



**SORGHUM,**  
A KEY TO BUILD  
OUR FUTURE.

**3<sup>RD</sup> EUROPEAN SORGHUM CONGRESS**

# **SORGHUM ID : COMMITTED FOR THE EUROPEAN SORGHUM SECTOR**



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IT'S FROM  
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# Valérie Brochet

*Delegate of Sorghum ID  
Director of FNPSMS*



# Martin Gomez

*International promotion  
manager at FNPSMS  
Development manager at Sorghum ID*



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# Part 1 : Sorghum ID is a European journey



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# January – October 2016 : The beginning

Sorghum ID is a European journey

- The seed breeder's member of FNPSMS ( Federation of Seed Multiplication of maize and sorghum ) are convinced of the potential of sorghum and want to share this vision on a European scale. To that aim, the first European Sorghum Congress is organized in Bucharest
- At the same time, the FNPSMS apply for 2 European promotion projects for sorghum

**Countries included in the two first  
European Promotion Programs**



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# November 2016 : The 1st European Sorghum Congress : a founding act

Sorghum ID is a European journey

- The 1st European Sorghum Congress, 3-4 November 2016 in Bucharest, Romania.
  - 250 sorghum professionals and experts from Europe and beyond.
  - Topics as diverse as genetic progress and agronomy, markets and outlets, and agricultural promotion and policy.
  - The Congress is a success.
  - The main sorghum stakeholders from seed production to processing decided to embodied them European ambition into the creation of the association

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Plenary session at the Bucarest Congress



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# 2017 Creation of Sorghum ID

Sorghum ID is a European journey

Sorghum ID got created in 2017 :

50 representatives of European political and professional stakeholders from the seed to the transformation sector and 10 nationalities.

Political representative from Copa – Cogeca, DG Agri, PE.

One main Goal:

Promoting and developing sorghum and sorghum genetics in Europe and beyond.

Our missions:

Federate a sector at the European level.

Conduct promotional actions related to strongest benefits of this production.

Promote food and non-food uses for sorghum.

Implementation of promotion plans.





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# **Part 2 :**

# **Promoting and developing sorghum and sorghum genetics in Europe and beyond**



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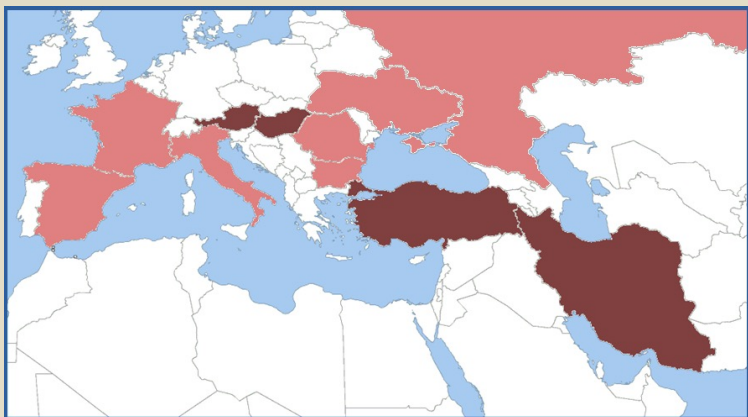




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# Europeans' Promotional campaigns

Promotional plans – development 2017/2020



Countries for sorghum promotion from 2016 to 2020

- Promotion of grain and silage sorghum and hybrid genetics (2016-2020 ; 1.17 M€)
  - In 5 EU countries: France, Italy, Spain, Romania and Bulgaria
  - In 2 Eastern European countries: Russia and Ukraine
- Promotion of Sorghum and sorghum genetics:
  - In 2 EU countries: Hungary – Austria (456k€)
  - In 2 middle East countries: Iran – Turkey (587k€).







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# Web Site

## Communication Tools

Sorghum ID Website was created in Sept. 2017  
The website is available in 12 languages  
Distribute general information about Sorghum and its economy.  
Specific information about the uses, the cultural itinerary, the previous event and congress and news and article displayed in the newsletter



Sorghum ID main page



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# Web Site

## Communication Tools

After 4 years of existence SorghumID.com gather nearly 100K unique visitors, 230K visited pages, ad an increasing readership.

Visitors from many different countries with a very positive effect of the promotional programs

Numbers of visitors per countries. Highlighted in yellow : Countries with promotion program

## 3<sup>RD</sup> EUROPEAN SORGHUM CONGRESS

Pays ?	Acquisition
	Utilisateurs ? ↓
1.  France	17937 (18,96 %)
2.  Italy	11507 (12,16 %)
3.  United States	9039 (9,55 %)
4.  Turkey	5196 (5,49 %)
5.  Mexico	4888 (5,17 %)
6.  Romania	4813 (5,09 %)
7.  Bulgaria	4504 (4,76 %)
8.  Hungary	4304 (4,55 %)
9.  Ukraine	3986 (4,21 %)
10.  Germany	2213 (2,34 %)
11.  Russia	1940 (2,05 %)
12.  Iran	1529 (1,62 %)
13.  Austria	1390 (1,47 %)
14.  Moldova	1308 (1,38 %)
15.  Spain	1271 (1,34 %)



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# Newsletter

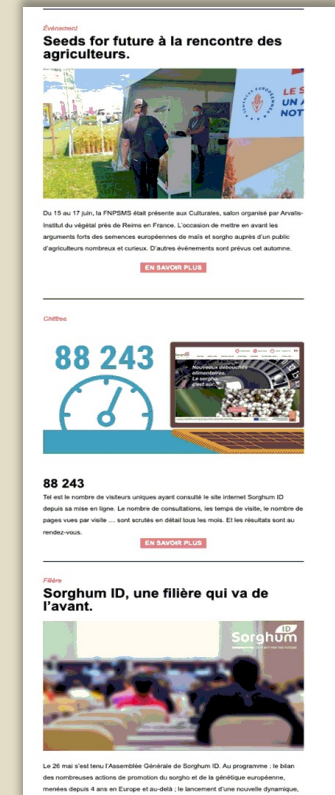
## Communication Tools

Created since 2018, 22 Sorghum ID newsletters had been published.

Sent every 2 month to more than 4 400 people

With more than 26% opening, it is a powerful tool for Sorghum ID communication, and it generates a peak of visitors.

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Newsletter 21 sent in July 2021



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# Social Media

## Communication Tools

- To federate a European Sorghum Community, we develop a social media strategy gathering multiple canals.
- We want to share more initiatives, testimony, and advice.
- We call to join us and help us grow our Sorghum community.



Facebook



YouTube



**SorghumID**  
**#Sorghumcongress**  
**#Sorghum**  
**#Seedsforfuture**

Twitter



**Sorghum**  
SORGHUM THE SAFE BET FOR THE FUTURE

LinkedIn



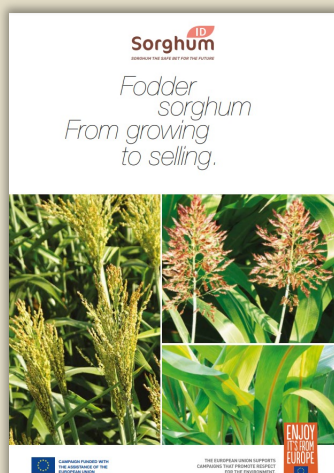


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# Leaflet – Sorghum Production

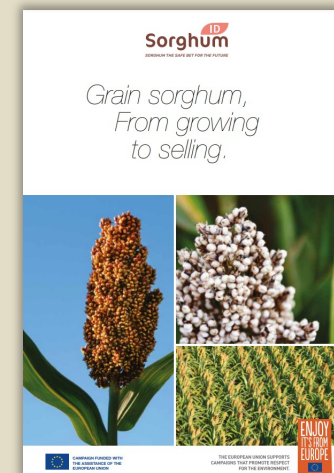
Technical Content

Leaflet proposing information for the cultural itinerary of various sorghum type had been realized and shared on Sorghum ID website.



**Fodder Sorghum**

*This leaflet shares information for selecting the sorghum type (multicut, monocut), critical stages of sorghum growth, weeding, nutrition, harvest, ration constitution.*



**Grain Sorghum**

*This leaflet shares about sorghum market, critical stages, weeding, nutrition, protection, harvest, ration constitution, processing for humans.*



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# Leaflet – Sorghum Utilization

## Technical Content

Leaflet describing the many different use of Sorghum had been realized and shared on Sorghum ID website.



### Feed Industry

*This leaflet shares general information about Sorghum but also more specific one like composition, grain anatomy, European genetic, benefits for cows, chicken, pigs...*



### Food Industry

*This leaflet shares general information about Sorghum but also more specific one like composition, grain anatomy, European genetic, sorghum benefits for food, nutritional aspects...*



### Bio-Industry

*This leaflet shares general information about Sorghum but also more specific one like composition, plant anatomy, methanand ethanol production, processing per varieties*



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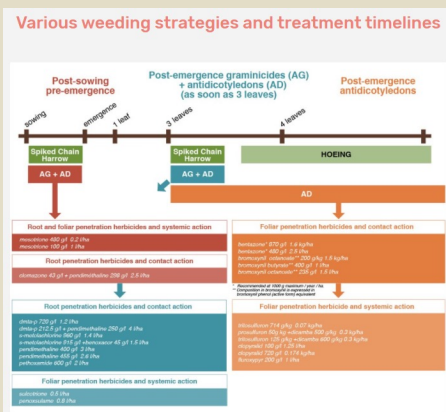
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# Publications – Articles & Videos

## Technical Content

During the promotion programs we published many technical articles, some of them you can find on the website : Successful Sowing, weeding, crop protection, harvesting, choosing the variety, relay cropping...

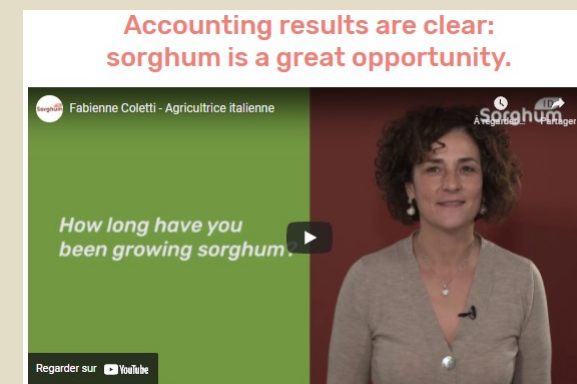
We also released videos : technical videos, testimony, promotional videos...



Extract from weeding Article



Extract article Relay Cropping



Testimony



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# Conferences, Field days, Exhibitions

## Actions on Site

To spread the word, we realized many actions on-site :

**Conferences :** Local and foreign experts share their knowledge and experiences with sorghum

**Field days :** Companies exposing their varieties and sharing development to farmers and stakeholders

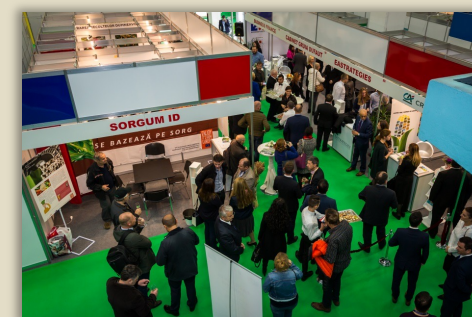
**Participations to exhibitions :** promoting sorghum, its production and consumption to a vast public



Spain, April 2018



Tekirdag, Turkey Sept.2021



Indagra Bucharest Oct.2017







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# November 2018 : Sorghum the safe bet for the future

Promotional plans – development 2017/2020

- The 2<sup>nd</sup> European Sorghum Congress, 7-8 November 2018 in Milan, Italy.
  - 200 sorghum professionals and experts from Europe and beyond.
  - 40 speakers
  - 3 Workshops : genetic development, agronomy, structural outlets



2<sup>ND</sup> EUROPEAN SORGHUM CONGRESS

**Sorghum is waiting for  
you in Milan, Italy.**

7-8 November 2018

**Sorghum**  
ID  
THE FUTURE IS GOING WITH SORGHUM



Plenary session at the Milan Congress



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# Part 3 : Our Ambition Grows With New Projects Ahead



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# SEEDS FOR FUTURE

European Promotional campaign 2021-2023

The promotion campaign Seeds For Future is launched for 3 years.

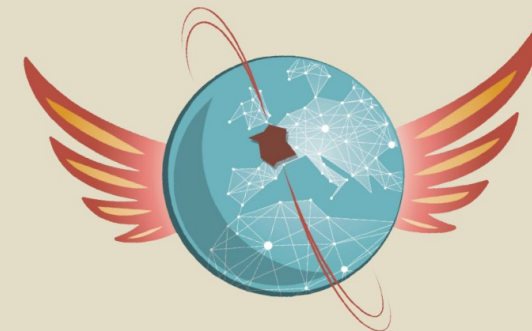
- 7 European Countries, 5 for Sorghum promotion : Spain, France, Italy, Romania and Bulgaria
- 2.3M€ invested
- Fairs and exhibition, conferences, publications

3 main objectives : Developing Sorghum production, increase knowledge for the agricultural stakeholders, promote European varieties and breeding gain



Seeds For Future :  
Countries for sorghum promotion





# 3<sup>rd</sup> European Sorghum Congress

European development

A Committed Industry for Promising Outlets  
An answer to the challenge of our sector :

Stimulate the demand by reassuring them about the  
availability of the supply

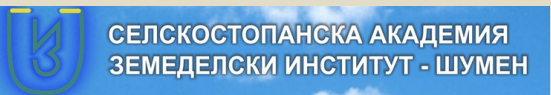
A stimulated demand will generate an increasing  
production

Promote European hybrid genetics for its great yield  
and quality

# Increase cooperation with partners

## European development

- Developing Sorghum with our European partners
- Reinforce cooperation and dialogue between producers' associations, breeders, users & processing industries.
- Promote processed food products and animal feed



Syndicat des producteurs de semences de maïs et de sorgho de Proven

