

FOOD AID
PROJECT | p. 12

MARKETING
TO PET FOOD | p. 14

PESTICIDE
REGULATIONS | p. 26



NATIONAL SORGHUM PRODUCERS

SORGHUM

Grower

FALL 2018



TRY THIS RECIPE ON PAGE 16

The Row Less Traveled

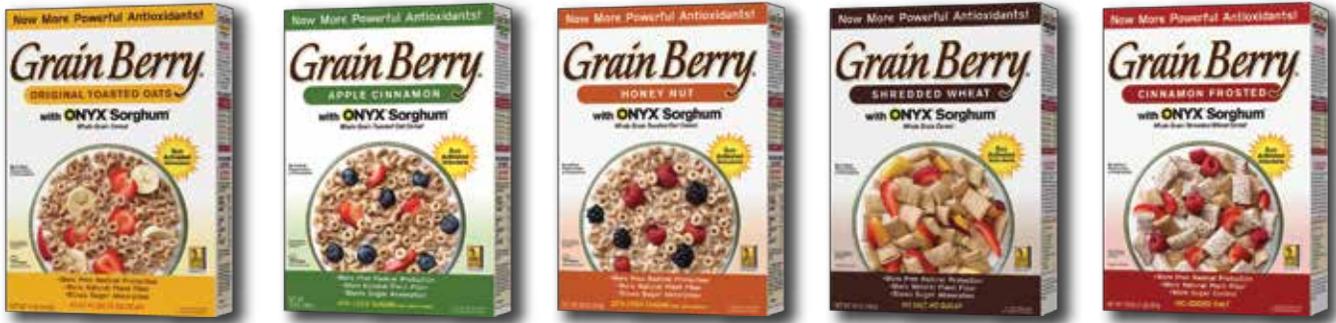
A PASSION FOR FOOD-GRADE SORGHUM

PLUS: THE STORY OF
KANSAS-GROWN MILO VODKA

Also Inside
SORGHUM CHECKOFF NEWSLETTER

NATIONAL SORGHUM PRODUCERS, 4201 N INTERSTATE 27, LUBBOCK, TX 79403
NON-PROFIT ORG.
U.S. POSTAGE PAID
Permit NO. 1718
AUSTIN, TX 78744

2 Simple Words for Grain Berry® Cereals...



THEY WORK!

- 1 ONYX amazing antioxidants neutralize a full spectrum of free radicals.
- 2 ONYX's amazing sugar control slows the sugar absorption in bloodstream.
- 3 ONYX amazing carbohydrate control slows absorption of carbohydrates.
- 4 ONYX amazing prebiotic helps probiotics work better.
- 5 ONYX gentle fiber grows as plant grows, not added.
- 6 ONYX cereals contain less sugar – up to 70% than other cereals.

How can cereal with so many benefits taste so great? Try 'em!



NEW FROM Grain Berry...

ONYX® SMOOTHIE BOOSTER

Adds Powerful Antioxidants,
Gentle Fiber & Sugar Control
to Protein & Fruit Smoothies!



TABLE OF CONTENTS

FEATURES

- 8** How Would You Like Your Sorghum? On the Rocks.
Ornery Brother Distilling creates vodka produced entirely from milo
- 18** The Row Less Traveled
The story of Shayne Suppes's passion for food-grade sorghum
- 22** Sorghum Scholarships Invest in the Future
A highlight of the National Sorghum Foundation

DEPARTMENTS

- 5** Chairman's Column
- 6** Sorghum Markets
- 12** Sorghum Abroad
- 14** Sorgonomics
- 16** Sorghum Recipe
- 26** Capitol Hill
- 34** Sorghum Shortcuts



NATIONAL SORGHUM PRODUCERS

SORGHUM
Grower

FALL 2018

ON THE COVER: Sorghum Checkoff board member Shayne Suppes grows sorghum near Scott City, Kansas, and takes full advantage of the food-grade sorghum market, utilizing on-farm storage as a key to his grain marketing success.

Sorghum Solutions



HERBICIDE

Cinch[®] ATZ

**Cinch[®]
ATZ LITE**

FulTime[®] NXT

Starane[®] NXT

Starane[®] ULTRA

INSECTICIDE

Blackhawk[®]

Naturalyte[®] insect control

**Cobalt[®]
ADVANCED**

**Lorsban[®]
ADVANCED**

Transform[®] WG
Isoclast[™] active

FUNGICIDE

Approach[®]



Agriculture Division of DowDuPont

Visit us at corteva.com

®/™ Trademarks of Dow AgroSciences, DuPont or Pioneer and their affiliated companies or respective owners.

Cinch ATZ, Cinch ATZ Lite, Cobalt Advanced, FulTime NXT and Lorsban Advanced are federally Restricted Use Pesticides. DuPont™ Approach, Blackhawk, Cinch ATZ, Cinch ATZ Lite, FulTime NXT, Starane NXT, Starane Ultra and Transform WG are not registered for sale or use in all states. Cinch ATZ, Cinch ATZ Lite and FulTime NXT are not available for sale, distribution or use in Nassau and Suffolk counties in the state of New York. In Mississippi, refer to the Lorsban Advanced product label for use restrictions on certain crops. Contact your state pesticide regulatory agency to determine if a product is registered for sale or use in your state. Transform has Section 18 Specific Emergency Exemptions for use on sorghum in certain states. Applications for Section 18 Specific Emergency Exemptions in additional sorghum-producing states are pending. To learn more about Transform, to see which states or political subdivisions thereof have Section 18 Specific Emergency Exemptions, to see the limitations on the use of Transform under the Section 18 Specific Emergency Exemption labels, and to find a list of retailers that may carry this product under a particular Section 18 exemption, call 800-258-3033 or email info@dow.com. Always read and follow label directions. ©2018 Corteva Agriscience. Y14-137-002 COR (07/18) 010-80310



Fall 2018, Volume 12, Issue 4

NSP BOARD OF DIRECTORS

- Daniel Atkisson CHAIRMAN, STOCKTON, KANSAS
- Kody Carson VICE CHAIRMAN, OLTON, TEXAS
- Don Bloss PAST CHAIRMAN, PAWNEE CITY, NE
- Danny Beyer ODEM, TEXAS
- Larry Dahlsten LINDSBORG, KANSAS
- Larry Earnest STAR CITY, ARKANSAS
- Amy France MARIENTHAL, KANSAS
- Craig Meeker WELLINGTON, KANSAS
- Bobby Nedbalek SINTON, TEXAS
- Larry Richardson VEGA, TEXAS
- Tom Willis LIBERAL, KANSAS

NSP STAFF

- Tim Lust CHIEF EXECUTIVE OFFICER
- Debra Lloyd OPERATIONS DIRECTOR
- Chris Cogburn SENIOR POLICY ADVISER
- Jennifer Blackburn EXTERNAL AFFAIRS DIRECTOR
- Delanie Crist COMMUNICATIONS COORDINATOR
- John Duff STRATEGIC BUSINESS DIRECTOR
- Jamaca Battin INDUSTRY RELATIONS MANAGER
- Shelée Padgett REGIONAL DIRECTOR
- Brent Crafton REGIONAL DIRECTOR
- Justin Weinheimer CROP IMPROVEMENT DIRECTOR
- Ian Hoeffner INFORMATION DIRECTOR
- Laura Offutt ACCOUNTING ADMINISTRATOR
- Larry Lambright FOUNDATION DIRECTOR
- Amanda Flores ADMINISTRATIVE MANAGER
- Matthew Winterholler COMMUNICATIONS INTERN
- Hannah Dast COMMUNICATIONS INTERN
- Haleigh Erramouspe COMMUNICATIONS INTERN
- Laney Mosley POLICY INTERN

NATIONAL SORGHUM PRODUCERS

4201 North Interstate 27
 Lubbock, Texas 79403
 806-749-3478 (phone)
 800-658-9808 (toll free)
 806-749-9002 (fax)
 www.SorghumGrowers.com

Sorghum Grower is published by the National Sorghum Producers, an organization that represents U.S. sorghum producers and the sorghum industry. NSP is headquartered in Lubbock, Texas, in the heart of the U.S. Sorghum Belt. The organization serves as the voice of the sorghum industry coast to coast through legislative and regulatory representation and education. To subscribe, make address changes, or inquire about membership or advertising, please call 800-658-9808 or email our office at jennifer@sorghumgrowers.com. © Copyright 2018 National Sorghum Producers.

Chairman's Column

Let us not Grow Weary



There is no doubt the past year has been a wild ride for sorghum. From huge roadblocks in the export of our crop to highly variable and extreme weather, anyone connected with sorghum will remember 2018 for a very long time. However, it does ring true that through adversity, we find new strengths.

Throughout the trials and tribulations of the past year, it has made me exceedingly proud of "Sorghum People." Whether it is staff working long hours to remedy Chinese trade issues or producers facing crippling drought, "Sorghum People" are relentlessly dedicated with a never-say-die attitude. Being a leader within any organization is much more meaningful when you can surround yourself with these types of individuals.

Moving forward, I have high expectations that Team Sorghum can solidify some positive wins for the industry during the next year. It was troubling to see the farm bill will have to wait until after November elections, yet I have confidence the Big Four can push a bill across the finish line during a lame duck session. NSP has engaged and been very active throughout the farm bill cycle, and a new bill should have some upside for sorghum.

Trade negotiations will no doubt be paramount for all farmers over the next 12 months. It has been exciting to see the Administration successfully negotiate a new trilateral agreement with Mexico and Canada (USMCA), and, hopefully, we can gain momentum in further trade negotiations. Farmers are acutely aware of the "no pain, no gain" scenario of negotiations, yet we all hope to get the ball rolling faster. Despite these challenges with exports slowing to our principal trading partners, we have opened new markets in the Middle East and Europe that show promise for more exports.

Protecting the technological toolbox of our farmers is a never-ending battle for NSP. The next year will be no different as on-going legal battles of herbicides and insecticides will continue for some time. While a lot of these matters are way over my head, it is very important that we as commodity organizations stay engaged in the fight. Our membership depends on a wide array of crop protection options, and NSP will remain steadfast in fighting for our producers.

Sorghum has had a roller coaster of a year, but I remain excited to see what the future holds. I truly look forward to serving as NSP chairman and the positive changes that we can make within the industry. "And let us not grow weary of doing good, for in due season we will reap, if we do not give up." -Galatians 6:9

Dan Atkisson
 Board Chairman

New Kid on Campus *Sorghum's use in K-State's Dining Hall*

By Delanie Crist

Campuses across the country are looking into versatile, new products to serve roughly 19.9 million students across the United States, and Kansas State University is one of several learning institutions that has taken an interest in serving sorghum.

Kelly Whitehair, Ph.D., RD, LD, an Administrative Dietitian for Housing and Dining Services, at K-State has been incorporating whole grain sorghum onto campus menus since the summer of 2017.

"The option [to incorporate sorghum] started from the drive to include vegan and vegetarian options, which typically end up being grain based," she said. "We started off simple, and now we've incorporated sorghum into soups and different grain bowls."

The K-State dining service team has the size and equipment to experiment with different sorghum recipes. What started from simpler recipes like pilafs has evolved into a variety of whole grain sorghum meals for vegetarians and non-vegetarians alike.

"There was an initial learning curve to show what sorghum looks and tastes like," Whitehair said. "We recognized the nutritional impact [of sorghum] and are finding ways we can sub it in for other recipes."

For K-State dietetics student, Alex Vonderschmidt, working with sorghum has become one of his responsibilities under Dr. Whitehair's recipe and development team. One focus area for Vonderschmidt includes nutritional development that adopts whole grains as a primary ingredient on plates similar to the Mediterranean diet.

"We wanted to use sorghum because it's locally grown, and we want to support the sorghum industry as much as we can here at K-State," he said.

Vonderschmidt enjoys using sorghum within different meals and hopes to produce more menu concepts

centered around sorghum. Sorghum's complex nutrition profile fits well within his primarily vegan and vegetarian recipes.

"As a student in recipe development, it's fascinating to cook with new things and see what options are available," he said. "Sorghum is exciting to use."

Sorghum works well within K-State's Housing and Dining Services newly initiated menu program titled "Cultivate You" focused on dining decisions within the different dining halls across campus, Whitehair said.

"The Cultivate You menu concept is where we focus on wellness, sustainability and community," she said. "We try to pull those topics together through food and education applications. This semester we

do a grain bowl every Friday, and we often feature sorghum along with other grains. The bowls are a new concept that have gone over really, really well."

One unique aspect of K-State's incorporation of sorghum is the local availability. Fitting into the community

aspect of Cultivate You, K-State has been sourcing their grains from the Kansas-based Nu Life Market company, a leading sorghum producer of food products.

"We can get sorghum year-round in Kansas and brag about it being local," Whitehair said. "We can truly say it's from the heartland."

Nu Life Market's Business Development Manager Rachel Klataske noted she has seen an increased interest from universities who are seeking out alternative or gluten-free grain options for students.

"When we talk about sorghum as a sustainable grain, it definitely peaks people's interests," Klataske said. "We have been working with universities to get sorghum on their menus."

The Kansas Department of Agriculture also recognizes the important benefits of sorghum within the

“We wanted to use sorghum because it’s locally grown, and we want to support the sorghum industry as much as we can here at K-State.”



▲ THIS SORGHUM FIESTA BOWL is a popular dish made in K-State’s campus dining hall. Sorghum grain bowls and pilafs are a common favorite because of the ease of making them.

foodservice marketplace. Kerry Wefald, the Agriculture Marketing Director at KDA, said collaborations with the Sorghum Checkoff and colleges and universities are presenting opportunities for sorghum menu growth and expansion, especially within the food service sector.

“KDA has been working with industry partners to develop food-grade sorghum education and marketing opportunities by placing sorghum products in mainstream food service locations within K-State and the University of Kansas,” she said. “We hope to expand to other campuses across Kansas in the long-term. Sorghum is gaining popularity in food products, and we want to help promote Kansas-grown products.”

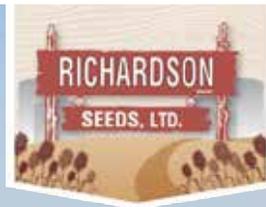
KDA has been working with the University of Kansas to potentially serve up a sorghum inspired dish, which

will highlight farmers who have locally grown and harvested their products. The KDA goal for KU is to have a menu item in place during Ag Month in March.

“Our mission is to make sure we are out there [on college campuses], talking about the different sectors of agriculture that are important to Kansas,” Wefald said. “We are listening to thoughts, comments and feedback to ensure the important information about Kansas sorghum is known.”

Since Kansas is the largest sorghum producing state, K-State is an ideal location to be one of the early adopters to incorporate sorghum onto the menu and has had a direct influence on the market. There is an increased interest in food-grade sorghum across the country, and several additional campuses are looking into serving sorghum as a menu option.✂

With more than 60 Years of Research, Production, and Packaging of Quality Hybrid Sorghum Seeds



**PROVEN
DEPENDABLE**



www.richardsonseeds.com

HOW WOULD YOU LIKE YOUR SORGHUM? ON THE ROCKS



By Matthew Winterholler

In Kansas, sorghum is sparking creativity. A state-native is creating a vodka made entirely from sorghum and marketed as milo vodka, a fitting spirit from the largest sorghum producing state in the country.

Tim Kyle is an unlikely character to be the creator of a vodka sourced from sorghum. He was not always involved in alcohol production. Just a few years ago, in fact, Kyle was a carpenter and owner of a coffee shop in Greensburg, Kansas.

After a tornado hit the town in 2007, residents struggled to create ideas to restore the town's economy and culture.

"I just looked around and was like, 'Okay, what can we make with what we have that we can sell other places?'" Kyle said. "One of the things that we have an absolute abundance of is sorghum grain."

From that day forward, Kyle has never looked back, creating a distillery which would later become known as Ornerly Brother Distilling. The curious name was formed when his two sons were fighting in the backseat of the car.

Without any education in fermentation or distillation, Kyle set out on a mission to create a product wholly sourced in Kansas. What most would consider an undoable task, Kyle energetically took head-on.

"I went and got a meeting with Kansas State University's head of fermentation and distillation," Kyle said. "I went to meet with him just to go over the basics."

After getting the basics from the researcher, Kyle continued his quest with his own research.

"The more I researched it, the more I got to looking at using milo, and the more I just fell in love with it," Kyle said. "I mean, it's just a wonderfully underutilized, marvelous grain."

Through his research, Kyle found many benefits to using sorghum grain to produce alcohol. The big one? It does not contain tannins or sulfites.

"Tannins and sulfites are what give liquor its harsh flavor," Kyle said. "When someone talks about how many times they distilled it and how many times they filtered it, those processes are specifically designed to target and remove tannins and sulfites."

Kyle said starting with a cereal grain without tannins and sulfites leads to a really smooth liquor in the end with little work involved.

His instant love for the grain ended up being a blessing in disguise, allowing him to take the unique challenges with stride, Kyle said.

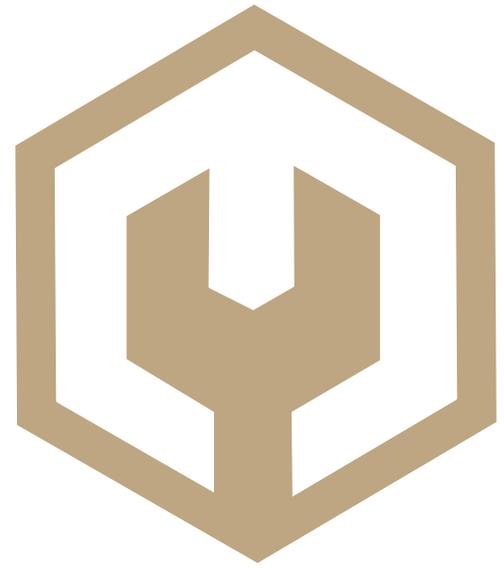
Not only did the distillation process present challenges, so too did juggling the many tasks of the business. Ornerly Brother Distilling is a small operation, only using Kyle's and his wife's expertise. The couple does everything from the distillation to the accounting to the janitorial work—all while Kyle continues his carpentry job.

"If you weren't passionate about it, you'd have given up a long time before you got to the finish line," Kyle said. "It took me almost two years to figure out how to make a good western-style alcohol."

“If you weren't passionate about it, you'd have given up a long time before you got to the finish line.”



◀ ORNERLY BROTHER owner, still master and janitor holds his vodka which he poured many hours, weeks and years into. Kyle's vodka is the only alcohol made from 100 percent sorghum and sourced completely from Kansas products, from the sorghum to the boxes used in shipping.



Kyle worked at creating the final product for two years. Challenges popped up throughout the process, but the largest of those challenges was figuring out how to rid the alcohol of an undesirable flavor that comes from the distilling process.

The grain may not have tannins or sulfites, but the oils within milo can create undesirable flavors that can't be removed through distillation alone and require additional processing. Many large alcohol companies have the process down to a science, but Kyle, a first-timer learning the ropes, had to go through a lot of trial and error to learn how to create a desirable taste profile for sorghum vodka.

"Figuring out what was causing that flavor and then the multiple steps it required to remove the flavor was definitely what took two years," Kyle said.

Kyle had to rely solely on his own ability to problem solve from what he knew.

"It's not like there's a YouTube video on how to do this," Kyle said.

The chemical properties of the grain alone were unique, he said, but those challenges of the process eventually led to a product he is proud of.

"Milo is a lot of work to get it neutral," Kyle said. "One of my favorite things about it is the unique flavor that mine has versus a wheat-based vodka. I understand I'm a bit biased, but mine is one of the few vodkas I would just drink on ice."

The hard work Kyle and his wife invested into Ornerly Brother Distilling ended up paying off big time, leading to a product that was well received by many people within the nation's largest sorghum producing state.

"There for about 4-5 months I could not hardly keep up with demand," Kyle said. "That makes a fella feel good."

Not only has he created a unique vodka because of the cereal grain he chose to use, but it is also unique because it is the only alcohol made out of 100 percent milo, sourced from ADM's supply of Kansas sorghum, Kyle said.

Other alcoholic beverages around the world utilize sorghum, but they also utilize other grains or added sugar.

"My mash build is milo flour, water, enzymes and yeast," Kyle said. "I know there's a guy in Little Rock that makes a whiskey, but it's a traditional mash build. You know, 50 pounds of grain for 50 pounds of sugar. Mine is 100 percent grain."

Kyle's Kansas-sourced product only sells in Kansas right now, but he has hopes to expand into other markets and surrounding states to offer his product to more sorghum-producing areas.

"The other thing that helps fuel the expansion is I'm working on a whiskey right now and a few other products," Kyle said. "Organically flavored vodka and gin and a few other basic products just to help make us more desirable in those larger markets."

With these new ideas in his pocket, Kyle foresees a bright future for himself and other craft distillers.

"Craft distilling has really only gotten started in the last 10 years, and I think we're a long way from seeing the peak of craft distilling," Kyle said. "The amount of creativity that is now starting to show up in craft distilling is really exciting."

With Kyle's craft distillery just 28 short minutes away from Greensburg—the place where it all started—his creativity continues to benefit the very place that drove the original idea by drawing attention to the small community and supporting local farmers through the purchase of their grain. Those benefits will hopefully persist for many years to come. 🍷

PRECISION THAT PRESERVES AND PROTECTS.



SIVANTO[™]
prime

Protect against harmful pests while helping safeguard beneficials.

Sivanto[™] Prime insecticide precisely targets key damaging pests like the sugarcane aphid while helping safeguard beneficial insects. In doing so, Sivanto Prime preserves the overall health of your plants and, most importantly, increases harvest efficiency. Sivanto Prime: precision that preserves and protects.

Learn more at Sivantoinsecticide.com.

© 2017 Bayer CropScience LP, 2 T.W. Alexander Drive, Research Triangle Park, NC 27709. Always read and follow label instructions. Bayer (reg'd), the Bayer Cross (reg'd), and Sivanto[™] are trademarks of Bayer. Sivanto Prime is not registered in all states. For additional product information, call toll-free 1-866-99-BAYER (1-866-992-2937) or visit our website at www.CropScience.Bayer.us.

SORGHUM GROWERS HAVE A SMART CHOICE FOR WEED CONTROL.



Huskie[®]

Huskie[®] postemergence broadleaf herbicide gives sorghum growers a highly effective strategy for weed control.

Huskie offers multiple effective sites of action to help fight resistant weeds, while controlling 47 broadleaf weeds including Kochia, Russian thistle, Palmer amaranth and Devil's-claw. There's more—Huskie fits into your Integrated Weed Management plans and features exceptional crop safety and rotational flexibility.

This season, put a smarter approach to work on your sorghum. Huskie from Bayer.

©2017 Bayer CropScience LP, 2 T.W. Alexander Drive, Research Triangle Park, NC 27709. Always read and follow label instructions. Bayer (reg'd), the Bayer Cross (reg'd) and Huskie[®] are trademarks of Bayer. Huskie is not registered in all states. For additional product information call toll-free 1-866-99-BAYER (1-866-992-2937) or visit our website at www.CropScience.Bayer.us
CR1117MULTIPB055S00R0 L-28742-1

ARRO[®] IS MAKING SORGHUM HARVEST FUN AGAIN! Convert your corn head to cut milo and sunflowers



Available for all late model Deere, CaseIH and New Holland Corn Heads. ARRO[®] Conversions cost \$1000 per row—convert an existing corn head for $\frac{1}{3}$ to $\frac{1}{2}$ the cost of a new on-purpose row crop header.



ARRO[®] corn head conversions:

- Take advantage of the reliability of late-model corn heads to reduce maintenance costs and downtime
- Leave 12-15" of stalk in the field for cattle feed and to hold snow and fight wind erosion
- Work at normal cutting speeds even in downed milo
- Can also be used for harvesting sunflowers and industrial row crop hemp

Visit the Shield Agricultural Equipment FaceBook page for videos !

ARRO[®] is a patent pending design manufactured by Kopper Kutter, LLC, Cimarron, KS
Distributed by Shield Agricultural Equipment, Hutchinson, KS shieldag.com 800-798-1968



SORGHUM SAVES

By Hannah Dast

In regions of the world where food insecurity can exceed 50 percent, sorghum is emerging in an inventive way. An alternative to the whole grain sorghum traditionally used in food aid, this new formula has the potential to change the face of sorghum in global food aid.

In 2010, sorghum, along with soy and cowpeas, was used to create a new fortified blended food (FBF) by researchers at Kansas State University for use in international food aid programs. The powdered, dehydrated food can be easily shipped and distributed then mixed with hot water upon distribution to create a porridge-like substance that is high in protein and essential vitamins.

Sorghum is an extremely useful crop in food aid for several reasons. Sajid Alavi, professor and researcher in the Department of Grain Science and Industry at Kansas State University, expanded on the benefits of sorghum, particularly in food aid.

“Sorghum has some very unique benefits,” Alavi said. “For example, it is a very sustainable crop. That’s the story we keep telling. This is a crop which is grown with very low inputs, especially water, for example. And also it is heat tolerant and drought tolerant, so it can grow in very difficult, harsh conditions, relatively speaking, as opposed to other crops. So it becomes, really, a crop you can rely on.”

Another key factor is the crop’s non-GMO properties, Alavi said. Some of the countries most needing food aid have very strict regulations on the import of GMOs. Sorghum, which is not genetically modified in the United States, is a perfect solution to this hurdle.

In 2010 a seed trial was funded with the help of the Sorghum Checkoff and Kansas Grain Sorghum Commission to determine the potential of the product as a legitimate food aid resource. The trial was successful

and in 2011 when the United States Department of Agriculture called for food aid project proposals, Kansas State University was first in line.

The project was selected to receive a \$5 million grant in order to develop the new product. This allowed for a large field trial in Tanzania with 2,000 participants under the age of five.

“When we focus on children under the age of 5, we can prevent and mitigate diseases, which can affect the current and future generations,” Hope Floeck, tenured expert in food and nutritional programs, said.

Floeck is a former sorghum producer with 25 years of experience in food aid, along with a background in agricultural economics and policy. She serves as a technical adviser for this FBF project through the Collaborative Sorghum Improvement Program based in Manhattan, Kansas.

The field study was conducted in the Bunda district located in the Mara region of Tanzania where half of the population is considered food insecure. Stunted growth, vitamin A deficiency and anemia are common in children affected by food insecurity in the area.

Participants were given enough food for themselves and three members of their family as part of the study. Participants were monitored at 0, 10 and 20 weeks for vitamin A, iron, height, and weight levels to determine the satisfaction of their nutritional needs.

Official results of the study are currently under peer review, but preliminary study successes suggest a promising future for this new potential sorghum market.

By adding this sorghum FBF to food aid options available to the USDA and other organizations, it can provide more opportunities to appeal



◀ A FOOD AID recipient carries her bag of food while also carrying her child. The food aid program helps address the problem of hunger and malnourishment around the world while also providing value to domestic farmers.

to cultural preferences, Floeck said. Sorghum is a common crop in the area of Tanzania where the trial was conducted, which makes the product more likely to be easily adopted into the local diet.

The development of this product broadens the basket of choices for the USDA and other food aid organizations, especially in times of commodity price fluctuation. Sorghum can be used as a nutritious and beneficial alternative to typical food aid products.

“It is a new market for farmers while doing good along the way,” Floeck said.

The end goal of the project, Alavi said, is to address hunger and malnourishment around the world while providing value for domestic farmers along with long-term sustainability. Peer reviewed results will soon be presented to the USDA in order to become an approved food aid product.

A stakeholder meeting will take place in late spring 2019 for suppliers, commodity growers, non-profits, policy makers, government agencies and research institutions. For more information on attending or questions about this project, please contact Sajid Alavi at salavi@ksu.edu.



**Seeds.
Systems.
Solutions.
Success.**

Back in 1980, some Californian farmers began sowing some very important seeds of experience.

They teamed up back then to develop new alfalfas to solve dry-climate stockfeed challenges. They got really good at it.

Today, **S&W Seed Company** unites top farmers and seed breeders globally, creating innovative seed solving modern farming challenges.

The range still includes premium **alfalfas**, and now also offers the best in **grain & forage sorghums, sunflowers** and more.

Contact us to find out how to get these proven performers working hard for you, this season and beyond.

SW15175G

◆ ALFALFA ◆ SORGHUM
◆ SUNFLOWER ◆ CORN ◆ STEVIA

swseedco.com

Smart Marketing: Sorghum for Pet Food

By Matthew Winterholler

It seems like every day brings a new use for sorghum, which provides unique opportunities. If you turn a bag of pet food over, you may just see sorghum as one of the ingredients, and this market continues to gain traction meaning more chances for sorghum producers to get in on the profit stream.

The use of sorghum in pet foods began over 30 years ago, long before the Sorghum Checkoff's market development programs began. Now we are seeing the pet food market as a value-added opportunity for many sorghum farmers.

In 2020, the pet food industry will be worth \$30 billion. With sorghum being used by 15 pet food companies and over 130 pet food products, demand for the grain by this growing industry has the potential to create an outlet for many producers to sell into.

John Williams, a sorghum farmer from Enfield, Illinois, has taken full advantage of that value-added opportunity by selling 100 percent of his sorghum into the pet food market.

"You're looking at 60-70 percent difference between the price of corn," Williams said, "and on ground that corn won't make over 150 bushels. The milo is \$85 an acre cheaper in terms of inputs and on seed cost savings. It's a no-brainer."

"Corn today is 50 cents under basis, and the milo today is 10 cents over," Williams said on October 1. "But I sold my milo at 20 cents over."

Williams first began selling his sorghum into the pet food market about 18 years ago after making the decision to include sorghum in his crop rotation to positively affect his bottom line.

"Our local elevator is Consolidated Grain and Barge," Williams said, "and that was actually the one that developed the relationship with the Mars company. They're shipping that to IAMS™ dog food."

Producers who are hoping to sell at a premium into the pet food market can often take the same route as Williams, creating a relationship through their elevators with pet food companies or working with Sorghum Checkoff regional directors to find desired markets, pet food or otherwise.

The pet food market is primarily concentrated within the Southeast and Midwest regions, but with no requirements for variety of sorghum sold to pet food companies, any producer within those regions can tap into the potential price premiums. Often times pet food companies will take number two graded sorghum while offering other premiums for number one graded sorghum, said Brent Crafton, Sorghum Checkoff regional director.

Williams' clear decision to sell into the pet food market also has science behind it, making the potential growth and opportunity of the pet food value-added market even more exciting.

Greg Aldrich, Ph.D., the research associate professor and pet food program coordinator at Kansas State University,

worked for IAMS™ when the company first started utilizing sorghum in their rations in the late 1990s.

Aldrich said sorghum has not always been comparable to other grains in feeding, largely because sorghum studies were focused on production agriculture.

"When we start looking at sorghum use in pet food relative to the other grains, we have to remember in pets, we're going through extensive processing," Aldrich said. "We start to convert the starches that are in the sorghum to the point that it levels the playing field. We see sorghum can have the same kind of overall nutritional digestibility utilization to the other cereals."

Even though companies like IAMS™ have been using sorghum in pet food for many years now, Aldrich still believes there is work to be done to market sorghum within the sector.



“We have yet to begin to really take and deconstruct sorghum to extract its full value,” Aldrich said. “There’s more stories to be written about the ingredient.”

The last 15 years in the pet food industry have focused on grain-free, Aldrich said, and the demand for that is flattening out some.

“I think the market is looking for something new,” Aldrich said. “The next new thing may be ancient grains, and I see sorghum sitting in that category.”

With sorghum staking its place in pet food, Aldrich discussed brand-new products for pets, such as sorghum crisps or sorghum granola bars.

“Instead of using rice and some other components, we would be using sorghum crisps, whether red or white,” Aldrich said. “There are none of those products in the marketplace today.”

Outside of the arising opportunities in product development, the pet food industry offers incentives for sorghum farmers in terms of prices, as well.

The market that Williams and some of his neighbors sell into has treated them well, and Williams sees it as a place for expansion within the sorghum industry.

“I think it’s a very bright future, and I see the markets expanding,” Williams said. “I hope the markets keep arriving, and that pet food keeps expanding what they’re doing because it helps all of us.”

Product innovation will hopefully continue to drive

demand for sorghum within the pet food industry, which will, in-turn, help sorghum producers with expanding market opportunities.

“Those people that put their effort behind it, the pet food industry

typically rewards them with business,” Aldrich, K-State researcher, said.

While we may not know what the future holds, one thing is for sure: Aldrich and Williams agree it is bright for sorghum’s use in pet food, which could be positive for many producers’ bottom line.

“
Corn today is 50 cents under basis,
and the milo today is 10 cents over.
But I sold my milo at 20 cents over.”

DON'T LOSE YOUR MILO ON THE GROUND THIS YEAR!



ShieldAg is MAKING MILO HARVEST FUN AGAIN with the newest revolution in Row Crop Header Performance, by converting your corn head to efficiently harvest standing milo and effectively **SAVE** down milo!

The ARRO® Conversion maximizes the reliability of late model corn heads at about 1/3 to 1/2 the cost of a new OEM Row Crop Header and is now available for most Deere and CaseIH corn heads.

ARRO® is a patent pending product of Kopper Kutter, LLC, Cimarron, KS and is distributed by ShieldAg of Hutchinson, KS



ABM “Richardson” Milo Guards and ShieldAg / Britten Crop Savers are made by ShieldAg in Hutchinson, KS and are now available for every modern auger and draper grain platform.



SHIELDAG.COM

800-798-1968

INNOVATIVE
SEED SOLUTIONS LLC
Our Innovation in Your Seed

**GLOBAL SORGHUM
BREEDING**

18 S Main St
Zionsville, IN 46077
(309) 620 3314

Sorghum Recipe

CAJUN SORGHUM BOWL

Make this recipe

WHAT YOU'LL NEED:

2 tablespoons olive oil
8 oz. andouille sausage, sliced into 1/2-inch thick rounds
2 cups diced onion
1 cup diced celery
1 cup diced green bell pepper
1 tablespoon Cajun seasoning
3 cloves garlic, minced
1 cup pearled sorghum
1 can (14.5 oz.) diced tomatoes in juice
1 can (14.5 oz.) low-sodium chicken broth
8 oz. peeled, deveined medium shrimp (thawed if frozen)
2 cups frozen sliced okra
Salt, pepper & hot sauce to taste
Sliced green onions
Chopped fresh parsley

DIRECTIONS:

- 1 Select saute on the Instant Pot® and adjust to normal. Add oil to the pot. When oil is hot, add sausage rounds and cook until browned on both sides. Transfer sausage to a plate. Add the onion, celery, bell pepper, Cajun seasoning and garlic and cook 2 minutes or until vegetables are crisp-tender, stirring frequently. Press cancel.
- 2 Add the sorghum, diced tomatoes and broth. Secure the lid on the pot. Close the pressure-release valve. Select manual and cook at high pressure for 15 minutes. When cooking is complete, use a quick release to depressurize. Press cancel.
- 3 Select saute and adjust to normal. Add the reserved sausage, shrimp and okra to the pot and cook for 5 minutes or until okra is thawed and shrimp are cooked through. Press cancel.
- 4 Season the jambalaya with salt, pepper and hot sauce to taste and divide among four shallow bowls. Sprinkle sliced green onions and parsley on top of each serving.





For this recipe and more, visit:
SimplySorghum.com



THE ROW LESS TRAVELED

By Jennifer Blackburn

Shayne Suppes took what some may consider an unusual route back to the farm. After a short stint at Fort Hays State University on a football scholarship, he dropped out and went back home, but a desire to see and experience more beyond Kansas wheat fields led him to pursue another passion, working on motorcycles.

In 2003, he went to the Motorcycle Mechanics Institute in Phoenix to become a certified mechanic for Harley Davidson. The following seven years were spent in Southern California and Colorado before eventually deciding to return to the family farm in Scott City, Kansas.

“Sometimes you have to go out and try what you think you want to do to find out where you really need to be,” he said.

Shayne was appointed to the United Sorghum Check-off Program board of directors last year. During his first meeting, sleeve tattoos peeked out from his pressed button-up shirt and sport coat. His hair and beard were long and wavy. He adds to an already extremely diverse set of directors—atypical from traditional commodity boards.

Shayne is part of a new generation of sorghum, and food-grade sorghum has become his passion and key to his farm’s success.

“I had no idea I would be so passionate about food-grade sorghum. That’s what I love,” he said. “Ethanol. It has its place. All the things in the sorghum world have their place, but for me it’s food-grade.”

Shayne was first exposed to food-grade sorghum through the Sorghum Checkoff’s Leadership Sorghum program. As a member of the inaugural class, Shayne and his classmates spent time at the American Institute of Baking in Manhattan, Kansas, learning about and tasting foods made with sorghum.

“That was an eye-opening experience,” he said. “What I had heard before about food-grade sorghum was the products tasted terrible. Well, that didn’t taste terrible to me, and I was immediately on board.”

This experience, coupled with Shayne’s own personal struggles with stomach issues, led to his decision to grow more food-grade sorghum. Although he’s never been officially tested, through personal trial and error he has seen some relief through eating sorghum.

“I thought about what sorghum can do not only for me, but also how it would help a lot of people if they were exposed to what you can do with sorghum,” he said.

Shayne consistently keeps a box of white sorghum under his kitchen counter and utilizes an Instant Pot® to cook it. He likes mixing it with chicken and spices, treating it much like rice.

Just down the road from Shayne is one of the largest food sorghum ingredient suppliers in the world, Nu Life Market. Through the Leadership Sorghum program, Shayne met the company founder Earl Roemer—a neighbor, by country standards, he never knew.

Both farmers, they have developed a relationship and a passion for food sorghum, and proximity has been advantageous to Shayne’s grain marketing strategy. The main asset to this strategy for Shayne is on-farm storage. He has a capacity of up to 250,000 bushels for sorghum and wheat.

“The number one driver is you have to be able to store it,” Shayne said regarding quality standards. “Not in a bag. Not on a pile. It has to go in a bin.”

Shayne admits there is risk to holding onto grain. He currently has 100,000 bushels of waxy sorghum that was slated to head to China.

“It was all gone,” he said. “It was going to China for baijiu before the tariff hit, but that’s not the fault of anyone. It’s just a patience game as long as the banker is patient, too.”

“In the past few years since China has been buying all of our grain, the price has been going down each year,” he said. “This all has to happen. The tariffs have to happen. This will get better, and I believe that.”

The grain Shayne is holding in the bin is called waxy sorghum, which is unique because it has 100 percent Amylopectin compared to non-waxy sorghum that has 70

percent Amylopectin and 30 percent Amylose. What does that mean exactly?

With 100 percent Amylopectin, waxy sorghum can minimize the use of gums and starches, it improves moisture retention, improves freeze-thaw stability and reduces moisture migration among other benefits, causing the grain to gain



Sometimes you have to go out and try what you think you want to do to find out where you really need to be.



traction in domestic ingredient uses outside of baijiu production in China.

“It’s what the customer wants,” Shayne said. “If sorghum is a super grain, then [waxy sorghum] is maybe super duper.”

Shayne said some producers worry about the challenges of growing food-grade sorghum. Yield drag is one of the largest concerns, but his waxy sorghum made 135 bushels per acre—a respectable dryland yield.

“The question is always yield drag, and there isn’t any,” Shayne said. “This food-grade stuff outdoes [traditional hybrids], so I’m just trying to do my part and grow what the consumer wants because I feel like here in Kansas we have the potential to supply a lot more than we do.”

Shayne says he wants the food-grade sorghum market to be exposed but not ruined, and long-term contracting is the direction he wants to go.

“We’re in the heart of sorghum country here, and if we can just get lined up with marketing and contracts—I love contracts—my world would be amazing,” he said.



Shayne said going the distance to acquire contracts for his grain remains his focus and priority with each growing season.

“I always thought it was neat that a corn farmer could say, ‘I grow for Kellogg’s,’” he said. “For me, that’s getting to the Super Bowl if I can say I grow for a company like Kellogg’s.”

“It feels like you get to be a part of something, and I can really make a difference and make money at the same time.”

Even though food-grade markets typically offer a premium, he said it is not about the money for him.

“I want to set up a sustainable market, and I want to make a difference,” he said.

Since Shayne has returned to the farm, today, he and his father devote 65 percent of their 5,000 sorghum acres to food-grade sorghum. Getting his dad to shift his mindset to growing more sorghum, and specifically what the consumer wants, was more challenging, he said.

“For me it was an immediate decision,” he said. “For my dad it was hard. It’s like breaking up with an old girlfriend and finding a new one.”

While Shayne’s dad, Ron, was extremely involved in the wheat industry and both crops remain a staple on their farm, Shayne is paving his own unique path through sorghum leadership. His path to the national checkoff board through Leadership Sorghum is a testament to the program, he said.

He feels the new generation of sorghum producers offer a unique perspective to the industry, and he wants to show the advantages to new approaches to grain marketing with on-farm storage being at the center.

“I recently had a guy call me for an aquaculture contract where he wanted 20,000 bushels a month for fish,” Shayne said. “Can you imagine—fish? The markets are there. We don’t have enough to store and supply them right now.”

Shayne said being engaged in the process is critical to changing the marketing landscape for sorghum going forward.

“In the big picture, I cannot take care of one of these markets alone,” he said. “You have to think outside the box, and you cannot just take it to the elevator, turn away, and never worry about it again.”

Shayne said sorghum is challenging because the industry is so small, but it’s like a secret society ready to be exposed. Until then, he intends to continue growing the crop he fell in love with and work diligently to meet consumer needs with food-grade sorghum.

“Sorghum will always be grown on this farm and will always be number one unless something drastically hits the fan,” he said. “I don’t get scared off by all the social pressures that I hear about why farmers won’t grow sorghum. That doesn’t matter to me. I’m a sorghum farmer, and that’s the way it’ll always be.”

Early Bird Discount Ends JANUARY 10!



Where ag's thought leaders share their thoughts.

Join thousands of your fellow farmers at America's largest farmer-led, farmer-focused agricultural and educational experience. There's nothing else like it in all of agriculture.

- **Powerful Education • Huge Trade Show • Inspiring Speakers**
- **Networking with Other Farmers •**
- **Game-Changing Information for Your Farm •**

February 28-March 2

time to
shine!
Orlando 2019

CommodityClassic.com

Established in 1996, Commodity Classic is America's largest farmer-led, farmer-focused agricultural and educational experience, produced by these associations: American Soybean Association, National Corn Growers Association, National Association of Wheat Growers, National Sorghum Producers and Association of Equipment Manufacturers

SORGHUM SCHOLARSHIPS INVEST IN THE FUTURE

By Hannah Dast

The National Sorghum Foundation was established in an effort to aid and promote higher education in agriculture, more specifically, to promote the study of sorghum and its impact on agriculture. Producers, researchers and private industry collectively funded the Foundation endowment to enhance the awareness of sorghum as the fifth most important cereal crop in the world today.

From 2010-2018, The National Sorghum Foundation has given away nearly \$50,000 in scholarships and over \$12,000 in trips to Washington, D.C., for scholarship recipients. This made up 38 scholarships given to students from seven different universities across the United States.

The scholarships to be awarded this year include the National Sorghum Foundation/BASF scholarship, the Bruce Maunder Sorghum Leadership Scholarship, the Darrell Rosenow Memorial Scholarship and the Sorghum Feed and Food Scholarship.

National Sorghum Foundation/BASF Scholarship

Applications for The National Sorghum Foundation/BASF Scholarship are open now and will close on December 1. This scholarship originated in the 2017-2018 school year and has provided scholarships and trips to Commodity Classic for four outstanding students so far. Applicants must be an undergradu-



▲ MICAH ARTHAUD, Oklahoma State, is a 2018 NSF/BASF Scholarship recipient.

ate or graduate student, at least in their second year of study and must be the child or grandchild of a National Sorghum Producers member. Two scholarships worth \$2,500 will be given toward the recipient's tuition for one semester, as well as a trip to Commodity Classic 2019 in Orlando, Florida, set for February 28-March 2.

Oklahoma State University student Micah Arthaud from Keyes, Oklahoma, and Texas Tech University student Payton Harrell, agricultural communications major from Spearman, Texas, were the 2018-2019 National Sorghum Foundation/BASF scholarship recipients.

"I am incredibly grateful for the trust and true investment National Sorghum Producers placed in me when selecting me as a scholarship recipient this past spring," Harrell said. "I have always had a special place in my heart for the people of agriculture, and receiving such a generous reward for my dedication to my schoolwork showed me just how much those of us studying agriculture mean to leaders in our field."

Bruce Maunder Sorghum Leadership Scholarship

Dr. Bruce Maunder served U.S. sorghum producers for more than 20 years through his participation as chairman of the National Sorghum Foundation board



▲ PAYTON HARRELL, Texas Tech, is a 2018 NSF/BASF Scholarship recipient.



**We're proud to be
part of the community.**



Agriculture Division of DowDuPont

Corteva Agriscience™ is focused on building a better tomorrow.

™ Trademark of Dow AgroSciences, DuPont or Pioneer and their affiliated companies or respective owners.



of directors as well as his work as a volunteer research adviser at National Sorghum Producers. He held numerous positions that strengthened sorghum tremendously – including a 37-year stint at DEKALB during which he was responsible for the release of more than 150 commercial sorghum hybrids grown on as much as 10 million acres in as many as 49 countries.

The scholarship is open to any undergraduate student, sophomore through senior standing, who is enrolled in an agriculture-based program. Recipients of this scholarship will have the opportunity to go to Washington, D.C., with National Sorghum Producers where students will meet their Congressional representatives and watch the legislative process as association leaders discuss and resolve timely agricultural issues.

The 2018-2019 Bruce Maunder Leadership Scholarship was received by Texas Tech University student Ciera Ware, a plant and soil science major from Ralls, Texas.

Darrell Rosenow Memorial Scholarship

Dr. Darrell Rosenow was a pioneer in hybrid sorghum breeding. He is known for his work in drought tolerance and sorghum disease, as well as his significant role in establishing the Sorghum Conversion Program. He was a teacher and mentor to students in the United States and all over the world. This scholarship is open to any undergraduate student, sophomore through senior standing, who is enrolled in an agriculture-based program related to agronomy, plant pathology, entomology, and/or plant breeding with emphasis on sorghum.



▲ KEREN DUERKSEN, Kansas State, is the 2018 Darrell Rosenow Memorial Scholarship recipient.

Keren Duerksen was the 2018-2019 Darrell Rosenow Memorial Scholarship recipient. She is an agronomy major with a minor in international agriculture from Newton, Kansas, and attends Kansas State University. Keren’s passion for agronomy started at a young age and has continued growing into her college years.

“Growing up on a small farm, I always loved asking dad questions. I was the fourth child and my brothers all grew up and left the home, so my parents took me to all the farm meetings, all the different insurance meetings, and I loved asking questions,” Duerksen said. “I loved learning about it. But in school I loved math and science, and I thought about combining those two things. That led me to agronomy, and I’ve loved it ever since.”

Sorghum Feed and Food Scholarship

The Sorghum Feed and Food Scholarship is open to any undergraduate student, sophomore through senior standing, enrolled in a nutrition or culinary based program with an emphasis on sorghum related to animal nutrition, food



▲ MARDI TRASKOWSKY, Kansas State, is the 2018 Sorghum Food and Feed Scholarship recipient.

science/human nutrition or culinary studies.

The 2018-2019 Sorghum Feed and Food Scholarship recipient was Mardi Traskowsky of Herington, Kansas, who is studying milling science and management and global food systems leadership at Kansas State University.

Mardi has this advice to future scholarship applicants: “No matter what the scholarship is, you need to do your research. There’s usually clues about the goals and the values of the scholarship as well

as related to the organization. You kind of have to see if you relate to that in a sense that it is not only a monetary support, it is an investment in your future,” Traskowsky said. “So you want to make sure that you are wanting to learn more about it or doing something that is going to benefit both yourself and the organization that is putting the money out there to help you go to school.”

APPLY TODAY!

IF YOU OR SOMEONE YOU KNOW WOULD BENEFIT FROM ONE OF THESE SCHOLARSHIPS, PLEASE VISIT: SORGHUMGROWERS.COM/SORGHUM-SCHOLARSHIPS.

The Bruce Maunder Leadership Scholarship, The Darrell Rosenow Memorial Scholarship and The Sorghum Feed and Food Scholarship applications will open on March 1, 2019, and remain open until June 1, 2019. They will be \$1,500 each, applicable toward one semester of tuition expenses.✍

Family Owned Since 1946

SCOTT SEED CO. PRODUCING QUALITY SEED IS IN OUR ROOTS

Worldwide Seed Production & Research Since 1946

sorghum wheat triticale

More information at SCOTTSEED.NET

asta American Seed Trade Association First The Seed

Hereford Texas USA | 806 364 3484



PO BOX 159
SNOOK, TEXAS 77878
WWW.AGCONSULT.NET
SNOOK | EDNA | CANYON

OUR MISSION

Provide a high-quality and personalized consulting service to the agricultural community. Our aim is to help customers achieve increased profitability through values-based development and disciplined execution of comprehensive price risk management plans.

SNOOK

Phone: 979-272-0539
Tollfree: 877-697-8944
Fax: 979-272-0549

John Miller, Ph.D.
979-219-1864
jmiller@agconsult.net

Andrew Dusek
979-220-8784
adusek@agconsult.net

EDNA

Phone: 361-782-6715
Fax: 361-782-3718

Paul Littlefield
plittlefield@agconsult.net

Ryan Pinson
ryan@agconsult.net

CANYON

James Miller
979-595-7704
jamesmiller@agconsult.net

THE TRADING OF DERIVATIVES SUCH AS FUTURES AND OPTIONS MAY NOT BE SUITABLE FOR ALL INVESTORS. DERIVATIVES TRADING INVOLVES SUBSTANTIAL RISK OF LOSS AND YOU SHOULD FULLY UNDERSTAND THOSE RISKS PRIOR TO TRADING.

Getting into the Weeds

Regulations and Pesticide Registrations

By Tim Lust

With ample attention on the Environmental Protection Agency and Administrators in 2018 primarily related to the Renewable Fuels Standard, it is important we turn our focus and examine the agency on another critical area of importance to farmers and ranchers, the crop protection side, as progress is not going well and demands grower attention.

Every growing season, American farmers rely on crop protection products to mitigate crop damage from weeds, insects and diseases. Many of these products have been safely utilized for decades but in recent years have become the target for increased regulatory pressure.

Chemical registrants, and endlessly growers, face a three-way regulatory challenge not only from the EPA, but also the U.S. Fish and Wildlife Service and National Marine Fisheries that threaten the re-registration process for hundreds of crop protection tools critical to farmer success. One of the oldest, most studied and most important tools for weed control in sorghum is atrazine,

which is used on approximately 60 percent of U.S. sorghum acres annually.

Sorghum producers submitted thousands of comments in the summer of 2016 defending the product after the release of the EPA's Ecological Risk Assessment for atrazine.

To date, the EPA ignored several quality, important studies while also ignoring the conclusions of its own 2012 Scientific Advisory Panel. Now, the Cumulative Human and Health Risk Assessment for atrazine has been released as part of the re-registration review process, and NSP needs sorghum producer support once again.

Atrazine is one of many crop protection products producers will need to fight for between now and 2022 as active ingredients are being reviewed or re-registered. The Federal Insecticide, Fungicide and Rodenticide Act (FIFRA) provides the framework for evaluating risks and benefits and evidence-based decisions regarding the registration of active ingredients and associated formulations. Each active ingredient goes through a robust



com

and lengthy approval process and once registered, undergoes regular reviews to allow the product registration to continue.

There have been few new herbicide active ingredients commercialized in the last 30 years, and the horizon does not look promising for new products. It is critical that scientifically proven, safe active ingredients remain available for use by producers. Since the original passage of U.S. pesticide laws in 1910, and following major revisions to the FIFRA in 1972 and 1996, there has generally been a clear path to the registration and re-registration of crop protection products.

The studies required by the EPA regarding ecological risk and human health risk assessments were science based, and the benchmarks that must be met by a product were well known. Chemical registrants had a level of certainty when evaluating active ingredients before submitting the product for registration. Unfortunately, there is now much uncertainty as to the regulatory path of a new active ingredient. This greatly discourages the investment needed by companies to discover and bring to the market new safe active ingredients.

How did we get here? During the second term of the Obama Administration that certainty began to erode. For decades, animal toxicology studies were seen as the gold standard for human health risk assessment, but the agency shifted attention and weight of evidence toward more nebulous epidemiological studies. For ecological risk assessments, EPA augmented water and soil degradation models to make them more conservative and deemphasized field and monitoring data. These changes, and others, created a registration process that was far more precautionary and reflective of European models toward innovation.

Despite expectations of swift action by the Trump Administration to address the uncertainty concerns and smooth the regulatory process, particularly around risk assessments, little has been done thus far. This is in large part due to the EPA having few political positions filled and a lack of expertise and emphasis in pesticide policy among those who are in place. Without the necessary changes to the overly conservative assessments that were baked into the process in the last Administration, agriculture is very much at risk of losing important active ingredients such as atrazine, chlorpyrifos and the neonicotinoid class of insecticides.

NSP is regularly engaging with career and political staff at the EPA, making the case for a re-evaluation of the agency's overly conservative approach to environmental risk assessments related to pollinators and endangered species while encouraging the EPA to embrace a probabilistic and

real-world science-based methodology, just as the Agency does with human health risk assessments.

NSP also regularly coordinates with CropLife America and the Pesticide Policy Coalition on messaging to Capitol Hill and the EPA on these issues. We are at a critical time in history and if there was ever a time to be engaged in the fight, the time is now, as precedence will likely determine the future of crop protection

products. The risks of not engaging and working with the regulatory community to address these procedural pitfalls could have generational impacts on the ability for farmers to utilize crop protection products for decades to come.

“ NSP is regularly engaging with career and political staff at the EPA, making the case for a re-evaluation of the agency's overly conservative approach to environmental risk assessments and pollinators. ”



NEWSLETTER

SORGHUM SMART TALK: MAKING WAVES IN THE INDUSTRY

Whether you are on the combine, driving from one field to the next or just sitting down inside from the cold, the "Sorghum Smart Talk" podcast offers a new and convenient way to gain information. The Sorghum Checkoff launched the first installment of a joint podcast with National Sorghum Producers on Oct. 8 to feature valuable information about grain marketing but also to expand beyond that with resources relating to the sorghum industry and your national producer organizations.

The Sorghum Checkoff's goal with this new platform is to reach a larger audience and provide timely tools to both producers and industry stakeholders. A podcast designed specifically with farmers in mind, allows the Checkoff and NSP to create content using experts to meet the information needs of sorghum producers across the nation.

The first podcast topics are over profit and risk analysis, contracting and other marketing-related topics. John Miller, owner of Southwest Agribusiness Consulting Inc., was the show's first guest. He has a Ph.D. in agricultural economics from Texas A&M University and started a firm that provides comprehensive price risk management services to producers and users of agricultural commodities throughout the Southern Plains.

"The Sorghum Checkoff has created an initiative to provide farmers with crucial knowledge on topics related to their cost of production, accounting and risk management," said Jennifer Blackburn, Sorghum Checkoff external affairs director. "Sorghum Smart Talk' contributes to the marketing tools producers need to take advantage of the markets we are trying to create for them."

The podcast increases brand recognition of Sorghum: The Smart Choice™ by extended promotion into another media source and serves as a way to build the Sorghum Checkoff's presence in the digital realm. This allows the message of Team Sorghum to reach farther than ever before by growing consumer knowledge of sorghum production and practices, while also providing a more flexible way for producers to learn new information.

According to Tim Hammerich, founder of AgGrad, smartphones have become a necessity in agribusiness providing everything from controlling irrigation to weather updates, accessing email and flying drones. Podcasts have swiftly become a valuable asset to agriculturalists through the speaker of a smartphone.

"The way farmers consume media is changing as fast as the



WHAT'S INSIDE

**Sorghum Smart
Talk: Making Waves
in the Industry**
page 1

**S&W Seed Co. Acquires
Chromatin Inc.**
page 2

**New Findings in Sweet
Sorghum Research**
page 3

**Simon Joins Sorghum
Checkoff as Regional
Marketing Director**
page 4

technology on their farms," said Blackburn. "This podcast will serve as a new avenue for us to reach producers with timely, relevant information that will aid in making more informed decisions on the farm."

Future series will cover a variety of industry related topics such as grain marketing,

S&W SEED CO. ACQUIRES CHROMATIN INC.

In early October S&W Seed Company announced it will acquire Chromatin Inc., a sorghum seed operation in New Deal, Texas, who has partnered with the Sorghum Checkoff on many cutting edge sorghum research projects over the years. The acquisition will include the Sorghum Partners® Brand founded by David Thomas and Larry McDowell, which has been managed by Chromatin Inc. since 2010.

S&W Seed Company offers a large portfolio of seed options and technology for today's farmers. Their range of forage, grain and specialty crop products will help support growing global demand for animal proteins and healthier consumer diets. S&W Seed brings new resources to the table, which can be used to compliment the Sorghum Checkoff's investments in ACCase tolerant lines and the overall mission to further fulfill the needs of U.S. sorghum producers. As the Sorghum Checkoff turns the page toward a better future, S&W Seed will play an important role in boosting return on investment and lowering cost of production for sorghum farmers.

"We're excited to begin working with S&W as they continue to drive sorghum advancements forward," said Justin Weinheimer, Ph.D., Sorghum Checkoff crop improvement director. "We have been working together with both S&W Seed and Chromatin to make the transition of Checkoff-funded research without delay."

Collaboration with S&W Seed will be instrumental to the future of the sorghum industry at a time where technology is rapidly changing, and research focused on success will remain a targeted focal point of the Sorghum Checkoff.

"S&W looks forward to building on Chromatin's well-established history of developing

agronomy, regulatory and legislative issues and will feature leading agricultural experts.

For updates regarding "Sorghum Smart Talk", visit SorghumCheckoff.com, and follow @SorghumGrowers and @SorghumCheckoff on Twitter and Instagram. Updates are also available on Facebook. ✓

premium hybrids," said Dan Gardner, S&W Chief Marketing and Technology Officer. "We are committed to helping address the challenges that so many farmers face through unique trait development that will help them become more productive and profitable, with many new products set to launch shortly."



The Sorghum Checkoff has a long history with both Chromatin and Sorghum Partners®, which began in 2012 with a project on starch characterization in sorghum across different environments. The project was conducted to gain information on the influence of environmental factors in the feeding and fuel value of the crop. Through this project, the Sorghum Checkoff provided sorghum end-users with key research findings.

In 2013, a second project was created with Chromatin and Sorghum Partners® to develop new parental lines, both male and female, with improved combining ability and widespread adaptation by other sorghum seed companies. These new hybrids will be available to be licensed out by other companies in the near future.

Most recently, the Sorghum Checkoff made a substantial investment into Chromatin and Sorghum Partners® in 2017 with

the goal of creating ACCase tolerant lines. This project has been extremely successful and has already resulted in the development of parental lines containing the ACCase technology. ACCase tolerance aids the farmer in controlling post-emergence grass control.

"We believe through this investment that germplasm has been developed and expect it will be a useful tool in the field for sorghum farmers," said Weinheimer. "The technology is viable and will benefit growers when it reaches the farm level."

THE PROOF IS IN THE SYRUP - NEW SWEET SORGHUM RESEARCH FINDINGS

Changes in tastes and preferences of the U.S. consumer for healthy, minimally-processed sweeteners have set the stage for the introduction of sweet sorghum syrups as a commercial liquid sweetener. Sweet sorghum is gluten-free and can be produced free of additives and preservatives, which makes it an attractive choice in this consumer-driven market.

A recently funded Sorghum Checkoff project through United States Department of Agriculture-Agricultural Research Service (USDA-ARS) has been completed demonstrating some valuable health and functionality properties for sweet sorghum syrup. Sweet sorghum syrup was superior to seven of the most common sweeteners and syrups relating to micro-nutrient profiles and protein levels.

Additionally, sweet sorghum contained dramatically higher total phenolic compounds resulting in the best performance of several types of antioxidant testing in comparison to the other test groups. Antioxidant-rich foods are highly valued by consumers as antioxidants may help lower risk of cancer, diabetes, heart disease and some neurological diseases.

Finally, the Sorghum Checkoff submitted a composite of sweet sorghum samples, and it was determined the sample was low in FODMAPs (Fermentable Oligosaccharides, Disaccharides, Monosaccharides, and Poly-

ols), and thus a beneficial food source for those with digestive health disorders. These findings provide key scientific evidence on how and why sweet sorghum syrup could be utilized as a replacement for some of the current sweeteners on the market and provides a healthy sweetener source for consumers.

Partnerships with companies like S&W Seed Co. remain a valuable investment of the Sorghum Checkoff to generate results in the area of crop improvement. ✓

This new data of the nutritional and dietary content of sweet sorghum syrups compared to other commercial food-grade syrups will help facilitate large-scale marketing going forward.

"While we have known historically the benefits of sweet sorghum as a natural food source, we didn't know the full extent of the nutrient benefits until completing this recent study," said Doug Bice, Sorghum Checkoff market development director. "It is exciting to see positive results like this and how greater usage of sweet sorghum can expand high-value markets for sorghum producers."

Sweet sorghum syrup is another versatile form of sorghum, which can be utilized not only as a natural sweetener, but also as a preservative, glaze, marinade, form of molasses or simply a tasty syrup to top off your pancakes. As a nutrient-rich sweetener, it can also be used as a binding agent for an energy bar or snack bite.



Sorghum. Nature's Super Grain® recently worked with Sorghum Checkoff partner Triad to Wellness, a health marketing and communications consulting company founded by two registered dietitian nutritionists, to devel-

SIMON JOINS SORGHUM CHECKOFF AS REGIONAL MARKETING DIRECTOR

The Sorghum Checkoff recently named Zach Simon as the organization's Regional Marketing Director, primarily for the state of Kansas.

In this role, Simon will identify, develop and provide expertise to key marketplaces both domestically and internationally. Simon will work to create opportunities for increased producer profit by increasing demand and value from traditional and non-traditional marketplaces. These marketplaces can range from current areas such as livestock and poultry feeds to newer markets such as pet food, aquaculture, consumer use and beyond. Simon will also work with end-users and producers to establish marketing opportunities for both parties that create long-term relationships and direct marketing avenues.

"We are excited to welcome Zach to Team Sorghum," said Florentino Lopez, Sorghum Checkoff executive director. "He will be instrumental in working on behalf of sorghum producers to encourage new and value-added markets for this crop while also building upon already established markets."

Simon obtained his bachelor's degree in agronomy from Kansas State University where he worked as an assistant scientist

op two new fall recipes: pumpkin spice energy bites and sorghum caramel apples, both of which contain sorghum syrup. Visit *SimplySorghum.com* for more sorghum syrup recipes and sorghum syrup nutrition information. ✓

under Tesfaye Tesso, Ph.D., in the Department of Agronomy. While there, he researched sorghum breeding and genetics for two years. Prior to the Checkoff, Simon also gained experience through his position as a Kansas State University Research and Extension agricultural agent for Sedgwick County with a focus on agronomy.



Simon grew up involved in agriculture on a fifth generation family farm in Kansas, and his passion for helping U.S. farmers is a driving factor in the new work he will be doing for the Sorghum Checkoff. Additionally, Simon was a graduate of Leadership Sorghum Class III where he initially became more familiar with the goals and initiatives of the Sorghum Checkoff.

"My goal through this new position is to help both producers and end-users form mutually beneficial relationships," said Simon. "I am ready to continue my work for producers in a new aspect with the mission of the Sorghum Checkoff at the forefront." ✓

SORGHUM INDUSTRY EVENTS

Nov. 28-29 - Nebraska Grain Sorghum Producers Assoc. Board Meeting
Lincoln, Nebraska

Dec. 10-12 - USCP Annual Board Meeting
Lubbock, Texas

Dec. 24-25 - Christmas Holiday
Office Closed

For more events, visit sorghumcheckoff.com/calendar

CONTACT US



Shalin Pinkerton
Communications Manager
(806) 687-8727
shalin@sorghumcheckoff.com

SORGHUM CHECKOFF MISSION

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



Sorghum Update

Brought to you by the Kansas Grain Sorghum Commission

Kansas Grain Sorghum Commission Invests in Market Development and Research

The Kansas Grain Sorghum Commission approved their FY19 budget in September 2018. Despite a down budget year, the Commission sharpened their focus on market promotion and development and narrowed in on key focus areas in research at Kansas State University.

“This year the commission determined we needed to reallocate our resources to try and provide producers with more value for their investment in the sorghum commission,” said Stockton, Kansas, farmer and board chair Stephen Bigge. “We worked very hard to identify investments in research and market development and promotion that would provide that value to growers in Kansas.”

The following highlight approved projects contingent on USCP/AMS approval:

- Improving chilling tolerance in grain sorghum with genomics-assisted breeding: \$94,300
- Breeding sorghum for improved dryland productivity and utilization: \$90,702
- Development of sorghum parental lines with enhanced drought and cold tolerance: \$63,000
- Discovery and design of highly efficient sorghum haploid inducers for doubled haploid breeding system: \$48,000



- Physiological and genetic characterization of grain sorghum for enhancing early season chilling and terminal drought stress resilience: \$45,000
- Development of high yielding cold tolerant sorghum adapted to Kansas: \$42,600
- U.S. Grains Council – Finding new demand globally: \$40,000
- Germplasm screening, host interactions and lodging resilience for stalk rot diseases in Kansas: \$37,155
- Mechanism of mesotrione tolerance in sorghum and screening sorghum germplasm for tolerance to synthetic auxins: \$25,000
- Growth Energy NASCAR promotion – higher blended fuels: \$25,000
- International Grains Program Market Development: \$20,000
- Sorghum Schools: \$8,960

“Farmer leaders spend considerable time seeking and evaluating projects that will enhance productivity and profitability,” said Sarah Sexton-Bowser, managing

director of Center for Sorghum Improvement. “The Commission’s investments represent a portfolio of 21st century science to address today’s sorghum farmer needs.”

For more information contact Kansas Grain Sorghum Commission at (785) 477-9474 or www.ksgrainsorghum.org.

Kansas Grain Sorghum Commission, PO Box 618 Colwich, KS 67030
785-477-9474, www.ksgrainsorghum.org

paid advertisement

UNPARALLELED PERFORMANCE. UNRIVALED YIELD.

Year in and year out, DEKALB® brand grain sorghum positions you for success. From advanced breeding technology and elite genetics to high sugarcane-aphid tolerance, our products help you get the most out of every acre. No matter what the season brings, you'll feel confident with DEKALB in your fields. **A history of success. A future of performance.**



Visit DEKALB.com/FindADealer to find your local representative and dealer.

Individual results may vary, and performance may vary from location to location and from year to year. This result may not be an indicator of results you may obtain as local growing, soil and weather conditions may vary. Growers should evaluate data from multiple locations and years whenever possible. **Always read and follow IRM, where applicable, grain marketing and all other stewardship practices and pesticide label directions.** DEKALB and Design® and DEKALB® are registered trademarks of Bayer Group. All other trademarks are the property of their respective owners. ©2018 Bayer Group, All Rights Reserved.



Sorghum Shortcuts

Tim Lust Celebrates 25 Years with NSP

In September 2018, Tim Lust celebrated 25 years working at National Sorghum Producers. Lust began working for NSP in 1993 and was chosen as the association's fourth executive director in 1998. He now serves as the CEO for both NSP and the United Sorghum Checkoff Program.

Outside of his service to NSP, Lust is a devoted father, husband and son to his family. His family is dedicated to



the agriculture industry, raising both sorghum and quality Angus cattle.

With Lust's leadership, the sorghum industry has seen unique change and growth, and NSP has been able to fulfill our mission and vision.

Lust believes in making an impact, and we are grateful for his unwavering dedication to this organization, our farmers, staff and the entire sorghum industry. Congratulations, Tim! 🌾

NSP Board Elects New Officers

The National Sorghum Producers board of directors selected officers and appointed four new individuals to the board during its annual August meeting.

NSP board member Dan Atkisson of Stockton, Kansas, was elected chairman. Don Bloss of Pawnee City, Nebraska, moved to the past chairman position, and Kody Carson of Olton, Texas, was elected vice chairman.

New directors appointed to the board include Danny Beyer of Odem, Texas; Amy France of Marienthal, Kansas; and Craig Meeker of Wellington, Kansas. Larry Richardson of Vega, Texas, was also newly appointed to the board to fill a one-year term held by Mike Battin who stepped down from the board in March.

The NSP board of directors also recognized four leaders in the sorghum industry who ended their terms on September 30: J.B Stewart of Keyes, Oklahoma; James Born of Booker, Texas; Mike Battin of Lubbock, Texas; and Kendall Hodgson of Little River, Kansas.

The new directors and officers began their terms in their respective positions on October 1. 🌾



Dan Atkisson

Kody Carson

Don Bloss

Atkisson Names 2019 NSP Legislative Committee Members

National Sorghum Producers board of directors Chairman Dan Atkisson appointed four new members to the NSP Legislative Committee and a new committee chairman. The new Chairman of the Legislative Committee is board Vice Chairman Kody Carson of Olton, Texas. In addition to Carson, new members to the committee include Durward Dixon of Elida, New Mexico; Ethan Miller of Columbia, Missouri; Chris Yaklin of Robstown, Texas; and Derek Haigwood of Newport, Arkansas.

These producers and 12 existing committee members will serve the sorghum industry, shaping future policy and guiding the organization on legislative matters in accordance with NSP's mission to lead legislative and regulatory change through effective policy and relationships for a more profitable, diverse and competitive sorghum industry. Their leadership will be of particular importance this year as work to complete the farm bill and create industry-benefiting trade deals persists.

Outgoing members from the committee are Matt Heckemeyer of Sikeston, Missouri, and Rex Rush of McAlister, New Mexico. We would like to thank these two members for their commitment to the committee and the mission of NSP for the past year. 🌾

Seed Selection Driven By You



Trials near Gypsum, Kansas show Alta Seeds AG1203 continuing to grow and produce under heavy sugarcane aphid pressure in a field that was not sprayed. Sooty mold and lodging plagued the susceptible hybrids.

Select from our Aphix™ Lineup with Elite Sugarcane Aphid Tolerance

AG1201 Early Bronze widely adaptable hybrid.

- Excellent yield for maturity
- Strong drought tolerance
- Adaptable as double crop option

AG1203 Medium-Early Bronze trial-topping performer.

- Outstanding yields across High Plains
- Excellent standability, uniformity and drought tolerance for dryland or irrigated fields

AG1301 Medium-Early Cream for dryland or irrigated fields.

- Excellent staygreen and standability
- Widely adaptable with plant uniformity

ADV G3247 Medium-Late Bronze with high top end yields.

- Excellent yield for maturity, high test weights
- Good head exertion

Try our **NEW** high performing **ADV G2275 & ADV G2106**

Order at **877-806-7333**



Additional pest management practices may be required to help prevent yield loss. Sugarcane aphid tolerance rating conducted by the Agricultural research Division of the USDA.

AltaSeeds.com  

EVERY SEED IS THE TOTAL PACKAGE



Eric Blakeslee
Pioneer Sales Associate

Lee Pifer
Grower

Ryan Harms
Pioneer Territory Manager

Every bag of Pioneer® brand sorghum is packed with locally tested, high yield potential genetics and industry-leading agronomics and defensive characteristics. You also get an unmatched team of local experts who can steer you toward higher yield potential, this season and beyond.



WITH YOU
—FROM THE—
WORD GO

Pioneer.com/Sorghum