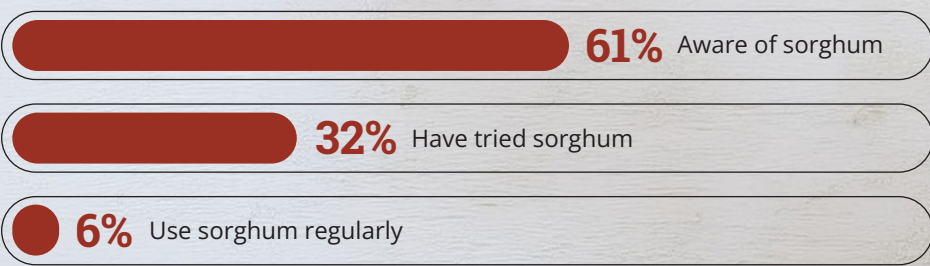




Sorghum. Nature's Super Grain.®

New consumer research reveals strong opportunities to grow sorghum adoption through familiar foods, nutrition-forward messaging and family-focused applications.

Among Consumers, There is Significant Opportunity to Turn Awareness into Trial and Adoption



61% Aware of sorghum

32% Have tried sorghum

6% Use sorghum regularly

What Resonates with Consumers

Research identified strongest interest in:



**Breakfast
Foods**



**Baked
Goods**



Cereals



**Grain
Bowls**



Snacks



**Family friendly
meal applications**

Consumers consistently responded more positively to finished food concepts than ingredient-focused messaging.



Why Sorghum. Why Now.

Research conducted on behalf of the United Sorghum Checkoff Program found consumers are generally receptive to sorghum, particularly when it is presented in familiar food applications and supported by clear nutrition benefits.

While awareness is relatively high, regular usage remains limited, suggesting significant opportunity for increased trial and adoption.



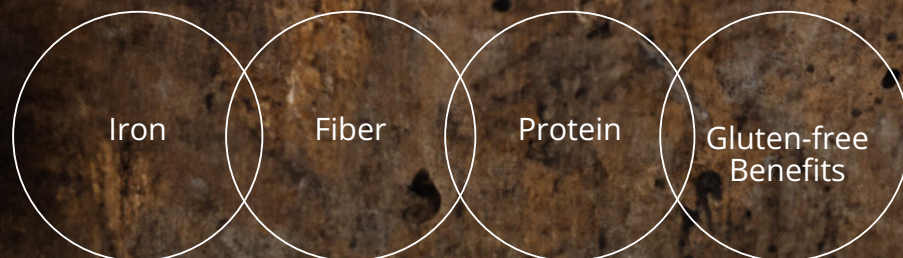
SORGHUM
CHECKOFF



Nutrition Creates Differentiation

Nutrition emerged as one of the strongest drivers of consumer interest.

Attributes generating the strongest response included:



Recommended Industry Opportunity

Develop a stronger, more consistent iron story across consumer communications, nutrition outreach and retail education.



Parents Represent a High-Potential Audience

Parents of young children showed particularly strong interest in sorghum-based products.

Research highlighted opportunities in:

TODDLER SNACKS

CEREALS

CRACKERS

SNACK BARS

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Research validates that sorghum is well-positioned to support nutritious, family-friendly eating across a wide range of everyday foods.

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.

Ready to discover more about sorghum? Contact Lanier Dabruzzi, MS, RD, LD, Director of Nutrition & Food Innovation, United Sorghum Checkoff Program, lanier@sorghumcheckoff.com

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.



Surprise! It's sorghum.

Many consumers were surprised to learn sorghum is already used in products available at retail today. Helping shoppers connect sorghum to familiar foods and brands may represent one of the clearest pathways to increased adoption.

