



# *National Sorghum Producers* **INDUSTRY PARTNER PROGRAM**

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# WHO WE ARE

At National Sorghum Producers, we believe in the sorghum industry and we believe in teamwork. 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.

## Mission

Lead positive change for sorghum farmers through effective policy and relationships.

## Vision

Promote, advocate for and defend the sorghum industry.

## OUR 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.



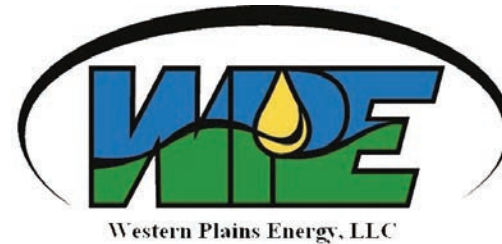
# INDUSTRY PARTNER TESTIMONIALS



## MIKE BERGMEIER

### SHIELD AG EQUIPMENT

NSP Industry Partnership places information about our ShieldAg sorghum harvest aids (ARRO, MiloGuards and Crop Savers) in front of the tight group of consumers with a laser focus on sorghum production. It is one of the few industry partnerships that yields timely results from our typical farmer-customers. We appreciate the opportunities we receive as a Partner.



## DEREK PEINE

### WESTERN PLAINS ENERGY, LLC

Western Plains Energy is a proud member of National Sorghum Producers. As an ethanol producer in northwest Kansas, we want to support ag producers and serve as a great customer to sorghum growers in our area. Our strong relationship with NSP allows us to stay engaged with the initiatives and politics that are most important to sorghum producers. Our membership with NSP has definitely added value to our business, and we sincerely appreciate all that they do for the sorghum industry.



## ANDREW LAUVER

### SYNGENTA

Without farmers, there is no Syngenta. Therefore, investing in the National Sorghum Producers (NSP) is an easy decision for us. The work that NSP does to advocate for innovation, stand up for the American farmer, and proactively focus on policy issues truly shapes the way we provide revolutionary products to sorghum growers across the country. We will continue to innovate, and we know the National Sorghum Producers will continue to step up and advocate for American agricultural prosperity. We look forward to partnering for years to come.



## TOM WILLIS

### CONESTOGA ENERGY PARTNERS, LLC

Our partnership with NSP creates significant value for our company. Conestoga is an end user of agricultural products, and NSP's advocacy on behalf of not only the sorghum industry, but the ethanol industry as well, has proved to be incredibly beneficial for us. NSP has been a vocal champion for ethanol programs like the Section 9005 program and CARB Fix. This partnership provides us with an additional touch point in Washington, D.C., and regular updates on legislative and regulatory programs that could impact our business. The advocacy, networking and connections Conestoga gains from our partnership with NSP far outweighs what we pay. It has been a very good investment.

# OUR IMPACT

## 2020 FARM AND TRADE PROGRAM PAYMENTS

**\$300  
MILLION**

(Approximate)  
MFP payments

**\$343  
MILLION**

In ARC and PLC  
payments

**\$121  
PER ACRE**

(Average) benefit  
to farmers

**\$640  
MILLION**

Total Support to  
Sorghum Farmers

### U.S.-MEXICO-CANADA TRADE AGREEMENT | MARCH 2020

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

### U.S.-CHINA PHASE I TRADE AGREEMENT | JANUARY 2020

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

### WHITE HOUSE MFP ANNOUNCEMENT | MAY 2019

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

## REGULATORY ACTIVITIES



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.

## 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

# WHAT WE STAND FOR



## 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.

## STRENGTHEN MEMBERSHIP PROGRAMS TO SOLIDIFY COMMITMENT TO THE SORGHUM INDUSTRY

National Sorghum Producers works to integrate all sorghum industry segments through 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 and our partners.

## 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 pertinent bills to our industry, 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. 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 and our industry. Finally, we provide our members with high quality, targeted educational materials to keep them up to date and in the loop about sorghum issues.

# DC TESTIMONIALS

## SENATOR JERRY MORAN



"I greatly value my relationship with the National Sorghum Producers. As agriculture has faced a series of unexpected challenges in recent years, NSP has proven to be a steady and effective voice for sorghum farmers in our nation's capital. I rely on the knowledge and expertise that NSP is able to provide when working to solve issues facing Kansas farmers, including trade disputes, challenges for biofuels, and threats to crop insurance and farm programs. I'm thankful for NSP's work and leadership, and for the benefit the association provides to its partners and sorghum producers in Kansas and across the country."

## ANNE SIMMONS HOUSE COMMITTEE ON AGRICULTURE CHIEF OF STAFF (116TH CONGRESS)

"I always appreciate working with the National Sorghum Producers. Their producers are always knowledgeable about their issues, and NSP staff are among the best at ensuring that folks understand their issues and how our actions and the actions of the Executive branch are impacting them."



# NSP PROGRAMS AND PARTNERSHIPS

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.



## INDUSTRY PARTNERS

Financial support from the NSP Industry Partner Program allows us to be the best in the world at representing the U.S. sorghum industry and sorghum farmers. From biofuels to major food brand products and pet food to aquaculture, sorghum is making its place among major high-value markets. If you are looking to connect more with sorghum producers, NSP offers numerous opportunities to reach out and help put your company into the minds of growers.



## PRODUCER MEMBERS

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.

# NSP RELATED ENTITIES



## SUSTAINABLE CROP INSURANCE SERVICES

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.



































## NATIONAL 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.
<b>CONTRIBUTOR</b> \$1,250 plus												
<b>PARTNER</b> \$2,500 plus												
<b>BRONZE</b> \$5,000 plus												
<b>SILVER</b> \$10,000 plus												
<b>GOLD</b> \$20,000 plus												
<b>PLATINUM</b> \$60,000 plus												



# ADDITIONAL GIVING OPPORTUNITIES

## PROMOTING WORTHY LAWMAKERS

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

## STRENGTHEN MEMBERSHIP PROGRAMS TO SOLIDIFY COMMITMENT TO THE SORGHUM INDUSTRY

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

- o The Sorghum PAC enables growers to unify their voices to create a clear, concise message about the importance of farm policy in rural America.
- o The elected officials supported by the Sorghum PAC have a direct impact on important policy for sorghum producers.
- o 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.

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# SORGHUM PAC FUNDRAISING

## INNOVATIVE CHANGES

Each year, a casino night and auction is held in conjunction with Commodity Classic to benefit the Sorghum PAC. This year, National Sorghum Producers has made innovative changes to adapt to new circumstances. In 2021, NSP will be hosting several fundraisers throughout the year including interactive online auctions and a golf tournament. These new fundraisers will also offer new opportunities for Industry Partner sponsorship and advertisement at both online and in-person events.

## INDUSTRY PARTNER INVOLVEMENT

The 2020 Sorghum PAC Casino Night and Auction raised over \$90,000 to help promote worthy legislative lawmakers. At the event, industry partners were on full display as guests participated in casino games and the live and silent auctions. Industry partner logos are featured on signage throughout the event, displayed on signage next to donated items and rotated on the big screen alongside online auction items. Industry partners are also featured with items in the online auction which reaches over 240,000 people. These opportunities for sponsorship and support will continue with new fundraising events in 2021.

## Sponsor SPONSOR THE PAC EVENTS

To sponsor or donate to Sorghum PAC events  
contact Jamaca Battin at  
[jamaca@sorghumgrowers.com](mailto:jamaca@sorghumgrowers.com).

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# NSP WEBSITE

National Sorghum Producers' online properties provide additional touch points for Industry Partners to connect with growers. Every aspect is a go-to destination for sorghum community members searching for the latest educational resources, news, policy, initiatives and events. NSP launched a new and enhanced version of SorghumGrowers.com in 2019 with a refreshed brand and focus on increased grassroots engagement. A key feature of the new website with Industry Partners in mind is new opportunities for digital advertising.

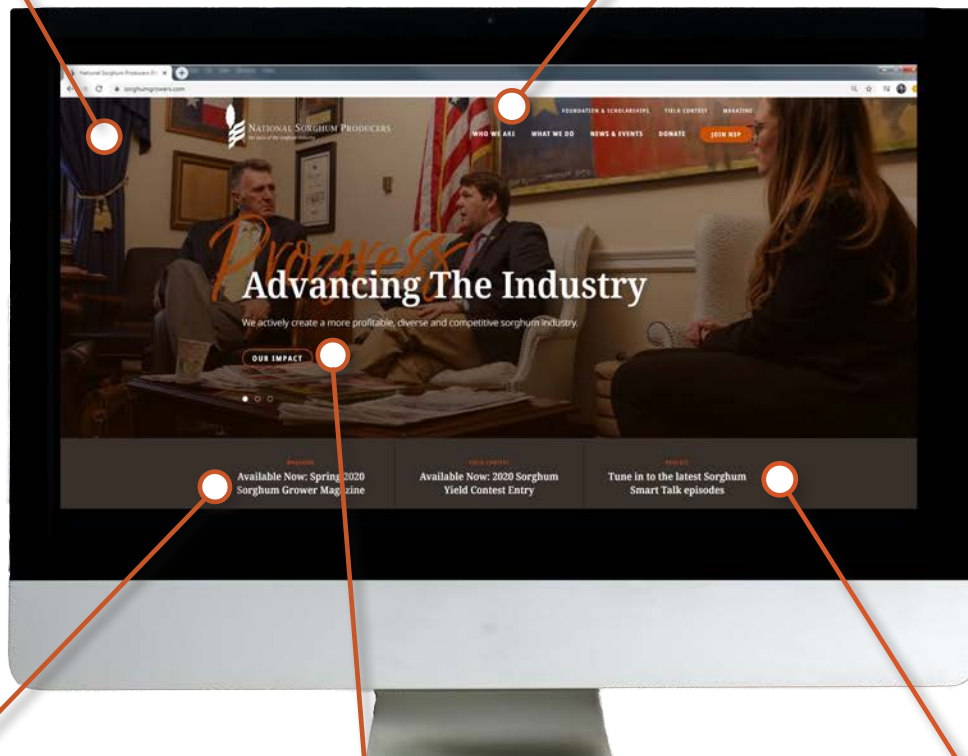
## WEBSITE STATS

- 25,459 website users in 2020
- 71,742 pageviews in 2020
- 17.23% increase in pageviews vs. 2019

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MODERN, RESPONSIVE DESIGN

CLEANER, MORE ENGAGING INDUSTRY PARTNERS PAGE



MORE MAGAZINE ADVERTISING OPPORTUNITIES

MORE UNIQUE INDUSTRY PARTNER OPPORTUNITIES

NEWER, EASIER WAYS TO ENGAGE PRODUCERS

# WEBSITE ADVERTISING

## STANDARD PLACEMENT ROTATIONS

Advertisements will rotate throughout the online magazine section of our website.

**\$250 per month for one year**

*\*Advertising rates do not apply to complimentary rotating banners included in some Industry Partner levels.*

## STANDARD AD SPECIFICATIONS

Please submit all sizes for digital ads:

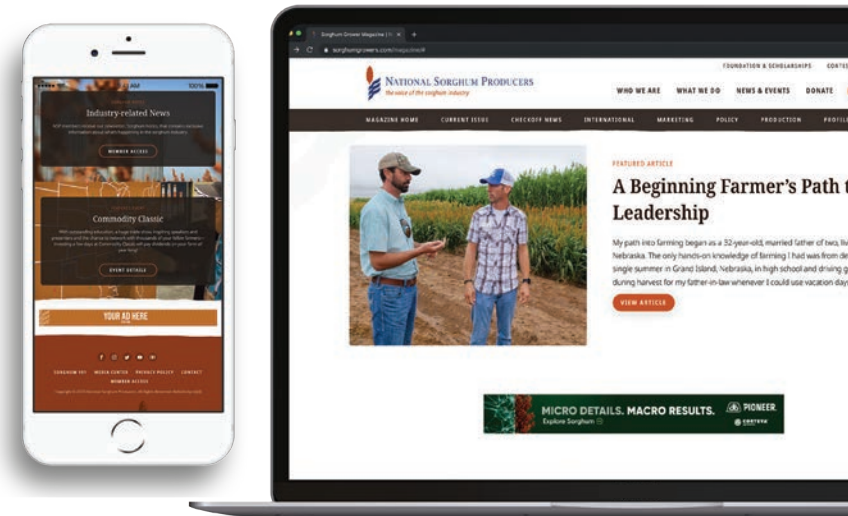
- 1940px (width) x 180px (height)
- 1940px (width) x 500px (height)
- 672px (width) x 560px (height)

These artboard sizes are **REQUIRED** for submission.

JPG, GIF and live-animated external scripts/embed codes files are accepted.

Images size and color: 72 dpi (max 1 MB file size) and RGB color format.

Submit the URL of the website you would like your ads to link to, ie: <https://yourwebsite.com>.



## Premium PREMIUM POSITIONS

Magazine Home: \$1,000 per month

Current Issue: \$600 per month

Category Pages: \$400 per month

- Checkoff News
- Production
- International
- Profiles
- Marketing
- Recipes
- Policy
- Technology

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# SORGHUM GROWER MAGAZINE

Sorghum Grower is National Sorghum Producers' official publication, delivered to a national audience. 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 action, 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. Our 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 *Sorghum Grower* Editor 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.

### INDUSTRY PARTNER SPOTLIGHT:

The ultimate spotlight for NSP to promote Industry Partners.

### SORGONOMICS:

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

### 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.


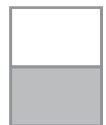



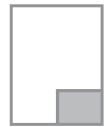
### FROM THE FIELD:

Grower level insight provided straight from the field for growers by growers.

### SORGHUM MARKETS:

Features markets available to U.S. sorghum farmers.

## STANDARD AD SIZES

	<b>Full Page</b> 8 1/2" x 10 3/4" <b>\$2,500</b>		<b>1/2 Horizontal</b> 7 1/2" x 4 3/5" <b>\$1,750</b>
	<b>1/3 Vertical</b> 2 5/16" x 9 1/2" <b>\$1,250</b>		<b>1/4 Page</b> 3 5/8" x 4 3/4" <b>\$900</b>
	<b>1/2 Island</b> 4 15/16" x 7 5/16" <b>\$1,950</b>		<b>1/8 Page</b> 3 5/8" x 2 1/4" <b>PARTNER EXCLUSIVE</b>

## AD REQUIREMENTS

Add 1/8" bleed on full page and double spread ads. Add bleed and "safe zone" visual to stand out

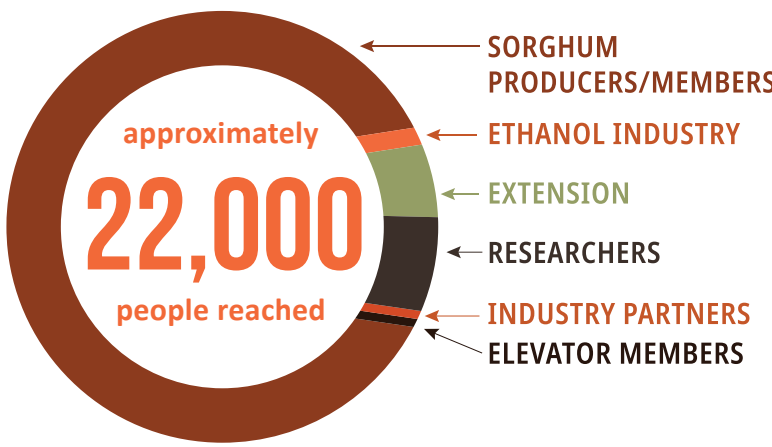
Publication trim size 8 1/2" (width) x 10 3/4" (height)

Keep live matter within 1/2" of trim on full page and double spread ads

Custom ad production available on a limited basis

**ALL FULL- PAGE ADS MUST HAVE A 1/8" BLEED**

## SORGHUM GROWER READERSHIP



## Premium PREMIUM POSITIONS

- Two Page Spread - \$4,500
- Inside Front/Back Cover - \$2,750
- Center Fold Double Page Spread - \$5,400
- Outside Back Cover - \$2,875

\*Prices include added percent color rates.

# REACHING PRODUCERS



## SORGHUM SMART TALK

NSP is launching a 2.0 policy edition of our podcast Sorghum Smart Talk. Become one of our first sponsors and/or advertisers. We will regularly feature guests to discuss the hot policy topics and issues facing farmers.



## SORGHUM NOTES

Each week NSP shares with its members relevant, timely information pertaining to the from Washington, D.C., and in the country. The e-newsletter allows NSP members and others to stay connected and informed. Learn new ways to but your brand in front of farmers 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.



## DIRECT MAIL

Partner with NSP to create a personalized direct mail marketing campaign 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.

# SOCIAL MEDIA

NSP's active social media footprint is connecting with viewers in an impactful way. The launch of NSP's social campaign #ThisIsSorghum has offered new opportunities to showcase work NSP is doing on behalf of producers and our partners. Industry Partners benefit through our social media channels through posts welcoming them as a partner to our organization, highlighting their contribution to NSP, as well as sharing Partner content.



@SORGHUMGROWERS



@SORGHUMGROWERS



@SORGHUMGROWERS

## Facebook



Followers  
**2,200+**

Impressions  
**76K+**

## Twitter



Followers  
**2,500+**

Impressions  
**644K+**

## Instagram



Followers  
**1,000+**

Impressions  
**19K+ 21**

# 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. Along with recognizing growers, this event also provides an opportunity for NSP to highlight our industry partner seed companies by recognizing the seed used by our top growers. Additionally, all industry partners are displayed on signage throughout the event.

## 2020 YIELD CONTEST RESULTS

**53**  
STATE WINNERS

**19**  
NATIONAL WINNERS

**245.86**  
BIN BUSTER YIELD

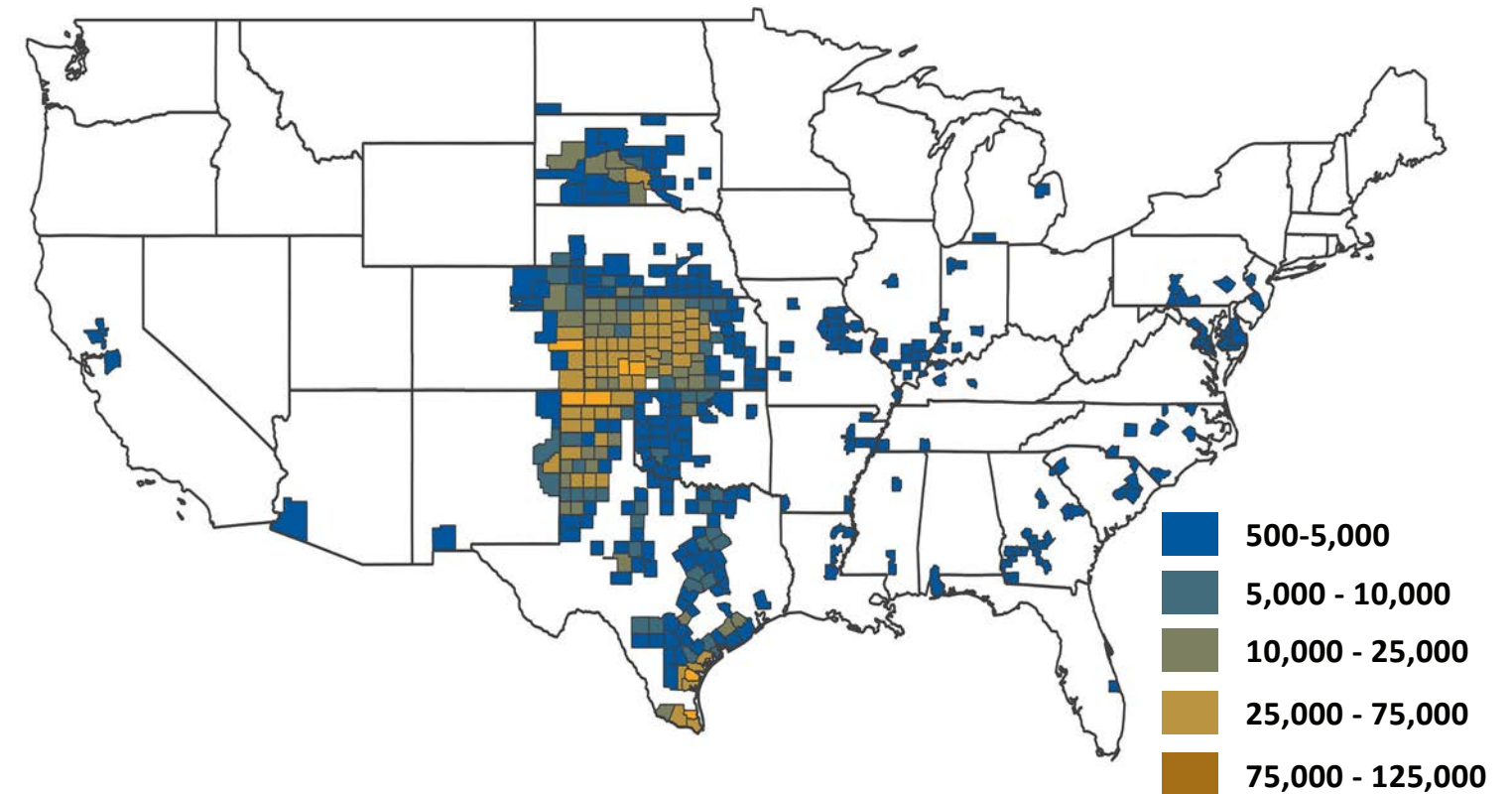
## *Sponsor* SPONSOR THE YIELD CONTEST

To learn mores about yield contest sponsorship opportunities email [jamaca@sorghumgrowers.com](mailto:jamaca@sorghumgrowers.com).

Learn more at [SorghumGrowers.com/yield-contest](https://SorghumGrowers.com/yield-contest)

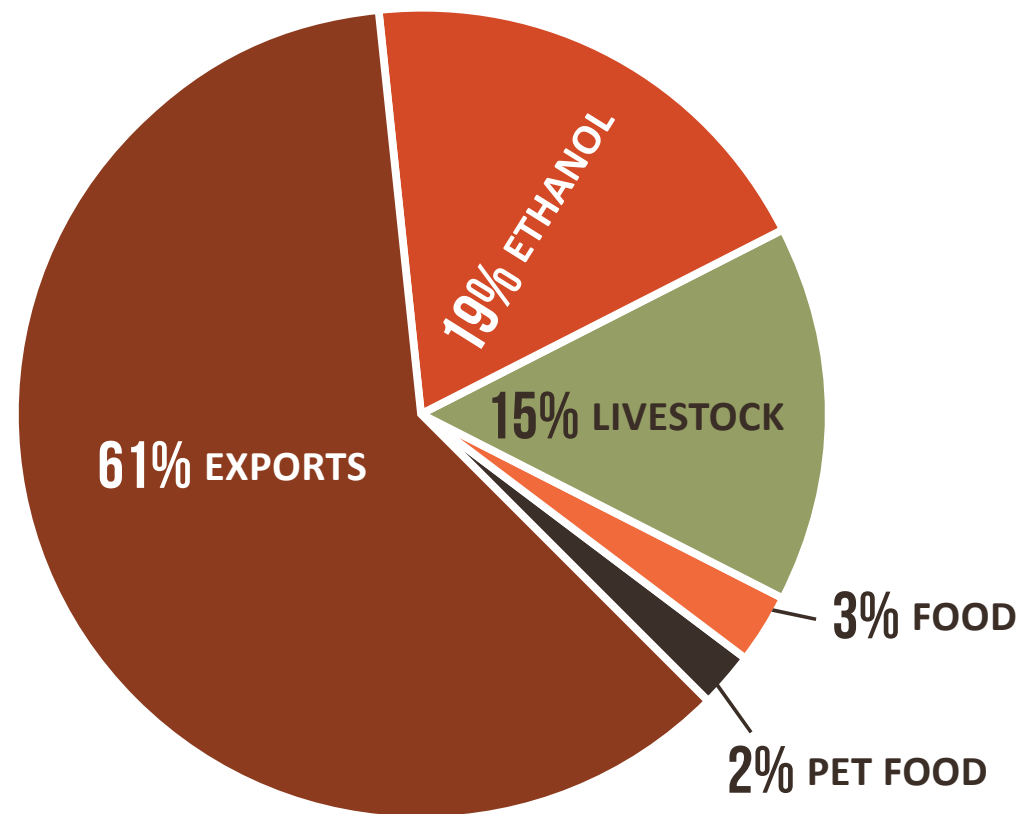
# PRODUCTION ACRES

Sorghum is traditionally grown throughout the Sorghum Belt, which runs from South Dakota to Southern Texas, primarily on dryland acres. Farmers planted 5.27 million acres and harvested 341 million bushels in 2019. Sorghum farmers had another strong year, harvesting an average of 73 bushels per acre.



# ENHANCED TRADE AND SORGHUM MARKETS

Demand for sorghum continued to grow and develop in 2020. Exports have increased due to various trade agreements leading to expanded international market access. Value-added domestic marketing opportunities, continue to grow as well in the food and pet food industries and 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

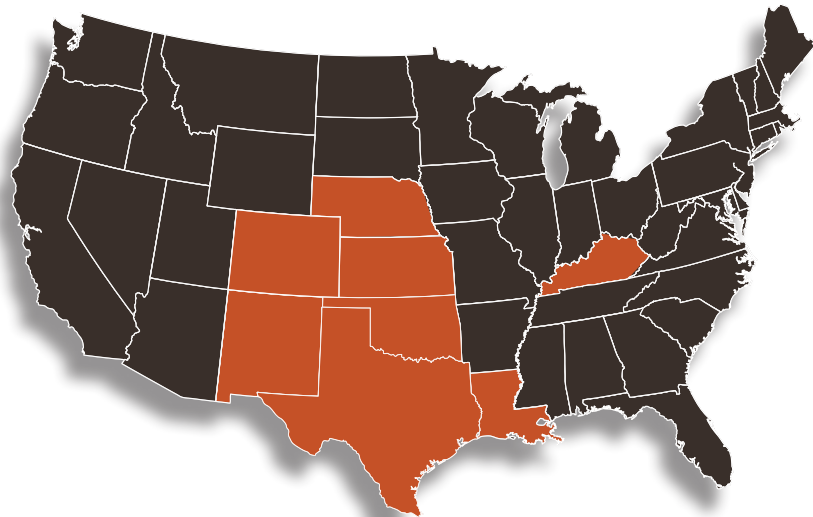
2020 2021

**Leadership Sorghum Class V Session 1**, TBD, December 2020  
**NSP Board Meeting**, Virtual, December 6-7, 2020  
**USCP Board Meeting**, Virtual, December 8-10, 2020  
**NSP DC Legislative Fly-In**, Virtual, TBD  
**Mid-South Farm & Gin Show**, Memphis, TN, February 26-27, 2021  
**Commodity Classic**, Virtual, March 2-5, 2021  
**NSP Board Meeting** (Held in conjunction with Commodity Classic)  
**Sorghum PAC Golf Tournament**, Wellington, KS, April 24, 2021  
**Leadership Sorghum Class V Session 1**, TBD, July 27-29, 2021  
**USCP Board Meeting**, TBD, August 2021  
**NSP Board Meeting**, TBD, August 2021  
**Export Exchange**, Kansas City, MO, October 6-7, 2021  
**Sunbelt Ag Expo**, Moultrie, GA, October 19-21, 2021  
**NSP Board Meeting**, Lubbock, TX, December 2021  
**USCP Board Meeting**, Lubbock, TX, December 2021

Events as of December 2020. For updated event information visit [SorghumGrowers.com](https://SorghumGrowers.com) or contact Jamaca Battin at [jamaca@sorghumgrowers.com](mailto:jamaca@sorghumgrowers.com) or 785-421-8927.



# AFFILIATE ORGANIZATIONS



**13 COALITIONS    7 INDUSTRY ALLIANCES**  
**8 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  
 Association  
 Colorado Sorghum Producers Association  
 Fuels America  
 Growth Energy  
 Kansas Grain Sorghum Commission  
 Kansas Grain Sorghum Producers Association  
 Kentucky Small Grain Growers Association

Louisiana Cotton and Grain Association  
 National Sweet Sorghum Producers & Processors  
 Nebraska Grain Sorghum Association  
 Nebraska Grain Sorghum Board  
 New Mexico Sorghum Association  
 North Carolina Small Grain Growers Association  
 Oklahoma Sorghum Commission  
 Oklahoma Sorghum Association

Pheasants Forever  
 Quail Forever  
 Renewable Fuels Association  
 South Dakota Corn Growers Association  
 Texas Grain Sorghum Association  
 Texas Grain Sorghum Board  
 United Sorghum Checkoff Program  
 U.S. Grains Council

# INDUSTRY PARTNERS



Industry Partners as of October 2020.

*Get in Touch*  
**CONTACT US**

**Jamaca Battin**  
**Industry Relations Director**  
*[jamaca@sorghumgrowers.com](mailto:jamaca@sorghumgrowers.com)*  
**785-421-8927**  
*[SorghumGrowers.com](http://SorghumGrowers.com)*

