



SORGHUM,
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3RD EUROPEAN SORGHUM CONGRESS

Overview and Perspectives of the Sorghum Sector in the U.S.



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Florentino Lopez

*Agriculture Consultant
and owner at Creando
Mañana*



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Today's Objectives

- I. Share information about the United Sorghum Checkoff Program (USCP) (America's sorghum program)
- II. Share information about sorghum markets
- III. Share my views on sorghum



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United Sorghum Checkoff Program Overview



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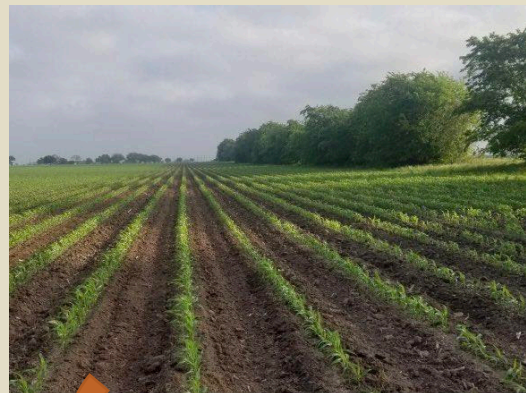
USCP's History



- Created through a U.S. Governmental Act in 2008
- Wholly funded by sorghum farmers
- General budget \$6 - \$10 million USD
- Board appointed by Secretary of Agriculture, must be sorghum farmers
- Oversight from USDA
- Academia, Private, Governmental, Philanthropic and similar organizational partnerships



USCP Assessments and Collections



— 0.6%
Net Market
Value

$$\begin{aligned} &\$4.00 \times .006 \\ &= \$0.024/\text{Bu} \end{aligned}$$

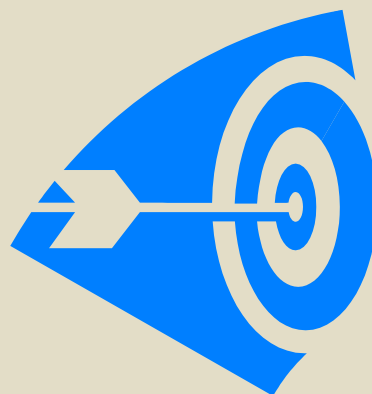




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USCP Wins

- Private company developments
 - Double haploid
 - Herbicide technology
 - Duck feeding trials
 - Aquaculture feeding trials
 - Pet food trials
 - Poultry feeding trials
 - Layer feeding trials
- Private company developments
 - New hybrid development
 - Sugar Cane Aphid tolerance
 - International genetics





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USCP Wins

- Academia developments
 - Baijiu
 - Food and feed manufacture
 - CSIP
 - Specific research positions
- Governmental
 - ARS research
 - FDA, USDA ingredient database



- Other organizations
 - International efforts
 - Pheasant Forever and Quail Forever partnership
- Organizational developments
 - Leadership Sorghum
 - Export Sorghum
 - COVID Virtual Reality Headsets and Videos



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The Good, Bad and Ugly

- The Good
 - Funding
 - Nearing \$100 million USD
 - Acceptance
 - Farmer
 - Private companies
 - Others
 - Information
 - Source of sorghum
- Value change
 - Export market led
 - 1.5 Billion Bushels to China \$8 Billion
 - Up to 30% added value
 - Market incorporation
 - Extensive market evaluation/assessment



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The Good, Bad and Ugly

- The Bad
 - Acreage decrease
 - 1990's +10m
 - today =7m
 - Change in yield
 - 1990's in 60's
 - today 70's
 - Change in use
 - 1990's – 95 general market, 5 specialty
 - today – 90/10
- The Ugly
 - Market stability
 - April, 2018 China 178.6% tariff
 - Price challenges
 - 1990's – 95% value
 - today – 114% value
 - causes market disruptions
 - Slow acceptance
 - All aspects, all points





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Sorghum Market Information



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Markets Matter!

- Historically
 - Sorghum is a cheap substitute for corn.
 - Sorghum as a commodity does not have an independent futures market
 - Sorghum has limited to no input cost.
 - Sorghum is only sold across the scale.
 - Sorghum has 95% the value of corn
- Sorghum is swine and poultry feed.
- International thoughts, the underserved use it.
- I use it only for my bad, poor, or unproductive land.

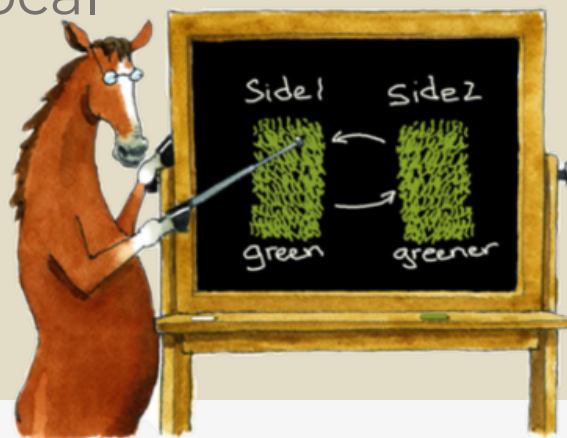




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Markets Matter!

- Reality
 - *Farmers* respond to profit potential
 - Yes, they care about environments but feeding the family is paramount
 - Farmers respond to local markets
 - *Buyers* respond to price or market opportunity
 - Transparency and consistency
 - Availability, liquidity
 - Market transparency

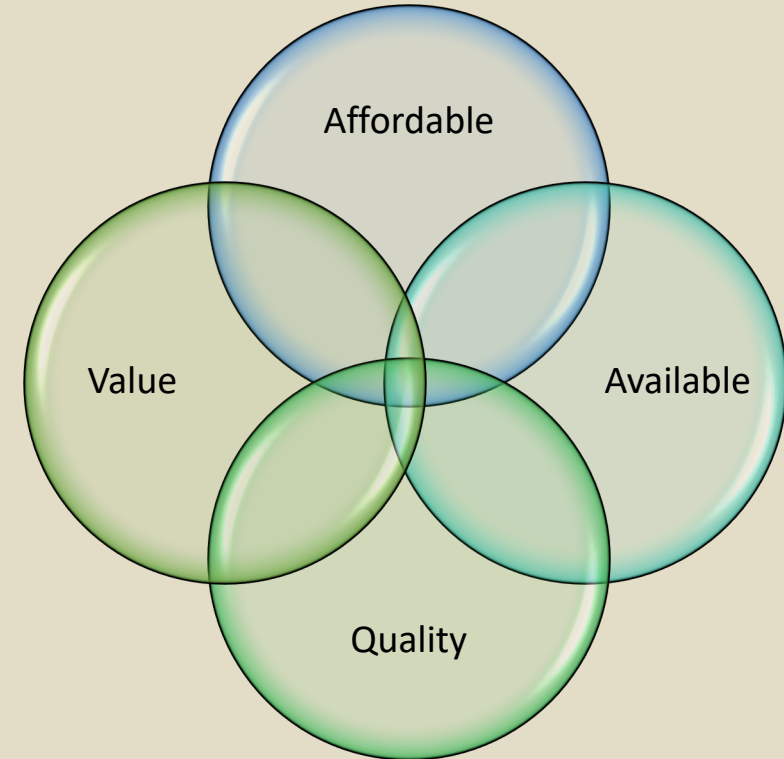




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Markets Matter!

- Reality
 - Need to make *both parties* meet somewhere in the middle
 - Price
 - Value
 - Quality, quantity
 - Attribute based
 - Ideally – price, value and market opportunity
 - Information based marketing





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My Views on Sorghum



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Deep Change!

- Current basic functionality
 - Today, sorghum serves as an energy crop.
 - Corn 39.5 m kcal/ha
 - Sorghum 16.7m kcal/ha
 - Consistency
 - Color
 - Size
 - Nutrient value
 - Availability, liquidity
 - Fluctuations in supply
 - Market transparency
 - Lack commodity futures market





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Real Change, Deep Change!

- Productivity
 - Sorghum needs a substantial increase in yield – U.S. >125 bushels/Acre national average
- Diversity
 - Attribute based developments
 - Protein
 - Antioxidants
 - Attribute based marketing
 - GMO status
 - Independent ingredient
 - Consumer driven





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Closing Comments

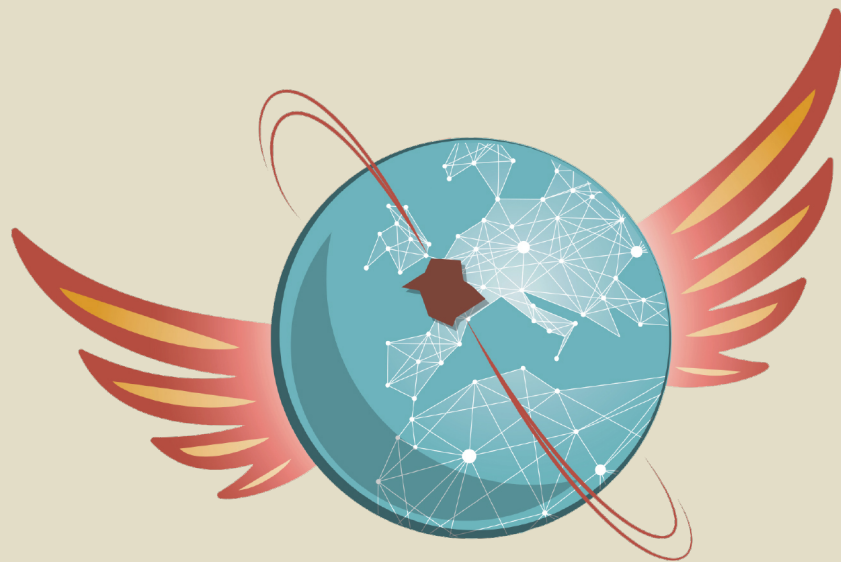
- Program similarities
 - Desire to increase sorghums awareness
 - Desire to help farmers
 - Desire to help improve sorghum productivity and profitability
- Markets matter
 - True need for improving
 - market opportunities
- Deep change
 - Substantial increase to productivity
 - Change in basic functionality
 - Develop a World Sorghum Visionary Leadership Team





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Thank you

Partners



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