

# Letter To The Editor

As a sorghum farmer in the South, I truly believe the Sorghum Checkoff is the investment we've needed for a long time. The research and development funded by the checkoff is working to provide a long-term benefit for the entire sorghum industry, especially for those of us who grow the crop.

On the marketing front, the Checkoff is really making things happen now.

They have brought foreign grain buyers to the U.S. from countries like Morocco to learn about the benefits of sorghum. Before their visit, Morocco had never imported sorghum from the U.S. Now, Morocco represents nearly 4 percent of U.S. sorghum exports. Efforts like these are expanding and developing market opportunities for our grain around the world. The marketing efforts that target the southern U.S. along with the work being done on ethanol in the northern and western portion of the Sorghum Belt have really helped the industry.

The checkoff is also expanding markets by working with the baking industry here in the U.S. to promote sorghum, which is a gluten-free whole grain. This provides our industry with a chance to meet the growing demand for healthy gluten-free food products, while giving growers

more opportunities to sell their grain. In addition, the checkoff has been actively engaged in creating greater awareness of the value of U.S. sorghum in food aid programs around the world.

On the research side, the checkoff is investing in the one area that has been neglected for decades, and that's hybrid improvement. They are working directly on increasing yields, which includes improving traits like cold and drought tolerance that will give us even more options to profitability grow sorghum.

I know the work being done in the industry by the checkoff is helping to make my sorghum crop more valuable throughout the U.S. and the world. I will be growing more sorghum in 2011.

When it comes to providing growers with the tools and markets they need to improve their bottom lines, the Sorghum Checkoff is a good investment. If we don't make the investment, no one else will. I'll be voting 'yes' to keep the momentum going.

Malcolm Haigwood

Newport, Arkansas

Sorghum farmer

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www.voteysorghum.com. Δ



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