



NEWSLETTER

sorghumcheckoff.com | Fall Edition 2025

Sorghum Checkoff Drives Growth in Animal Feed Markets

The Sorghum Checkoff continues to make strong progress across animal feed markets, advancing research, technical engagement and education in dairy, poultry, swine and aquaculture. Through new resources, events and research partnerships, the organization remains committed to increasing demand and demonstrating sorghum's value as a dependable, cost-effective feed ingredient.

Dairy: Profit Focused Feeding

USCP partnered with Feed Strategy and Feed & Grain to host a "Profit-Focused Feeding" webinar showcasing sorghum's value in dairy nutrition. Speakers, including Dr. Brent Bean with the Sorghum Checkoff and DNMC (Dairy Nutrition and Management Consulting) Milk Consulting's Steve Martin and Macy Brown, explored ration strategies for optimizing milk performance while reducing water and feed costs.

Key points:

- Cows make milk from nutrients, not ingredients.
- Forage sorghum can match or exceed corn silage yield per unit of water in dry regions.
- Kernel processing of high-starch sorghums improves starch availability and reduces reliance on purchased grain.

The full webinar recording is available at [Sorghumcheckoff.com/industry/livestock-feed](https://sorghumcheckoff.com/industry/livestock-feed).

Poultry and Swine: Advancing Feed Research

USCP continues to invest in research that drives value for livestock producers. Working with Purdue University, the Sorghum Checkoff is evaluating Highly Digestible Protein and Enhanced Lysine (HDP) sorghum. Regional plots in Indiana, Kansas and Oklahoma will supply grain for 2026 swine digestibility and growth trials at Kansas State University. The project aims to improve sorghum's feed efficiency and protein utilization in monogastric diets.

Aquaculture: Strengthening Global Engagement

USCP is actively engaging aquaculture nutritionists, feed formulators and ingredient buyers to position tannin-free U.S. sorghum as a sustainable energy source and functional feed ingredient. These outreach efforts provide technical data and practical formulation insights that support sorghum's inclusion in commercial aquafeed programs.

New Online Resources

The Sorghum Checkoff has launched new animal feed mar-

WHAT'S INSIDE

1

Sorghum Checkoff Drives Growth in Animal Feed Markets

2

Sorghum Checkoff Partners to Launch Frozen, Cooked Sorghum for Food Industry

3

Export Sorghum 2025 Connects Global Buyers with U.S. Producers

4

Registration Now Open for 2026 Global Sorghum Conference, Hosted by Texas Tech



ket landing pages featuring research, data and educational materials designed to support feed manufacturers, nutritionists and producers. Explore these resources at:

SorghumCheckoff.com/industry/markets-overview/
SorghumCheckoff.com/industry/aquaculture/
SorghumCheckoff.com/industry/poultry

Sorghum Experience: Training the Next Generation of Animal Nutritionist

In September, the Sorghum Checkoff hosted seven graduate-level students for the Sorghum

Experience in Colorado, one of the nation's top five sorghum-producing states. The three-day program gave students hands-on exposure to sorghum's diverse applications in livestock and pet nutrition, highlighting how U.S. sorghum serves as a sustainable, versatile feed ingredient in today's production systems.

Through continuous engagement, targeted research and resource development, the Sorghum Checkoff is paving the way for U.S. sorghum to meet evolving needs in the global feed industry. Learn more at SorghumCheckoff.com.

Sorghum Checkoff Partners to Launch Frozen, Cooked Sorghum for Food Industry

The United Sorghum Checkoff Program (USCP), in partnership with Riviana Foods Inc. and Harvest Food Group, has announced the launch of individually quick frozen (IQF) cooked whole grain sorghum, now available for purchase through Harvest Food Group.

This launch represents a major step in expanding sorghum's footprint in food manufacturing, foodservice and retail markets, offering a convenient, high-quality ingredient option that meets rising consumer demand for nutritious, sustainable grains.

"As an IQF ingredient specialist, Harvest Food Group is excited to offer IQF cooked sorghum for the first time," said John Vanek, director of sales, ingredients and co-manufacturing at Harvest Food Group. "Thanks to Riviana's innovation and processing capabilities, we can now provide IQF cooked sorghum and sorghum-based blends, side dishes and meals in a variety of pack sizes and styles for industrial, foodservice and retail applications."

"Riviana is proud to partner with the Sorghum Checkoff to launch Ready-to-Eat-grade IQF Sorghum," said Terry Stover, senior vice president of special markets sales at Riviana Foods Inc. "We've spent years perfecting the science of cooking and freezing both conventional and organic ingredients in a single, continuous process, and that expertise is what makes this new product an innovative and easy-to-use addition for restaurants and food manufacturers alike."

Lanier Dabruzzi, MS, RD, LD, director of nutrition and food innovation at USCP, said the new offering meets an important market need. "The

food industry is seeking nutritious, consistent and ready-to-use grains that meet both operational and consumer needs," Dabruzzi said. "IQF sorghum offers a convenient, high-quality solution while conserving resources, a win for both customers and the environment. For sorghum producers, this represents a new, high-value market opportunity that connects the farm to the food supply chain in meaningful ways."

Through collaboration with Riviana Foods and Harvest Food Group, the Sorghum Checkoff helped drive this product from concept to market. The partnership spanned taste testing, quality control, supply chain coordination and production scale-up, furthering the Checkoff's mission to expand market opportunities and drive innovation for U.S. sorghum.

To learn more about the Sorghum Checkoff's efforts to grow demand for sorghum in food, feed and industrial markets, visit SorghumCheckoff.com.



Export Sorghum 2025 Connects Global Buyers with U.S. Producers

Export Sorghum 2025 brought together more than 130 producers, exporters, international buyers, industry experts and government officials September 21–23 at the Westin Riverwalk in San Antonio, Texas. The event showcased U.S. grain sorghum's value and versatility in global markets while fostering new trade connections and business opportunities.

Hosted by the United Sorghum Checkoff Program (USCP), Kansas Grain Sorghum, Texas Grain Sorghum Producers and the U.S. Grains & Bio-Products Council (USGBC), the one-and-a-half-day educational seminar featured market updates, technical presentations and structured business-to-business meetings designed to strengthen international relationships.

"Export Sorghum is always an important event on the industry calendar, but with recent market challenges, it was particularly heartening to see strong customer interest at the meeting this year," said Stella Qian, USGBC director of global programs administration.

The event opened with a welcome reception followed by a full day of sessions covering market trends, sorghum grades and standards, sustainability, supply chain reliability and the grain's growing use in poultry, swine and pet food sectors. Featured speakers included USDA Under Secretary for

Trade and Foreign Agricultural Affairs Luke J. Lindberg, industry consultants, researchers and U.S. sorghum producers.

The program also included structured business-to-business meetings, allowing international delegations to meet directly with U.S. companies such as The Andersons, Inc.; ADM; Garden City Coop; Alliance Ag & Grain LLC; Central Prairie Coop; Weskan Grain; Pawnee County Cooperative Association; Mayaca Transload, LLC; LongRun Agri Group; NORAG LLC; Trans Globe; Merus, LLC; International Feed; TEMCO; Nu Life Market; and Hang Tung Resources (USA) Co., Ltd. Meetings were organized in 15-minute rotations to maximize opportunities for connection.

Following the San Antonio sessions, international teams traveled across the U.S. sorghum belt to visit ports, elevators, seed companies and farms, gaining firsthand experience with the U.S. sorghum value chain.

With strong program content, meaningful business engagement and immersive field tours, Export Sorghum 2025 reinforced sorghum's reputation as a reliable, sustainable and versatile grain for global markets.

Learn more about Export Sorghum 2025 at SorghumCheckoff.com.



Registration Now Open for 2026 Global Sorghum Conference, Hosted by Texas Tech

The Sorghum Checkoff is proud to support the 2026 Global Sorghum Conference, hosted by Texas Tech University Sept. 14–18, 2026, in Lubbock, Texas. The international event will bring together researchers, producers and industry leaders to explore sorghum's expanding role in food, feed and emerging markets worldwide.

The conference will feature sessions on sorghum breeding, agronomy, processing, nutrition and market development, as well as opportunities for collaboration across the global value chain.

Registration is now open, and a call for abstracts invites researchers and practitioners to submit a 300-word summary for oral or poster presentations by March 31, 2026.

An international art and photo contest will also celebrate sorghum's cultural and creative impact,

highlighting youth and adult entries that showcase the crop's role in agriculture, innovation and community. Selected works will be displayed and recognized during the conference.

As one of the nation's top sorghum-producing regions, Lubbock and Texas Tech provide the ideal backdrop for this event. The university's leadership in agricultural research and innovation underscores its role in advancing the future of sorghum.

Sponsorship opportunities are also available for organizations seeking to engage with a global audience and support the continued growth of the sorghum industry.

Learn more, register or submit an abstract at depts.ttu.edu/research/sorghum-conference.



SORGHUM INDUSTRY EVENTS

November 27-28 Thanksgiving
Office Closed

December 1-3 Leadership Sorghum VII – Session IV
New Orleans, LA

December 10-11 USCP Board Annual Meeting
Lubbock, TX

For more events, visit sorghumcheckoff.com/news-and-events/



CONTACT US

Clint White

Director of Communications
(806) 687-8727
clint@sorghumcheckoff.com

USCP MISSION

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



@SorghumCheckoff