



Press release

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The Sorghum ID inter-branch organisation gets its own website

During its official launch in Brussels on 26 September, the new European interbranch organisation, Sorghum ID, underlined the need to promote sorghum, a crop whose assets are still unknown to producers and processors. This is why, with the support of the European Commission, Sorghum ID is implementing an action and communication plan in several European countries. The www.sorghum-id.com website is part of this strategy.

The French and English versions of the Sorghum ID website were just recently put online. The website will also soon be made available in Spanish, Italian, Bulgarian, Romanian, Russian and Ukrainian. It is already a rich source of general information on sorghum and its actors, as well as more technical and economic information about topics like agronomy, European genetics and outlets. The more technical documents are aimed at professionals, with the goal of bridging the knowledge gap around this crop.

Productivity, environment, low input and water consumption, nutritional quality...all of sorghum's assets are presented in an exhaustive and reader-friendly way. Users can also access rich resources that will include scientific posters and all the presentations that were prepared for the 1st European Sorghum Congress in November 2016 in Bucharest.

The website will be continuously updated with the latest news concerning the association, articles and press releases, and will report back on actions implemented across the various countries. You can already note that it is through this website that you will be able to register, as soon as the end of 2017, for the 2nd European Sorghum Congress, which will take place in Milan, Italy on 7-8 November 2018.

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