



1ST EUROPEAN SORGHUM CONGRESS

WORKSHOP

CONGRESS CONCLUSIONS

EXAMPLE OF THE AMERICAN SORGHUM ORGANIZATION





PRESENTATION COMPONENTS

- **Sorghum Checkoff Basics**
- **Drivers that led to establishing the Sorghum Checkoff**
- **Strategic Vision of the Sorghum Checkoff**
- **Building on the vision with supported objectives**
- **Casting the vision**
- **Closing remarks**



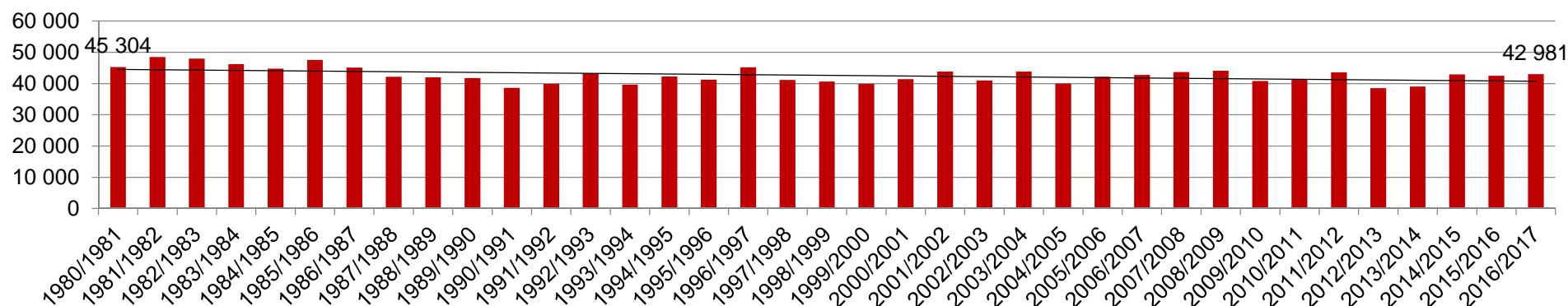
U.S. CHECKOFF PROGRAM BASICS

- **Allowed by the Federal Commodity Promotion, Research, and Information Act of 1996. 7 U.S.C. 7411-7425**
- **Established by the Sorghum Promotion, Research, and Information Order. 7 CFR Part 1221**
- **Allows for mandatory producer participation and assessment collection.**
- **The collection rate is 6/10 of 1% of the net farm value.**
- **Allows for the development of the program, board oversight and representation.**
- **Programs are overseen by USDA Agricultural Marketing Service.**

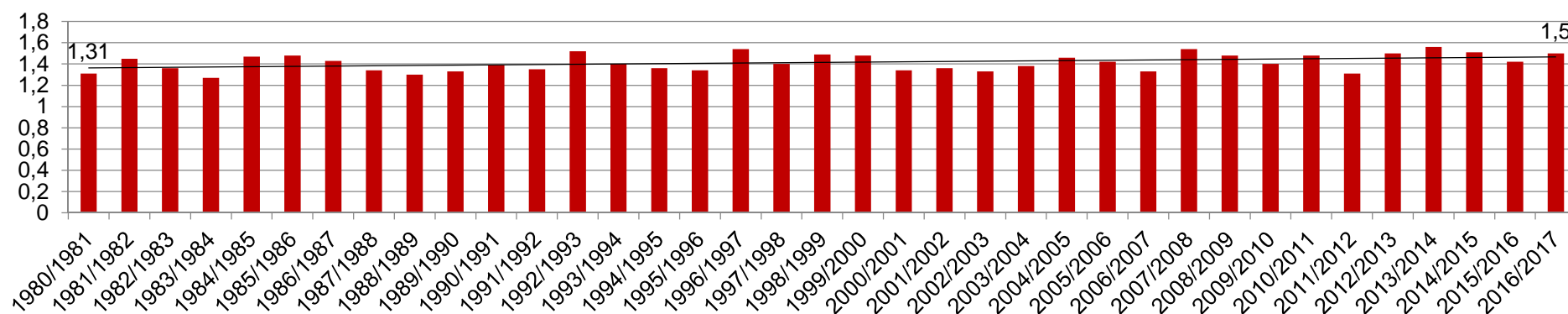


DRIVERS THAT LED TO THE SORGHUM CHECKOFF

World Sorghum Area Harvested (1000 HA)



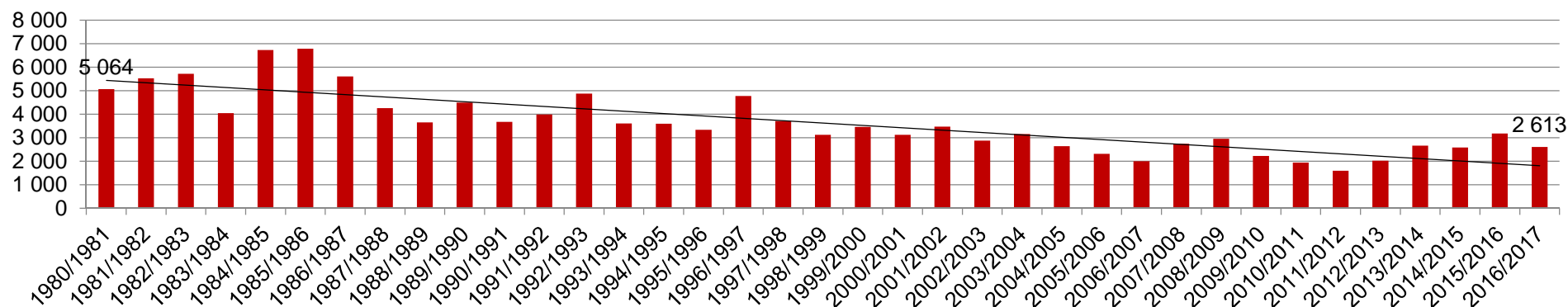
World Sorghum Yield (MT/HA)



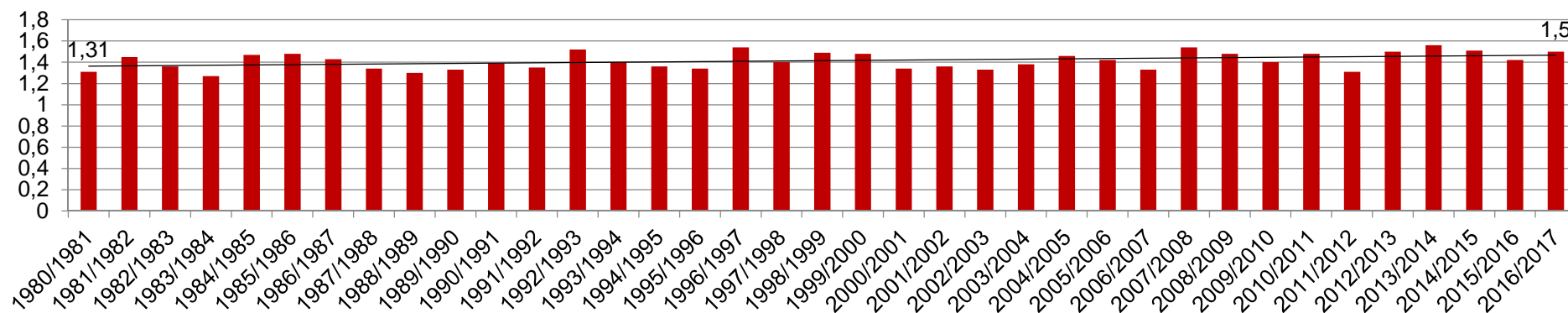


DRIVERS THAT LED TO THE SORGHUM CHECKOFF

US Sorghum Area Harvested (1000 HA)



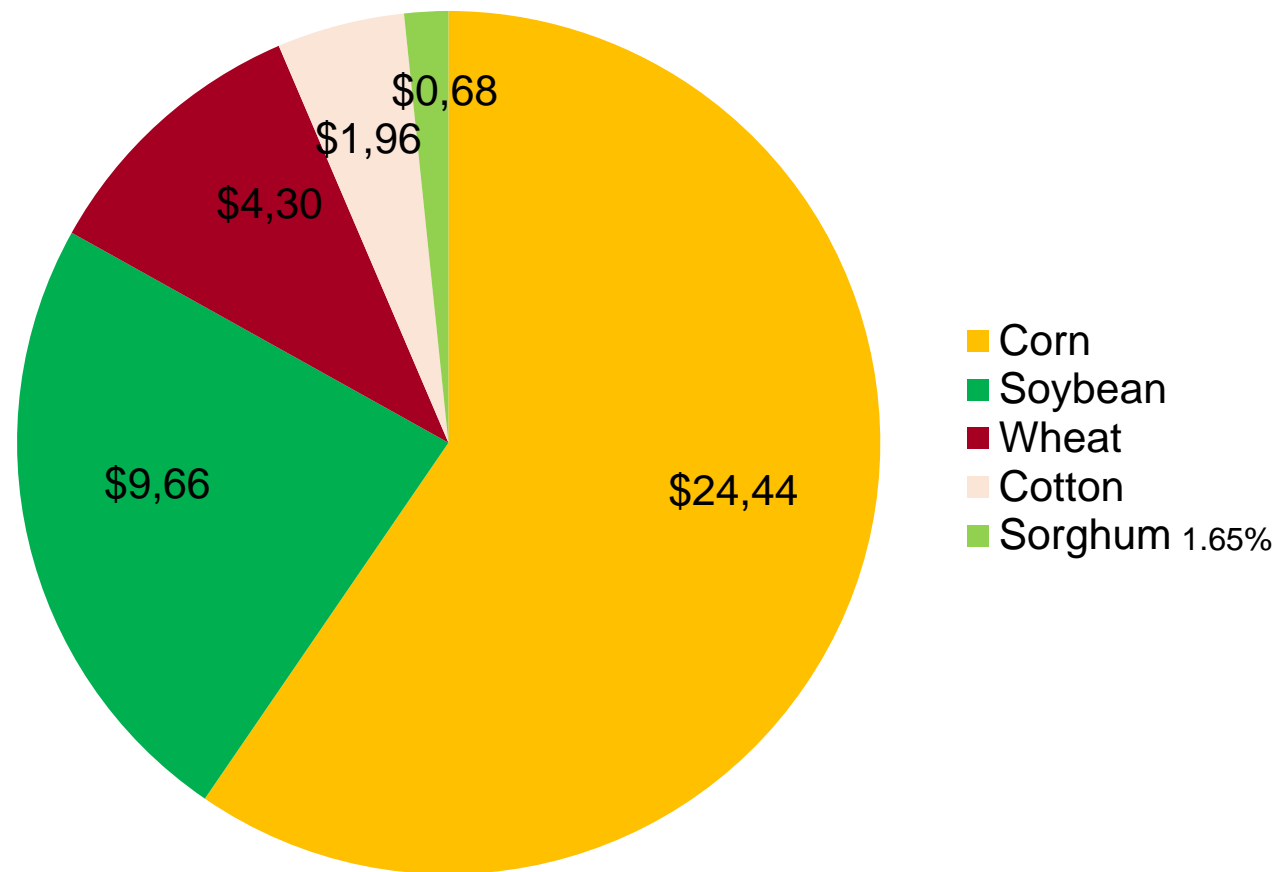
US Sorghum Yield (MT/HA)







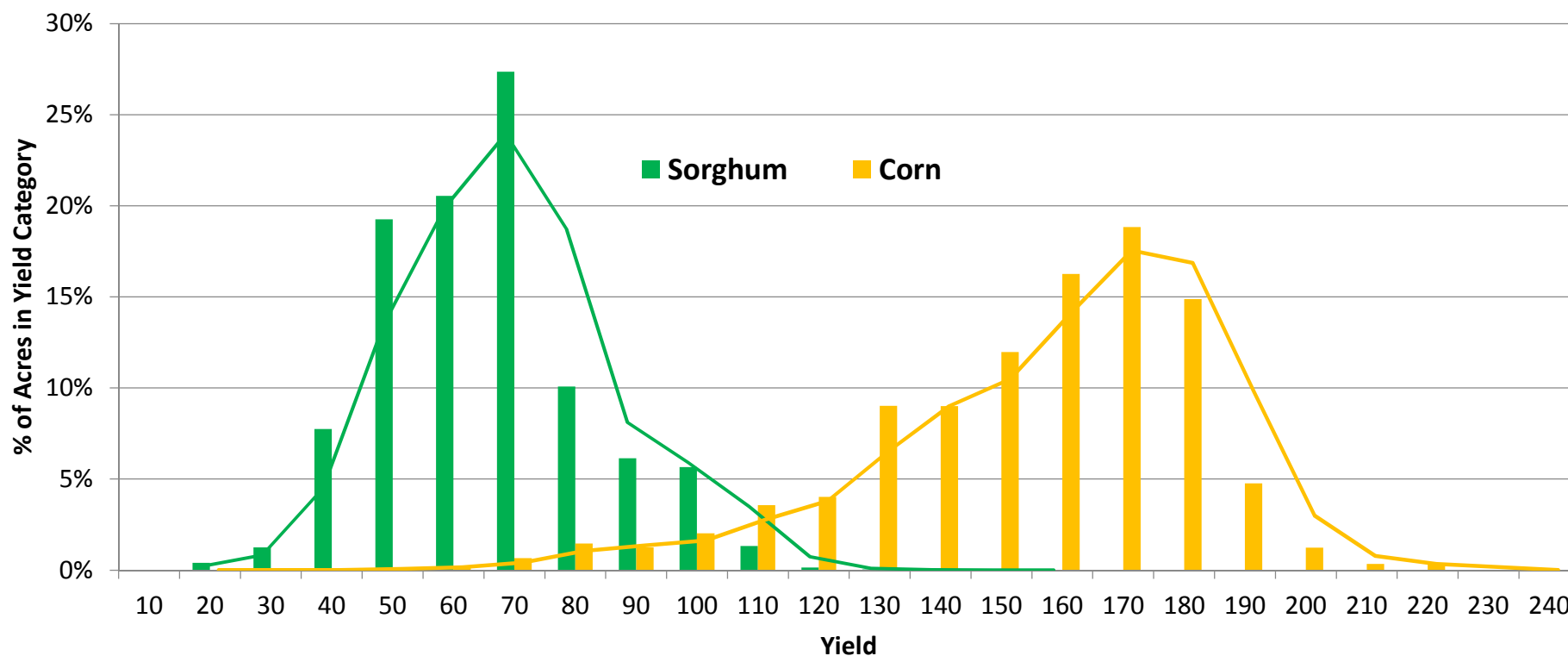
DRIVERS THAT LED TO THE SORGHUM CHECKOFF



Total expenditures for seed, fertilizer and chemicals (billions of Dollars). 2013 ERS Data



DRIVERS THAT LED TO THE SORGHUM CHECKOFF





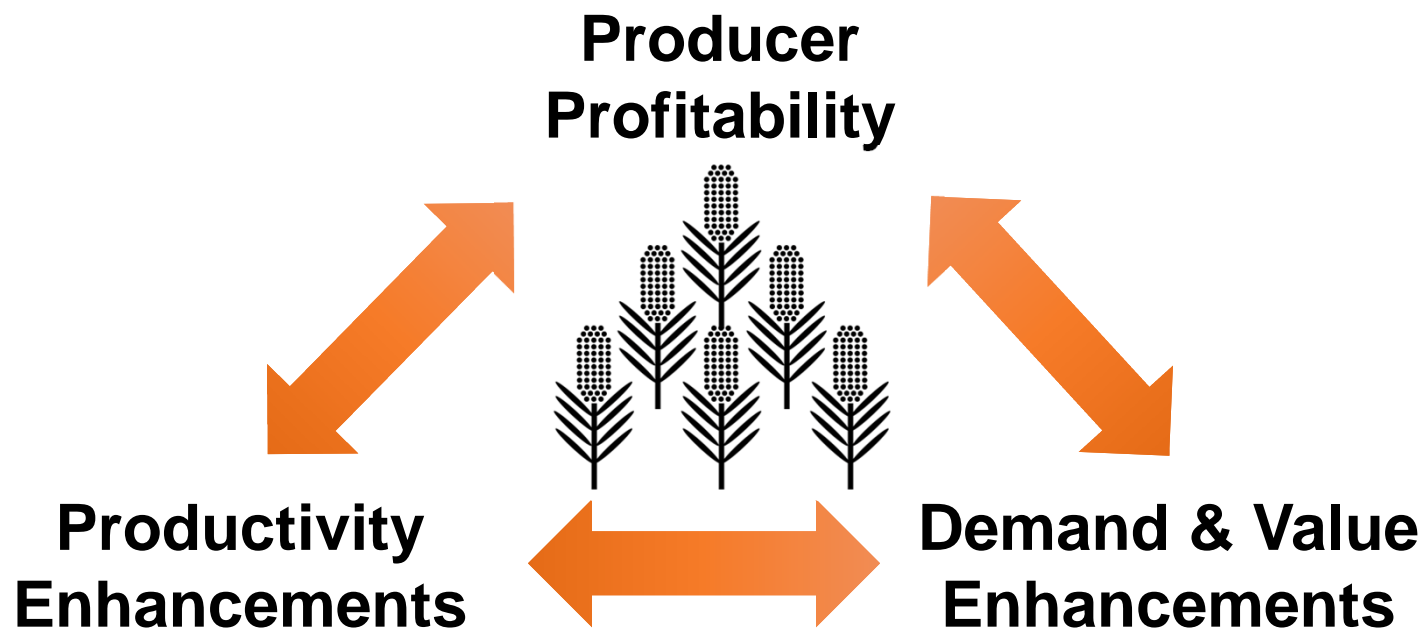
STRATEGIC VISION OF THE SORGHUM CHECKOFF

USCP commits to efficiently investing checkoff dollars to increase producer profitability and enhance the sorghum industry.





STRATEGIC MODEL OF THE SORGHUM CHECKOFF





STRATEGIC MODEL OF THE SORGHUM CHECKOFF

USCP Board and Executive Staff Strategic Meeting. Establish the tone, key objectives for the coming year.

USCP Board and Executive Staff send tone and key objectives to committee for review and refinement.

Committees send refined objectives to staff to develop work plans to satisfy the Board's strategy.

Staff presents anticipated budget needs and work plan to the Management Group.

Management Group presents the adjusted budget and work plan to the Board for approval, USDA approval.



USCP PRODUCTIVITY OBJECTIVES

- **Over the Top Grass Control**
- **Yield Development and Enhancement**
- **Seed Innovation**
- **Information Management**





USCP PRODUCTIVITY OBJECTIVES

- **International Markets**
- **Consumer Markets**
- **Livestock Nutrition**
- **Specific Attribute Identification and New Use Development**
- **Bio-fuels Enhancements**
- **Co-product Development**
- **Supply Chain Facilitation**





USCP CASTING THE VISION

Yield per Acre

- Currently, the 15 year (2000/15) average yield is 61.95 bu/acre
- By 2020 the average yield must increase to 75 bu/acre
- By 2025 the average yield must increase to 100 bu/acre

Planted Acres

- Currently, the 15 year (2000/15) average planted acres is 7,672,625
- By 2020 the average planted acres must increase to 10 million acres
- By 2025 the average planted acres must increase to 15 million acres

Demand

- By 2020 build consistent, reliable demand of 650 million bushels
- By 2025 build consistent, reliable demand of 1.25 billion bushels

Value

- Currently, the 15 year (2000/15) average national value of sorghum to corn has been -4.6%
- By 2025 build demand in competitive markets to reach a national value of <-2.0%



USCP CLOSING REMARKS

TODAY SORGHUM IS SEEING:

- Substantial producer investments into research, promotion and information. \$60 million to date.
- Direct industry, seed, chemical, end-user financial commitments to energize the industry.
- Awareness exploding
 - Vogue, Wall Street Journal, Bloomberg, The Furrow, Top Producer, New York Times, Farm Bureau, Good Morning American

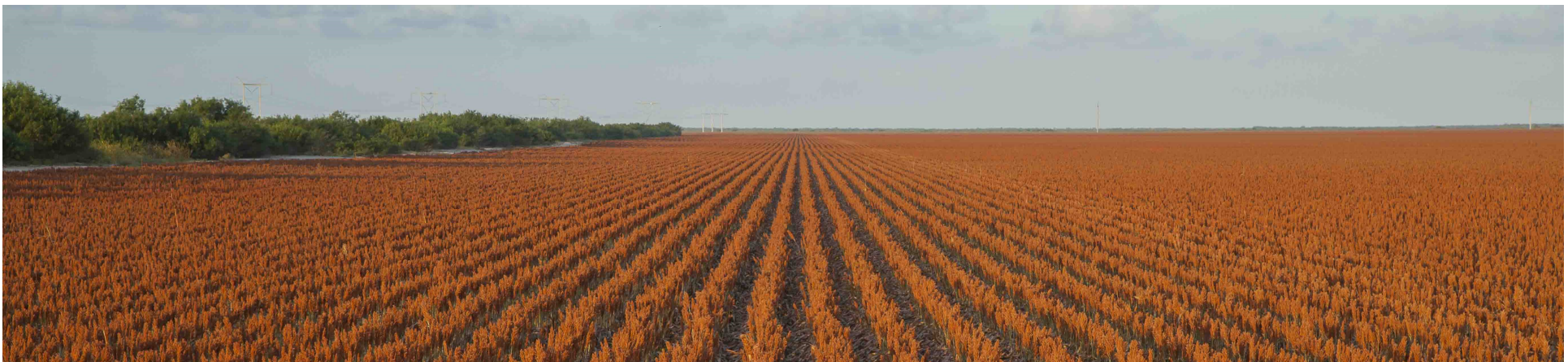




USCP CLOSING REMARKS

TODAY SORGHUM IS SEEING:

- Exports at record pace for multiple years
- Ethanol use as a feedstock at a record pace
- 139 pet food product lines
- 400 known food products in 80 different product brands
- Department of Energy funding of \$72 million dollars





PARTNERING FOR THE FUTURE

- **USDA ARS**
- **DOW**
- **DuPont**
- **Pioneer**
- **Bayer**
- **Chromatin**
- **Department of Defense**
- **Richardson Seeds**
- **Texas A&M**
- **Kansas State**
- **Clemson**
- **University of Nebraska**
- **SE Missouri State**
- **Colorado State**
- **University of California**
- **Perdue**
- **University of Arkansas**
- **South Dakota State**
- **University of Illinois**
- **Louisiana State**
- **US Grains Council**
- **Prairie Aqua Tech**
- **Enginuity Worldwide**
- **The Connect Group**
- **Battelle Institute**
- **Delta Bio Renewables**
- **Milex**
- **Nu Life Market**
- **Pheasants Forever**
- **Quail Forever**
- **Wondergrain**
- **Still 630**
- **James F.C. Hyde**