



SORGHUM CHECKOFF STRATEGIC PILLARS

PREMIUM

Solutions for Sorghum
Logistics

Deploy Direct Markets

PRODUCTION

Technology Driven
Growth

Empower Producers for
Profitability

PERCEPTION

Drive Awareness of
Sorghum's Value

Bridge the Value Chain

STRATEGIC GOALS

EMPOWER PRODUCERS FOR PROFITABILITY: Maximize potential for added producer profitability by stewarding U.S. sorghum producers to be informed about sustainable practices and solutions for production challenges.

SOLUTIONS FOR SORGHUM LOGISTICS: Identify transportation and logistical challenges and apply innovative approaches to improve the infrastructure dynamics of the sorghum market in a way that benefits sorghum producers and delivers customers preferred qualities and quantities.

DRIVE AWARENESS OF SORGHUM'S VALUE: Increase value recognition of U.S. sorghum by all customers and communicate its role as a solution in farming systems for producers.

TECHNOLOGY DRIVEN GROWTH: Improve productivity by identifying and championing new technologies through research, education and shared expertise.

DEPLOY DIRECT MARKETS: Develop a mechanism for U.S. sorghum producers that fosters the knowledge necessary to capture the potential value of marketing directly between buyers and sellers and equip producers with information about market opportunities and risk management tools and practices.

BRIDGE THE VALUE CHAIN: Create and lead an industry-wide structure to engage communication between value-chain segments to facilitate timely and credible information, building opportunities and trust.

MISSION

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

PURPOSE

Sorghum producers benefit from an innovative and competitive industry.

VISION

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

HISTORY

The United Sorghum Checkoff Program (USCP) was established under the Commodity Promotion, Research and Information Act of 1996 to promote and inform about sorghum, benefiting U.S. producers and consumers. The Agricultural Marketing Service published the final Sorghum Promotion, Research and Information Order on May 6, 2008, which became effective the next day. Assessments began on July 1, 2008.

All sorghum producers pay an assessment: 0.6% of the net market value for grain sorghum and 0.35% for sorghum forage, silage, hay, haylage, and billets. First purchasers collect and remit these fees, and imports are also assessed.

The Sorghum Promotion, Research and Information Board, also known as the Sorghum Checkoff board, comprises 13 sorghum producers: five from the largest production state, three from the second largest, one from the third largest, and four at-large national positions.

USCP and state organizations use producer funds under USDA guidelines and oversight, undergoing audits to ensure compliance with the Act, Order, and USDA requirements. They partner with public, private, and governmental organizations to maximize effectiveness, aiming to support U.S. sorghum producers.

Since its inception, the board has developed strategic plans to address industry needs and drive change. The latest plan was adopted in December 2018, and the board continues to adjust it to enhance producer value.

CORE VALUES

Core values shape and energize the efforts of USCP. The Sorghum Checkoff commits to ensure that:



Return on investment for sorghum producers is our primary consideration.



We commit to effectively leverage producer dollars to enhance 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.