

2022



Sorghum Checkoff Annual Report

OUR

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

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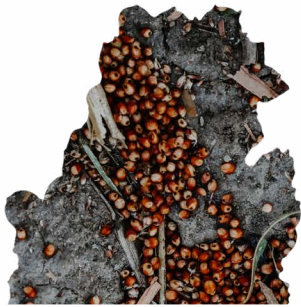
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LETTER FROM OUR PAST CHAIRMAN

2022 was a tough one. Looking back at the year, in full, farmers faced many hardships as this year brought a crippling drought that was one of the worst the U.S. has seen since the 60s. However, the sorghum industry is a force to be reckoned with and can pivot on a dime when times turn turbulent. As we persevere through, The Resource Conserving Crop™ still managed to hit milestone successes for our industry that will lead to true, lasting change.

These last twelve months have brought big wins that started with the reorganization and strengthening of marketing efforts with a team approach and new staff addition to fully capitalize on sorghum's versatility. This move equipped the Checkoff to have an active presence in a vast array of areas including the promotion of sorghum use in human food, pet food, ethanol, animal nutrition and more. This change has led to sorghum being added as an ingredient to the Food Buying Guide for Child Nutrition Programs, providing a roadmap for food service professionals to develop

menus by defining how certain foods contribute, or credit, toward federal nutrition guidelines. Sorghum can play some major ball in this game because USDA has implemented a new requirement stating that at least 80 percent of the weekly grains in school lunch and breakfast menus must be whole-grain rich. Talk about a homerun win! Another industry that is gaining just as much traction and popularity is pet food. People care about the diet of their four-legged friends and demand for high-quality ingredients is at an all time high. Sorghum as a value-added ingredient for dog and cat food is on the rise because the Resource Conserving Ingredient™ boasts a low glycemic index, is naturally gluten-free and non-GMO. With China's pet industry poised to become a \$66.1 billion market by 2023, it's no doubt that sorghum is on the cusp of incredible opportunities for the companion animal sector.

When looking at the root of it all, sorghum is an extremely resilient crop that can endure the toughest of weather conditions. Over the last



three years, the investments made for herbicide tolerant sorghum have expanded and increased significantly. We have now seen three options - igrowth[®], Double Team[™] and Inzen[™] sorghum enter the U.S. market, which have increased the grower's ability to control grass in sorghum. The Check-off took initiative to focus on producer education by creating pocket sized "Stewardship Guidelines" pamphlets to navigate and successfully utilize igrowth[®], Double Team[™] and Inzen[™] for a great crop, year after year.

The sorghum crop itself isn't the only investment that the Checkoff makes; we were proud to onboard a new class of Leadership Sorghum participants that will be immersed in a 14-month program, rife with opportunities. Class members will be exposed to various aspects of the sorghum industry in addition to personal development and networking opportunities. Through both hands-on and classroom-style learning experiences, these bright individuals will develop an understanding of how sorghum moves through the value chain, how check-offs and stakeholder organizations interact on behalf of the industry and what the future holds for sorghum.

With every exciting new beginning, comes endings. I'd like to personally thank our recently retired board member and former chairman, Kent Martin for his years of dedicated service and hard work to the Sorghum Check-off and the sorghum industry. It was an honor to fill his shoes when I was elected Chairman for 2022. His legacy will have a lasting impact and generate opportunities for sorghum farmers and the industry for years to come.

To wrap up my final thoughts, I'd like to reiterate the USCP mission & purpose: "The Sorghum Checkoff commits to reveal the potential and versatility of sorghum and we exist to do as a group what we cannot do individually." 2022 may have been one of the toughest years, but our sorghum farmers are tougher. Our crop is a catalyst for change and I have no doubt that we are on the cusp of transforming the sorghum industry for the better.



A handwritten signature in black ink that reads "Charles Ray Huddleston".

CHARLES RAY HUDDLESTON
Past USCP Chairman



2022 US SORGHUM



6.3

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



4.6

million acres of grain sorghum were harvested



40

thousand more forage acres planted than 2021



47

states planted sorghum in 2022. Kansas planted 2.9M



\$6⁸⁵

farmers received an average farm price of \$6.85 per bushel

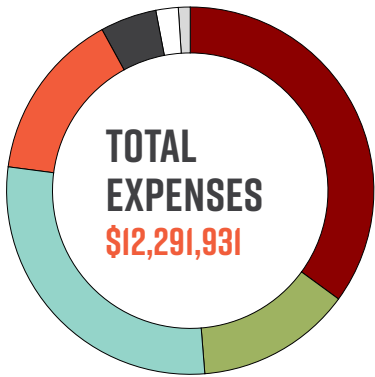
2022 FINANCIALS

Since 2008, the United Sorghum Checkoff Program has been diligently working to increase profitability and drive growth for U.S. sorghum farmers. We are committed to making a positive impact on the bottom line of the 6,000+ sorghum producers we serve.

Total Revenue

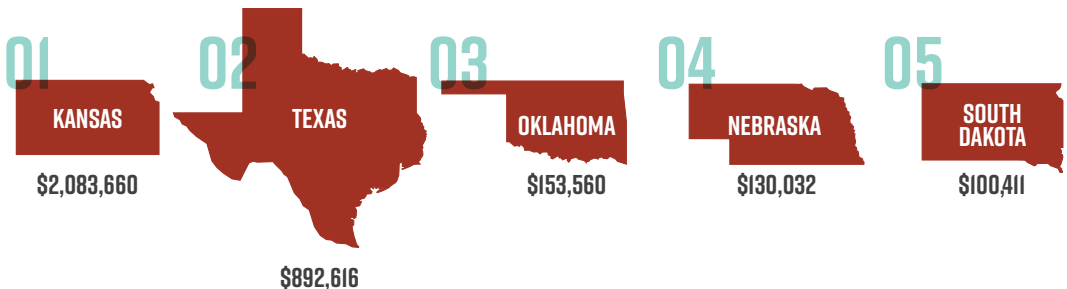
Total Collections	Closed Contract Funds Returned	Investment Income	Total Income
\$14,750,494	\$102,567	(\$43,132)	\$14,788,163

Total Expenses



- Market Development **\$4,237,135**
- Crop Improvement **\$1,655,652**
- State Funding Passback **\$3,427,112**
- Sustainability **\$1,807,543**
- Administrative **\$600,354**
- Regionalization **\$238,171**
- USDA Oversight and Reserves **\$125,964**

State Passback



OUR LEADERSHIP

Sorghum Checkoff Board Member Appointment 2023

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.



ZACK RENDEL
Miami, OK

2023 Board Officer Positions



ADAM SCHINDLER
Reliance, SD
Chairman



KENDALL HODGSON
Little River, KS
Vice Chairman



JEFFRY ZORTMAN
Fowler, KS
Treasurer



ETHAN MILLER
Columbia, MO
Secretary

U.S. Grains Council Board of Directors



U.S. GRAINS
COUNCIL



VERITY ULIBARRI
Melrose, NM
Secretary-Treasurer



JIM MASSEY
Robstown, TX
Sorghum Sector Director

The United Sorghum Checkoff Program has expanded its team with the addition of new staff members.



GARRETT MINK
Compliance Director



ADAM YORK
Sustainability Director



Leadership Sorghum Class VI

Leadership Sorghum Class VI is comprised of 15 farmers from eight states.

- **Ashley Tucker**
Enid, Oklahoma
- **Brad Brainard**
Enid, Oklahoma
- **Brad Haynes**
Hays, Kansas
- **Clint France**
Scott City, Kansas
- **David Barrett**
Sinton, Texas
- **David Hunsberger**
Mifflintown, Pennsylvania
- **Henry Martin**
Texico, New Mexico
- **Hunter Bevell**
Claude, Texas
- **Jimmy Diamond**
Akron, Colorado
- **Jeremiah Nicholson**
Dodge City, Kansas
- **Jessica Robertson**
Robstown, Texas
- **Joel Huesby**
Touchet, Washington
- **Trey Beye**
Portland, Texas
- **Nicole Johnson**
Canyon, Texas
- **Lee Dunn**
Edenton, North Carolina

OUR HIGHLIGHTS

Sorghum Announced as Newest Addition to USDA Food Buying Guide

The USDA Food Buying Guide, a widely used resource for those in the food procurement industry, welcomed sorghum as a new addition to its list of recommended ingredients in 2022. This inclusion highlights the growing recognition of sorghum as a nutritious and versatile grain, suitable for a variety of applications in institutional settings such as schools and hospitals.

The addition of sorghum to the USDA Food Buying Guide is a significant development for the grain industry and a testament to its growing popularity and relevance. The guide provides procurement information and nutritional content, making it easier for buyers to make informed decisions about the food they purchase. By increasing the awareness of sorghum in institutional settings, this inclusion is expected to drive increased usage and demand for the grain.

As we look ahead, the inclusion of sorghum in the USDA Food Buying Guide is a clear indication of the growing importance of this valuable grain in the institutional food industry. We are confident that this recognition will lead to even greater opportunities for sorghum in the years to come, as more and more buyers seek out its nutritional benefits and versatility.



Sorghum Snacks Fly High In Vietnam

The United Sorghum Checkoff Program, in collaboration with the USDA, recently introduced puffed sorghum as a snack on a Vietnam Airlines flight from Ho Chi Minh City to Hanoi. This was an opportunity to showcase the versatility and benefits of sorghum to a large audience, and highlights the continued efforts of the United Sorghum Checkoff Program to promote the crop and increase its awareness.

Sorghum Spotted!
Run to your closest Trader Joe's for this gluten-free pumpkin bread & muffin baking mix!



See the full list of Sorghum Checkoff funded projects.
Visit sorghumcheckoff.com/resources/research/

Texas Tech Taking Lead in \$1.6M Sorghum Project

The sorghum industry announce a major project led by Texas Tech University, with a budget of 1.6 million dollars, aimed at advancing the production and utilization of sorghum. This project demonstrates sorghum's nutrition and adaptability for human and animal consumption.

The project led by Texas Tech University will focus on improving production and utilization methods for sorghum, with the goal of enhancing its competitiveness in the market. This project represents a significant investment in the future of the sorghum industry, and is a clear demonstration of the growing importance of this Resource Conserving Crop™.

As we look ahead, the 1.6 million dollar project led by Texas Tech University serves as a testament to the growing recognition of sorghum as a nutritious and versatile grain, with a bright future in both human and animal consumption. We are confident that this project will lead to further advancements in the production and utilization of sorghum, driving increased demand and growth for the industry in the years to come.

USCP Strengthens Market Presence in China with Promotion Efforts

The United Sorghum Checkoff Program, in partnership with the U.S. Grains Council, is promoting sorghum and to inform customers and build demand in China. The promotion efforts aim to increase the visibility of sorghum as a high-quality and versatile ingredient, while also supporting the growth of the industry. The United Sorghum Checkoff Program is dedicated to expanding the use of sorghum through market development initiatives and strategic partnerships, and this effort in China is a continuation of its commitment.

USCP Leads Efforts to Promote Sorghum in Vietnam with U.S. Grains Council Delegation

The United Sorghum Checkoff Program was a part of a delegation organized by the U.S. Grains Council, showcasing the benefits of sorghum to key purchasers in Vietnam. The delegation aimed to promote the use of sorghum and increase demand for the crop in the Vietnamese market. The delegation's efforts highlight the continued commitment of the United Sorghum Checkoff Program to promoting and expanding the use of sorghum through market development initiatives.

USCP Leads Sorghum Feeding Trial in Kenya, Generating Increased Interest in U.S. Sorghum

The United Sorghum Checkoff Program has been a part of a successful sorghum feeding trial in Kenya, which has generated interest in U.S. sorghum. The trial was designed to showcase the benefits of sorghum as a high-quality and nutritious feed ingredient, and it has been successful in raising awareness about the crop among key stakeholders in Kenya. This achievement highlights the United Sorghum Checkoff Program's commitment to promoting the use of sorghum through research, education, and market development initiatives, both domestically and internationally.

Sorghum Harvest Quality Report

The US Grains Council (USGC) 2021/2022 Sorghum Quality Report shows that for the third year in a row, sorghum in the United States has been graded above the necessary requirements for U.S. No.1, with an 8% increase in protein content. The report also highlights the hardness of the grain and the absence of tannins, which can interfere with nutrient absorption in livestock. The report provides unbiased and accurate information about the 2021 US sorghum crop to international customers and interested parties.

Overall, the report provides valuable insights into the high-quality and hardy sorghum produced in the US and its potential use as animal feed.

USCP Hosts Commodity Classic Learning Session

The "Finding The 'Sweet Spot'" session, co-hosted by conservation organizations at the 2022 Commodity Classic in New Orleans, explored the connection between precision agriculture and conservation. An expert panel discussed how precision agriculture can increase profitability and build healthy farming landscapes. The session highlighted the Sorghum Checkoff's "Sorghum for B.I.R.D.S." Program and Cotton Incorporated's, "More Quail Per Bail" Program. Watch the full session at youtube.com/watch?v=5ClbxHKuGNw.



Sorghum Spotted!

Gerber® Lil' Crunchies® features whole grain sorghum as the main ingredient to provide growing bodies with the nutrients they need to thrive!



Sorghum Sustains Video Series.

This project involves creating a series of five short videos about sorghum's role in sustainability, featuring interviews with growers and technical experts. The goal is to educate and raise awareness among sorghum growers, consumers and policymakers about sustainability issues, while showcasing sorghum's contributions to sustainable farming. The videos will cover topics such as water conservation, soil health, cover cropping and sorghum as a food ingredient. The focus is on providing a human-interest perspective and highlighting the industry's commitment to best practices.

Scan QR code to watch the "What is Sustainability" video.

Texas Precision Ag & Conservation Specialist Now Assisting Panhandle Producers

The United Sorghum Checkoff Program announced the appointment of a Texas precision agriculture and conservation specialist to assist producers in the Panhandle region. The specialist will provide technical assistance to farmers in the area, helping them to incorporate precision agriculture techniques into their operations. The goal of this support is to help farmers increase efficiency and profitability while also protecting and conserving the natural resources in their region. The appointment of this specialist demonstrates the United Sorghum Checkoff Program's commitment to supporting the sorghum industry and promoting sustainable agriculture practices.

ESMC and USCP Launch Project for Sorghum Farmers to Create Ecosystem Services Credits

The Ecosystem Services Market Consortium (ESMC) and the United Sorghum Checkoff Program (USCP) launched a project to support sorghum farmers in creating ecosystem services credits. The project aims to help farmers generate credits by implementing conservation practices on their land, and then sell those credits to businesses and organizations looking to offset their environmental impact. The goal of the project is to provide an additional income stream for sorghum farmers and incentivize the conservation of important ecosystem services like soil and water quality. The project is a collaborative effort between the USCP and the Eastern Sustainable Agriculture Working Group to support the sustainability of the sorghum industry.

UN Includes Sorghum in the 2023 'International Year of the Millet'

The United Nations has designated 2023 as the International Year of Millets, and has included sorghum in this initiative. Millets are a group of small-seeded cereal crops that are important food staples in many parts of the world. Sorghum is a type of millet that is widely grown and consumed globally, including in the United States. The International Year of Millets is aimed at raising awareness of the importance of these crops and promoting their wider use as a nutritious and sustainable food source.

The inclusion of sorghum in this initiative is seen as a positive development for the grain, as it is expected to increase its visibility and promote its use as a nutritious and sustainable food option.

The United Nations' designation of 2023 as the International Year of Millets is an important step in promoting the wider use of these crops, including sorghum, as a sustainable and nutritious food source. By raising awareness and promoting the benefits of these crops, the initiative aims to ensure that they continue to play a vital role in feeding the world's growing population.



Celebrating 15 Years of Innovation for Sorghum Producers

The United Sorghum Checkoff will mark its 15th anniversary in July 2023, celebrating its efforts to promote and expand the use of sorghum in the United States. Over the past 15 years, the organization has made significant contributions to the sorghum industry through research, education and market development initiatives. The United Sorghum Checkoff's investments have been critical to the success of the sorghum industry, and the organization is committed to continuing its work on behalf of sorghum producers. The United Sorghum Checkoff will continue to focus on increasing demand for sorghum through strategic partnerships, marketing campaigns, and technical assistance programs, while also supporting the development of new and innovative uses for the crop.

To view more Sorghum Checkoff wins and throughout the years, visit sorghumcheckoff.com



SORGHUM

	SORGHUM	CORN	WHEAT	OAT	RICE	QUINOA
PROTEIN	29.68%	5.55%	15.98%	11.88%	5.65%	12.32%
FIBER	33.51%	6.07%	21.58%	14.20%	5.00%	14.00%
PHOSPHORUS	32.38%	6.05%	18.65%	14.41%	0.89%	17.02%
ZINC	21.25%	3.55%	23.41%	21.27%	5.21%	13.87%
THIAMIN	38.72%	10.97%	11.08%	14.82%	2.33%	12.88%
RIBOFLAVIN	10.32%	3.58%	2.22%	2.86%	1.03%	11.84%
NIACIN	32.28%	9.40%	20.82%	3.28%	2.53%	9.60%
VITAMIN B6	35.68%	4.65%	5.70%	0.68%	2.14%	10.22%
SELENIUM	31.05%	0.92%	81.20%	22.97%	14.23%	7.12%
COPPER	44.07%	5.1%	32.20%	19.24%	7.82%	28.86%
IRON	26.18%	2.85%	18.68%	11.20%	1.08%	11.58%
MAGNESIUM	55.00%	7.8%	16.00%	15.04%	1.86%	21.33%
MANGANESE	87.53%	6.02%	62.69%	59.00%	15.94%	38.40%

EXCELLENT SOURCE (20%+ Daily Value)
GOOD SOURCE (10-19% Daily Value)

SORGHUM

THE RESOURCE CONSERVING INGREDIENT™

Get to Know Sorghum.
Sorghum is a non-GMO cereal grain with low environmental impact that enhances animal feeds.

Learn more about why sorghum is the smart choice for animal agriculture.

Animal Food Advertising

Sorghum Checks All The Boxes



USGC's Export Exchange



Sorghum Advocate Develops Recipe, Highlighting the Protein Packed Grain

THE RESOURCE CONSERVING INGREDIENT™

Get to Know Sorghum.
A non-GMO cereal grain with low environmental impact that enhances pet foods.

Learn more about why sorghum is a superfood for modern pet food?

Pet Food Advertising

SORGHUM

Sorghum Goes to School

A new superhero grain has arrived in US schools. (from US farms)

Sorghum Foundation School Toolkit
School Foodservice Guide

School Foodservice Guide

SORGHUM CHECKOFF

STEWARDSHIP GUIDELINES

Prevent the Development of Grass Weed Resistance to iGrowth™, Double Team™ and Inzen™ Sorghum Technologies

SorghumCheckoff.com

Stewardship Guidelines

OUR 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

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