITY TRAITS REVEAL NEW MARKET IN BETTER-FOR-YOU BEER

One of Sorghum Checkoff's goals is to break into emerging domestic markets and diversify sorghum use in existing markets. Sorghum was selected by Soonish as one of the primary ingredients because of its gluten-free and all-natural value-added traits.





SORGHUM SUSTAINS™

SORGHUM CHECKOFF JOINS SUSTAINABILITY ALLIANCES

U.S. Farmers and Ranchers in Action

The Sorghum Checkoff joined the sustainability alliance U.S. Farmers and Ranchers in Action (USFRA) to continue positioning sorghum as a key player in the sustainability space.

America's Conservation Ag Movement

The Sorghum Checkoff joined America's Conservation Ag Movement (ACAM) as its first Sustaining Level Partner. ACAM is part of Trust In Food, a purpose-driven division of Farm Journal dedicated to mainstreaming and accelerating the transition to more sustainable and regenerative agriculture practices, making every dollar invested in conservation agriculture more impactful.

SORGHUM INDUSTRY PARTNERS WITH UNIVERSITY OF CALIFORNIA TO ADVANCE SORGHUM

The Sorghum Checkoff, the University of California, Merced and the University of California Division of Agriculture and Natural Resources yesterday announced a five-year partnership to promote drought resilience in sorghum and increase demand for the cereal crop in bio fuel and bio product markets.



SCAN ME

SORGHUM STAFF AND GROWERS GET BEHIND THE CAMERA IN SUSTAINABILITY VIDEO SHOOT

USCP staff teamed up with creative agency, Middle, to bring sorghum's strong sustainability story to the forefront and highlight our message through the capture of video and images of sorghum across the High Plains and Midwest. Scan to view the sustainability video.

SORGHUM CHECKOFF NAMED NATIONAL SPONSOR BY PHEASANTS FOREVER & QUAIL FOREVER

Building upon an existing conservation and working lands partnership, Pheasants Forever and Quail Forever (PF&QF) recently announced the Sorghum Checkoff (USCP) as the organization's newest national sponsor. Promoting farm-level sustainability and profitability for sorghum growers in the Great Plains, the organizations are committed to showcasing the nexus between upland bird habitats and sorghum production, consumer perceptions, nutrition and their producers' bottom lines.

BRITTANY SMITH HIRED AS PRECISION AG & CONSERVATION SPECIALIST UNDER USCP PARTNERSHIP WITH PF&QF

In an important step forward in advancing the Sorghum Checkoff's partnership with Pheasants Forever & Quail Forever (PF&QF) around farm-level conservation and profitability, PF&QF has hired Brittany Smith as the new Precision Ag & Conservation Specialist to help expand and enhance technical support offered to growers in a key sorghum-production area in western and west-central Kansas. Smith will work one-on-one with growers, to help them identify strategic opportunities for the implementation of conservation practices in a way that contributes to the farm's environmental sustainability, while also improving the operation's profitability and bottom line.

PF&QF AND USCP UNVEIL HABITAT INCENTIVE PROGRAM FOR KANSAS SORGHUM PRODUCERS

PF&QF have partnered with the USCP to offer conservation cost-share opportunities for sorghum producers in western Kansas. The new sustainability initiative – Sorghum for B.I.R.D.S. (Building Innovative, Resilient, and Diverse agricultural Systems) – targets low performing acres by offering growers a one-time incentive payment to apply targeted conservation practices in tandem with sorghum production. The Sorghum for B.I.R.D.S. application period is now open to Kansas producers in a 15-county region.





SORGHUM ADVANCEMENT & EDUCATION

NEW HERBICIDE TOLERANT TECHNOLOGY IN SORGHUM

Three herbicide-tolerant sorghum technologies finally reach farmers.

- igrowth sorghum, marketed by Advanta
- Inzen sorghum, marketed by Corteva/Pioneer
- Double Team sorghum, marketed by S&W



RESEARCH AND EDUCATION TO FURTHER ENHANCE OPPORTUNITIES FOR SORGHUM

The Sorghum Checkoff released two requests for proposals for research and education in 2021. The first is a targeted request for full proposals in strategic areas of pet food utilization and development, sorghum physiology and sorghum protein evaluation and development. The second is a general request for pre-proposals in keeping with the organization's mission of revealing the potential and versatility of sorghum through increased shared value.

WAXY SORGHUM

The Sorghum Checkoff is currently working with seed companies and public seed developers to evaluate new, competitive waxy grain sorghum hybrids while simultaneously increasing testing of this product with end users. As always, the ultimate goal is to increase grain sorghum value for both the producer and consumer.

POULTRY FEED INGREDIENT UTILIZATION

United Sorghum Checkoff Program board of directors initiated a project in 2018 targeting sorghum as a feed for broilers and gamebirds in the southeast. The project was initially delayed as a result of the COVID-19 pandemic, but the project is now coming to a close and the Sorghum Checkoff looks forward to reviewing the final project report. According to Clemson University, preliminary data suggests modern grain sorghum types showed potential for replacing corn at complete substitution in broiler diet formulation without negatively affecting performance. New feed trial data will be used by staff to extract and develop marketing products for distribution to targeted end-users from the global poultry and feedstuffs industry.

SORGHUM CHECKOFF PROGRAM GRANTS INTERNATIONAL FARM YOUTH EXCHANGE \$13,060

Recognizing the value an international experience can have on young leaders, the United Sorghum Checkoff Program approved a grant to the IFYE Association of the USA, Inc. for \$13,060. The funding will be targeted to support a participant in the IFYE international commodity leadership program for the sorghum industry.

NEW PROMOTION AND RESEARCH PROGRAMS FUNDED

The United Sorghum Checkoff Program is generating new interest in sorghum research by awarding \$5 million in sorghum research projects. In 2021, the Sorghum Checkoff funded 17 of the 21 proposals submitted.

- University of California
- Audubon Sugar Institute
- Waxy Sorghum Testing
- Domestic Food Programs
- Herbicide Technologies Testing
- Optimum Harvest Stage
- Rice Stinkbug
- Menu Matters Research
- Microbial Treatments on Dryland
- Institutional Food Applications
- Powerful Pairings
- Sorghum in Hen Diets
- Genetics
- Sustainability (PFQF)
- Value-Added Sorghum
- Waxy Variety Trials
- cSmart



STRENGTHENING GLOBAL MARKETS

EXPORT SORGHUM BOXES REACH BUYERS

Facing the struggles of COVID-19, The United Sorghum Checkoff Program was unable to personally meet with buyers around the world. At the end of October, USCP sent out boxes with 4 samples of sorghum from 4 different growers across Texas, Kansas and Nebraska. These boxes also included fact cards with QR codes that linked to videos of the farmer themselves speaking about their sorghum crop, yields, inputs, harvest and more.



POULTRY TRIALS IN KENYA

The U.S. Grains Council (USGC) recently traveled to Kenya to oversee a project that includes feeding poultry a diet that includes sorghum. This project is intended to introduce the benefits of sorghum and how it can be useful in animal feed rations.



SORGHUM CHECKOFF PARTICIPATES IN UNITED TASTE EVENT

Sorghum Checkoff participated with the U.S. Grains Council in an event called “United Tastes”, a U.S. Department of Agriculture (USDA) project led by its Foreign Agricultural Service (FAS), held in Ho Chi Minh City. The event promotes U.S. agricultural and food products with the food industry in Vietnam, and is the first event in the country promoting the use of food sorghum.

RECORD EXPORTS CONTINUE TO 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 2022 first quarter, U.S. producers are excited to meet international demand.

TOP U.S. EXPORT CUSTOMERS IN MARKETING YEAR 2020/2021

1. CHINA | 6,789,037 MT

2. SUDAN | 70,800 MT

3. MEXICO | 60,983 MT

4. ERITREA | 60,600 MT

5. KENYA | 49,650 MT

SORGHUM HARVEST QUALITY REPORT

The U.S. Grains Council (USGC) published its 2019/2020 Sorghum Quality Report touting an average grade well above the necessary requirements for U.S. No. 1 sorghum.

Total sorghum damage came in at just 0.2 percent and broken kernel and foreign material (BNFM) was only 1.7 percent, highlighting how hard the grain is and how well it holds up during handling and storage.

44

44 countries
traded sorghum in
2020/2021; up from
25 a year before

\$2B

\$2,004,217,000 of sorghum
exports during the
2020/2021 marketing year

310

MBU of sorghum
were exported from
the U.S.

260

MBU of sorghum
were exported to
China, doubling
from last year

CORE VALUES

We focus on providing a sustainable return on investment for sorghum producers as a primary consideration.

We commit to effectively leverage producer dollars to enhance the opportunity for producer profitability by advancing demand for sorghum through research, promotion and information.

We will provide leadership and vision for the sorghum industry.

We will be transparent so our integrity is clear and recognized.

We strive to be the foremost resource of relevant and meaningful information about sorghum.

We aspire to be a catalyst for positive change that develops a dynamic sorghum industry that benefits producers.



SORGHUMCHECKOFF.COM

