



*Sorghum: the safe  
bet for the future*

## **Sorghum ID - Introduction**

Céline Duroc  
Charles-Antoine Courtois

# WHO WE ARE ?

## *History*

- Sorghum ID is an association based in Brussels founded in september 2017.
- Initiative coming from FNPSMS – French Federation of Seed Production of Corn and Sorghum – to create a special organisation for European Sorghum
- To be more visible and to be able to promote sorghum and sorghum genetics, two projects were tabled to the EU institutions, with the aim of receiving EU co-funding for promotion activities.
- The two projects were approved each with a three-year budget, will enable the promotion of grain and silage sorghum as well as hybrid genetics in 7 countries : Bulgaria, France, Italy, Spain, Romania, Russia and Ukraine.
- One year later, EU approved two others projects in Austria, Hungary, Iran and Turkey.



# WHO WE ARE ?

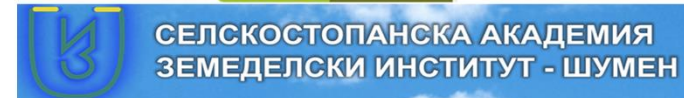
## 27 MEMBERS

- Members are various organisations and companies along the sorghum value chain from many European countries in order to develop European production of sorghum (grain – silage – energy) and its hybrid genetics :

- 5 European organisations : CEPM – ELO – ECPA – ESA – FEFAC.



- 13 national organisations and institutes : ANPROMIS – AMI – ARVALIS - AGPM– AGPB – APPR – DMK – FNPSMS – NAPKSK – Shumen Agricultural Institute – SPSMS Provence – SPSMS Rhône-Alpes – UFS.



# WHO WE ARE ?

## 27 MEMBERS

- 9 European and national companies : ARTERRIS – CAUSSADE SEMENCES – EURALIS – KWS – RAGT – SEMENCES DE PROVENCE – SOMA – TOP SEMENCE – UKRSORGO



- 2 permanent guests : COPA-COGECA – CIRAD.



# SORGHUM ID'S BOARD

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- President : Daniel PEYRAUBE, representing CEPM (the European Confederation of Maize & Sorghum Producers) of which he is President. Daniel PEYRAUBE is a farmer in the South-West of France and is involved in a cooperative group.
- 2 vice presidents: Christophe ROUILLARD – from European Seed Association (ESA) and Arnaud BOUXIN from European Feed Manufacturers' Federation (FEFAC)
- Treasurer: Pierre PAGES – , representing FNPSMS (the French federation of Sorghum and Maize seeds production) of which he is President. Pierre PAGES is a farmer in Gers (France), and is involved in a cooperative group.
- Secretary: Alina CREȚU – from APPRS (Romanian Association of Maize and Sorghum Producers)
- Delegate : Céline Duroc
- Development officer : Charles-Antoine Courtois

# ACTION PLAN

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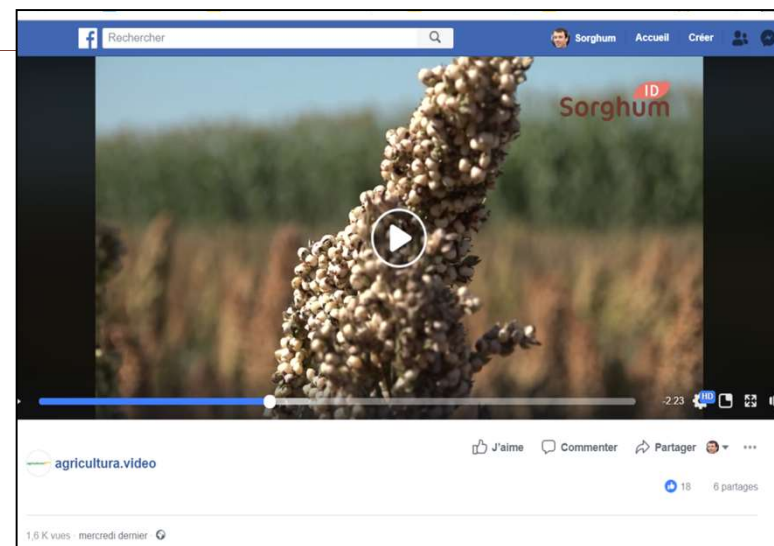
## — Action plan based on:

- Representing and promoting the interests of sorghum vis-à-vis national and European institutions, consistently with the other main crops;
- Implementing promotion actions that demonstrate the technical and economic assets of sorghum in terms of production;
- Promoting the potential uses and outlets of sorghum for human food, animal feed and non-food outlets;
- Bringing together and mobilising potential stakeholders to build synergies and gather momentum in the long term.

# WHAT WE MADE. COMMUNICATION.

Set up of the communication elements :

- Logo
- Wallet with 8 reflets
- Website [www.sorghum-id.com](http://www.sorghum-id.com)
- Newletter each 2 month
- Video clip.
- Technical guide grain and silage
- Today 8 language : EN, IT, FR, SP, RO, BG, RU and UA
- Tomorrow : DE, HU, IR, TR.



Synthèse sorgho fourrager





# WHAT WE MADE. ON THE GROUND.

Set up of the communication elements :

- Field days and Trials
- Exhibitions
- Conferences
- Press tour
- Technical and economical article





# SORGHUM ID

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*Join us !*



# SORGHUM ID

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*Don't forget!!!*

*After the workshops from 6 pm to 7:30 pm extra session : Sorghum breeding and pre-breeding at the EU level: acting collectively for a better efficiency*

*7.30pm cocktail with sorghum beer  
8.30pm dinner with sorghum pasta*

*Enjoy the congress !*



