

Sorghum. A Modern Ingredient for Food Innovation.

Consumer, marketplace and industry research point to growing opportunities for sorghum across baking, snacks, cereals and toddler foods and stand-alone grain products. Manufacturers seek ingredients that deliver differentiation and meet evolving consumer expectations, this flavorful food is well positioned to support the next generation of food innovation.

Where to Win With Sorghum

Research identified the strongest near-term opportunities for commercialization:

Primary Opportunities

- Stand-Alone Grain
- Baking Mixes & Staples
- Baby & Toddler Foods
- Sweet Baked Goods & Desserts

Emerging Opportunities:

- Cereals
- Snacks
- Prepared Foods

A Sustainable Solution

Sorghum helps manufacturers advance sustainability goals without compromising performance.

- ✓ Uses up to 36% less water compared to comparable cereal grains
- ✓ Saves 1.5 trillion gallons of irrigation water annually
- ✓ 75% of acres are managed using no-till or minimum-till practices



Why Sorghum. Why Now.

Today, more than 2,000 products containing sorghum are sold in U.S. in-store grocery, representing nearly \$5 billion in annual sales.

Research reveals evolving consumer expectations create even more opportunities where sorghum can deliver:

- Whole Grains
- Gluten-free
- Plant-forward
- Clean-label
- Sustainable sourcing



How Brands Are Positioning Sorghum Today

Marketplace analysis identified several recurring claims among sorghum-containing products.

Most common positioning includes:

- Gluten-free
- Allergen-friendly
- Ancient Grains
- Gut Health
- Clean-label
- Plant-based
- Minimally Processed



Win in the Baby/Toddler Snack Category

The baby/toddler snack category offers a strategic opportunity to establish sorghum as a premium, high-value ingredient. This consumer segment demonstrates unparalleled interest and trust.



According to consumer research:

Of **those who have purchased baby/toddler snacks** in the past 3 months, **75% are extremely or very interested** in the product being made with sorghum



Sorghum. Nature's Super Grain.®

Sorghum is uniquely positioned to support the next generation of clean-label, wellness-focused food innovation.

About the Research

The United Sorghum Checkoff Program conducted a multi-phase research initiative to identify future growth opportunities for sorghum as a food ingredient. The research included interviews with CPG and foodservice leaders, a nationally representative consumer survey, consumer focus groups and analysis of sorghum-containing products in the U.S.

marketplace. Together, the findings represent one of the most comprehensive assessments of sorghum's commercial potential conducted to date.

Research conducted on behalf of the United Sorghum Checkoff Program in partnership with Ipsos and NielsenIQ.

Sources: United Sorghum Checkoff Program, Ipsos and NielsenIQ. Multi-phase research initiative including a nationally representative consumer survey, focus groups, CPG and foodservice interviews, and marketplace analysis, conducted in 2025-2026.

Built for Modern Food Innovation

Research found CPG decision-makers respond most positively when sorghum is supported by:

- Category-specific Applications
- Formulation Guidance
- Consumer Validation
- Claims Support
- Prototype Concepts