

2019



INDUSTRY PARTNER PROGRAM

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At National Sorghum Producers, we believe in the sorghum industry and we believe in team work. Our mission and vision indicate our commitment to leading the charge for this industry through advocacy, relationships and steadfast leadership. For an industry to realize its full potential, it takes everyone working together.

Vision

NSP will improve the sorghum industry through advocacy and leadership.

Mission

NSP is leading legislative and regulatory change through effective policy and relationships for a more profitable, diverse and competitive sorghum industry.

Values

NSP values members, knowledge, relationships, growth, education, reputation, communication, loyalty, results and change.

Financial support from the Industry Partner Program allows NSP to be the best in the world at representing U.S. sorghum farmers and supporting the sorghum industry. NSP looks forward to partnering with your company to help the industry maintain full momentum. There are abundant opportunities for sorghum with new markets developing for grain sorghum, sweet sorghum and biomass sorghum. From biofuels to major food brand products, sorghum is making its place among major commodities. If you are looking to connect more with sorghum producers, NSP offers numerous opportunities to reach out and help put your company into the minds of growers.



DON BLOSS

NSP BOARD OF DIRECTORS
Pawnee City, Nebraska

“Producers value NSP Industry Partners because they have spent large amounts of time and research making improvements that are specific to the sorghum industry. Whether it involves a combine head that is tailored for sorghum harvest, improvements in the genetic lineup of sorghum seed or countless other improvements, NSP’s Industry Partners are invaluable to our producers. Our producers appreciate the Industry Partners’ willingness to listen to producers and make improvements in the industry in a very satisfactory manner.”

J.B. STEWART

Keyes, Oklahoma

“The participation of NSP Industry Partners is vital to the success of our organization. Adequate funding is always a challenge for NSP, especially in times of regulatory uncertainty, and now, with farm bill discussions beginning in Washington, D.C., we hold our Industry Partners in the highest regard. Personally, I always direct my farm inputs and purchases to be from partners who have been so important to NSP. I give a huge thank you to all of our Industry Partners.”



DAN ATKISSON

NSP BOARD OF DIRECTORS
Stockton, Kansas

“Producers value NSP Industry Partners as it shows the industry is investing in the future of sorghum. Their support helps NSP be on the forefront of legislative action and be a strong voice for the sorghum producer.”

DEREK PEINE

Western Plains Energy

“Western Plains Energy is a proud member of the National Sorghum Producers. Sorghum is an important feedstock for our biofuels business, and being a member of NSP allows us to stay up to date with what is important to sorghum producers. It also allows us to stay engaged on the political aspects that support the sorghum industry. Finally, being a member of NSP allows us the opportunity to support and participate in research projects that impact the biofuels industry and ultimately sorghum producers.”



MIKE BERGMEIER

ShieldAg

“The NSP and Industry Partner program gives ShieldAg immediate access to a targeted group of producers with a long term, vested interest in sorghum. We know that by utilizing the programs offered by NSP, we can keep our milo-harvest aids in front of an exact group of interested farmers to maximize our investment. The real-time data and discussions available to us as NSP partners also tells us more about issues affecting sorghum production to help us tailor production plans of our products aimed at this market.”

WHAT WE STAND FOR

National Sorghum Producers Key Messages

National Sorghum Producers is the national commodity organization for sorghum and represents U.S. sorghum farmers nationwide. The member-focused organization is the voice of the sorghum industry and works through education, legislative and regulatory issues relevant to the industry. NSP works hard for members as an organization that does more with less than other organizations the same size. NSP is well-positioned to help grow the sorghum industry and maintains a level-headed, data-driven approach to change. NSP's over-arching goal is to have the federal government do no harm. We do this by working to preserve open trade around the world, ensure important crop protection tools like Transform and Atrazine remain available to growers and continue to encourage investment in research to further enhance sorghum's diversity as a feed, fuel and food crop. To protect these, NSP focuses on the following goals:

SECURE CONSISTENT, TANGIBLE LEGISLATIVE WINS IN THE FARM BILL AND BEYOND

National Sorghum Producers represents sorghum farmers and the sorghum industry in Washington, D.C. NSP works to protect important elements of the farm safety net like crop insurance, preserve funding for efficient programs like the Market Access Program (MAP) and Foreign Market Development (FMD) program and ensure equitable treatment for sorghum when new initiatives like the farm bill Price Loss Coverage (PLC) program are created. Additionally, NSP emphasizes the importance of securing appropriations for supporting research to improve sorghum agronomics and the profitability of growers.

STRENGTHEN MEMBERSHIP PROGRAMS TO SOLIDIFY COMMITMENT TO THE SORGHUM INDUSTRY

National Sorghum Producers works to integrate all sorghum industry segments into one organization so that all sorghum-related entities are working toward a common goal and communicating a consistent message. Through membership programs and NSP subsidiaries, NSP maintains good working relationships through synergistic activities that benefit sorghum growers.



Sorghum farmers and current Industry Partners meet with Environmental Protection Agency Administrator Scott Pruitt in South Dakota.

John Duff, NSP strategic business director, testifies on energy policy before the House Committee on Agriculture.

ADVOCACY

Protect Farmers' Interests in Federal Regulations

While crop improvement remains the Sorghum Checkoff's top priority, National Sorghum Producers works to help get vital tools and technology off the regulatory agenda and into farmer's fields. The previous Administration's Environmental Protection Agency departed from using sound science as part of the registration review process, which set a dangerous precedent with significant implications for farmers across the United States. As a result, the current regulatory environment threatens to slow down the approval process of new technologies and significantly increase the cost of new chemistries to farmers. To combat reliance on agenda-driven science, NSP emphasizes the benefits of crop protection tools and the impact that losing these technologies would have on our farms to regulators at the U.S. Department of Agriculture, Environmental Protection Agency and beyond. NSP educates EPA administrators and staff whenever possible on in-field applications of crop protection products.

DEPARTMENT OF ENERGY

NSP staff and board continue to be active with the Transportation Energy Resources from Renewable Agriculture (TERRA) program and were central to the effort to reauthorize the DOE agency, the Advanced Research Projects Agency-Energy, responsible for TERRA. The reauthorization is for five years and the focus remains on technologies that incorporate state-of-the-art remote sensing that measure and analyze sorghum's growth and development with unprecedented resolution, speed and accuracy. This technology will provide the sorghum industry with crop enhancements and information for years to come. Since 2015, ARPA-E sorghum research received almost \$100 million for sorghum research at 13 institutions due to NSP's involvement and discussions with DOE.

ENVIRONMENTAL PROTECTION AGENCY

The RFS remains the cornerstone of sorghum demand. NSP constantly works to protect it. After a lengthy EPA approval process, a pathway to produce biodiesel from sorghum oil extracted at ethanol plants is imminent. The effort required significant political and technical efforts, and NSP engaged stakeholders from multiple states and enlisted the help of key legislators and other government officials to move the process to completion. The pathway will add value to current ethanol plants producing oil from sorghum, but most important to overall sorghum demand will mean certain plants not currently using sorghum will again be able to buy.

CALIFORNIA AIR RESOURCES BOARD

NSP scored a major victory in the ongoing discussion related to greenhouse gas (GHG) emissions associated with sorghum ethanol. After continuous engagement of the California Air Resources Board and Argonne National Laboratory over the past several years, the updated Low Carbon Fuel Standard (LCFS), set to take effect January 1, 2019, will feature fertilizer application assumptions closely mirroring reality. GHG emissions are important with regard to the LCFS because fewer emissions mean more value for fuels in the marketplace. The coming change will translate to much fewer assumed GHG emissions for sorghum ethanol and thus more value as well as higher demand for sorghum from ethanol plants. This could mean up to 41 cents per bushel more for the plants to use sorghum.

PROMOTION

PROMOTE SENSIBLE CONSERVATION APPROACHES THAT REFLECT SORGHUM'S ENVIRONMENTAL EFFICIENCY

Sorghum remains a critical crop for growers as an extremely drought tolerant, water-sipping crop that does a lot with only a small amount of water. National Sorghum Producers works with the USDA Natural Resources Conservation Service to provide direct feedback on how sorghum fits in a legislative landscape increasingly focused on conservation, including on programs like the Conservation Stewardship Program. Additionally, NSP, in conjunction with the Sorghum Checkoff, is partnering with organizations like Pheasants Forever and Quail Forever to promote sorghum as an environmentally efficient choice for producers.

PROMOTE SORGHUM AS THE PREMIERE ENERGY CROP

Naturally drought-tolerant, sorghum gives ethanol producers in water-stressed areas a smart choice to help farmers preserve regional resources. A diverse crop, sorghum can be used for many different types of ethanol production. A starch source, sugar source and cellulose source all in a single species, sorghum can be used to produce ethanol using a multitude of platforms. Sorghum and corn are interchangeable in starch-based ethanol production. A bushel of grain sorghum produces as much ethanol as a bushel of corn, while using up to one-third less water in the plant growth process. Sorghum DDGS, a co-product of starch-based ethanol production, tend to be lower in fat and higher in protein than corn DDGS. NSP works to protect its ethanol producer members and advocates for policies like the Renewable Fuels Standard that enable the ethanol industry to break the effective fuel market monopoly held by petroleum-based fuels, promoting cleaner energy and greater U.S. energy independence.

ADVOCATE FOR TRADE POLICIES THAT INCREASE MARKET ACCESS AND PROMOTE USE OF SORGHUM IN INTERNATIONAL MARKETS

National Sorghum Producers supports trade policies that keep markets open, level the playing field for U.S. sorghum producers and allows the industry to take advantage of non-traditional and opportunistic markets. NSP also encourages the Executive Branch to actively enforce trade measures and agreements. In short, NSP wants U.S. sorghum to meet the world's demand and have the market access to do so.

NSP leaders meet with House Committee on Agriculture Chairman and Ranking Member during the annual D.C. Fly-In

NSP PROGRAMS

National Sorghum Producers is able to service the sorghum industry through a variety of programs. Each program allows the organization to work on behalf of the different segments within the industry with the common goal of increasing profitability and opportunities.



NSP leaders meet with USDA Secretary of Agriculture Sonny Purdue on China trade.

PRODUCER MEMBERSHIPS

Individual members are the heart and soul of the National Sorghum Producers. NSP exists to serve producers and act as the voice of the sorghum industry for farmers through legislative and regulatory representation.

E-MEMBER PROGRAM

National Sorghum Producers is proud to partner with elevators around the country through its Elevator Membership Program. The E-Member Program is an opt-in program for elevators who recognize the importance of legislative representation in Washington, D.C., and want the best in sorghum education for themselves and their customers.

SUSTAINABLE CROP INSURANCE

As a subsidiary of National Sorghum Producers, Sustainable Crop Insurance Services, LP is an agency dedicated to providing farmers the information they need to choose the proper insurance. Our goal is to take information and give producers the knowledge to choose the right insurance for their specific situation. SCIS is licensed in Arkansas, Colorado, Kansas, Nebraska, New Mexico, Oklahoma, South Dakota and Texas.

SORGHUM PAC

The Sorghum PAC is National Sorghum Producer's bipartisan political action committee, which uses monetary PAC contributions made by individual NSP members to elect and reelect senators and members of Congress who support sorghum producers and a strong, effective sorghum industry.

SORGHUM FOUNDATION






























The National Grain Sorghum Foundation promotes research and education for sorghum and develops leadership potential of active university students interested in studying agriculture and, more specifically, the sorghum industry. National Grain Sorghum Foundation members have contributed \$5,000 or more in current gifts or \$10,000 or more in future gifts to the advancement of education and science within the sorghum community.

ELITE AG MANAGEMENT

As a subsidiary of National Sorghum Producers, Elite Ag Management offers landowners professional farm management services. Elite Ag also specializes in strategic analysis of data and trends in agriculture to help sorghum companies and producers be more profitable.

PARTNERSHIP LEVELS

National Sorghum Producers offers five partnership levels within the Industry Partner program to provide a variety of exclusive benefits. In addition to receiving sorghum-focused representation in Washington, D.C., all levels are given exclusive access to NSP industry information and publications as well as an invitation to a private quarterly conference call.

	Company logo and website link on NSP's Industry Partner webpage.	Recognition at sorghum events during Commodity Classic.	Invitation to quarterly Industry Partner conference call.	All the benefits of NSP membership, including all NSP publications.	1/4 page advertisement in one issue of <i>Sorghum Grower</i> or (1) 1/8 page ad in two issues.	Recognition at NSP events.	1/2 page advertisement in one issue of <i>Sorghum Grower</i> or (1) 1/4 page ad in two issues.	Full-page advertisement in one issue of <i>Sorghum Grower</i> or (1) 1/2 page ad in two different issues.	Rotating banner ad on NSP's home page.	Full-page advertisement in two issues of <i>Sorghum Grower</i> .	Premier recognition at all NSP events.
CONTRIBUTOR \$1,250 plus											
PARTNER \$2,500 plus											
BRONZE \$5,000 plus											
SILVER \$10,000 plus											
GOLD \$20,000 plus											

SPONSORSHIP OPPORTUNITIES

SORGHUM NOTES

Each week NSP shares relevant, timely information pertaining to the sorghum industry to over 2,000 recipients. The e-news letter allows NSP members and others to stay connected and informed. Join NSP's efforts in providing knowledge to producers and other industry professionals.

D.C. FLY-IN

NSP is leading legislative and regulatory change through effective policy and relationships. The most effective way to tell our story to policy makers is face-to-face. Therefore, each year our leadership, along with grower members and industry leaders, meet with senators and congressmen to influence farm policy on Capitol Hill. Find out more about sponsorship opportunities surrounding this event.

COMMODITY CLASSIC

Each year, more than 4,000 growers and over 9,000 total attendees travel to the Commodity Classic for educational events, networking and one of the largest ag trade show. The conference offers NSP the ability to host our National Yield Contest winners, sorghum specific programming and leadership meetings. The 2019 Commodity Classic is Feb. 28 - March 2 in Orlando, Florida.

SORGHUM PAC

In conjunction with Commodity Classic, the Sorghum Political Action Committee hosts a casino night fundraiser to collect funds to further promote the legislative interest of sorghum producers. Partner with the Sorghum PAC for a night of fun and fundraising.

DIRECT MAIL

Partner with NSP to create a personalized direct mail marketing campaign with postcards, brochures or flyers by using our unique direct mail lists. Because we are 100 percent focused on the sorghum industry and its stakeholders, our database of sorghum industry contacts is unlike any you will find in the country.

WANT MORE?

We can tailor a sponsorship package to meet your needs. Talk to us about electronic communication opportunities, web marketing, meetings and events or other producer outreach projects.

SORGHUM PAC

About

The Sorghum PAC is the bipartisan political action committee of the National Sorghum Producers. It was created by the National Sorghum Producers' board of directors in 2010 to advance the political interests of sorghum producers. The Sorghum PAC does this by helping to elect and re-elect senators and members of congress who support sorghum producers and a strong, effective sorghum industry.

Contributing to Sorghum PAC

Contributing to the Sorghum PAC ensures that NSP's presence and efforts in Washington, D.C., are undoubtedly having a direct impact on our producers' ability to operate their farms and ranches with minimal government interference and constructive farm policy. This allows producers to sustain their businesses for future generations.

Sponsor Sorghum PAC Fundraisers

Each year, a casino night is held in conjunction with Commodity Classic to benefit the Sorghum PAC, which has many sponsorship opportunities. The Sorghum PAC Casino Night features multiple casino games and raffles along with a silent auction, live auction and online auction. The casino night provides an entertaining way to raise funds for Sorghum PAC that is only available to NSP members and Industry Partners. Other, smaller PAC fundraisers are also held throughout the year with multiple opportunities for sponsorship.

Individuals may contribute a maximum of \$5,000 per year. Federal election law requires the National Sorghum Producers PAC to report the name, mailing address, occupation and name of employer that each individual whose contributions aggregate in excess of \$200 in a calendar year. Contributions are subject to the limits and prohibitions of the Federal Election Campaign Act. Contributions are not tax-deductible as a charitable contribution for Federal income tax purposes. Corporate contributions are NOT allowed per federal law.

PRODUCER TOUCH-POINTS

National Sorghum Producers' digital and physical properties provide additional touch points for readers to connect with the association. Every aspect is a go-to destination for sorghum enthusiasts searching for the latest educational resources, news, policy and events.



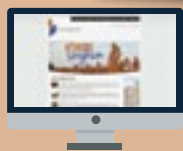
Sorghum Notes NSP's informative weekly newsletter serves as a premier information source covering news in D.C. and throughout the industry. It is delivered to producers, extension personnel, researchers, industry partners and media.

- 2,193 online subscribers
- 220 Paper Notes subscribers



Sorghum Grower NSP's *Sorghum Grower* magazine is available in print or online editions providing readers with a magazine they can read on the go or at home.

- Four issues per year
- Free subscription
- Available on desktop



SorghumGrowers.com SorghumGrowers.com is experiencing growth as readers are visiting and returning to the site each month to receive up-to-date news on the sorghum industry, learn about upcoming sorghum events and find resources related to sorghum production and consumption.

- 5,584 page views per month
- 86.2% new visitors per month
- 1.56 pages viewed per visit



Social Media NSP's active social media footprint is connecting with viewers in an impactful way like never before.

- 2,049 followers on Twitter
- Over 13K impressions on Facebook
- More than 500 followers on Instagram

SORGHUM NOTES

About

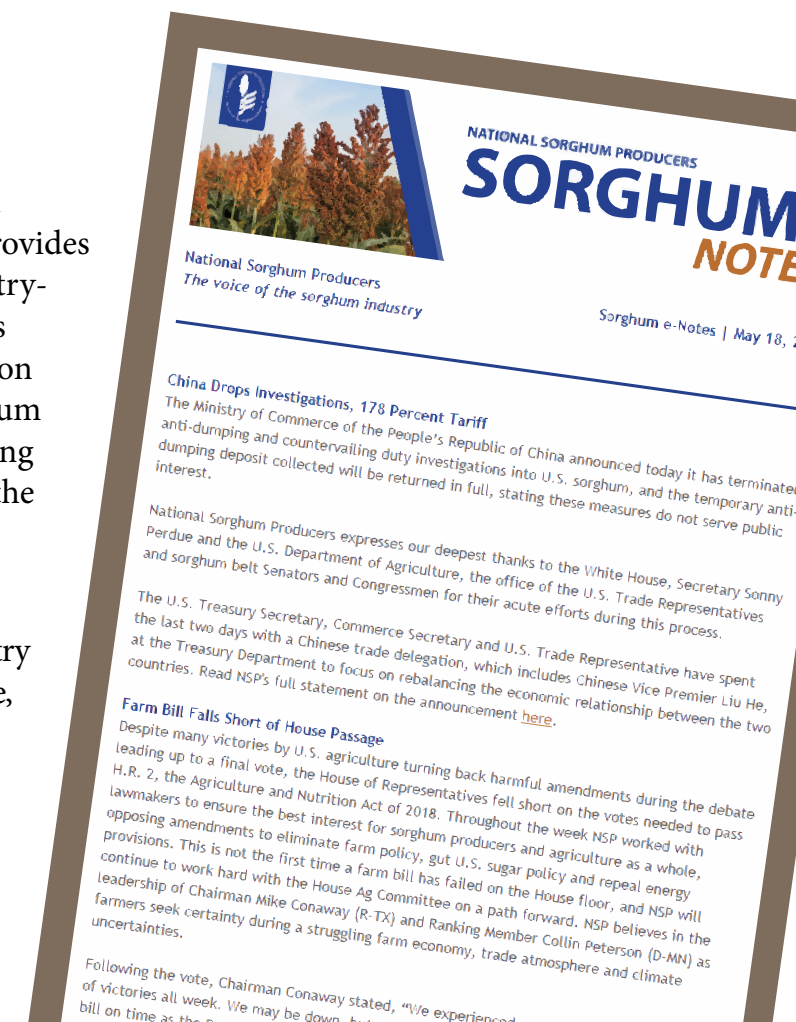
Sorghum Notes is NSP's weekly newsletter that is shared with members and other industry professionals. Sorghum notes provides information related to policy, trade, planting and other industry-related topics. The weekly newsletter expands on NSP's values by providing knowledge and education to members working on their day-to-day operations. Sorghum Notes serves as a medium to maintain regular contact with NSP members while providing the opportunity to increase awareness and understanding of the policies and issues impacting sorghum each week.

Why Sponsor Sorghum Notes?

Sponsoring Sorghum Notes provides an opportunity for an Industry Partner to have their logo and website link accessible in every issue, establishing a weekly presence with sorghum producers.

Contact

For more information on how to become the sponsor for Sorghum Notes, please contact Jamaca Battin at jamaca@sorghumgrowers.com



SORGHUM GROWER

Sorghum Grower is National Sorghum Producers official publication, **delivered to a national audience** of producer, industry and congressional readers. This quarterly publication offers a place for sorghum farmers by providing timely, relevant and educational information on everything sorghum. Covering crop production techniques, research, legislative happenings, ethanol, insurance, finance, farm programs and much more, *Sorghum Grower* is the only sorghum-specific publication in the U.S. NSP Industry Partners can take advantage of exclusive advertising rates. *Sorghum Grower* reaches every U.S. sorghum farmer with at least 150 acres in the U.S. as well as NSP members, industry stakeholders, scientists, political decision makers and elevators. Be sure to note complimentary ads for our Industry Partners!

COMING SOON Industry Partners will soon have the opportunity to expose their brand to new audiences in new places through online publishing of *Sorghum Grower* magazine. A web re-design is planned for FY19, so stay tuned. In the meantime, partners advertised in *Sorghum Grower* will still receive exposure through our online digital version.

2018 EDITORIAL CALENDAR

INCLUDED

CEO/CHAIRMAN/EDITOR'S DESK: National Sorghum Producers CEO, External Affairs Director and Board Chairman share what is happening in the industry and how it will affect U.S. sorghum farmers.

CAPITOL HILL: Exclusive legislation and policy information from National Sorghum Producer's vast resources on Capitol Hill.

NSP UPDATE: Association updates on sorghum industry activities and initiatives.

FROM THE FIELD: Grower level insight provided straight from the field for growers by growers.

INDUSTRY PARTNERS SPOTLIGHT: The ultimate spotlight for NSP to promote Industry Partners.

SORGNOMICS: Highlights the numbers and economics of growing sorghum and using new technologies.

SORGHUM MARKETS: Features markets available to U.S. sorghum farmers.

LAB TO CAB: An in-depth look at what's happening in research and extension work in the sorghum industry.

SORGHUM ABROAD: Sorghum is taking the worldwide stage in various markets around the world.

SORGHUM RECIPE: Add sorghum to meal-time favorites with easy recipes incorporating sorghum in a variety of ways.

SORGHUM SHORTCUTS: Quick information and news pieces readers deserve to know about.

WINTER/ JANUARY 2019

MERGERS & ACQUISITIONS

AD BOOKING: 11/26/2018
ART DEADLINE: 12/7/2018
MAIL DATE: 1/14/2019

SPRING/ APRIL 2019

MARKETING

AD BOOKING: 2/22/2019
ART DEADLINE: 3/8/2019
MAIL DATE: 4/17/2019

SUMMER/ AUGUST 2019

FARM BILL

AD BOOKING: 6/24/2019
ART DEADLINE: 7/5/2019
MAIL DATE: 8/14/2019

FALL/ NOVEMBER 2019

GRASSROOTS LEADERSHIP

AD BOOKING: 9/23/2019
ART DEADLINE: 10/04/2019
MAIL DATE: 11/13/2019

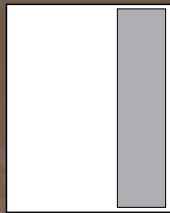
WINTER/ JANUARY 2020

ENERGY & SUSTAINABILITY

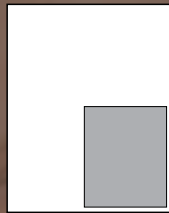
AD BOOKING: 11/25/2019
ART DEADLINE: 12/6/2019
MAIL DATE: 1/13/2020

ADVERTISING & PREMIUM POSITIONS

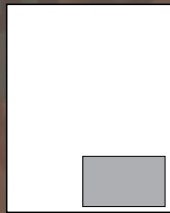
- Add 1/8" bleed on full page and double spread ads.
- Prices are 4-color.
- Keep live matter within 1/2" of trim.
- Publication trim size 8 1/2" X 10 3/4".
- Custom ad production available on a limited basis for an additional fee.



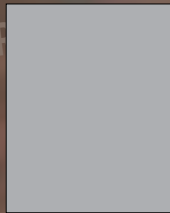
1/3 Vertical
2 5/16" X 9 1/2"
\$1,250



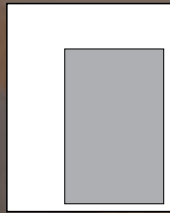
1/4 Page
3 5/8" X 4 3/4"
\$900



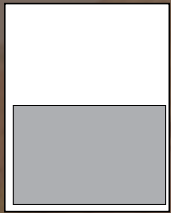
1/8 Page
3 5/8" X 2 1/4"
Partner Exclusive



Full Page
8 1/2" X 10 3/4"
\$2,500



1/2 Island
4 15/16" X 7 5/16"
\$1,950



1/2 Horizontal
7 1/2" X 4 3/4"
\$1,750

TWO PAGE SPREAD

\$4,500

CENTER DOUBLE PAGE SPREAD

ADD 20% COLOR RATE

OUTSIDE BACK COVER

ADD 15% COLOR RATE

INSIDE FRONT/BACK COVER

ADD 10% COLOR RATE

SORGHUM GROWER READERSHIP

Ethanol Industry

Extension

Researchers

Industry Partners
Elevator-Members

Sorghum
Producers/Members





SORGHUM YIELD CONTEST

Each year, National Sorghum Producers provides sorghum growers the chance to showcase their own crop in the yield contest. It also provides the opportunity for NSP to recognize some of the best growers and provides the opportunity for farmers to grow and learn from one another. Additionally, to illustrate sorghum’s yield potential, the NSP board set a yield goal of 250 bushels per acre. Growers have come close to reaching this goal with Mike Henson of Texas harvesting 245.9 bushels per acre in 2014. With support from the Sorghum Checkoff, growers who successfully reach this milestone will be awarded a three-year truck lease (Ford, Chevrolet, Dodge or Toyota) for first place, an all-terrain vehicle for second place and a riding lawn mower for third place.

Interested in becoming a premier sorghum yield contest sponsor?

Email jamaca@sorghumgrowers.com

Learn more at SorghumGrowers.com/yield-contest

PRODUCTION ACRES

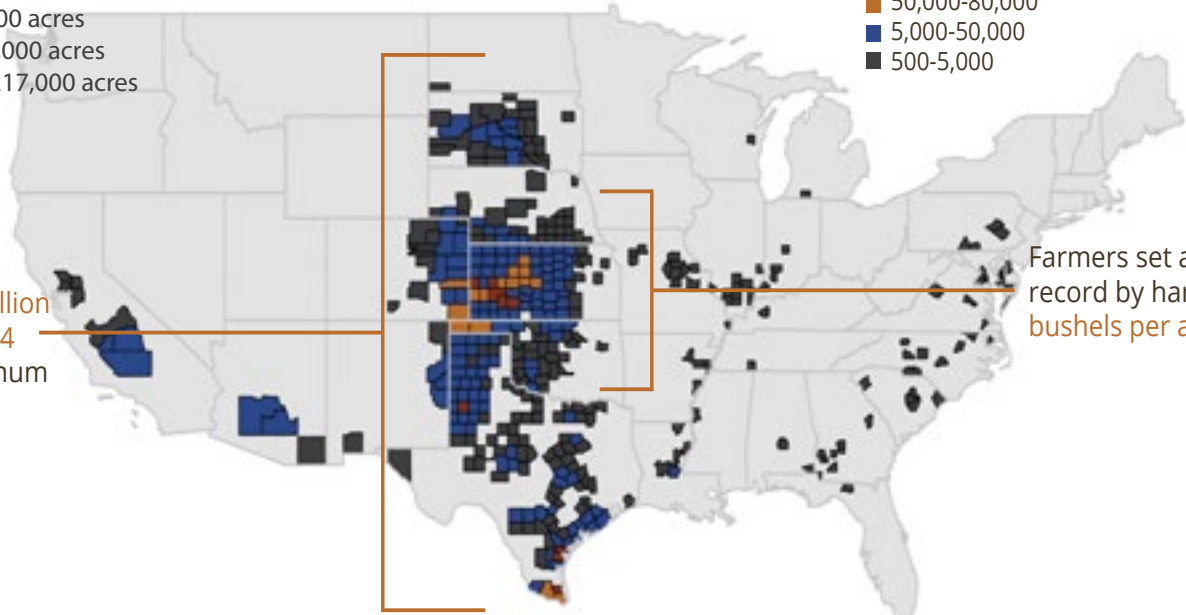
Sorghum is traditionally grown throughout the Sorghum Belt, which runs from South Dakota to Southern Texas, primarily on dryland acres. Acreage increases have been seen in non-traditional areas like the Delta and Southeast regions. In 2017, sorghum was planted on 5.6 million acres and 364 million bushels were harvested. The top five sorghum-producing states in 2017 were:

- 1. **Kansas** – 2.6 million acres
- 2. **Texas** – 1.65 million acres
- 3. **Colorado**– 410,000 acres
- 4. **Oklahoma** – 315,000 acres
- 5. **South Dakota**– 217,000 acres

Planted Acres

- 80,000-200,000
- 50,000-80,000
- 5,000-50,000
- 500-5,000

Farmers planted 5.6 million acres and harvested 364 million bushels of sorghum in 2017.



Farmers set a national yield record by harvesting 72.1 bushels per acre.



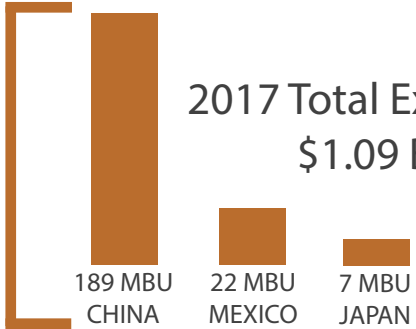
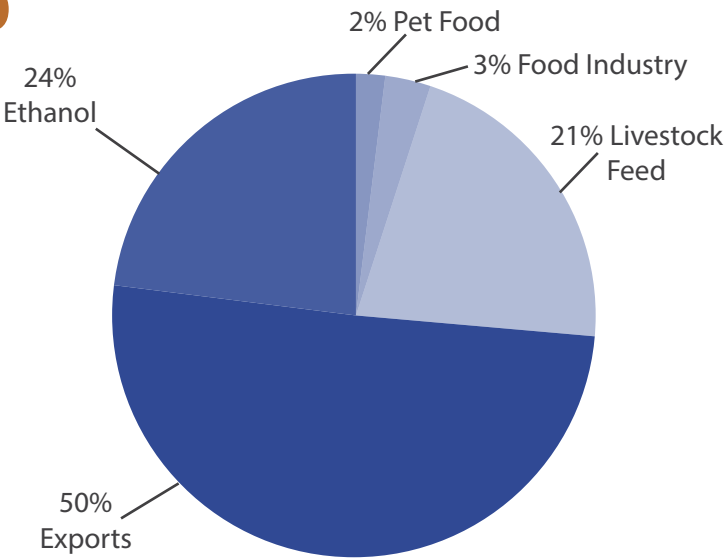
CONSUMER FOOD AND MARKETING

Demand for sorghum as a consumer food product is at its highest level in history, comprising 5 percent of the sorghum marketplace and opening doors for partnerships with a new and developing sector of our industry. Retail food products containing sorghum now total more than 1,000. The most visible growth in 2016 was attributed to sorghum’s use in restaurants. Sorghum is now included on 1.6 percent of menus across the nation, an eightfold increase over the last three years. To meet this growing demand for sorghum as a healthy whole grain, the Sorghum Checkoff launched its first consumer-facing brand, Sorghum. Nature’s Super Grain®, and SimplySorghum.com in June 2016. These efforts help enhance awareness of sorghum and close missing gaps for consumers while also increasing producer profitability through amplified market demand.

SORGHUM MARKETS

CREATING A HIGHER VALUE

Demand for sorghum continued to grow and develop in 2017. Traditional marketplaces began shifting back into their typical places following strong export years. While exports decreased slightly from 2016, this opened the door for the ethanol and livestock industries to regain usage. Value-added marketing opportunities, like the food and pet food industries, continue to provide tremendous value and benefits for sorghum producers. A focus on research in various market development areas in 2016 and 2017 provided key insight for future market expansion.



2017 Total Export Value:
\$1.09 Billion

STRENGTH IN NUMBERS

The United States exported 190 million bushels of sorghum to 9 customers during the 2016/2017 marketing year. Top U.S. export customers were led by China, followed by Mexico and Japan. Continued efforts to develop international marketplaces for sorghum is crucial to creating diverse and astute demand.

EVENT CALENDAR

60 Years Representing Sorghum

2018

2019

- Sunbelt Ag Expo**, Moultrie, GA, October 16-18, 2018
- Food & Nutrition Conference & Expo**, Washington, D.C., October 20-23, 2018
- Leadership Sorghum Class IV Session 2**, Kansas, November 7-9, 2018
- NSP Board Meeting**, Lubbock, TX, November 13-16, 2018
- USCP Board Meeting**, Lubbock, TX, December 11-13, 2018
- Legislative DC Fly-in**, Washington, D.C., February 2019
- Leadership Sorghum Class IV Session 3**, Washington, D.C., Feb 2019
- Advanced Feedstock's Summit**, Washington, D.C., February 28-March 2, 2019
- Commodity Classic**, Orlando, FL, February 28-March 2, 2019
- USCP Board Meeting** (Held in conjunction with Commodity Classic)
- NSP Board Meeting** (Held in conjunction with Commodity Classic)
- Mid-South Farm & Gin Show**, Memphis, TN, March 1-2, 2019



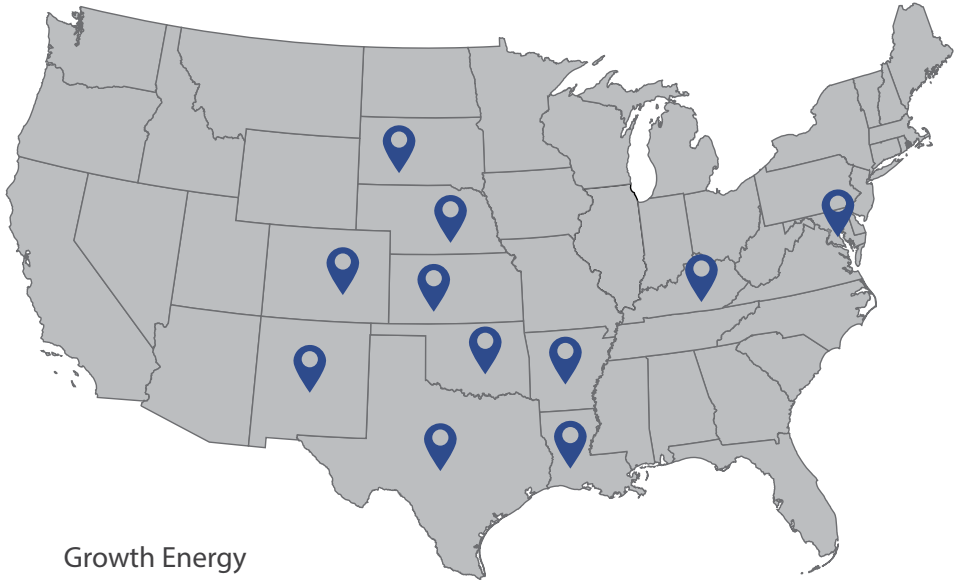
- Texas Grain Sorghum Producers Annual Meeting**, San Antonio, TX, April 18-20, 2019
- Pet Food Forum**, Kansas City, MO, April- May 29-1, 2019
- Leadership Sorghum Class IV Session 4**, New Orleans, LA, August 6-8, 2019
- USCP Board Meeting**, TBD, August 13-14, 2019
- USCP Board Meeting**, Lubbock, TX, December 10-12 2019
- Leadership Sorghum Class IV Graduation** (Held in conjunction with USCP Board meeting)
- Fuel Ethanol Workshop**
- Export Sorghum**
- Institute of Food Technologists Conference**
- Ruminant Nutrition Conference**
- NSP Board Meeting**, Lubbock, TX, August 2019
- NSP Board Meeting**, Lubbock, TX, November 2019

AFFILIATE ORGANIZATIONS

National Sorghum Producers works in unison with state and interest organizations, partnering together to meet the needs of sorghum farmers across the United States. Working together, we take a grassroots approach to the issues we face as an industry and value the support our industry partners provide through those endeavors.

Valued State and Interest Partner Organizations

- Arkansas Corn and Grain Sorghum Board
- Colorado Sorghum Producers Association
- Kansas Grain Sorghum Commission
- Kansas Grain Sorghum Producers Association
- Kentucky Small Grain Growers Association
- Louisiana Cotton & Grain Association
- Nebraska Grain Sorghum Association
- Nebraska Grain Sorghum Board
- New Mexico Sorghum Association
- Oklahoma Sorghum Commission
- Oklahoma Sorghum Association
- Texas Grain Sorghum Association
- Texas Grain Sorghum Board



- Growth Energy
- Fuels America
- National Sweet Sorghum Producers & Processors Assoc.
- Pheasants Forever
- Quail Forever
- Renewable Fuels Association
- United Sorghum Checkoff Program
- U.S. Grains Council

2018 INDUSTRY PARTNERS



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