



INDUSTRY PARTNER PROGRAM

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AT NATIONAL SORGHUM PRODUCERS, WE BELIEVE IN THE SORGHUM INDUSTRY AND WE BELIEVE IN TEAM WORK. NEW TECHNOLOGY AND NEW CHALLENGES ARE CONTINUALLY EVOLVING AND AS WE LOOK TOWARD THE FUTURE, IT IS IMPERATIVE FOR THE AGRICULTURE INDUSTRY TO COLLECTIVELY WORK TO CREATE SOLUTIONS. FOR AN INDUSTRY TO REALIZE ITS FULL POTENTIAL, IT TAKES EVERYONE WORKING TOGETHER. OUR COMMITMENT TO THE SORGHUM INDUSTRY IS MIRRORED IN OUR VISION AND MISSION. WE BELIEVE IN ADVOCACY, RELATIONSHIPS AND STEADFAST LEADERSHIP.

VISION

NSP will promote, advocate for and defend the sorghum industry.

MISSION

NSP will lead positive change for sorghum farmers through effective policy and relationships.

VALUES

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

Your support allows NSP to be the best in the world at representing U.S. sorghum farmers and supporting the sorghum industry. NSP looks forward to partnering with your company to help the industry maintain full momentum. There are abundant opportunities for sorghum with new markets developing for grain sorghum, sweet sorghum and biomass sorghum. From biofuels to major food brand products, sorghum is making its place among major commodities. The future is exciting, help NSP sustain and support the sorghum industry by becoming an Industry Partner.

TESTIMONIALS

WHY PARTNER WITH NSP? HEAR FROM SOME OF OUR CURRENT INDUSTRY PARTNERS!



DAN ATKISSON

**NSP Board of Directors Chairman
Stockton, Kansas**

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



MIKE BERGMEIER

ShieldAg

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



DEREK PEINE

Western Plains Energy

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



JOHN MILLER

Southwest Agribusiness Consulting

“As someone that works as a risk management consultant for sorghum producers across a large area and under a variety of farming and changing market conditions, it has been very important for me to have rapid access to fresh information about industry observations and governmental developments. Having access to the NSP Industry Partner expertise and networking channels has greatly assisted me in efforts to keep our clients and staff informed in a timely manner about issues that often make a substantial financial difference in a given crop year. NSP has also done a great job at helping the sorghum industry to remain focused and of one voice on the right mix of agronomic, market, trade and policy opportunities for both producers and the broader industry as a whole. There is no question that our working relationship with NSP allows us to better serve our clientele.”



CHAD ZIMMERMAN

Bayer CropScience

“DEKALB is proud to be a member of the National Sorghum Producers. In uncertain times such as these, it's reassuring to know NSP is working hard to represent the needs of our farmer customers. Thank you to everyone at NSP who work tirelessly each day to continue moving the sorghum industry forward.”

WHAT WE STAND FOR

NATIONAL SORGHUM PRODUCERS KEY MESSAGES

WORKING TIRELESSLY TO ADVANCE THE INDUSTRY

National Sorghum Producers was founded by producers who wanted to make an impact on the industry. The organization has done exactly that ever since, working tirelessly to create legislative and regulatory change for a more profitable, diverse and competitive sorghum industry.

WORKING THROUGH LEGISLATIVE, REGULATORY AND EDUCATION ISSUES

National Sorghum Producers is an organization that represents U.S. sorghum growers through legislative and regulatory advocacy and through educational outreach. This means sorghum growers have an ally in Washington, D.C. When Congress is in session working on a farm bill, an energy bill, trade, environmental legislation, or other agriculturally-pertinent bills, NSP is in your corner.

NSP advocates for the interests of sorghum, based on what our members tell us is most important to them. NSP has a small and dedicated staff team that is committed to staying on top of the issues in farm country and from coast to coast. The NSP office is located in the heart of the Sorghum Belt, so we have a constant heartbeat on what is most important to your farm. At the same time, we maintain a presence in Washington, D.C., to keep an eye on legislation and regulations affecting sorghum growers. Finally, we provide our members with high quality, targeted educational materials to keep them up to date and in the loop about sorghum issues.

STRENGTHEN MEMBERSHIP PROGRAMS TO SOLIDIFY COMMITMENT TO THE SORGHUM INDUSTRY

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

Photo Credit: USDA

OUR IMPACT

PROTECT FARMERS' INTERESTS IN FEDERAL REGULATIONS

National Sorghum Producers has focused on the overall farm economy, trade agreements, farm bill implementation and renewable energy in recent years and will continue to do so in the future. We want to work with the federal government to ensure farmers have the resources and markets they need to survive the economic challenges they continue to face. NSP is striving to implement effective conservation programs and enhance international trade agreements and promote greater use of renewable ethanol sources. Meanwhile, the Sorghum Checkoff continues to promote and invest in market development and crop research efforts to further diversify sorghum in the feed, fuel and food industries in the U.S. and abroad.

NSP WINS



ENDING THE CHINA CASE Ending the China investigations into U.S. sorghum and the initial tariff mitigated **\$523,000,000** in tariffs in 2018.



PLC The \$3.95 reference price secured in the farm safety net has brought approx. **\$564,000,000** to sorghum producers in 2018 and 2019.



CARB FIX When the readopted California Low Carbon Fuel Standard took effect in January 2019, sorghum ethanol now scores similar to that of corn ethanol, giving sorghum producers a **\$60,000,000** victory in a key environmental market.



SORGHUM OIL PATHWAY In July 2018, EPA approved sorghum oil as an eligible feedstock under the Renewable Fuel Standard, giving ethanol plants access to sell into the biodiesel market. This pathway provided a **\$1,600,000** higher value for sorghum.



2018 MFP PAYMENTS Sorghum Producers received \$0.86 per bushel in the trade payments totaling roughly **\$313,000,000**. Payments in 2019 were \$1.69 per bushel.



EDUCATION National Sorghum Producers secured approximately **\$135,000** in USDA grants to provide risk management education to sorghum growers.

INDUSTRY PROMOTION

NSP is proud to take part in the promotion of sorghum and the many industries that come with the crop. From the fields of Kansas and Texas to the steps of Washington, D.C., we work hard to make sure those who rely on sorghum are getting the best out of the policy and relationships being created. We hope you see value in helping us with these efforts as we cannot do it alone. By partnering with us, you know your business or organization will benefit from the partnership, as well.



PROMOTE SENSIBLE CONSERVATION APPROACHES REFLECTING SORGHUM'S ENVIRONMENTAL EFFICIENCY



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

ADVOCATE FOR TRADE POLICIES INCREASING MARKET ACCESS & PROMOTE IN INTERNATIONAL MARKETS



NSP advocates for trade policies that increase market access and promote use of sorghum in international markets. We support trade policies that keep markets open, level the playing field for U.S. sorghum producers and allow the industry to take advantage of non-traditional and opportunistic markets. NSP also encourages the Executive Branch to actively enforce trade measures and agreements. In short, NSP wants U.S. sorghum to meet the world's demand and have the market access to do so.

PROMOTE SORGHUM AS THE PREMIERE ENERGY CROP



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

NSP PROGRAMS

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

PRODUCER MEMBERSHIPS

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

E-MEMBER PROGRAM

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

SORGHUM PAC

The Sorghum PAC is National Sorghum Producer's bipartisan political action committee, which uses monetary PAC contributions made by individual NSP members to elect and reelect senators and members of Congress who support sorghum producers and a strong, effective sorghum industry. Learn more on page 14.



NSP RELATED ENTITIES



SUSTAINABLE CROP INSURANCE

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



ELITE AG MANAGEMENT

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



































SORGHUM FOUNDATION

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

PARTNERSHIP LEVELS

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

	Company logo and website link on NSP's Industry Partner webpage.	Recognition at sorghum events during Commodity Classic.	All the benefits of NSP membership, including all NSP publications.	1/4 page ad in one issue of <i>Sorghum Grower</i> or (1) 1/8 page ad in two issues.	Recognition at NSP events.	1/2 page ad in one issue of <i>Sorghum Grower</i> or (1) 1/4 page ad in two issues.	Full-page ad in one issue of <i>Sorghum Grower</i> or (1) 1/2 page ad in two issues.	Full-page ad in two issues of <i>Sorghum Grower</i> .	Rotating banner ad on NSP's home page.	Premier recognition at all NSP events.	Three full-page ads in <i>Sorghum Grower</i> .	\$500 credit toward Sorghum Insider workshop.
CONTRIBUTOR \$1,250 plus												
PARTNER \$2,500 plus												
BRONZE \$5,000 plus												
SILVER \$10,000 plus												
GOLD \$20,000 plus												
PLATINUM \$60,000 plus												

SORGHUM PAC

PROMOTING WORTHY LAWMAKERS

The purpose of the Sorghum Political Action Committee (PAC) is to promote legislative lawmakers who understand and advocate on behalf of sorghum priorities.

PAC IMPACT

The importance of Sorghum PAC resonates from local offices to the U.S. Capitol:

- The Sorghum PAC enables growers to unify their voices to create a clear, concise message about the importance of farm policy in rural America.
- The elected officials supported by the Sorghum PAC have a direct impact on important policy for sorghum producers.
- The Sorghum PAC is an influential alliance of National Sorghum Producers (NSP) members and sorghum associations working to uphold and protect the interest of growers across the country.

SORGHUM PAC CONTRIBUTIONS

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



SORGHUM PAC CASINO NIGHT

A DYNAMIC EVENT WITH A DIVERSE CROWD

Each year, a casino night is held in conjunction with Commodity Classic to benefit the Sorghum PAC. The Sorghum PAC Casino Night features multiple casino games and raffles along with a silent auction, live auction and online auction. The casino night provides an entertaining way to raise funds for Sorghum PAC that helps advance issues important to the sorghum industry and its producers.

TO SPONSOR or donate to the Sorghum PAC event, contact Jamaca Battin at jamaca@sorghumgrowers.com



2019 SORGHUM PAC CASINO NIGHT

The 2019 Sorghum PAC Casino Night was the most successful PAC Casino Night to date, raising \$95,000 to help promote worthy legislative lawmakers. The past two years, National Sorghum Producers has strived to make the PAC Casino Night and Auction more dynamic and diverse. This revamp of the event included the addition of new games like a gun safe drawing and a money cube as well as new auction items ranging from helicopter hog hunts to NASCAR weekend passes and more. Sorghum growers and other commodity farmers from across the nation were in attendance.

SORGHUM PAC
nsp political action committee

NSP WEBSITE

National Sorghum Producers' online properties provide additional touch points for readers to connect with the association. Every aspect is a go-to destination for sorghum enthusiasts searching for the latest educational resources, news, policy and events. NSP launched a new and enhanced version of *SorghumGrowers.com* Feb. 27 with a refreshed brand and focus on increased grassroots engagement. Key features of the website include an easy-to-use advocacy platform for enhanced member engagement, a robust digital magazine section to extend the reach of NSP's quarterly print publication *Sorghum Grower* magazine, and new opportunities for digital advertising.



WEBSITE STATISTICS SINCE LAUNCH

20,846 users
17,355 sessions
32,252 page views
86.7% new visitors
1.55 pages viewed/visit

WEBSITE ADVERTISING

NEW ADVERTISING OPPORTUNITIES AVAILABLE!

With the launch of NSP's new website, there are new and exciting advertising opportunities available for Industry Partners. Advertising opportunities include the main website as well as the *Sorghum Grower* magazine webpages, which are now featured digitally at *SorghumGrowers.com*. There are premium spots available on the magazine landing page and on category pages. As always, Platinum and Gold Level Industry Partners have the opportunity to advertise on our website homepage. Contact Jamaca Battin for pricing beyond the complimentary ads included with some partnerships.

336PX X 280PX

ARTBOARD SIZE: 672PX X 560PX

970PX X 250PX

ARTBOARD SIZE: 1940PX X 500PX

970PX X 90PX

ARTBOARD SIZE: 1940PX X 180PX

ARTBOARD SIZES REQUIRED FOR SUBMISSION

REACHING PRODUCERS

SORGHUM NOTES

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

D.C. FLY-IN

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

COMMODITY CLASSIC

Each year, more than 4,000 growers and over 9,000 total attendees travel to the Commodity Classic for educational events, networking and one of the largest agricultural trade shows. The conference offers NSP the ability to host our National Yield Contest winners, sorghum-specific programming and leadership meetings.

SORGHUM PAC

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

DIRECT MAIL

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

WANT MORE?

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

SOCIAL MEDIA

NSP's active social media footprint is connecting with viewers in an impactful way like never before. The launch of NSP's social campaign #ThisIsSorghum has offered new opportunities for producers and Industry Partners to engage and connect with our organization. Because of this, our social media channels have experienced tremendous growth over the past few years. This growth has allowed NSP to create new opportunities for Industry Partners on social media. As part of these opportunities, Industry Partners will be recognized through our social media channels through posts welcoming them as a partner to our organization as well as sharing your content.

SOCIAL STATISTICS THIS YEAR

2,400+ Twitter followers
280.8K Twitter impressions
2,000+ Facebook followers
145K Facebook impressions
860+ Instagram followers

CONNECT. SHARE. LEARN.



@SORGHUMGROWERS



@SORGHUMGROWERS



@SORGHUMGROWERS

SORGHUM GROWER MAGAZINE

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

NEW! Industry Partners now have the opportunity to expose their brand to new audiences in new places through online publishing of *Sorghum Grower* magazine. The recent web re-design offers easier viewing of magazine articles and opportunity to include clickable digital advertisements that can be tailored for your company or organization.

DEPARTMENTS

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

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

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

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

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

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

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

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

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

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

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

2020 EDITORIAL CALENDAR



WINTER/ JANUARY 2020

ENERGY & SUSTAINABILITY

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



SPRING/ APRIL 2020

WHEN TRADE WORKS

AD BOOKING: 2/21/2020
ART DEADLINE: 3/9/2020
MAIL DATE: 4/15/2020



SUMMER/ AUGUST 2020

SORGHUM EXTREMES

AD BOOKING: 6/26/2020
ART DEADLINE: 7/10/2020
MAIL DATE: 8/14/2020



FALL/ NOVEMBER 2020

WOMEN IN SORGHUM

AD BOOKING: 9/25/2020
ART DEADLINE: 10/8/2020
MAIL DATE: 11/16/2020



WINTER/ JANUARY 2021

THREATS TO MODERN AG

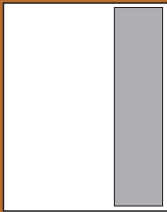
AD BOOKING: 11/27/2020
ART DEADLINE: 12/4/2020
MAIL DATE: 1/15/2021

ADVERTISING & PREMIUM POSITIONS

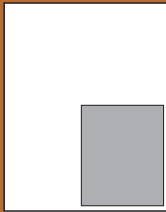
ADS SUBMITTED FOR THE MAGAZINE MUST FOLLOW THE SPECIFICATIONS BELOW:

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

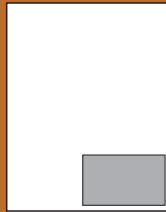
SORGHUM GROWER READERSHIP



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



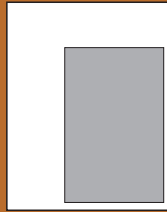
1/4 Page
3 5/8" X 4 3/4"
\$900



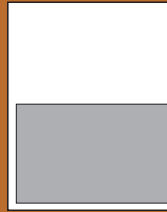
1/8 Page
3 5/8" X 2 1/4"
Partner Exclusive



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



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



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

PREMIUM POSITIONS	Add 1/8" bleed on all premium advertisement designs	
	TWO PAGE SPREAD	\$4,500
	CENTER DOUBLE PAGE SPREAD	ADD 20% COLOR RATE
	OUTSIDE BACK COVER	ADD 15% COLOR RATE
	INSIDE FRONT/BACK COVER	ADD 10% COLOR RATE

ADD 1/8" BLEED AND KEEP LIVE MATTER WITHIN A 1/2" MARGIN ON ALL FULL PAGE & DOUBLESREAD ADS.

Ethanol Industry

Extension

Researchers

Industry Partners
Elevator-Members

Sorghum
Producers/Members



SORGHUM YIELD CONTEST

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

Interested in becoming a premier sorghum yield contest sponsor?

Email jamaca@sorghumgrowers.com

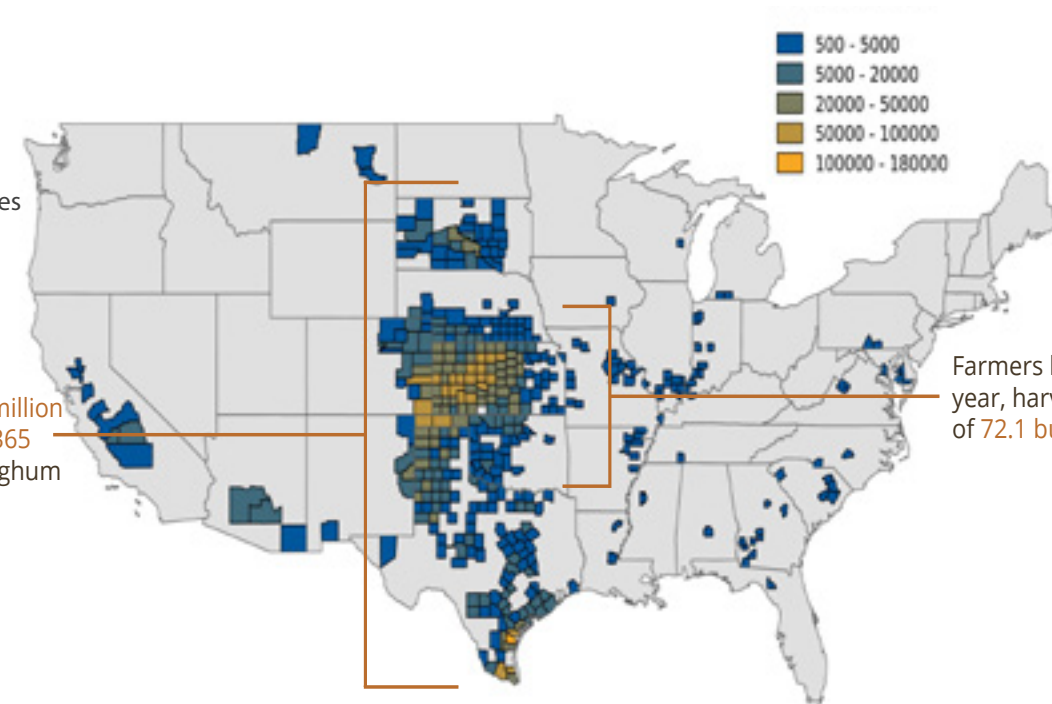
Learn more at SorghumGrowers.com/yield-contest



PRODUCTION ACRES

Sorghum is traditionally grown throughout the Sorghum Belt, which runs from South Dakota to Southern Texas, primarily on dryland acres. Farmers planted 5.7 million acres and harvested 365 million bushels in 2018. Sorghum farmers had another strong year, harvesting an average of 72.1 bushels per acre.

1. **Kansas** – 2.8 million acres
2. **Texas** – 1.55 million acres
3. **Colorado** – 355,000 acres
4. **Oklahoma** – 300,000 acres
5. **South Dakota** – 260,000 acres



Farmers planted 5.7 million acres and harvested 365 million bushels of sorghum in 2018.

Farmers had another strong year, harvesting an average of 72.1 bushels per acre.

CONSUMER FOOD & MARKETING

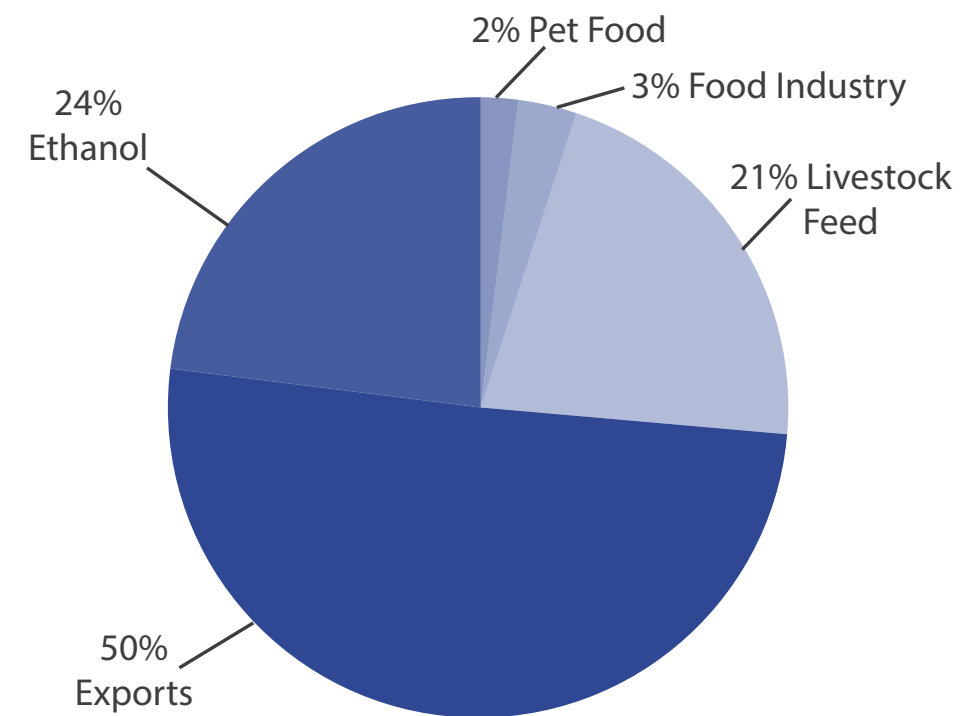
Demand for sorghum as a consumer food product is at its highest level in history, comprising 5 percent of the sorghum marketplace and opening doors for partnerships with a new and developing sector of our industry. Retail food products containing sorghum now total more than 1,000. The most visible growth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



SORGHUM MARKETS

CREATING A HIGHER VALUE

Demand for sorghum continued to grow and develop in 2018. Traditional marketplaces began shifting back into their typical places following strong export years. While exports decreased from 2017, this opened the door for the ethanol and livestock industries to regain usage. Value-added marketing opportunities, like the food and pet food industries, continue to provide tremendous value and benefits for sorghum producers. A focus on research in various market development areas has provided key insight for future market expansion.



EVENT CALENDAR

60 YEARS REPRESENTING SORGHUM

2019

2020

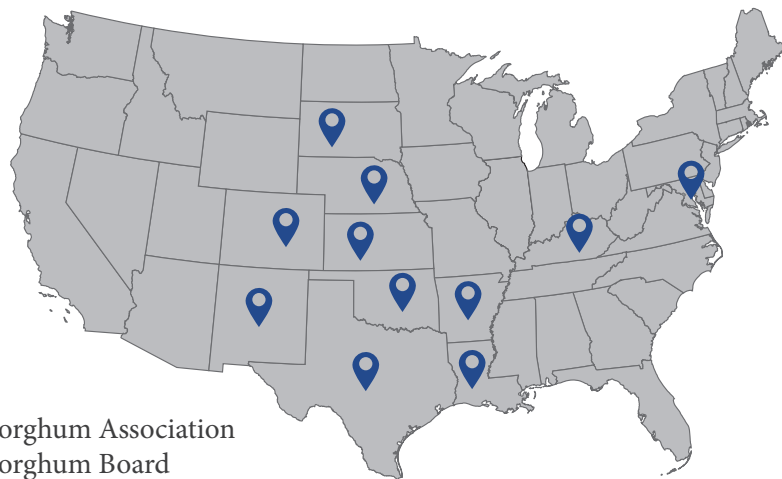
Sunbelt Ag Expo, Moultrie, GA, October 15-17, 2019
Victoria Farm Show, Victoria, TX, October 23-24, 2019
NAFB Trade Talk, Kansas City, MO, November 13-14, 2019
NSP Board Meeting, Lubbock, TX, December 9-10, 2019
USCP Board Meeting, Lubbock, TX, December 10-12, 2019
Leadership Sorghum Class IV Graduation, Lubbock, TX, December 10-12, 2019
Kansas Commodity Classic, Manhattan, KS, January 24, 2020
Kansas Grain Sorghum Producers Association Annual Meeting, Manhattan, KS, January 24, 2020
2020 LAIB Program, Washington, D.C., January 27-31, 2020
NSP DC Legislative Fly-In, Washington, D.C., January 27-30, 2020



Commodity Classic, San Antonio, TX, February 25-29, 2020
NSP Board Meeting (Held in conjunction with Commodity Classic)
Mid-South Farm & Gin Show, Memphis, TN, February 28-29, 2020
Sorghum Improvement Conference of North America, Dallas, TX, March 23-25, 2020
Texas Grain Sorghum Producers Annual Meeting, San Antonio, TX, April 18-20, 2020
Fuel Ethanol Workshop, Minneapolis, MN, June 15-17 2020
USCP Board Meeting, TBD, August 11-12, 2020
NSP Board Meeting, Kansas, August 2020
NSP Board Meeting, Lubbock, TX, December 2020
USCP Board Meeting, Lubbock, TX, December 8-10 2020

AFFILIATE ORGANIZATIONS

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



VALUED STATE & INTEREST PARTNER ORGANIZATIONS

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

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

INDUSTRY PARTNERS

AS OF SEPTEMBER 2019





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