



***SORGHUM CHECKOFF
ANNUAL REPORT***

MISSION, VISION & PURPOSE

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

Vision: Sorghum producers benefit from an innovative and competitive industry.

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

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Reflecting on my time as Past Chairman of the United Sorghum Checkoff Program in 2024, I'm filled with immense pride in our industry's resilience and the remarkable progress we've made. Despite facing another tough year shaped by widespread drought, the resilience of our sorghum farmers and industry partners shone through at every turn. The tenacity and dedication I witnessed remind me of why sorghum continues to thrive, even under challenging conditions.

A particular highlight of this past year was welcoming Leadership Sorghum Class VII. These emerging leaders represent our future, bringing fresh perspectives, cutting-edge ideas, and an unwavering commitment to advancing the sorghum industry. Their passion and innovative mindset will undoubtedly strengthen our ability to adapt to shifting markets, champion sustainability

and cultivate the next generation of sorghum advocates.

Despite the difficult growing season, we saw encouraging progress in global market expansion. The Checkoff's work in opening new markets—especially in India—demonstrates the importance of diversifying our international buyers. We remain steadfast in building relationships around the world, ensuring we can weather market fluctuations and offer sorghum's benefits to an ever-expanding audience. By broadening our customer base, we bolster both economic opportunities for producers and food security for communities abroad.

This year's successes wouldn't have been possible without our ongoing commitment to growth and innovation. From research initiatives aimed at improving yield and drought resilience to new marketing strategies showcasing sorghum's versatility, we continue to tap into the incredible potential

of this crop. These advancements enable us to not only adapt to current challenges but also anticipate future needs—fostering sustainable growth that benefits farmers, consumers and the environment alike.

As we look to the road ahead, we remain grounded in our mission: to strengthen the sorghum industry through effective partnerships, strategic investments, and a forward-looking vision. Our unwavering focus on research, market development and producer outreach will help us stay competitive in a rapidly evolving agricultural landscape. By continuing to embrace innovative ideas and cultivating strong global connections, I have no doubt we will further elevate sorghum's standing as a staple crop and a cornerstone of sustainability.

In closing, I extend my deepest gratitude to our Board, staff and all those who support the United Sorghum Checkoff

Program. Your tireless efforts, perseverance and shared commitment to excellence have steered us through challenges and propelled us toward new horizons. I am confident that sorghum's future is bright, and I look forward to witnessing the industry's continued growth in the years to come.



KENDALL HODGSON
Past USCP Chairman



LETTER FROM OUR PAST CHAIRMAN

2024 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
\$8,829,534

Closed Contract Funds Returned
\$462,437

Investment Income
\$984,197

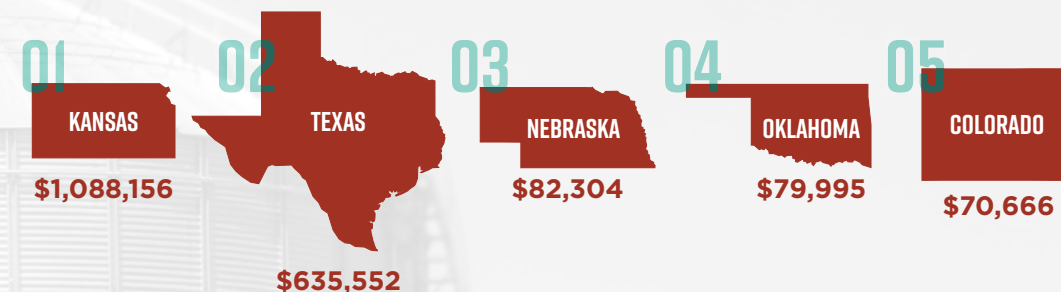
Total Income
\$10,359,762

Total Expenses



- Market Development **\$3,925,745**
- Crop Improvement **\$4,493,206**
- State Funding Passback **\$1,980,320**
- Sustainability **\$1,133,221**
- Administrative **\$503,435**
- USDA Oversight and Reserves **\$147,449**
- Total Expenses **\$12,183,376**

State Passback



U.S. Production



6.3
million acres of grain sorghum were planted in the U.S.



5.6
million acres of grain sorghum were harvested

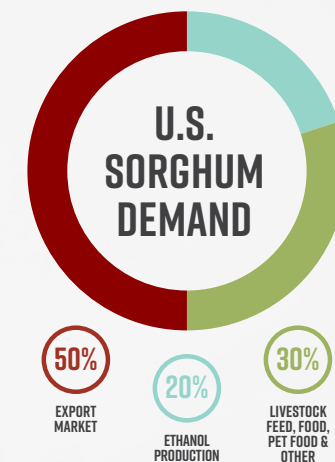


48
states planted sorghum in 2024



\$4²⁵
farmers received an average farm price of \$4.25 per bushel

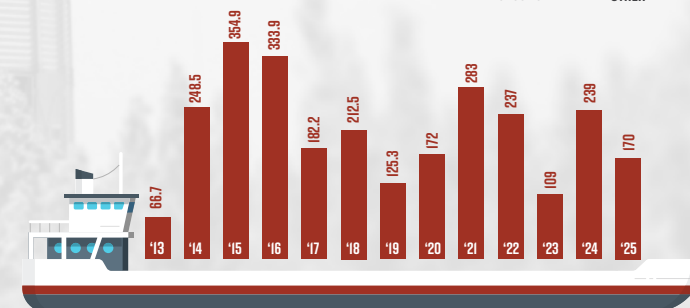
Markets



Exports

TOP U.S. EXPORT CUSTOMERS IN MARKETING YEAR 2023/2024

- China | 5,765,545 MT
- Eritrea | 98,551 MT
- Japan | 45,561 MT
- Mexico | 5,041 MT



Source: USDA ERS Feed Grains Database - Feed Grains: Yearbook

OUR LEADERSHIP

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.

2025 Board Officer Positions



ETHAN MILLER
Columbia, MO
Chairman



KIM BALDWIN
McPherson, KS
Vice Chairwoman



DAVID K. SCHEMM
Sharon Springs, KS
Treasurer



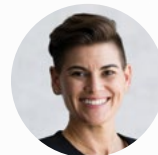
ZACK RENDEL
Miami, OK
Secretary

2025 Newly Appointed Board Member



DALE STOLTZFUS
Schuylkill Haven, PA
At-Large

U.S. Grains Council Board of Directors



VERITY ULIBARRI
Melrose, NM
Chairwoman



ADAM SCHINDLER
Reliance, SD
Sorghum Sector Director



Leadership Sorghum Class VII

Leadership Sorghum Class VII is comprised of 17 farmers from eight states.

- **Nicholas Bridgeforth**
Tanner, AL
- **Dylan J. Moyer**
Irvington, IL
- **Jared Stegman**
Dodge City, KS
- **Lesley Schmidt**
Spearville, KS
- **Sydney Bacon**
Salina, KS
- **Weston Schmidt**
Syracuse, KS
- **Bryan Thomas**
St. Charles, MO
- **Camden Liska**
Verdigre, NE
- **Brian Null**
Hobart, OK
- **Kyle Supplee**
Thompstontown, PA
- **David Gunter**
Lexington, SC
- **Carson Polasek**
Tynan, TX
- **Daniel Sell**
Booker, TX
- **Heath Heinrich**
Slaton, TX
- **Matthew Bartek**
La Grange, TX
- **Reagan Ivey**
Robstown, TX
- **Will Braack**
Hereford, TX

2024 HIGH- LIGHTS

Sorghum Joins WIC National Food Package, Expanding Nutrition Access for Children

Throughout 2024, the Sorghum Checkoff celebrated a major milestone with the inclusion of sorghum in the WIC national food package. This expanded offering opened new avenues for providing women, infants and children with a nutritious, cost-effective and versatile food option.

By joining the WIC program, sorghum underscored its role as a valuable contributor to public health and food security. The Sorghum Checkoff remained committed to supporting this breakthrough through continued research, education and partnerships, ensuring sorghum's benefits reach families in need across the nation.

Sorghum Checkoff Celebrates Addition of New Sorghum Forms to USDA's FoodData Central

The Sorghum Checkoff marked another significant achievement in 2024 with the addition of new sorghum forms to the USDA's FoodData Central, as highlighted in the press release "Sorghum Checkoff Celebrates Addition of New Sorghum Forms to USDA's FoodData Central." This recognition by the USDA not only broadened the database's nutritional scope but also underscored sorghum's versatility in the marketplace.

By expanding the types of sorghum included in FoodData Central, the Sorghum Checkoff further enhanced consumer awareness of sorghum's nutritional benefits, helping producers tap into growing demand for healthier, more sustainable grain options. This milestone served as a testament to the organization's dedication to promoting sorghum's value, while supporting the broader agriculture industry's efforts to diversify and strengthen the U.S. food supply.



Sorghum Checkoff Welcomes Chase Obenchain as Corporate Chef Consultant

The Sorghum Checkoff introduced Chef Chase Obenchain as its first Corporate Chef Consultant in January, bringing a wealth of culinary expertise and a passion for sorghum to the organization's initiatives. Originally from North Carolina and a distinguished graduate of the Culinary Institute of America, Obenchain has honed his skills through pivotal roles at leading Consumer Packaged Goods and ingredient companies. Notably, he served as Innovation Chef at Campbell's Soup Company® and later as a Corporate Chef Consultant on the foodservice team at Dole Packaged Foods®.

Obenchain's background in Baking, Pastry and Culinary Science uniquely positions him to highlight sorghum's versatility and nutritional benefits for consumers and culinary professionals alike. His fresh perspective will help the Sorghum Checkoff develop innovative recipes, menus and programs that underscore sorghum's value as a good-for-you grain. More information, including new recipes and nutrition details, can be found at SorghumCheckoff.com/consumers.

Explore Fresh Recipes and Creative Ways to Enjoy Sorghum

Scan the QR code below to discover our favorite recipes and tasty, unique ideas for incorporating sorghum grain into your family meals.



Sorghum Checkoff Unveiled 5-Year Strategic Plan

The Sorghum Checkoff introduced its updated 5-Year Strategic Plan, approved at the December 2023 Annual Meeting. Guided by producer leadership, this plan focuses on three core pillars—Premium, Production and Perception—to streamline sorghum logistics, integrate cutting-edge technology and enhance awareness of sorghum’s value. Newly elected Chairman Kendall Hodgson noted that this framework underscores the Sorghum Checkoff’s commitment to sustainable agriculture and food security.

Each pillar addresses key industry challenges and opportunities: Premium initiatives target direct market deployment to improve distribution, Production strategies emphasize technology-driven growth to boost profitability, and Perception efforts aim to strengthen the sorghum value chain and highlight the crop’s diverse applications. Overall, these objectives empower producers, develop innovative logistics solutions and raise awareness of U.S. sorghum’s benefits, ensuring a resilient and thriving sorghum industry in the years ahead.

New Web Pages Showcased Sorghum Checkoff’s Sustainable Future

Throughout 2024, the Sorghum Checkoff championed innovation in sorghum production, focusing on efficient resource use, expanded markets and ongoing research collaborations. As part of these efforts, it introduced newly designed web pages that brought its vision for a sustainable future to life, building on the momentum showcased in the press release “Sorghum Checkoff’s Vision for a Sustainable Future Comes to Life with Newly Designed Web Pages.”

The updated online platform enhanced the organization’s ability to share best practices, highlight cutting-edge research and connect producers with vital tools for profitability and environmental stewardship. By elevating its digital presence, the Sorghum Checkoff ensured that its commitment to sustainability, innovation and producer success reached broader audiences, helping drive ongoing progress in the sorghum industry.



Scan to learn
more about The
Grain That Gives®

U.S. Soybeans and Sorghum as Key Partners in Poultry Nutrition Webinar

On June 19, 2024, the Sorghum Checkoff teamed up with the U.S. Soybean Export Council Americas Team to host the webinar “U.S. Soybeans and Sorghum as Key Partners in Poultry Nutrition.” Presented in Spanish with live English translation, the event attracted more than 110 participants from 11 countries, offering insights on how U.S. sorghum can effectively complement U.S. soy in poultry diets.

This collaborative effort featured international experts who discussed sorghum’s value as a sustainable energy source and functional feed ingredient. Sorghum Checkoff Director of Feed Ingredient Utilization Brent Crafton noted the webinar’s positive reception underscored the importance of fostering global market relationships. A recording is available at SorghumCheckoff.com, and additional information on sorghum in animal nutrition can be found at SorghumCheckoff.com/industry/livestock-feed.

Sorghum Checkoff Scores Top Honors at Prestigious Industry Events

Last year, the Sorghum Checkoff earned top honors at two prestigious industry events for its innovative communications. In April, Clint White accepted first place at the Best of NAMA awards, recognizing our consumer-focused advertising campaign—a testament to our creativity and strategic approach. Shortly afterward, Team Sorghum Communications garnered multiple first-place accolades at the Agricultural Media Summit for efforts including a docu-series, a special event booth and our 15th anniversary logo. These achievements underscore our commitment to advancing sorghum’s value for farmers and consumers alike.



Sorghum Checkoff Directors Help Expand U.S. Sorghum Market in China

The Sorghum Checkoff teamed up with the U.S. Grains Council (USGC) for a promotional mission to China in June, capitalizing on growing demand for sorghum—particularly as the primary ingredient in baijiu, the nation’s popular distilled spirit. Representatives, including board director Macy Mueller and Past Chairman Adam Schindler, met with local officials, import companies and the U.S. Agricultural Trade Office to present findings from a Jiangnan University study showcasing U.S. sorghum’s quality.

During the 4th Annual U.S.-China Agriculture Roundtable in Shandong Province, Schindler highlighted the sustainability of U.S. agriculture, while the USGC signed a memorandum of understanding to strengthen future export opportunities.

Sorghum Checkoff Embarks on Two Trade Missions to India

In January 2024, the Sorghum Checkoff participated in two separate exploratory missions

to India to expand market opportunities for U.S. sorghum. The first mission, held Jan. 13–20 and funded primarily by the Sorghum Checkoff, focused on meeting with stakeholders across six cities to explore avenues for human consumption, feed use, starch extraction and ethanol production. U.S. sorghum’s non-GMO status garnered particular interest in a market where demand for non-GM products is high, despite a 50% tariff on U.S. sorghum and pending Pest Risk Assessments.

The second mission, the U.S. Grains Council’s annual Joint Officers’ Mission, took place Jan. 12–17. Alongside National Sorghum Producers, the Sorghum Checkoff engaged with feed manufacturers, poultry integrators and oil refiners to align strategies for addressing India’s growing need for reliable, sustainable feed grains. Discussions also covered India’s E20 ethanol policy and upcoming sustainable aviation fuel mandates. Both missions underscored the potential for U.S. sorghum to meet India’s rising demand for low-carbon solutions, setting the stage for future trade development and collaborative programs.

2023/24 U.S. Sorghum Crop Graded At No. 1 Certification For Fifth Year In A Row

Throughout 2024, the Sorghum Checkoff celebrated a remarkable achievement with the 2023-24 U.S. sorghum crop receiving No. 1 certification for the fifth consecutive year, as highlighted in the press release “2023-24 U.S. Sorghum Crop Graded at No. 1 Certification for Fifth Year in a Row.” This continued recognition underscored the consistent quality and market value of U.S. sorghum, reflecting the dedication of producers, researchers and partners across the supply chain.

The Sorghum Checkoff remained committed to supporting the practices and innovations that helped secure this top-tier certification. By investing in research, education and strategic collaborations, the organization bolstered producers’ efforts to maintain the highest standards, ensuring that U.S. sorghum continued to excel both domestically and internationally.



**Scan to view the
Sorghum Harvest
Quality Report**

USGC Elects Former Sorghum Checkoff Chair Verity Ulibarri as New Board Chairwoman

A notable highlight for the Sorghum Checkoff in 2024 was the election of Verity Ulibarri, former Sorghum Checkoff chairwoman, to serve as the new board chairwoman of the U.S. Grains Council. As detailed in the press release “USGC Elects Former Sorghum Checkoff Chair Verity Ulibarri as New Board Chairwoman,” her appointment underscored her commitment to advancing global market opportunities for sorghum and other grains while elevating the profile of U.S. producers abroad.

During her tenure with the Sorghum Checkoff, Ulibarri championed initiatives to boost sorghum’s profitability, sustainability and global reach, laying the groundwork for future industry growth. In her new position, she continued to foster pivotal connections between producers, researchers and stakeholders worldwide, reflecting the Sorghum Checkoff’s dedication to broadening the industry’s influence and ensuring long-term success.



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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