

INSIDE THE SORGHUM
FOOD MARKET | p. 14

SORGHUM ON
THE SHELF | p. 18

A HEALTHY DOSE:
SORGHUM'S HEALTH ATTRIBUTES | p. 24



NATIONAL SORGHUM PRODUCERS

SORGHUM *Grower*

FALL 2013

A KEY INGREDIENT

Glenn Schur finds niche food market
with black sorghum hybrid

SORGHUM FOOD ISSUE



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TABLE OF CONTENTS

FEATURES

- 10** **A Key Ingredient**
*Glenn Schur takes his sorghum
from the field to the table*
- 18** **Sorghum on the Shelf**
*Check out the new and exciting
food products made with sorghum*
- 24** **A Healthy Dose**
Sorghum's big health benefits

DEPARTMENTS

- 5** **Editor's Desk**
- 6** **Capitol Hill**
- 14** **Sorghum Markets**
- 17** **From the Field**
- 20** **Sorghum Abroad**
- 23** **Sorgonomics®**
- 34** **Sorghum Shortcuts**



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15

ON THE COVER: Plainview, Texas, sorghum farmer Glenn Schur shows off the black "Onyx" sorghum hybrid, which offers human health benefits. Photo by Jennifer Blackburn.



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Editor's Desk

Food for Thought



FALL IS HERE, WHICH MEANS MANY GROWERS IN the Sorghum Belt are hopefully enjoying the bounty from their harvest. As you gather around the table this season, you might consider adding a few sorghum-based food products to your food selection. No, I'm not talking about sorghum *syrup* but rather the increasing number of food products currently available for consumers that are utilizing sorghum's healthy attributes.

In the United States, sorghum is typically recognized as a livestock feed or a biofuel feedstock. However, on a global scale, sorghum has long been used as a human food product. Sorghum is an ancient grain with origins dating back to 8,000 B.C. near the Egyptian-Sudanese border. Over time, the crop spread throughout Africa where it was largely used for human consumption because of its adaptability to a broad range of environments. Today, the crop's whole grain, gluten-free and other beneficial attributes are creating opportunities for sorghum in the U.S. food market.

While the food industry still represents only a small percentage of the overall U.S. sorghum market share, this niche market does offer exciting opportunities for growers *and* consumers. In fact, we were excited enough about this market we dedicated the entire fall issue of *Sorghum Grower* to tell you about it. In this issue, you will learn about some of the exciting opportunities evolving around a variety of food products, human health attributes, international markets and more. We hope you enjoy this issue, and maybe you will even try a sorghum food product for yourself.

Lindsay Kennedy
Sorghum Grower Editor

Remaining Optimistic

By Judd Gardner, Combest, Sell & Associates

FROM THE DUST BOWL OF THE 1930s TO the credit crisis of the 1980s, farmers are no strangers to difficulties. The historic drought that rocked the Midwest last year still persists today in many sorghum growing areas. Besides Mother Nature, farmers also face hurdles in our nation's capital.

It is apparent that Washington has become increasingly partisan and dysfunctional. Unable to reach consensus on almost anything of consequence, our government has resorted to lurching from budget deadline to budget deadline, or more aptly from manufactured crisis to manufactured crisis. Only when we risk grave consequences, such as defaulting on our national debt, do our leaders come to a last-minute agreement that pushes the deadline, or next crisis, to some point down the road.

Volumes have been written dissecting how we reached this point. Some experts point to the gerrymandering of congressional districts, others to underlying changes in the way Washington operates (constant travel, no earmarks, etc.), some blame the 24-hour media, and many just point to the general breakdown of our public discourse.

Yet, there are many reasons to remain optimistic.

First, we still live in an exceptional nation. You may have seen the recent dust up between world leaders when Russian President Vladimir Putin called American exceptionalism "dangerous." President Obama rightly

disagreed, pointing to America's "willingness, through the sacrifice of blood and treasure to stand up, not only for our own interests, but for the interests of all."

America is the only nation founded on an idea, Vice Presidential candidate Paul Ryan (R-WI) reminded us in his acceptance speech. Ryan said, "Our rights come from nature and God, not government. We promise equal opportunity, not equal outcomes." The bedrock principles our nation was built upon are as relevant and powerful today as they were in the days of our founding fathers.

Secondly, statesmen still walk the halls of Congress. Though sometimes lost in the 24-hour news which features political bomb throwers to boost ratings, serious legislators work tirelessly behind the scenes to solve the problems our nation faces. More than a handful of these true leaders have emerged during the farm bill process. Facing unprecedented challenges and criticisms, leaders on the House and Senate Agriculture Committees have consistently stood strong in defense of U.S. farmers and ranchers.

Thirdly, agriculture has a bright future. By now you have heard by year 2050 we need to double food production to feed a growing and more prosperous world population. This is a daunting proposition to say the least, but one that agriculturists should nonetheless find exciting. The demand for sorghum specifically will be further boosted

continued on p. 34



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A Key Ingredient

Story and Photographs by Jennifer Blackburn

GRAIN BERRY IS A GRAIN-based line of foods with natural antioxidants used to make a line that consists of bran flakes, toasted oats, pancake and waffle mix, muffin mix and snack crackers.

What's unique about this long list of food products? Each one is made with grain sorghum.

The right man for the job

Glenn Schur, a farmer from Plainview, Texas, was first contacted by Grain Berry's manufacturing company Silver Palate Kitchens Inc. five

years ago, and since that time, he has remained the sole-grower for this unique food line.

Proximity to ADM Milling in Plainview, Texas, also helped solidify Schur as Grain Berry's exclusive sorghum producer as it was the only sorghum milling facility in the U.S. that was food certified at the time.

"I was introduced to Glenn Schur as an enterprising farmer who, like [Silver Palate], had a great interest in food science," said Silver Palate Chairman Robert Harris. "He has done a great job for us and is still our

key sorghum grower for the Grain Berry line."

Harris said he learned about sorghum from scientists at the University of Georgia and Texas A&M University. Particularly seeking high-tannin sorghum, a less common variety, Silver Palate quickly recognized a need to arrange for a farmer to grow enough of the variety to meet their manufacturing needs.

Schur said growing tannin sorghum in a typical non-tannin market region like the Texas High Plains, was his main concern, but Silver Palate



◀ **A DIFFERENT COLOR.** Glenn Schur is no stranger to growing sorghum, but producing the new Onyx hybrid takes a few extra measures.

ry was a tannin sorghum on a tan plant he said, but this growing season, Schur had the opportunity to grow a new, black tannin sorghum hybrid, which Texas A&M licensed exclusively to Grain Berry.

Its name is Onyx, and in comparison to the tan colored, tannin sorghum, the hybrid contains high concentrations of anthocyanins, which are antioxidants with known health benefits.

The black sorghum can be milled or ground into flour for food use, making it suitable for the cereal market. While the yield potential for Onyx is currently at 65-70 percent of typical commercial grain sorghum yields, Dr. Bill Rooney's team at Texas A&M designed the hybrid specifically for niche market production.

Harvesting and storage

The first commercial harvest for Onyx took place on Schur's farm in October, and Schur said it is different in the fact that he must watch harvest more closely to ensure the grain remains in good condition and does not crack.

"I have to be more careful in setting my combine," Schur said, "and from a harvest and storage point of view, it takes a little more time than large-scale sorghum production."

Another measure Schur contends with at harvest time is ensuring

the grain is kept as an Identity Preserved (IP) product, which is a designation given to commodities in order to preserve the identity of a shipment because of its unique characteristics that have value otherwise lost through commingling during normal storage, handling and shipping procedures.

“

...from a harvest and storage point of view, it takes a little more time than large-scale sorghum production.

”

Last year Schur and Grain Berry faced a new hurdle when ADM Milling in Plainview, Texas, decided to close its doors. Now all of his production must be shipped by truck to a different ADM facility in Dodge City, Kan.

Worth the effort

Despite these additional steps at harvest needed to maintain product integrity, Schur said he enjoys handling the crop, and the premium generated from this niche market justifies the extra time he spends in the field at harvest.

"Producing food-grade sorghum can have a place in any operation," said Schur, "but if you're a straight, mass-quantity producer, then it may not work for every grower."

agreed to buy all of his sorghum production, which totaled nearly half a million pounds (approximately 9,000 bushels) the first year.

In the United States, approximately 99 percent of all sorghums grown are tannin-free, but a small percentage of sorghums containing tannins, such as what Schur is growing for Silver Palate, are produced under identity preservation for human food products.

Grain of a different color

The first variety of grain sorghum Schur began growing for Grain Ber-

continued on next page



“

We have just scratched the surface on sorghum’s potential in food products.

”

▲ FROM THE FIELD TO A BOX. Grain Berry cereals can currently be purchased in select grocery stores in more than eight states. Visit www.GrainBerry.com to find products near you.

In the future, Schur hopes to find a shorter season variety, but all-in-all, he is excited to be a part of the food industry.

“From this point on for myself and

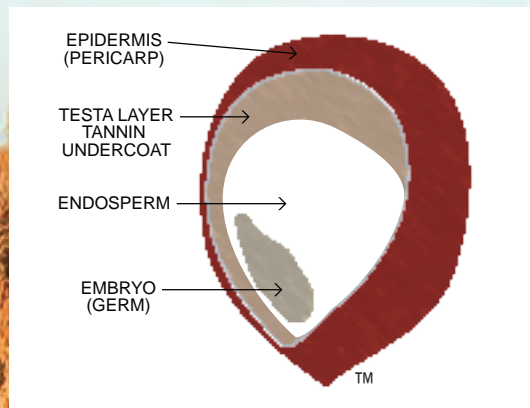
Grain Berry, there’s nothing but potential growth,” Schur said. “I see the opportunity for more and more uses the longer I am involved.”

Schur said the human health benefits tannin sorghum offers from an antioxidant standpoint are eye-opening, and he has learned about many advances made in the sorghum food market through his involvement with Silver Palate and their Grain Berry cereal and snack products.

“We have just scratched the surface on sorghum’s potential in food products,” Schur said. “Whether in a gluten-free or high-antioxidant diet, the health benefits of sorghum are becoming more and more prevalent to the consumer.”

As for Grain Berry’s products themselves, Schur recommends the Thinny-Thin Thins.

“Those crackers are really good!” 🍪



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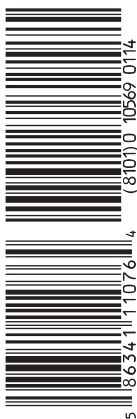
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Inside the Sorghum Food Market

By Lindsay Kennedy

THINK THE SORGHUM FOOD INDUSTRY IS comprised of only pancakes, brownies and beer? Think again.

There are more than 150 products on the market using sorghum as an ingredient, and that number is rising quickly. Consumers can now buy sorghum snack products, liquors, beers, cereals, baking mixes, sorghum flours and the list goes on. But, what does the food market really mean for the U.S. sorghum grower?

Biofuels, livestock feed and exports take the lion's share (88 percent) of the U.S. grain sorghum marketplace. These three markets are the typical drivers when it comes to setting the basis for most growers within the Sorghum Belt. Sorghum for human food use represents 2 percent of the total U.S. sorghum market.

Florentino Lopez, executive director of the United Sorghum Checkoff Program whose headquarters are located in Lubbock, Texas, says although the food market only represents a small portion of the overall U.S. sorghum market share, its high value potential is driving supply and demand.

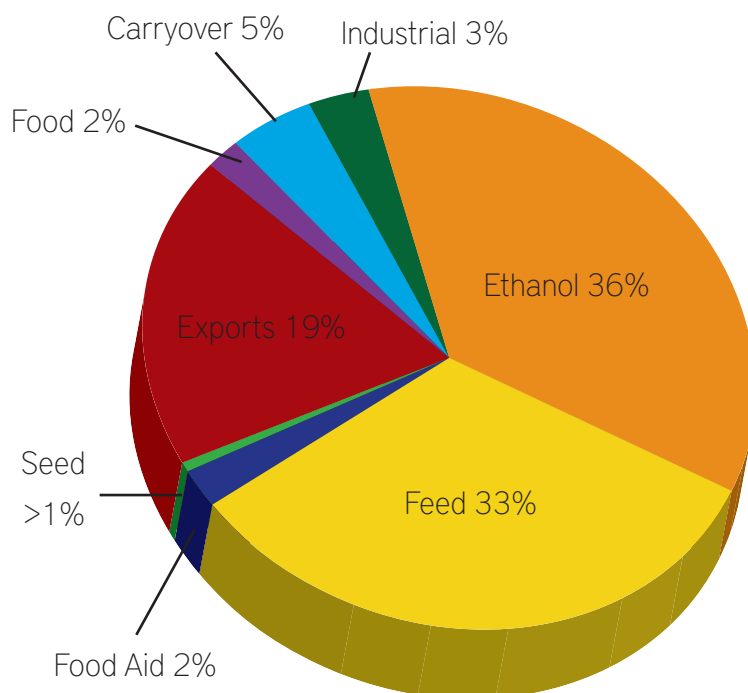
"There is no doubt the sorghum food market is starting to make waves in our industry," Lopez says. "Obviously, the core markets – ethanol, feed and exports – are still very important to U.S. growers in terms of creating price

support, but we have seen tremendous growth potential in the food market during the last few years."

Chicken and egg

To build a market, you have to have a supply. And, to build a supply, you need demand. So, which comes first when it comes to the sorghum food market?

The average U.S. sorghum farmer is not growing "food-grade" sorghum, Lopez said. There are likely less than 50 growers in the U.S. currently supplying the entire sorghum food sector with grain. However, Lopez says don't be fooled by that number.



► U.S. SORGHUM. Data from World Agriculture Supply & Demand Estimates and the Foreign Agriculture Service.

“Up until about three years ago, you could count the number of farmers growing sorghum for human food consumption on one hand,” he said. “But, as food companies are realizing the crop’s potential in meeting the demand for healthy, gluten-free, whole grain food products, we’re seeing more and more growers being contracted to fill that need.”

Much of the grain sorghum being grown for food purposes is tan in color and is often referred to as “white sorghum.” This tan/white grain produces a lighter colored flour when milled compared to the traditionally grown red-orange commercial sorghums. However, black or brown sumac sorghums are also being grown for food use because of their antioxidant attributes.

Regardless of color, all grain sorghums are gluten-free and whole grain. While gluten-free may be a big buzz word in the food industry these days, it is sorghum’s whole grain and ancient grain status that Lopez believes will have a lasting impact.

According to Packaged Facts, the market for gluten-free foods and beverages reached \$4.2 billion in 2012 after a compound annual growth rate of 28 percent from 2008 to 2012. Global sales of gluten-free products are expected to exceed \$4.3 billion by 2015, with the U.S. representing 53 percent of the market.

Distribution companies like Archer Daniels Midland Co. (ADM) have begun to take note of sorghum’s food product potential.

Building sorghum’s image as a food

With more momentum for sorghum in the food industry comes the need to brand the crop to a population that mainly thinks of sorghum as, “the syrup my grandpa put on his biscuits.” The Sorghum Checkoff has taken a leading role in branding sorghum across the entire industry, and the food sector presents unique opportunities for the

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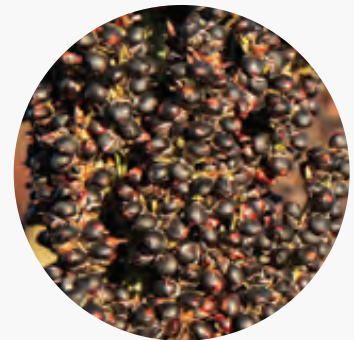
Does color matter?



Sorghum that possesses a red, orange or even bronze color is the most traditionally grown sorghum. This sorghum is used in all segments of the U.S. sorghum market, including biofuels production, livestock feed, international food aid and even the human food industry.



Tan/white sorghum is often used in the food industry because, when milled or ground, it produces a light colored flour. Most sorghum food products today contain tan/white sorghum. However, not all tan/white sorghum goes into food as some is used in commercial sorghum.



Black sorghum is often used in the food industry because of its high levels of antioxidants and other phytochemicals that have shown to have potential health benefits. Black sorghum is normally produced by growers who are contracted to grow the grain for a specific purpose.

NOTE. Commodity sorghum, as defined by the U.S. Grains Standard Act, can be a mixture of colors, including white, yellow, pink, orange, red or bronze. Any type of sorghum can be identity preserved to be directed into an industry or food sector to satisfy a particular need.

crop to develop its image. The Sorghum Checkoff rolled out its “*Sorghum: The Smart Choice*” campaign earlier this year, and it has already caught the interest of several food companies looking to use the phrase on their packaging.

“We believe sorghum is the *smart choice* across all of its applications, whether you’re looking at the crop from a growers’ perspective or as an end-user,” Lopez said. “The Smart Choice logo is already on food products in Japan that were made using U.S. sorghum, and we see a great opportunity to work with the growing number of food companies who are starting to utilize sorghum in their products to promote sorghum as smart choice for consumers interested in a whole grain, gluten-free, healthy lifestyle.”

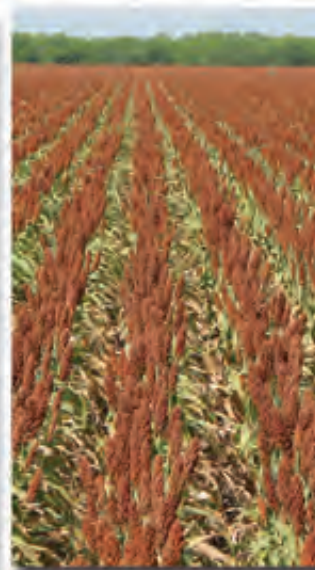
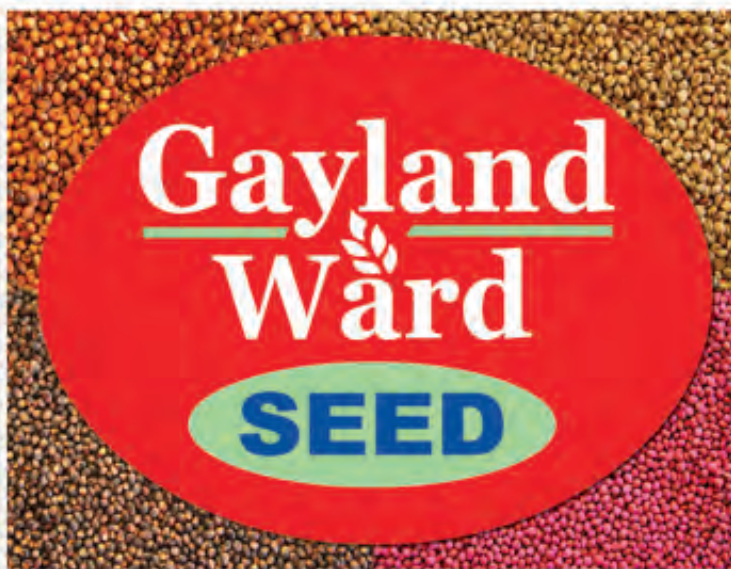
Seed companies are also taking advantage of opportunities the sorghum food sector is bringing to the table. This summer, Nuseed began marketing its branded premium food-grade sorghum seed, Wholis™, which was developed using proprietary sorghum genetics bred specifically for human consumption. Much like the Smart Choice campaign, Wholis™ looks to reinforce sorghum as an environmentally friendly, healthy whole grain food option.

Nuseed and ADM announced in July the companies are “collaborating to deliver sorghum flour products to food companies and specifically providers seeking to meet the needs of health-conscious and gluten-intolerant consumers.” ADM is using Nuseed’s Wholis™ branded sorghum supply chain for its Harvest Pearl White Sorghum Flour and Harvest Pearl White Whole Grain Sorghum Flour products. ADM is utilizing Nuseed’s closed-loop network of growers in western Kansas who are expected to abide by specific seed and grain quality requirements to produce product consistency.

Nuseed set its sights on developing superior food-grade sorghums after its parent company, Nufarm, acquired Texas-based Richardson Seeds and MMR Genetics in August 2009, which brought 50-plus years of sorghum breeding experience on board. That investment in premium quality sorghum varieties for human consumption ultimately prompted the introduction of its Wholis™ network and further illustrates the industry’s interest in grain sorghum.

“It will be very interesting to see where this market goes,” Lopez said. “I think it will surprise some people.” 🌾

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Cheers to Sorghum!

Q&A with New Planet Beer, Boulder, Colorado



New Planet Beer was established in 2009 in Boulder, Colo. When owner Pedro Gonzalez was first diagnosed with celiac disease, he thought his craft-beer drinking days were over. Not wanting to put his passion for beer aside, he realized that if he wanted gluten-free ales, he would have to brew them himself. He enlisted the help of a brewer/friend to begin this journey, and now New Planet Beer is a national leader in the production of 100 percent gluten-free beers. Sorghum Grower provides this Q&A to get a better look inside why New Planet chose sorghum.

How did you first learn about sorghum?

When we first decided to brew a 100 percent gluten-free beer, we researched and tested ingredients used in beers that were currently available in the U.S. At that time there were only sorghum-based lagers on the market.

Why did New Planet decide to use sorghum as a beer ingredient?

Sorghum fit our need for a naturally gluten-free product with commercial availability. Our brewery is founded on the premise of being natural and sustainable, so sorghum was a good option to use as it is 100 percent gluten-free and 100 percent American.

Tell us about your products.

All New Planet ales are 100 percent gluten-free and celiac safe. We use all-natural ingredients for superior quality, flavor and style. And, our production practices are sustainable and planet friendly. We have six ales available,

Pale Ale, Amber Ale, Blonde Ale, Raspberry Ale, Belgian Ale and Brown Ale.

How do you source your grain?

We source our sorghum via one of the largest U.S. grain suppliers, with the bulk being grown in the Dakotas. Due to our belief in being “planet friendly,” we are aware of our carbon footprint and rely on sustainable growers from regional providers.

Who are your targeted customers?

Our market is built from two main areas – celiac /gluten intolerant customers and the gluten-free by choice customers. For all our customers, health and lifestyle play a major part in choosing New Planet Beer. We are the pioneer of 100 percent, gluten-free, craft-beer and offer unmatched variety, quality and flavor in the category.

Discuss the challenges of procuring gluten-free ingredients.

Because we have very strict goals in producing our beer, we take great pains to only source ingredients that are naturally gluten-free, sustainable and GMO-free. There are also inherent challenges that come from limited ingredient choices and higher ingredient costs.

Where can your beer be purchased?

New Planet Beer is sold in 46 states in the U.S. We have broad distribution in major natural chain stores, supermarkets and independent retailers. You can visit NewPlanetBeer.com to find availability in your area. 🍷



Sorghum on the Shelf

There are more food products on the market than ever before that list sorghum as an ingredient. The 13 products you see below are just the beginning. From popped sorghum to sorghum beer and from brownie mixes to breakfast cereals, there are many sorghum food products to enjoy. The next time you head to your local grocery store, look for yourself. You might be surprised just how many food products are available.

Photography by Jennifer Blackburn

Layout by Lindsay Kennedy



1. Grain Berry Cereal by Silver Palate
www.GrainBerry.com (See coupon on p. 13)

2. Redbridge Beer
www.redbridgebeer.com

3. Mini Pops Caramel Coconut Clusters
www.myminipops.com

4. Grammy Crisps by Crunchmaster
www.crunchmaster.com

5. Lucy's Gluten-Free Oatmeal Cookie
www.drlucys.com

6. New Planet Gluten-Free Beer
www.newplanetbeer.com

7. Enjoy Life Cookies
www.enjoylifefoods.com

8. Shiloh Farms Organic Sorghum Grain
www.shilohfarms.com

9. Mini Pops Air Popped Sorghum Grain
www.myminipops.com

10. Sweet Sorghum Syrup
www.passionatehomemaking.com

11. Arrowhead Mills Gluten-Free All Purpose Baking Mix
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12. Bob's Red Mill "Sweet"
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13. Bard's Beer
www.bardsbeer.com

▼ MMM. SORGHUM. This display of food and drinks represents a handful of the food products using sorghum that are commercially available. Gluten-free, whole grain - what's not to love?



Sorghum Food-Grade Exports on the Rise

By Jennifer Blackburn

SORGHUM EXPORTS CURRENTLY AMOUNT to almost one-third of U.S. production and are used for a variety of purposes, but one sector in particular is growing at a rapid pace and isn't expected to slow down anytime soon.

For SB&B Foods Inc., a large scale agribusiness producing, processing and product supplying company, food-grade sorghum exports account for half a million dollars in export sales annually, and SB&B President Robert Sinner said he expects that amount to only go up from here.

"I easily think we double white sorghum sales in the next two to three years," he said. "I'm confident we will see this market continue to grow."

He said not only has SB&B added more food-grade sorghum customers this year, but the volume existing customers are requesting has increased, as well.

▼ **FOOD-GRADE SORGHUM.** White or tan colored sorghums have been the traditional choice for food-grade hybrids.



Food-grade sorghum is an important ingredient for SB&B and has been a part of the company's portfolio since the mid-1990s when an increase demand for food-grade sorghum began.

Sinner's company initially started as an international business focused on food-grade soybeans, and as the company's portfolio of customers increased, some began requesting other products and commodities, which led to international sales of food-grade sorghum.

Why the sudden demand? Sinner attributes the increased demand for food-grade sorghum abroad to its nutritional value and other health benefits.

"Food companies are always looking to improve their portfolio of products," Sinner said, "and food manufacturers can get pretty creative with snack foods and different types of bakery items that might create a nutritious benefit for consumers."

"These companies are sophisticated and good at researching food trends worldwide on the Internet," Sinner said. "They can readily obtain this information now, and as a result, creating new products for retail happens much quicker than it did 10 years ago."

Another attribute to the increased use of food-grade grain sorghum is stateside awareness of the grain's gluten-free qualities.

"While *gluten-free* has become a sensation and a requirement for many domestic SB&B customers, our company has found consumers in foreign countries, particularly in Asia, do not yet understand what gluten-free means," said Jessica Toop, SB&B's sales manager for white sorghum.

Toop said it is important for Americans to understand this lack of understanding by foreign consumers but said their company was quick to recognize trends in the U.S. are eventually endorsed or adopted in other countries.

In order to meet customer needs, whether foreign or domestic, SB&B has two separate processing facilities to ensure gluten-free standards are met if desired.

SB&B's processing facility for food-grade sorghum is in Wisconsin, and the company sources white sorghum from farmers in Nebraska, Kansas and Missouri to fulfill its production needs. Sinner said the company works closely with its producers, which offers customers a unique and very complete traceability program.

"Our company has developed relationships with producers that have continued for many years," Sinner said. "One thing we offer growers is SB&B has production experience ourselves, and we understand the agronomic challenges and what it takes for farmers to produce and supply a good, quality product."

Sinner said the methods farmers adopt to align themselves in the food industry are what makes his business successful, and as the food-grade sorghum export industry continues to grow, opportunity for farmers interested in the food industry grows, as well. 📌

▼ OUT TO SEA. Foreign demand for food-grade grain sorghum is increasing as companies look for ways to improve their portfolio of products in the market.





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Kansas Sorghum Flour Business Strives for Quality, Food Safety

By Lindsay Kennedy

EARL ROEMER TOOK ADVANTAGE OF THE RAPIDLY growing gluten-free food market last year when he launched his company Nu Life Market in Scott City, Kan. The company's sorghum flour milling facility mills bulk food-grade sorghum in hopes of providing a quality baking flour option for the nearly 15 million Americans suffering from celiac disease or gluten-intolerance.

The grain sorghum used in the facility is grown by Roemer, a founding producer member of the United Sorghum Checkoff Program's board of directors, and other western Kansas farmers. Roemer says sorghum is an excellent choice for production in the growing region surrounding his Nu Life Market production facility in western Kansas because of its ability to produce volumes of grain with the utilization of less water and other natural resources.

"Grain sorghum is naturally gluten-free and a GMO-free sustainable crop," Roemer says. "It is ideal for consumption by individuals with celiac disease, gluten intolerance, or gluten sensitivity."

Roemer and his team at Nu Life Market take the milling process very seriously when it comes to ensuring not only quality, but the need to keep the facility, equipment and all things in between free of any gluten contamination. The company's Farm to Family Food Safety Program was set into place to reassure customers that all precautions

are taken to prevent potential cross contamination of grains containing gluten. The program is backed by both an internal and third party gluten analysis, as well as employee education on food allergies, sensitivities and celiac disease, gluten-free certification, and close monitoring of the sorghum as it is being grown and harvested.

Nu Life Market processes, cleans, inspects, packages and ships all of their products from their manufacturing plant. Aside from being 100 percent free of gluten, the Nu Life Market facility is also free of dairy, peanuts and soy.

"We have taken extra precaution to ensure the products we extend to our customers can be enjoyed without worry of gluten or other allergen contamination," Roemer says.

Nu Life Market's sorghum products include white pearled grain sorghum flour, white, black and burgundy whole grain sorghum flours, and burgundy, black and sumac milled sorghum brans. 🌾



► **FARM TO FAMILY.** Nu Life Market's milling facility goes the extra mile to prevent gluten contamination.

A Healthy Dose

Sorghum's antioxidant attributes show promise in benefiting human health



By Lindsay Kennedy

DIABETES. CARDIOVASCULAR disease. Cancer. Obesity. These are pretty nasty words, and unfortunately, most of us are either dealing with these chronic diseases firsthand or know someone who is.

Dr. Nancy Turner, associate professor at Texas A&M University's Department of Nutrition and Food Science, says a growing aged population base presents challenges when it comes to susceptibility to the previously mentioned chronic diseases. However, all of these diseases are all thought to be partially preventable through appropriate dietary patterns.

Turner has been working on research funded by the Sorghum Checkoff to further explore sor-

ghum's ability to potentially reduce the risk of these chronic diseases. Turner says the identification of dietary components that facilitate health for all people will ultimately contribute to healthy aging and disease prevention in the U.S. Additionally, it probably doesn't surprise any of us that westernized diets show a need for greater intakes of fruits, vegetables and whole grains.

"These dietary recommendations would involve consuming a wider variety of plant-based foods containing beneficial dietary fibers, lipids, vitamins and minerals," Turner says. "These foods also contain a multitude of phytochemicals that are now being determined to contribute toward human health."

Power of antioxidants

These phytochemicals are generally known for their antioxidant potential, but Turner says they may contribute to human health in many more ways than simply serving as an antioxidant.

Sorghum is gaining attention as a gluten-free option as food companies focus attention on meeting the demands of the increasing number of individuals with gluten intolerance, or celiac disease. Yet, the benefits of sorghum consumption extend well beyond providing a grain source for celiac patients, Turner says.

"There are certain varieties of sorghum that contain significant levels of phytochemicals that are now being

demonstrated to contribute to maintenance of health,” she says. “Many of these compounds have very high antioxidant activities and may impart some health benefits by reducing excess levels of oxidants in the food supply.”

Furthermore, she said some of these compounds may benefit colon health and positively impact obesity.

“These compounds alter microbial populations in the large intestine. These bacteria are thought to contribute toward the health or disease status within the colon while also playing a role in regulating other health states such as obesity.”

It may be through this effect that some sorghum varieties have been found to reduce colon carcinogenesis and inflammatory bowel disease in animal models of the disease.

While these observations have yet to be validated in human trials, Turner says the existing observations certainly support the need to study the responses in humans.

“Beyond colon health and obesity, some of the lipids found in sorghum also have been shown to influence circulating triglycerides and cholesterol, which suggests they would help suppress some of the dyslipidemias associated with diabetes as well as cardiovascular disease.”

Turner says these observations suggest increased consumption of sorghum grains may improve human health by reducing several factors known to contribute to several chronic diseases.

Sumac sorghum

Turner’s research has focused on using specialty sorghum varieties, most specifically dark colored sorghums, which are typically grown by contracted growers under identity preservation agreements.

A CLOSER LOOK

the truth about TANNINS



In the sorghum industry, there seems to be a love-hate relationship with tannins. Tannins are largely known in sorghum production for providing a bitter taste and decreased protein digestibility when the crop is used as a livestock feed. But on the other hand, tannins also contain antioxidant, anti-inflammatory and other human health-promoting properties.

While 99 percent of all sorghums grown in the United States are tannin-free, there are a small percentage of sorghums containing tannins grown by American farmers, which are largely produced for human food products. Let’s take a look at some basic truths about tannins.

Truth: Tannin sorghums contain condensed tannins, which are not toxic.

You can also find condensed tannins in grapes, blueberries, cranberries and dark chocolate, all of which can be consumed without adverse effects.

Truth: There are many uses for tannin sorghum.

Tannin sorghums are widely used in the production of quality breads and even in malts and sorghum beers. Tannin sorghums have great potential in the food industry because of their natural antioxidant attributes.

Truth: Grain color does not always determine tannins.

Grain color is not a reliable indicator of tannins. Only sorghums with a pigmented testa layer contain tannins. The presence of tannins in sorghums is controlled by the B1B2 gene. Pericarp color does not control the presence of tannins. Some sorghums with a white, red, or yellow pericarp have tannins.

Truth: Tannins do reduce feed efficiency in livestock.

The amount of nutrient digestibility depends on the livestock species, processing and the ration fed. In general, animals consume more feed to produce about the same or slightly less weight gains. Studies suggest tannins are only partially responsible for protein digestibility. Nutrient absorption is not compromised when tannin sorghums are part of a well-balanced diet.

Information from “Ten Myths and Facts on Tannin Sorghums” by the Texas A&M Cereal Quality Lab.

Through a collaborative study with the University of Nebraska and Kansas State University, Turner has conducted a human trial that examined the physiological responses to diets using sumac sorghum flour and brans. The trial indicated sorghum can impact metabolism, which would aid in the prevention of a variety of diseases.

The term “sumac” may not be a household name in production agriculture, but it is gaining a name for itself in the health industry. Sumac is a high tannin variety of sorghum that is typically dark brown in color and contains levels of phytochemicals known to benefit human health.

Sorghum – An all-natural additive?

Sorghum’s antioxidant potential is not limited to just possible chronic disease prevention. It may also have application as an all-natural meat additive to extend shelf life.

Dr. Rhonda Miller, a meat science professor in Texas A&M’s Department of Animal Science, has been examining the impact of sumac and black tannin sorghum bran when added to cooked turkey patties, cooked pork sausage patties, bratwursts and cooked chicken nuggets.

Miller says the most commonly used food preservative in the industry to control oxidation and flavor deterioration in meat products is BHA/BHT, which are antioxidants used to keep fats from becoming rancid. Besides meat, BHA/BHT is also commonly found in food products such as butter, cereals, baked goods, snack foods and even chewing gum. While extensive testing has proven BHA/BHT to be a safe preservative, the commercial antioxidant does have a negative reputation among consumers, and demand for a natural food additive to increase shelf life certainly exists.

Studies show powdered, high tannin sorghum bran possesses stronger antioxidant properties than BHA/BHT when added to beef products, but more research is needed to examine its impact when added to pre-cooked pork sausage, turkey or dark meat chicken. Because these products possess higher levels of unsaturated fatty acids than beef, they are more susceptible to lipid oxidation, which impacts flavor and meat quality.

Miller’s research indicates that sorghum bran could be as powerful of an antioxidant as BHA/BHT, and the

addition of sorghum bran to these products can be done without negatively impacting flavor, color, pH or water holding capacity.

Her work has caught the attention of Tyson Foods, who is also conducting studies in search of an all-natural additive. While volume may be a challenge when sourcing black tannin and sumac sorghums, Miller says if certain steps fall into place, the sky could be the limit for sorghum’s use as a meat extender. Pre-cooked pork and poultry products, which are traditionally manufactured and stored as frozen products, represent a greater than \$6 billion industry in the U.S. 🌱



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Sorghum Update

Brought to you by the Kansas Grain Sorghum Commission

Kansas Grain Sorghum Commission: Investing in Your Field

Research Project Title	Principle Investigator	Amounts
Remote Sensing Screening Tools for Sorghum Breeding Programs	KSU - Aiken, Price, Co- Merwe, Tesso, Perumal	\$36,000.00
Sorghum Production Schools for Kansas	KSU - Ciampitti, Thompson, Roozeboom	\$12,174.00
Screen Exotic Sorghum Germplasm to Identify New Sources of Stalk Rot Resistance	KSU - Little, Perumal, Tesso	\$39,785.00
Market Develop Grant - International Grain Program	KSU - Fowler, Oneil, Campabadal	\$30,000.00
Expansion and Validation of an Automated Trapping System for Monitoring Sorghum Headworm	KSU - McCornack	\$10,000.00
Maximizing Sorghum Yield and Profitability through Efficient N Fertilization	KSU - Mengel	\$31,956.00
Comparison of Yield, Water Use, and Profitability of Grain Sorghum and Drought-Tolerant Corn in Dryland and Limited Irrigation Systems in Central Kansas	KSU - Nelson, Cramer	\$30,066.00
Evaluation of Nitrogen and Iron Use Efficiency in Advanced Sorghum Lines	KSU - Obour, Perumal, Prasad	\$37,221.00
Development of sorghum parental (A/B and R) lines with enhanced drought and cold tolerance	KSU - Perumal, Aiken, Little	\$98,000.00
Improving Yield Potential of Grain Sorghum through Drought and Heat Tolerance	KSU - Prasad, Tesso, Perumal	\$52,000.00
Sorghum Hybrid and Wheat Variety Traits for Planting Wheat after Sorghum in No-Till	KSU - Roozeboom, Jennings	\$18,835.00
Effect of Chinch Bug Feeding and Drought on Sorghum Stand Establishment and Yield	KSU - Smith, Whitworth, McCornack	\$22,344.00
Development of genomic tools to facilitate drought tolerance and ALS resistance breeding in sorghum	KSU - Tesso, Prasad, Jugulam	\$57,250.00
Breeding Sorghum for Improved Production and Utilization	KSU - Tesso, Prasad, Roozeboom	\$83,200.00
Development of Utilization of Sorghum as Feedstock for Biofuel Production	KSU - Wang, Tesso	\$25,000.00
Sorghum Doubled Haploid Technology for Kansas Farmers	Heartland Plant Innovations	\$25,000.00
USDA - Development of a Long Term USDA ARS PSGD Sorghum Breeding Presence in Kansas	USDA ARS Lubbock, TX	\$21,500.00
Diagnosing Sorghum Production Problems in Kansas	KSU - Ciampitti	\$8,000.00
Total Funding		\$638,331.00

For more information about the Kansas Grain Sorghum Commission, check out our website at www.ksgrainsorghum.org.

Contact: KGSC Administrator Jill Barnhardt 795 22nd Rd NW, Lebo, KS 66856

(785) 341-6433, jill@ksgrainsorghum.org, www.ksgrainsorghum.org.

A Grower's Perspective: Chinese Export Market Creates Opportunities for U.S. Sorghum

By Adam Baldwin, McPherson, Kan.

McPherson, Kan., sorghum farmer Adam Baldwin attended a U.S. Grains Council trade mission to China Sept. 2-14 on behalf of the Sorghum Checkoff to learn more about the current grain market in China and understand the demand for sorghum. The demand for sorghum has increased dramatically making it critical to understand the dynamics at work and facilitate continued opportunities. China, in the current market year beginning Sept. 1, 2013, has committed to 47.2 million bushels of U.S. sorghum.

In September, I had the opportunity to represent Kansas and U.S. sorghum growers on a trade mission in China hosted by the U.S. Grains Council and the Sorghum Checkoff. Our team, which consisted of Sorghum Checkoff Chairman Stewart Weaver of Arkansas, Executive Director Florentino Lopez, and Alvaro Cordero, Brian Lohmar and Sam Niu from USGC, met with end-users to learn more about this rapidly developing market.

While sitting down with our Chinese customers, I quickly realized that although we may be on different sides of the world, we have many more similarities than differences. They want to maximize profit while producing a high quality product, and we believe U.S. sorghum is an excellent tool to help them achieve those goals.

The Sorghum Checkoff's mission is to increase the U.S. sorghum farmers' bottom line by either increasing productivity and/or demand. We went to China to promote that sor-

ghum was not only the smart choice for U.S. farmers, but Chinese livestock producers, as well.

During our visit, we held several seminars, which allowed us to engage with roughly 500 merchandisers and end-users in China. The interest and excitement we witnessed for



(L to R) USCP Chairman Stewart Weaver, USCP Executive Director Florentino Lopez, board member Adam Baldwin, and Alvaro Cordero and Brian Lohmar of the U.S. Grains Council attended a trade mission to China in September 2013.

U.S. sorghum during these seminars was incredible, and I believe this trade mission, without a doubt, helped to increase sorghum's demand.

I knew our trade mission was having a direct impact on the U.S. sorghum export market when a Chinese trader told us the day after attending one of our sorghum seminars that although he had already booked several vessels of U.S. sorghum, he was planning on booking seven more after talking to some of his clients who had attended our meeting.

"I believe this trade mission helped to increase sorghum's demand."

I was pleased when we were told by a major firm that they believed U.S. sorghum has a 1.5-4 million metric ton market potential in China. But, I got really excited when one firm mentioned they were willing to pay comparable prices to corn for U.S. sorghum. Most people remember when Spain came into the market in 2007 and basis in Kansas, especially at terminals, got very strong. It is my belief that China should create similar market strength that could last for several years.

I also learned some of the unique uses China has for sorghum. I knew there was market potential for swine and poultry feed, but never considered ducks. One company planned on using sorghum in their duck ration. Their grain need worked out to six Panamax vessels of sorghum a year – just for ducks!

The trade mission was a very important to me for several reasons. First, I was better able to understand the Chinese feed grain market in terms of trade limitations and opportunities. Secondly, I was able to see the respect and influence the U.S. Grains Council has among Chinese commodity traders and end-users. Most importantly, we were able to directly affect Chinese purchasing decisions through the sorghum seminars we held during our visit.

After meeting with traders, end-users and even a representative from a major U.S. railroad line, I believe con-

tainer trade in sorghum needs to be developed and promoted. Not focusing on this market will limit our exports and the ability of the U.S. sorghum farmer to maximize the price they receive at their farm gate.

However, there are some challenges to overcome in sorghum trade with China. Things we would have not considered to be an issue, such as our sorghum being red as well as tan, yellow or white, are a concern for Chinese traders. The Sorghum Checkoff, along with the U.S. Grains Council, will continue to educate end-users in China about proper milling techniques and how color does not affect the nutritional value of sorghum. These are minor issues that, once are resolved, will help explode sorghum trade to China.

continued on Sorghum Checkoff News p. 4



SORGHUM U

Tuesday, Jan. 7, 2014 • Levelland, TX
Mallet Conference Center

Thursday, Jan. 9, 2014 • Robstown, TX
Richard M. Borchard Regional Fair Grounds

Tuesday, Jan. 21, 2014 • Grand Island, NE
Heartland Events Center

Thursday, Jan. 23, 2014 • Hays, KS
FHSU Memorial Union

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New Regional Directors Join Sorghum Checkoff Staff

Sarah Bowser of Holton, Kan., and Jesse McCurry of Colwich, Kan., joined the Sorghum Checkoff staff as regional directors in Aug. 2013.

Bowser brings a wealth of experience to the Sorghum Checkoff team and will be serving producers in Kansas. She was most recently the vice president of membership services and external affairs for the Kansas Grain and Feed Association. Her background also includes directing the Kansas Certified Crop Adviser program within the Kansas Agribusiness Retailers Association and experience with the Kansas Association of Ethanol Processors. As a Sorghum Checkoff regional director, McCurry will be serving producers in Kansas, Missouri, Nebraska and South Dakota. McCurry most recently served as the director of individual giving with Big Brothers Big Sisters and is on the Kansas Agriculture and Rural Leadership (KARL) program board of



*Sarah Bowser
Holton, Kansas*



*Jesse McCurry
Colwich, Kansas*

directors. His past experience with Kennedy and Coe as a business development specialist and with the Kansas Department of Commerce as an economic development representative will serve the sorghum industry well. ✓

Sorghum Checkoff Hosts Seed Tour

The Sorghum Checkoff hosted a seed tour in the Texas Panhandle Sept. 4-5, giving state-level sorghum organization leadership an inside look at the private and public sorghum seed industry.

The Texas Panhandle is ground zero for grain sorghum seed production with an estimated 96 percent of U.S. sorghum seed coming from the region. The seed tour highlighted the industry's public and private breeding nurseries with stops at the USDA-Agricultural Research Service station in Lubbock, Chromatin's nursery in Idalou, Pioneer's research facility in Plainview, Richardson Seed in Vega, and the NexSteppe and Advanta locations in Hereford.

A total of 21 growers from Nebraska, Texas, Kansas, Oklahoma and New Mexico attended this year's seed tour. Justin Weinheimer, Sorghum Checkoff crop improvement program director, said the purpose of the tour was to expose leaders of the sorghum industry to various aspects of the sorghum seed sector, including research and development, seed production, marketing and sales.

"There is upward momentum in the sorghum seed industry, and the seed tour represents a great example of how the Sorghum Checkoff can facilitate relationships to grow the sorghum industry through education, promotion and collaborative research efforts," Weinheimer said. ✓



First Shipment of U.S. Sorghum Arrives in China

The first shipment of U.S. sorghum was unloaded in China on Oct. 18, delivering 60,000 metric tons (2.36 million bushels) at the Guangzhou Port Facility.

The shipment of sorghum was initiated through the work and collaboration of the U.S. Grains Council and the Sorghum Checkoff.

“The U.S. Grains Council has been instrumental in the continued development of export markets for U.S. sorghum,” said Stewart Weaver, Sorghum Checkoff board chairman and grower from Edmondson, Ark. “The checkoff is excited about the opportunities the Chinese market presents for U.S. growers.”

Approximately 7.2 million acres of grain sorghum were planted in 2013, creating a need for additional demand for the crop.

“The Chinese market offers increased demand for U.S. sorghum, which creates opportunities for growers,” said Florentino Lopez, Sorghum Checkoff executive director. “It is also important to recognize this is one of many markets the Sorghum Checkoff and the U.S. Grains Council are actively engaged within. Mexico, Japan and now China, along with other markets, will continue to remain a priority for USGC and the Sorghum Checkoff. Without question, strong international demand coupled with a strong domestic demand will no doubt strengthen producer opportunities.”

The USGC and Sorghum Checkoff coordinated seminars to help end users in China understand sorghum’s nutritional values and how to incorporate the grain into rations. Several more shipments of U.S. grain sorghum are expected to arrive in China in the coming months. An estimated 1.2 million tons (47.2 million bushels) have been scheduled for the month October alone. ✓

A Grower’s Perspective, continued

It is important for the Sorghum Checkoff, in partnership with the U.S. Grains Council, to continue to promote the beneficial attributes of U.S. sorghum. This partnership opened doors that otherwise we would have never known existed. USGC added instant validity to our sorghum story.

I believe the U.S. sorghum farmer will be able to produce enough to meet our domestic market needs as well as the increasing domestic demand. As long as the grain traders are fair when it comes to price, they are paying the farmer. When making planting decisions for next year, I think it is

important for producers to think about sorghum basis as it was in 2007-08. The improved basis the Chinese market could improve sorghum’s profit potential on many farms.

The U.S. is looking to have a much larger sorghum crop this year. The opening of the Chinese export should really help maintain basis levels and truly be a game changer for U.S. sorghum. ✓

Sorghum Industry Events

Nov. 20-21 – Kansas AgriBusiness Expo
Wichita, Kansas

Dec. 3-5 – Amarillo Farm & Ranch Show
Amarillo, Texas

Dec. 10-12 – USCP Board of Directors Meeting
Lubbock, Texas

Jan. 10-11 – Enid Farm Show
Enid, Oklahoma

SORGHUM CHECKOFF MISSION:

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

CONTACT US:

Jenna Hightower
Communications Coordinator
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Sorghum Shortcuts

Heinrich Joins NSP as Development Director



Shelley Heinrich is taking the reins as NSP's development director. Shelley joined the NSP staff in September and will oversee

NSP's Industry Partner program, producer membership, magazine advertising, E-Member program and the Sorghum PAC. Shelley and her family farm sorghum and cotton near Lubbock, Texas, and she has 22 years of experience in the banking industry

with Wells Fargo and its predecessors. She is also a member of the Texas Agricultural Lifetime Leadership Program (TALL) class XIII. Contact her at shelleyh@sorghumgrowers.com

Sorghum recipes!

In honor of *Sorghum Grower's* first food issue, we encourage readers to send us their own recipes using sorghum as an ingredient. For more sorghum recipes, checkout the Sorghum Checkoff's www.healthysorghum.com, where you will find recipes for waffles, pizza crust, baking mixes, muffins, cakes and cupcakes, cookies and more. Happy baking!

*Capitol Hill,
continued from p. 6*

as advanced biofuels become a growing part of the solution to meet our nation's energy needs.

We have overcome political challenges before. "A two-year process – complete with re-writes, re-dos, re-votes, and re-passes – was finally completed," wrote NSP CEO Tim Lust in the summer of 2008. Every farm bill process presents unique difficulties, this one being no exception.

Radical outside interest groups have and will continue to be unrelenting in their efforts to dismantle farm policy and crop insurance. Proponents of agriculture must be equally diligent.

So make your voice heard by getting involved in commodity organizations like NSP. Support lawmakers who champion agriculture by showing up to town hall events to thank them for their efforts and contributing to their campaigns either personally, through a political action committee, or better yet, by giving both ways.

We should not underestimate the challenges that agriculture and our nation face, but if we continue to stand strong and work together, we will prevail.

Gluten-Free Sorghum Sugar Cookies

From the kitchen of:

Ingredients

1 1/3 cups sorghum flour	2/3 cup butter
2/3 cup cornstarch	3/4 cup sugar
1/2 cup soy flour	1 tsp vanilla extract
1 1/2 tsp baking powder	1 egg
1/4 tsp salt	4 tsp milk

Whisk flours, cornstarch, baking powder and salt together, set aside. Thoroughly cream butter, sugar and vanilla. Add egg, beat until light and fluffy, stir in milk, blend in dry ingredients. Chill about 1 hour. Preheat oven to 375 degrees. Roll dough into balls & place on ungreased cookie sheet. Bake 7 min. Remove immediately from cookie sheet, cool on wire racks.

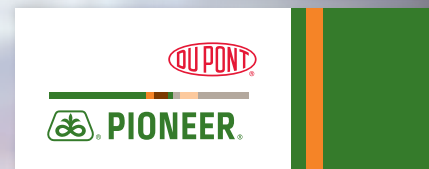


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