

Sorghum Dollars At Work

EDMONTON, ARK.

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After years of declining sorghum acres and a “technology gap” between sorghum and other crops, the newly established United Sorghum Checkoff Program (USCP) is leveraging producer dollars to boost profits for sorghum growers with new market development, research and education.

This year alone, USCP funded approximately \$1.25 million in research projects. Across the country, field plot demonstrations will showcase new over-the-top weed control technologies, optimal irrigation strategies and drought and cold tolerance traits. The checkoff is funding research on sorghum germplasm as well as new uses for sorghum as a gluten-free, antioxidant rich grain with

favorable glycemic index properties.

In fact, you should see the first product of the research efforts soon: regional handbooks that show producers best management practices for sorghum in an easy to use pocket production guide specific to your area.

Along with research projects, checkoff dollars focus on market development and education. USCP’s foreign and domestic marketing is targeted toward selling more sorghum with the goal of increasing sales of sorghum from existing stocks and creating richer markets for future years.

Although the sorghum checkoff has marked the first year anniversary with progress, there are significant challenges to continuing to reverse the decline of sorghum acres. I encourage producers interested in learning more about the checkoff to visit www.sorghum-checkoff.com. Δ



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