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Subscribe to the Sorghum-ID newsletter

The future is going with sorghum. Sorghum ID, the European sorghum inter-branch association, is relying on communication to make it more known. Launched a few months ago with the support of the European Commission, the communication angle of its action plan is taking on a new dimension, with the creation of a bi-monthly newsletter.

“We need to promote the assets of sorghum to support the development of this crop in Europe, as both producers and processors lack awareness and knowledge about sorghum. The first step was the creation of the www.sorghum-id.com website” recalls Luc Esprit, Sorghum ID Delegate. Available in 8 languages (French, English, Spanish, Italian, Bulgarian, Romanian, Russian and Ukrainian), the website gathers a wealth of useful data on sorghum. The information is presented in a well-argued and reader-friendly way, and is built into an exhaustive document library. Regular updates will be conducted to add new content.

Via the newsletter, available in 8 languages as well, Sorghum ID will be communicating every 2 months with all the actors of the value chain. In each issue several topics will be highlighted: video testimonies, seasonal technical advice, outlets, news, technical information and even sorghum-based recipes. Opinion polls will also be sent to readers so that they can share their expectations and preferences regarding which information they receive. The first newsletter will be sent out on 28 February with more than 1,000 distributed copies. To receive the newsletter, subscribe in the “contact” section of the www.sorghum-id.com website.

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