

SORGHUM
Nature's Super Grain

Discover THE
Delightful
Versatility
OF Sorghum

SORGHUM IN CONSUMER PACKAGED GOODS

Who is currently buying sorghum?

- Current data shows that about 65% of Americans know about sorghum in some form.
- Baby Boomers have experience with sorghum as a sweetener in its syrup form, while Gen-Z most commonly knows sorghum flour for its applications in gluten-free baking.
- Sorghum is highly recognizable with consumers looking to support American grown products.
- Popped sorghum was found to be a popular form for younger generations and saw a high retention and repurchase rate.



What is sorghum as it pertains to packaged goods?

- Sorghum is a delicious and nutrient-rich grain that is as good for the planet as it is for consumers.
- With higher protein and fiber content than most other grains and an excellent source of 10 other vitamins and minerals, sorghum is a great choice for companies looking for flavor, functionality and nutrition.
- Sorghum is an American grown grain. By including sorghum in your portfolio, you're not just creating delicious and nutritious meals, but you're supporting American farmers and growers.
- Sorghum is The Resource Conserving Crop®, requiring 36% less water than comparable grains. Sorghum captures carbon from the atmosphere and stores it in the soil, contributing to a healthier growing environment.
- Sorghum is the versatile grain in the market! In cooking, it can replace applications of rice, corn, wheat, quinoa or any other grains.



What types of companies can benefit from using sorghum?

- Any and all companies can find delicious and nutritious applications for sorghum.
- Sorghum is a versatile, easy-to-cook, delicious and nutritious grain that comes in a wide variety of forms.
- Sorghum's versatility and mild flavor allow operators to use it anywhere they currently use other grains and flours.
- Perfect for extruded products, breadings, baked goods, whole grain applications, as a sweetener, or even popped; sorghum is sure to have a form and function to enhance the flavor and nutrient profile of your products.
- For manufacturers that use retort cookers, sorghum is a preferred grain because its robust grain structure maintains shape and texture through processing, unlike other comparable grains.
- For baking facilities, sorghum flour is a versatile and functional gluten-free flour that can be employed in a wide variety of baked goods or serve perfectly as the foundation for a dry baking mix.
- Sorghum's high starch content makes it perfect for extrusion and application for cereal, snacks including toddler and baby puffs.
- In cereal applications, sorghum can function perfectly as a flake, puff or bran. Functioning effectively in both hot and cold cereal formats: sorghum can create a new and more nutritious alternative to traditional oatmeal. Due to the grain's unique structure, sorghum can also keep your cereals crispier longer in comparison to traditional rice, wheat or corn-based cereals.
- Sorghum cooks, freezes and re-heats with minimal changes due to its sensory attributes, making it a perfect option for frozen meals or breading on a fried product.



The Cutting-Edge Ancient Grain.

As consumer demand for versatile, nutritious and sustainable grains rises, sorghum checks all the boxes.

	Sorghum	Corn	Wheat	Oat	Rice	Quinoa
Protein	✓		✓	✓		✓
Fiber	✓		✓	✓		✓
Phosphorus	✓		✓	✓		✓
Zinc	✓		✓	✓		✓
Thiamin	✓	✓	✓	✓		✓
Riboflavin	✓					✓
Niacin	✓		✓			
Vitamin B6	✓					✓
Selenium	✓		✓	✓	✓	
Copper	✓		✓	✓		✓
Iron	✓		✓	✓		✓
Magnesium	✓		✓	✓		✓
Manganese	✓		✓	✓	✓	✓

✓ Excellent Source ✓ Good Source

All values based on USDA nutrient data. <https://fdc.nal.usda.gov/index.html>

Why should CPGs use sorghum?

- Throughout processing, sorghum is extremely robust, making it a great option for retort cooking. Whole grain sorghum stays intact and retains structure and sensory appeal better than other grains in high-heat and pressure cooking.
- When compared to other grains, sorghum's nutrient density stands in a league of its own.
- Whole grain sorghum is considered an excellent source of protein, fiber, vitamin B6 and 9 other vitamins and minerals.
- Sorghum is good for the planet!
 - 91% of sorghum fields are exclusively watered by rainfall, resulting in 1.8 trillion gallons of irrigation water savings per year.
 - Sorghum fields provide much-needed habitat for vulnerable game bird species including quail and pheasants.
 - As a regenerative crop, sorghum reduces wind erosion while retaining and reintroducing key nutrients and moisture back to the soil after harvest.
 - Sorghum grown with reduced tillage helps capture carbon from the atmosphere and store it in the soil, improving soil health and sustainability wherever it is grown!
 - Not only is sorghum great on our plates and bowls, but it's great for the health of our country and our planet.
- Sorghum appeals to a wide range of modern consumers looking to shop in alignment with their values. Sorghum checks all of the boxes for what consumers want, including nutrition, sustainability, non-GMO, American-grown, reflective of global foodways, fiber-rich, plant-based protein, free from top-9 allergens and antioxidant-rich.

How can sorghum be used in product development?

With a wide array of forms and processing options, there is sure to be a sorghum form that can help you enhance product quality and nutrition.

Grain:

- Sorghum grain is available in whole grain or pearled grain formats, each lending themselves seamlessly to different applications.
- Whole Grain Sorghum: A versatile and delicious whole grain perfect for replacing rice, quinoa and other whole grains as a better-for-you alternative. Perfect for soups, stews and grain bowls.
- Pearled Grain Sorghum: Created by removing the hull of the whole grain, pearled sorghum is quicker to cook than whole grain sorghum, while providing a more tender texture. Pearled sorghum is great for risotto, pilafs and salads.
- Pre-cooked sorghum is available in shelf-stable and IQF forms for simple heat/thaw and serve applications.

Flour:

- Whole Grain Flour: A versatile, nutrient-rich and functional whole grain flour. One of the distinct differentiators for whole grain sorghum flour is its nutty flavor, which can accent and create delicious new flavor profiles for your baked goods, sauces and soups.
- Pearled Grain Flour: A neutral and functional gluten-free flour that can fit in perfectly in any traditional flour application. Think of pearled sorghum flour as your new AP Flour!
- Sorghum flour blends are available for different applications including frying, baking and thickening.

Popped:

- Tiny but mighty, popped sorghum has all the nutrient benefits of its unpopped counterpart. Its size and nutritional profile make it a fun alternative to popcorn. However, popped sorghum will not get stuck in your teeth.
- With simple seasoning, it is a perfect snack or ingredient in trail mixes, granola bars and snack mixes.

Syrup:

- Sorghum Syrup: The boiled juice from pressed sweet sorghum stalks is a mild alternative to traditional molasses or a vegan alternative to honey with its own distinct and delicious flavor.
- Perfect for baked goods, glazing vegetables and proteins, or limitless potential in beverage application.

Packaged Goods:

- From cereals to baked goods and puffed snacks for adults and children alike, chances are you've had sorghum before without even knowing it. With more consumers finding out about the great flavor, versatility and global impact of sorghum, you can look forward to a future with more delicious and nutritious sorghum products available to serve your customers.





How can I start using sorghum in my operation now?

It's the most versatile grain on the market with applications as a grain, flour, popped or syrup. The limits for sorghum only end with your imagination, but here are a few places to start!

- **Breakfast:** Waffles, Pancakes, Biscuits & Gravy
- **Lunch:** Burrito Bowls, Grain Salads, Sorghum Chili
- **Dinner:** Sorghum Risotto, Gluten-Free Pizza, Glazed Root Vegetables
- **Dessert:** Brownies, Carrot Cake, Banana Bread
- **Beverage:** Sorghum Sweet Tea, Sorghum Old Fashioned, Roasted Sorghum Green Tea

Sorghum Food Service Products & Suppliers

Are you looking for a supplier for your bulk sorghum needs? Scan the QR code to get started using sorghum in your kitchen.





Gluten-Free Sorghum All Purpose Flour Blend

This AP Sorghum Flour is a versatile, gluten-free blend ideal for CPG manufacturers seeking a high-quality, neutral-flavored flour with excellent functionality. Rich in protein, fiber and antioxidants, it enhances texture, stability and nutrition in baked goods, snacks and alternative grain products.

Servings: 12 cups

Ingredients:

8 cups pearly sorghum flour

4 cups corn starch

2 teaspoons xanthan gum

Instructions:

1. Combine the pearly sorghum flour, corn starch and xanthan gum in a medium-sized bowl and whisk together.
2. After it has all been combined, sift the mixture into an airtight container.

Breading and Frying with Sorghum

Sorghum is an extremely functional ingredient in frying applications and can add a distinctly nutty flavor to your products.

- Sorghum's fiber and protein content gives it a unique ability to provide comparable sensory attributes to traditional wheat flour for finished fried products.
- Sorghum provides more structure, rigidity and crunch in finished fried goods, extending hold times and reducing moisture absorption and sogginess post-fry.
- Sorghum flour can function effectively for both traditional dredge applications as well as wet frying batters and tempuras while providing equivalent sensory attributes to traditional wheat flour.





Sorghum Tortillas

Sorghum's functionality gives it the ability to fit into any tortilla operation including frying, baking or chip manufacturing.

Similar to corn, sorghum can be nixtamalized, and does so faster than corn, while offering a higher nutrient density, expediting your processing and delivering more nutrients in the process.

Sorghum flour can also be used in combination with nixtamalized corn flour to create mixed-base corn tortillas to deliver the same flavor with a more robust nutritional profile.

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Any Questions?

If you have questions about sorghum, how to cook with it or its sustainability story, please visit SorghumCheckoff.com or contact culinary@sorghumcheckoff.com.



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