

## Farm and Trade Program Payments

**\$300**

**MILLION**

(Approximate) in  
MFP payments

**\$343**

**MILLION**

In ARC and PLC  
payments

**\$121**

**PER ACRE**

(Average) benefit  
to farmers

**\$640**

**MILLION**

Total Support to  
Sorghum Farmers

### White House MFP Announcement | May 23

\$300 million to sorghum farmers in 2019  
Over \$600 million paid total.

### U.S.-Mexico-Canada Agreement | Signed 2020

U.S. sorghum producers will continue to enjoy  
commerce with the feed and food industries in  
Mexico for years to come.

## Trade Wins

### U.S. - Japan Trade Agreement | October 8

Increased, duty free, market access  
for U.S. sorghum

NSP continues to work on the re-registration of  
**Atrazine and Glyphosate.**

NSP support led to **10 states** receiving **Section 18 labels** for **Sulfoxaflor** in 2019.

NSP work helped lead to a full **Section 3 label**  
for **Sulfoxaflor** in July 2019.

## Regulatory Activities



## Grants and Education

**\$184,000 NRCS grant** leveraged with **\$61,000** in  
other funds to highlight and measure sorghum  
farmers' sustainability efforts

*NSP Role: Grant Lead*

**\$3 million DOE grant** aimed at highlighting  
and measuring sorghum farmers' sustainability  
efforts remotely

*NSP Role: Cooperator*

**\$3.1 million OSU/KSU DOE grant** focused  
exclusively on sorghum sustainability

*NSP Role: Advisory Committee*



**National Sorghum  
Foundation**

**\$4,500**

Awarded in scholarships  
to students



# DC Fly-In 2019

26 Participants Representing 10 States • 94 Meetings • 3 days  
In conjunction with 14 Leadership Sorghum Program participants

## AWARDED:



USDA Secretary Sonny Perdue  
Sorghum Champion Award for 2018



Senator Jerry Moran (R-KS)  
Sorghum Congressional Award for 2018

## Yield Contest

101  
STATE WINNERS

8  
NATIONAL WINNERS

212.57  
BIN BUSTER YIELD

## Communications and Outreach

### PODCAST

- Launched October 2018 in coordination with Sorghum Checkoff
- Over 8,000 downloads
- Average 134 listens per episode

### SORGHUM GROWER MAGAZINE

- 20,000+ subscribers
- Winter 2019 – received 2nd Place AAEA Cover Page Design Award



### MEDIA

- Approximately \$1 million earned media value for sorghum industry-related topics in the news in print and online
- 517,951 impressions on all social media channels (Facebook, Twitter, Instagram)



### WEBSITE

- New website launched February 27
- 37,680 website users in 2019
- 21.75% increase in website users vs. 2018



## Partners and Leadership

### INDUSTRY PARTNERSHIPS

29

Returning Partners

3

New Partners

9

Ethanol Partners

### LEADERSHIP



11 Board Members



17 Legislative Committee Members

8 AFFILIATE ORGANIZATIONS

7 INDUSTRY ALLIANCES

13 COALITIONS

