



2021 Annual Report Nebraska Sorghum

www.nebrasorasorghum.org

Issue 9



Introduction:

At Nebraska Sorghum, we believe strongly in the value that our grain provides in cropping systems, farm revenue diversification, environmental sustainability, and healthy consumer products. Our mission is to provide producer and consumer educational resources, support industry research, and to build value-added markets at home and abroad. We approach our mission with creativity, innovation, enthusiasm, and with a collaborative spirit. Ultimately, the real and potential impacts of sorghum on the economic success of family farms and rural communities drives us to give our best to you each and every day.

This report reflects the industry-leading initiatives, programming, and development activities that Nebraska Sorghum undertook in 2021. These initiatives have been substantially important in building a reputation of which you can be proud. Increasingly, consumers and industry partners are looking to Nebraska Sorghum as a trusted partner and advocate within the agricultural space.

Central to this reputation is the hard work of our producers, board members, and community partners. These are the individuals upon whom our foundation is built and without whom we could not succeed. You, members of the Sorghum Army, have shown your grit in the cause of growing the sorghum industry. It has not gone unnoticed.



Sorghum growers and industry partners pose in front of Mr. Mike Baker's hybrid plot near Trenton, Nebraska in September 2021

Upcoming Events, Resources, and Table of Contents

Calendar of Events

January 26:
Inaugural Sorghum Product Showcase
- Innovation Campus, Lincoln

January 27:
2022 Sorghum Symposium and NeSPA Annual Meeting
- Buffalo County Extension, Kearney

February 1-3:
NSP Legislative 'Fly-In'
- Washington D.C.

March 3:
NGSB Board Meeting
- Kearney Public Library, Kearney

March 25:
Annual Sorghum Appreciation Banquet
- Ramada Midtown, Grand Island

Resources

[Showcase Registration](#)

[Symposium registration](#)

[U.S. Drought Monitor](#)

[KSU Grain Basis Maps](#)

Haven't gotten your Sorghum Army gear yet?
[Click here to order hats, t-shirts, sweatshirts and polos!](#)

[The Sorghum Army Outpost](#)

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A Record Year: 2020/2021 Grain Marketing Year Indicates increasing Demand for Sorghum at Home and Worldwide

US sorghum exports set records in the 2020/2021 marketing year. Per the US Grains Council 7,188,740 metric tons of grain sorghum was sold worldwide at a value of \$1,990,684,000, or just under \$278 per metric ton. In Nebraska, sorghum basis remained strong throughout 2021, ending the year with bids at 15 to 20 over corn throughout the state.



Infographic from US Grains Council on 2020/2021 Sorghum Exports

Domestically, 2021 saw a substantial increase in consumer products utilizing sorghum. This is largely driven by consumer demand for non-gmo, gluten-free, sustainable, and healthy products. The pet food industry has seen the largest increases in sorghum-based products, competing with Chinese buyers on premium grain. (An interesting note: In 2020, Americans spent more on pets than on children for the first time.) Other products, such as Cheerios, Kind Bars, and a host of gluten-free flour brands have also begun to make sorghum more and more mainstream in the awareness of American consumers.

Many Nebraska growers leveraged the uptick in market demand and prices, including sorghum in their cropping systems for the first time, or for the first time in decades. In fact, sorghum acres in Nebraska saw a 77% increase from 2020 to 2021. In total, 276,000 acres of sorghum were planted in Nebraska last year. This also represented an increase in bushels harvested by 46% per the most recent USDA NASS Crop Production report. Despite the significant increase in grain availability, demand continues to grow domestically and internationally.

NEBRASKA CROP PRODUCTION REPORT

LINCOLN, Neb. November 9, 2021 - Based on November 1 conditions, Nebraska's 2021 **corn** crop is forecast at 1.83 billion bushels, up 3% from last year's production, according to the USDA's National Agricultural Statistics Service. Area to be harvested for grain, at 9.60 million acres, is down 3% from a year ago. Yield is forecast at 191 bushels per acre, up 11 bushels from last year.

Sorghum production is forecast at 19.9 million bushels, up 46% from last year. Area for harvest, at 265,000 acres, is up 77% from 2020. Yield is forecast at 75 bushels per acre, down 16 bushels from last year.

Soybean production is forecast at a record 344 million bushels, up 15% from last year. Area for harvest, at 5.55 million acres, is up 8% from 2020. Yield is forecast at a record 62 bushels per acre, up 4.0 bushels from last year.

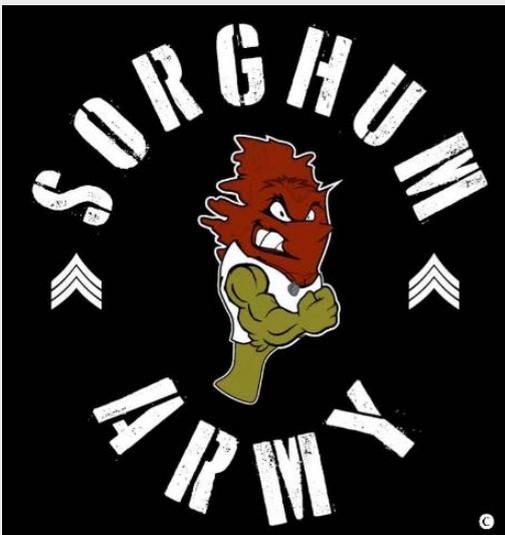
Sugarbeet production is forecast at 1.30 million tons, down 9% from last year. Area for harvest, at 43,600 acres, is down 5% from 2020. Yield is forecast at 29.7 tons per acre, down 1.3 tons from last year.

Potato acres of 19,000 were planted in 2021, unchanged. Harvested acreage set at 18,900 acres, up 1%. Production is forecast at 9.17 million cwt, down slightly from last year. Yield is forecast at 485 cwt per acre, down 5 cwt from last year.

While it is too soon to predict what sorghum acres in Nebraska will look like in 2022, early anecdotal reports of increased demand for seed from seed dealers in many regions of the state hint at more industry growth in 2022. The dry climate outlook in Southwest Nebraska may be another factor in dryland producers switching to drought-resistant sorghum. As always, Nebraska Sorghum has resources for new and returning sorghum growers on our website at: www.nebraskasorghum.org.

Building a Brand:

The Role of Marketing in Consumer and Processor Outreach



**The Sorghum Army
Outpost**

Marketing matters. Though sorghum was one of the first grains cultivated by humankind, and is still consumed as a dietary staple in many parts of the world, general consumer awareness of the crop has steadily declined for the past three decades. Don't believe me? Just ask the average grocery store clerk where they keep the sorghum. Better yet, hand out Sorghum Army stickers to teenagers and see how many of them ask if you're in a band.

At Nebraska Sorghum, we're focusing on building brand awareness for our crop. This is especially important as consumers demand products that are gluten-free, non-gmo, healthy, and sustainable. Meeting all of those demands, means that sorghum can operate in both the commodities and specialty markets. A boast that not many other crops can make.

Lack of consumer awareness represents both a challenge and an opportunity for our industry. Its tough to create demand when your potential customers aren't aware of your product. But, it also means that our industry has a clean slate to write a new narrative at a time when traditional agricultural narratives are increasingly met with skepticism.

Do consumers need to be "right" in their notions of what constitutes a healthy and sustainable product? Not necessarily. We will always stand for accurate and scientifically-backed information and education. However, basic business success is built upon meeting demand with supply, rather than argument. The bottom line is that sorghum IS a gluten-free, non-gmo, water conserving, soil health-promoting, and wildlife habitat preserving crop.

Two years ago, Nebraska Sorghum unveiled the "Sorghum Army" campaign. The image of Sergeant Sorghum was designed to be tough and appealing to producers; a reminder of the resilient nature of the crop. The Nebraska Sorghum Producers Association subsequently opened an online store selling shirts and hats bearing the Sarge's the image. Interestingly, the majority of the orders for the Sorghum Army apparel have been made by young people OUTSIDE of direct production agriculture. Not only in the U.S., but as far away as Australia and Europe as well.

This was an important revelation. A rare means by which we can reach people outside of agriculture to tell our story. Doing so is important. To use an analogy: In agriculture, we do a great job of preaching to the choir. But, we don't do so well at reaching the congregation, even though they are the ones filling the offering plate.

Sergeant Sorghum is in the process of going through a bit of a makeover in 2022. And, he's getting some friends. We can't give you a sneak peek just yet, but trust us when we say that we believe these updates will generate even more consumer interest in sorghum in the next year.

Building a Brand:

The Role of Marketing in Consumer and Processor Outreach

Just as sorghum has a unique role to play in providing economic value to producers through specialty markets, so to does Nebraska. Our state is geographically central to the entire North American continent. Outstanding road, rail, and air infrastructure exists from the Missouri River to the High Plains. Our communities are hungry for economic growth and we are renowned for the determined work ethic of our people.

In a time when logistics and supply lines present nightmares to processors of value-added goods, Nebraska Sorghum has been making the case for why locating processing in our state makes sense. In 2021 we partnered with Lee Agri-Media to create a processor and investor-focused promotional video. That video has since been viewed thousands of times in the U.S. and around the world. It, alongside our robust social media presence, has built Nebraska Sorghum into a brand in it's own right.

Evidence of the reputation that we have created can be observed as easily as tracking the analytics of visits to our website and reviewing voicemails and emails sent to us from researchers, industry partners, grain brokers, and policy institutions. Nebraska Sorghum is quickly becoming a name synonymous with industry growth and institutional confidence. That's good news for our Sorghum Farmers.

Reputation aside, the most important outcome of building the Nebraska Sorghum "brand" is yet to come. We believe that this work will lead to opportunities for increased on-farm revenues through direct contracting with processors located proximately to crop production, more jobs in communities across the state, and increased margins for processors through logistical savings. There's still a long way to go in making this vision a reality. Yet the trust being built in the Nebraska Sorghum name is a vital part in those future successes.



Click the image to see the 2021 Nebraska Sorghum Promotional Video

Its a Small World After All: Nebraska Sorghum Attends the Third European Sorghum Congress

In October 2021, Nebraska Sorghum Executive Director, Nate Blum traveled to Toulouse, France to attend the Third European Sorghum Congress. The event was coordinated by Sorghum ID, the European Union's iteration of the Sorghum Checkoff. Attendees traveled from as far away as Africa, Eastern Europe, South America, and the United States.

Over two days, Blum networked with industry counterparts, value-added sorghum-based product processors, and researchers. The processors segments were of the most interest to Nebraska Sorghum, as they highlighted existing products that are being produced with sorghum in global markets, and the potential of such products to succeed in the U.S. market. These conversations have yielded valuable relationships upon which our industry can build.

Interacting with industry counterparts from around the world led Blum to an interesting takeaway: Whether in Paris or Lincoln, Sorghum as an industry faces that same challenges around the world. This is most true in terms of consumer awareness and demand. Much like in the U.S., The European sorghum industry is young, growing, and striving to become a household name.

Development of markets in Europe and around the world are important not only to regional sorghum organizations like Sorghum ID, but to U.S. Sorghum as well. Market trends on one side of the Atlantic necessary drives trends and demand on the other. Our economies, and our people, are linked by shared cultural norms, consumer concerns, and media.

Blum pledged to work with international counterparts in 2022. An unprecedented effort focused specifically on creating universal consumer-facing messaging is key to taking sorghum to the next step on the global stage. Doing so will ensure that regardless of where a consumer is located, they will get the same basic core tenets of sorghum's benefits to humans, wildlife, and the environment.

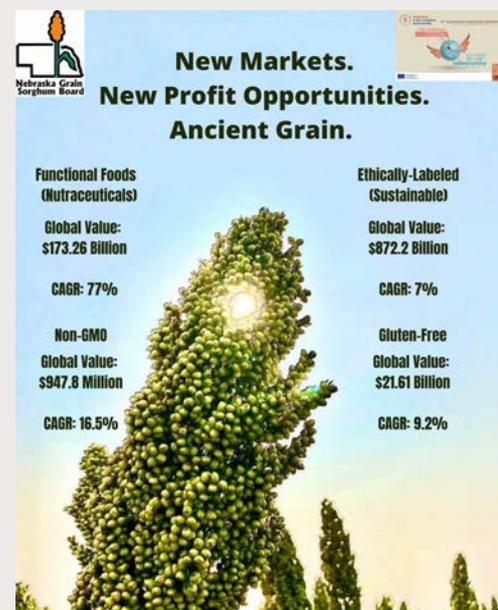
When it comes to sorghum, it is indeed a small world after all. Thus, it ought to be our utmost priority to work with international partners to grow our industry in a spirit of cooperation and joint success. Keep an eye out for more updates on international work at Nebraska Sorghum in the coming year.

High Plains Journal

Click here to view an article written by Dave Bergmeier at the High Plains Journal regarding the Third European Sorghum Congress



Nebraska Sorghum Executive Director, Nate Blum at the Third European Sorghum Congress



A poster submitted for display at the Congress highlighting the market values for sorghum-based products

Sorghum in the Classroom: Education and Mentorship...with a Pinch of Cookie Dough

Youth education and mentorship remained a top priority for Nebraska Sorghum in 2021. Interactions included in-person classroom visits, FFA proficiency judging virtually, interactions at the Nebraska State Fair and Husker harvest Days, and presentations to Nebraska Ag Youth Institute participants. In all, we spoke with hundreds of students from around the state in 2021.

Why do we place such an emphasis on the classroom? The answer is simple. Young people are the future of our farms, communities, state, and nation. We feel it is our civic duty as an Ag organization to support, educate, and mentor young men and women. Not to mention, working in the classroom is an absolute blast.

Classroom visits provide an opportunity to introduce or expand upon a crop that is unfamiliar to young people. While each visit is unique, many interactions follow a similar path. Within a 50 minute period, students go from not knowing what sorghum is to asking where they can get it and why they aren't seeing it more often in their pantries, on their farms, and in their bioplastics (and other) materials. The enthusiasm that students share with us after a visit is largely due to the novelty of something "new" (to them). Being able to make sorghum cookies or popped sorghum with them on occasion doesn't hurt either.

Nebraska Sorghum's commitment to young people extends beyond high school and special events. Now in it's third year, our internship program provides additional mentorship and individualized educational opportunities to college students. Each "Intern Experience" is tailored to the student's major and is project-oriented. This format allows them to learn the skills that most interest them, while producing content and resources that are beneficial to our organization. A total of three internships are available and come with a stipend of \$500, a letter of recommendation, and personalized goal-setting and accountability opportunities.

To learn more about internships at Nebraska Sorghum, or to invite us to visit your classroom, send us an email at: sorghum.board@nebraska.gov



McCool Junction Food Science students show off their cookie dough

The Professional and Academic Leadership Experience at the Nebraska Grain Sorghum Board



The Nebraska Grain Sorghum Board Internship is an experience like none-other. No prior experience with sorghum is necessary, we are looking for driven, out of the box thinkers, that want to make a difference.

What we do...

- Network with people all over the world
- Help at fun events such as: Husker Harvest Days, State Fair & Sorghum Symposium
- Work to promote sorghum and agriculture

What we are...

- Mentorship
- Individualized based on interests
- Flexible, fun & futuristic



The Professional and Academic Leadership Experience at the Nebraska Grain Sorghum Board

Catalyst 2.0: Nourishing the Entrepreneurial Spirit

The Catalyst Program intends to support and encourage entrepreneurs of any age to create new sorghum-based products that can be processed in Nebraska.

2021 saw the completion of the first Catalyst Program at the end of the 2020-2021 Academic year. In the first year, the program featured seven teams from the university of Nebraska-Lincoln and Concordia University in Seward, Nebraska. We are grateful to the initial Catalyst teams for their patience as we implemented this new program, their ambitious approach to the program, and their feedback to strengthen the program in the future. Project featured in the first year were creative and included food and snack oriented projects, livestock and aquaculture feed projects, and a fungi feedstock proposal.



Catalyst 2.0 Promotional Graphic

As the entrepreneurial program entered its second year, Nebraska Sorghum worked with Invest Nebraska and the Small Business Development Corporation to provide more direction and resources through a developed curriculum and on-demand video resources. This approach was welcomed by Catalyst 2.0 participants at the beginning of 2021-2022 academic year.

The Bryan High School Ag Academy in Omaha became a new Catalyst partner in 2021. Academy students must complete a "capstone" project prior to graduation. Catalyst is a new option for those students. Bryan is home to two teams in Catalyst 2.0.

The community of Seward took Catalyst to a whole new level in 2021, expanding beyond Concordia Ag students and adding additional community supports. Check out what Seward County Chamber and Development President, Jonathan Jank said when detailing the organic progression of Catalyst in Seward:

"The Concordia Catalyst Competition (C3) is a multi-organization partnership between Concordia University, Nebraska (CUNE) faculty and students, Seward County Chamber & Development Partnership (SCCDP), Nebraska Sorghum (NS), and others. The C3 seed was planted by Nate Blum, Executive Director for NS when he shared his idea for a business plan pitch competition to promote new and innovative ways to utilize sorghum with Jonathan Jank, President & CEO for SCCDP. Nate and Jonathan connected with Dr. Dennis Brink of CUNE who leads their agricultural science program. Dennis brought in Brian Larrington, who works for Boehringer-Ingelheim and is a serial entrepreneur, and together with Nate and Jonathan, C3 was born.

Catalyst 2.0: Nourishing the Entrepreneurial Spirit

The first year of C3 had five student teams participate in the business plan pitch night, which were solely focused on value added ag ideas. They competed for cash and prizes. Local entrepreneurs and CUNE alum served as the guest judges for C3 to select the winning team. This success encouraged the CUNE business department faculty to get involved the following year.

The second year saw 18 teams participate which required a semi-final round before the final business plan pitch night on December 3, 2021. The ideas grew to diverse business concepts exploring industries such as ag, financial services, sports, technology, food service, etc. Two local business leader mentor nights took place during the semester to support the students in their business plan writing process. Two teams returned to participate from the first year to build on their business plan ideas. These two same teams shared their experience in C3 to the CUNE Board of Regents during their recent meeting.

"The growth of C3 is impacting not just CUNE and Seward County, Nebraska but beyond. Many CUNE students are from across the U.S. and are eager to test their entrepreneurial wings. C3 is looking for future mentors, program sponsors, and potential company investors as the students eventually launch their ideas. If you're interested in getting involved in supporting C3 in the future, please contact Jonathan Jank at jonathan@cultivatesewardcounty.com."

Seward County has seized upon the spirit and intentions of the Catalyst Program. We are excited to see how the program continues to grow and impact the community for years to come.

Nebraska Sorghum hopes to continue to grow Catalyst across the state in the future. The flexibility of Catalyst allows it to be tailored in ways that make sense to individual communities (like Seward), Schools (like Bryan High), and Universities (like Concordia and the University of Nebraska). In 2022 we will work to include additional communities, and with luck, to pilot the program in University Extension programs across Nebraska.

You can learn more about Catalyst by clicking the link here:

[Catalyst](#)

Ancient Grain. Modern Health: Benefits of Sorghum in Human Diets Highlighted by Researchers at the Catholic University in Rome

It seems like everywhere you look, someone is trying to sell you the next diet, supplement, or miracle cure. All too often, today's next health product turns out to be tomorrow's next snake oil. So why does the market continue to support get-healthy-quick diets and products? Simple. There's money to be made there. Health is a top priority for a growing number of consumers. This isn't new. Remember *"Sweatin' to the Oldies"* with Richard Simmons in the '80's?

The industry has long-known, at least anecdotally, the benefits of sorghum in a healthy diet. Nutritional data is not hard to find. In fact, the United Sorghum Checkoff Program has some great resources for dietitians that can be found here:

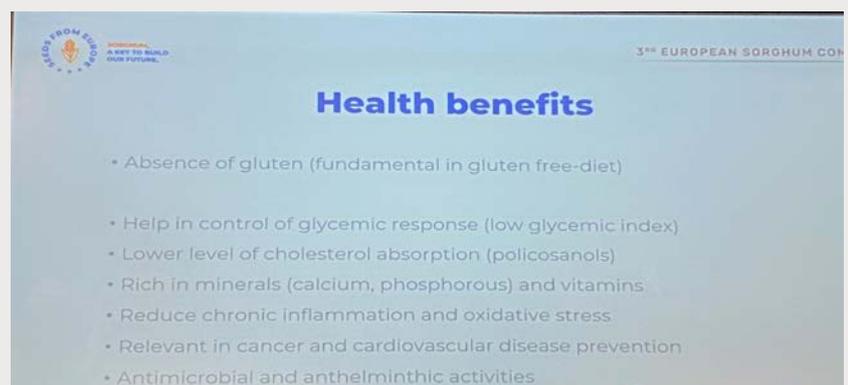
**Information for
Health Professionals**

In recent years, we've begun to see more and more clinical studies focused on the benefits of sorghum in the diets of mammals through the study of laboratory mice. One such organization conducting these studies is the Nebraska Food for Health Center. The center is located at Innovation Campus in Lincoln and lead by Dr. Andrew Benson. Research by Dr. Benson and his team have confirmed benefits which include decreases in inflammatory bowel disease symptoms in rodents.

Concurrently, in Rome, Dr. Gallabrini and Dr. Bibbo have been conducting a similar study on human patients at the Catholic University. Their preliminary findings, reinforce the work of Dr. Benson's team in Lincoln. In their initial limited study, The Gastroenterology team at the Catholic University showed decreases in inflammatory disease symptoms, decreased absorption of cholesterol, anti-carcinogenic properties, greater control of glycemic intakes, and other antimicrobial benefits.

Nebraska Sorghum visited with the Catholic University team while in Toulouse and Rome in the Fall of 2021. We are now working with them to expand the study, and to potentially bring in additional partners such as Dr. Benson's team and researchers at UNMC in Omaha. The goal is to conduct a "phase two" study which includes more data points to further provide clinical evidence of these health benefits in humans. Doing so will further open the door for sorghum as a nutraceutical product, bringing even greater value to producers.

If you'd like more information from the Catholic University study, send us an email at: sorghum.board@nebraska.gov. In the meantime, consider adding sorghum to your diet. Here's one healthy food that won't turn out to be tomorrow's next snake oil.



A slide showing conclusions from the Catholic University Study

It's in the Genes: Hybrid Sorghum Plots Take the Spotlight in Nebraska



Institute of Agriculture and Natural Resources
NEBRASKA EXTENSION

Genetic advancement for sorghum is critical to advancing our industry. Nebraska Sorghum once again played a part in partnering with industry researchers, professionals, and producers to test hybrids in 2022. Hybrid performance data is particularly valuable to producers when making planting decisions. Given Nebraska's geographic, soil, and climate diversity, testing different sorghum varieties at locations throughout the state provides a wide compliment of data to consider.

Mr. Mike Baker once again hosted a variety field day at Baker's Acres near Trenton in southwest Nebraska. His field day was attended by nearly seventy growers and industry partners who came to see thirty-six hybrids from ten seed companies. Ms. Norma Ritz-Johnson, Executive Director of the United Sorghum Checkoff Program, was the keynote speaker at the dinner following the field event. Mike's results can be seen here:

[2022 Trenton Results](#)

Several sorghum growers also participated in the Testing Ag Performance Solutions (TAPS) competition. The TAPS competition allows producers to adjust input variables, experiment with marketing, and seed varieties in a risk-free environment. The program is run by Mr. Chuck Burr and is held at the West Central Education and Extension Center in North Platte.

Nebraska Sorghum is proud to once again be a sponsor of the TAPS competition. Additionally, we helped to coordinate a special plot of experimental high-protein sorghum in the TAPS program in 2021. High protein sorghums are integral to aquaculture feeding rations. It was unknown if this particular variety would perform well in Nebraska's northern climate, but harvest data showed an average yield of 138 bushels per acre. Showing that high-protein sorghums can be grown in Nebraska is the next step in attracting aquaculture feed production to our state as another value-added opportunity in sorghum.

Cody Creech and his team once again planted sorghum varieties in four UNL Extension plots across the state in 2021. Look for those results to be published soon in Crop Watch at:

[Cropwatch](#)

Have Booth. Will Travel: Active 2021 Conference and Event Year Leads to New Opportunities in 2022

Nebraska Sorghum spent a lot of time on the road and behind a booth in 2021! From Norfolk to Lincoln, McCook to Valentine, and all points between, We took advantage of nearly any opportunity to meet with producers, students and consumers. Thanks to these in-person events, we were able to connect with more people than since the beginning of the Covid-19 pandemic.

Here are some of the notable conferences that Nebraska Sorghum participated in in 2021:

Lincoln: The Nebraska Ag Expo (in the Spring and again in Fall of 2021 due to 2020 covid cancellation)

Norfolk: The Ag-Ceptional Women's Conference (in the Spring and again in Fall of 2021 due to 2020 covid cancellation)

Grand Island: Nebraska State Fair and Husker Harvest Days

Omaha, Lincoln, Kearney, McCook, North Platte, Valentine, Norfolk, and Columbus: The Nebraska Exports and Global Leadership Series (a partnership with the US Global Leadership Coalition)

Kansas City: Agriculture Business Council of Kansas City Ag Outlook Forum

Toulouse, France: Third European Sorghum Congress

Virtually: The United Nations Food Systems Summit Series Independent Dialogue and "Open for Business", an economic development showcase for processors in partnership with the Nebraska Department of Economic Development.



The Nebraska Sorghum Booth at the 2021 Husker Harvest Days near Grand Island



NGSB Board Member, Scot Nelson takes a selfie at the Nebraska Ag Expo in December

Have Booth. Will Travel: Active 2021 Conference and Event Year Leads to New Opportunities in 2022

The Third European Sorghum Congress has resulted in a sort of reciprocal conference to be held on January 26 in Lincoln. The inaugural "Sorghum Product Showcase" will be held at Innovation Campus. It gathers processors from around the world, many of whom we met while in Europe, to present their products and to connect with investors, researchers, and economic developers in Nebraska. We are hopeful that this first-of-a-kind conference will produce new value-added opportunities for sorghum processing in Nebraska.

On January 27, Nebraska Sorghum will hold our annual Sorghum Symposium. This event, returns to an in-person format in 2022 and will be held at the Buffalo County Extension. The day will be filled with agronomy, climate, marketing, policy, and research presentations which should be of great importance to any sorghum producer.

These events are open to the public. Registration can be found here:

Sorghum Showcase

Sorghum Symposium



2022 SORGHUM PRODUCT SHOWCASE
NEBRASKA INNOVATION CAMPUS
(NIC CONFERENCE CENTER
2021 TRANSFORMATION DR, LINCOLN, NE 68508)
WEDNESDAY, JANUARY 26TH 9AM TO 12PM



Nebraska Grain Sorghum Board



NEBRASKA INNOVATION CAMPUS

MEET ENTREPRENEURS FROM AROUND THE WORLD
LEARN ABOUT YOUR NEXT OPPORTUNITY
DISCOVER WHY CONSUMERS EVERYWHERE ARE DEMANDING SORGHUM

REGISTER AT:
WWW.NEBRASKASORGHUM.ORG/INTERNATIONAL-MARKETS-DEVELOPMENT



Nebraska Sorghum Producers Association

2022
NEBRASKA
SORGHUM
SYMPOSIUM

THURSDAY, JANUARY 27TH
BUFFALO COUNTY EXTENSION
1400 E. 34TH
(FAIRGROUNDS)
KEARNEY, NE 68847-3992
8:00 AM - 5:30 PM

Drop the Mic: Nebraska Sorghum in the Media in 2021

Early in 2021, Nebraska Sorghum set a goal of increasing our media presence. While media visits were already an established part of our outreach plan, we knew we could do better in this regard. As a result of more robust and proactive content creation and renewed emphasis on media relationship development, we were able to meet our goal. As a result, our average media presence in print, radio, and television mediums increased from five times monthly to an average of 10 times monthly, while also expanding the region in which Nebraska Sorghum was covered.

Special thanks to these media partners, and the many others who have helped carry the torch in 2021:

Television: Pure Nebraska - Channel 10/11, NTV's Grow - NTV

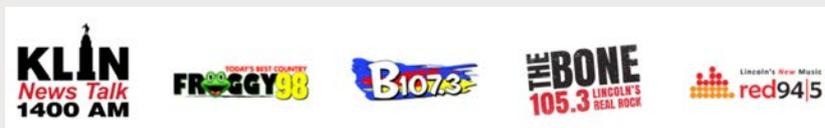
Print: Norfolk Daily News, High Plains Journal, North Platte Telegraph, Lincoln Journal Star

Radio: KRVN/Rural Radio Network, High Plains Radio - McCook, Broadcast House - Lincoln, WNAX - Yankton, WJAG - Norfolk

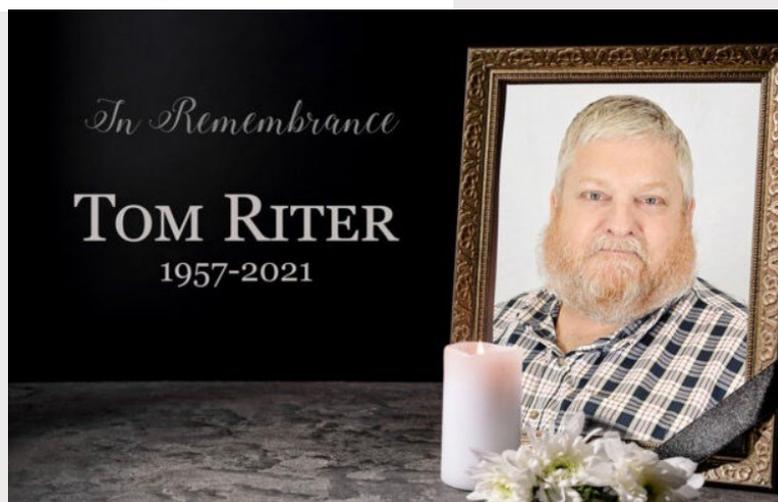
We also expanded our social media platforms to include Instagram, youtube, soundcloud, and tiktok. Thanks to the combination of myriad media resources, the Nebraska Sorghum message reached more people than ever in 2021. We will continue to prioritize media expansion in 2022.

Nebraska Sorghum also launched a podcast in 2021. Sergeant Sorghum and His Amazing Friends can be found on our website here:

Sgt. Sorghum and His Amazing Friends



Nebraska Sorghum would like to extend our deepest condolences to the Riter and WNAX families. Ag Broadcaster, Tom Riter was an absolute professional and a joy to work with. We will miss his early morning calls. He is, and will forever be, missed.



Sergeant Sorghum Needs You!

2022 NeSPA Sponsorship Opportunities

Sorghum Supporter:

The Nebraska Sorghum Producers Association hasn't lost any momentum in 2021. Though Covid-19 has continued to pose significant challenges, we responded by growing our network of producers, partners, and consumers. Markets development remains the top priority of Nebraska Sorghum. We believe that Nebraska is well-positioned to become a hub for the production of value-added and consumer-ready products for high-premium domestic markets.

Last year the Association facilitated hybrid sorghum plots and field days, an educational virtual Sorghum Symposium, several local, national, and international virtual conferences, and statewide outreach. This year, we will once again facilitate opportunities to provide consumer and producer education, market development, and industry promotion.

In 2022, marks the return to our tradition of an in-person Sorghum Symposium and Appreciation Banquet! Sponsorship opportunities for these events, as well as educational and promotional content on our website and social media channels will be available. We would love to feature our 2022 partners in our digital and print marketing throughout the year.

But, we can't do it alone. We ask that you consider lending your support as a Corporate Sustaining Member.

NeSPA is offering you the opportunity to choose which events you would like to sponsor, and at which level, in conjunction with renewing your annual Corporate Sustaining Membership. The NeSPA can accommodate a comprehensive or event-by-event invoicing for your convenience.

A membership application, brochure, membership and pricing sheet are available by emailing: sorghum.board@nebraska.gov. The NeSPA appreciates your industry involvement through membership and sponsorships.

At the Nebraska Sorghum Producers Association, we are committed to developing value-added foreign and domestic markets and providing resources to growers. When partnerships with organizations such as yours strengthen those efforts, the economic opportunities of the entire state and industry benefit.

Thank you for your robust support.

Respectfully Yours,



Nate Blum
Executive Director
Nebraska Sorghum Producers Association

Sustainable Sustainability: NeSPA Passes Resolutions in Support of Industry-Led Sustainability Policies

In August of 2021, the Nebraska Sorghum Producers Association (NeSPA) passed two significant resolutions in support of the rights of Nebraska farmers and to promote environmental sustainability in agriculture.

NeSPA adopted a resolution in support of the USFRA's "Decade of Ag". USFRA is a coalition of farmers and ranchers across the country whom have advocated on behalf of agriculturalists on issues of sustainability policy. The four goals of the "Decade of Ag" are: 1) To restore the environment through agriculture that regenerates natural resources 2) Revitalize public appreciation for agriculture 3) Invest in the next generation of agricultural systems and 4) Strengthen the social and economic fabric of America through agriculture. The initiative currently is supported by forty-five public and private sector sponsors, including McDonalds, The United Sorghum Checkoff, and the American Farm Bureau among others.

"Conservation of our water, wildlife, and soil systems is the top priority of the vast majority of agriculture producers," stated NeSPA Executive Director, Nate Blum. "Their lives, livelihoods, and legacies depend upon good stewardship of land and animal resources. Conversations about sustainability in agriculture production and food systems are rightly happening at the local, national, and international level with an enthusiasm rarely seen in the past. NeSPA and USFRA firmly believe that agriculturalists must be at the table when policies effecting their profession are being discussed. NeSPA thanks USFRA for taking the lead on ensuring that producer's voices are heard, and solutions, informed by firsthand experience, are being offered in the conversation."

Next, NeSPA passed a resolution in opposition to the "America the Beautiful" initiative and the reexamination of the Waters of the U.S. (WOTUS). "America the Beautiful", also known as "30 X 30" intends to place Thirty percent of all land in the United States into conservation by the year 2030. The expansion of WOTUS in 2015 caused much concern in regard to federal overreach and improper land use restrictions on privately-owned lands. A coalition of eleven states effectively opposed the implementation of WOTUS in 2018. The rule was replaced by the of the Navigable Water Protection Rule in January 2020.

Blum continued, "Thirty percent of all the land in the United states is the equivalent area of nine states of Nebraska. Details regarding how this goal will be met have not been clear and forthcoming. The Administration has stated that these conservation efforts will be voluntary. However, voluntary conservation programs since 1985 have resulted in only twelve percent of land being placed in such programs. The coinciding announcement of the reexamination by the EPA of WOTUS indicates that the thirty percent goal will be met by reintroducing involuntary and oppressive regulatory burdens. Just as in 2015, this rule bodes disastrous for agriculture and the rights of private citizens. Moreover, this heavy-handed approach to conservation overall should be concerning to all Americans who are dependent upon reliable, safe, and inexpensive foods for the survival of their families."

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The EPA and Army Corps of Engineers has announced a public comment period for WOTUS. The public comment period runs from July 31st through August 31st. A schedule of meetings can be found at the EPA website here: www.epa.gov/wotus

Full text of the resolutions can be found below:

1) "The Decade of Ag Initiative"

"Whereas the United States Farmers and Ranchers in Action (USFRA) have recognized the importance of conservation in agriculture,

AND Whereas the USFRA Decade of Ag campaign shares ideals in common with the Nebraska Sorghum Producers Association in regard to "a resilient, restorative, economically viable and climate-smart agricultural system that produces abundant and nutritious food, natural fiber and clean energy for a sustainable, vibrant and prosperous America,

AND Whereas the Nebraska Sorghum Producers Association believes that the American farmer is the original, best, and most efficient voice for conservation as the livelihood, heritage, and legacy of farmers necessarily depends upon proper stewardship and conservation of land, soil, water, and animals,

AND Whereas the Nebraska Sorghum Producers Association believes firmly that agricultural voices must be present when environmental and sustainability policy are developed which will impact agriculture positively or negatively, the Nebraska Sorghum Producers Association hereby resolves to formally support and join the USFRA Decade of Ag."

2) "30 X 30" or "The America the Beautiful" Initiative

"Whereas the Administration has proposed the perpetual voluntary conservation of 30% of all land in the United States by 2030, (an area totaling nine states of Nebraska or two states of Texas)

AND Whereas no transparent plan to achieve this goal has been presented by the Department of the Interior, USDA, or the Office of the President of the United States,

AND Whereas previous voluntary conservation plans have historically been temporary and renewable and have only achieved 12% of land placed in conservation since 1985,

AND Whereas new Conservation Reserve Program contracts have been reported to include lands placed in conservation in perpetuity and reevaluation and reinstatement of previously disregarded, agriculturally disadvantageous, reexamination of regulations such as the Waters of the United States has been ordered by the Executive, the Nebraska Sorghum Producers Association hereby resolves to oppose:"

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I. Any policy or contract which places land in perpetual conservation as a violation of private property ownership and freedoms

II. Farm payments dependent upon mandatory conservation practices as prescribed by Executive Branch Agencies

III. The reinstatement of the harmful Waters of the United States policy which was widely shown to be an abusive overreach of federal control of non-navigable bodies of water such as wetlands, ditches, landlocked lakes, and irrigation ponds under the Clean Water Act of 1972 by defining said bodies of water as navigable despite the inability of said bodies of water to support shipping or navigation by boat to rivers and oceans

IV. Any attempt to leverage control of privately held lands under the auspices of Executive Branch agency policy or Executive Order not voted on and approved by Congress to include policies directed by the EPA, USDA, IRS, and Department of Interior

**This article was taken directly from the NeSPA Press Release titled "Nebraska Sorghum Producers Association Passes Resolutions Joining the United Farmers and Ranchers in Action's "Decade of Ag" and Opposing the "America the Beautiful" initiative and Reexamination of Waters of the U.S. by the Environmental Protection Agency and the Army Corps of Engineers". The release was originally issued on August 5, 2021*



Message from the Director: Organizational Cartography



Maps have fascinated me for as long as I can remember. To a farm kid from east-central Nebraska, maps exposed me to the larger world beyond the farm fence. Looking at a map, was like looking through a window on a world that was full of possibility, wonder, and the thrill of exploration.

As an adult, and avid reader of history, my appreciation of maps has grown to acknowledge the context which they provide us. They make real for us the events on the page. Distances described can be measured at a glance. The influence of topography on events can be better understood. They serve to remind us that these places which our forebears describe exist to this day. Maps help us to understand where we've been though we may be removed by the measure of miles and time.

Maps aren't just a useful tool reserved for retrospection. Maps are also vital in helping us understand where we are going. I suspect that many people today experience maps primarily through their gps. I wonder though if they could read the Nebraska road map that I keep folded up in my glove box (just in case the trusty gps fails in the more rural parts of our state).

For Christmas this year, my in-laws graciously gave me a "Conquest Map". If you aren't familiar, this is a world map that is mounted on a cork board. It is designed so that one can mark where they've been, and where they'd like yet to go. Kind of a cruel gift in an age of uncertain international travel, but at least it wasn't coal this year.

The kind gift from my Mother and Father In-Law got me thinking about my time with Nebraska Sorghum. Where have we been? Where have we gone? Where are we going? These are good questions for the director of an organization to ponder during the week between Christmas and New Years when regular business grinds to a deafening lull.

Having had a couple of weeks to mull over those three questions, here's my response:

Where have we been? Between a three-decade-long industry decline nationally and a trade war with China, things didn't look so good four years ago when I began with Nebraska Sorghum. Awareness for our organization outside of our boards and borders was meager. Our media presence was marginal and our social media presence was lagging. We did not have a website and it looked as if acres might shrink to the point of obsolescence in Nebraska.

This is not an indictment of staff nor board. Rather a simple and straightforward analysis. Resources, situations domestically and internationally, and other mitigating factors played a larger role in our organizational position that any one person or group of people could hope to influence effectively. In short, we were near the base of a very steep hill which we needed desperately to climb.

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Since then, it feels to me like our organization has flipped the script. Our situation now appears to be in precisely the opposite trajectory from where we started. What happened?

Most importantly, markets improved. Largely because China reentered the US. sorghum marketplace. (Anyone who single-handedly takes credit for our industry's turnaround while failing to mention the impact of China reentering the market is guilty of a lie of omission, and may be likely to sell you a bridge over the Hudson.)

But, there's more to what we we did in Nebraska during that time. Frankly, our organizations, our boards, and our members simply refused to give up on an industry that we believed in. We positioned ourselves within statewide and national organizations. Volunteered on committees, collaborated with new industry and academic partners while, bolstering our historic partnerships and became a presence in the digital media space. We reimagined how we market to consumers, conduct outreach, and interact with like-minded organizations both inside and outside of the traditional Ag space. Frankly, we were willing to talk with and work with anybody who would listen.

To answer the question "**Where we have gone?**" requires a story involving throwing ideas at the wall like spaghetti to see what sticks. Experiencing uneasy looks from peers when we've tried something too far "out of the box". It's a story about celebrating the wins, and picking ourselves up quickly when an idea fails. It's a scrappy story, but it's one of which I'm a bit fond.

Where, then, are we going? The short answer here is "Wherever innovation leads us". The longer answer involves broader collaborations at home and abroad. It involves new ideas and approaches to engaging consumers and supporting producers. It requires the construction of new markets to offset international market risk so that we can better survive when foreign relations get in the way of agricultural trade.

Nebraska Sorghum is forging a new trail across the map. We'll experience some obstacles along the way, but I've no doubt that they will be overcome through good old Nebraska determination and grit. It's a brave new world. Come discover it with us.

All the best to you and your family in 2022

A handwritten signature in blue ink that reads "Nate Blum".

Nate Blum

Executive Director

Nebraska Grain Sorghum Board

Nebraska Sorghum Producers Association

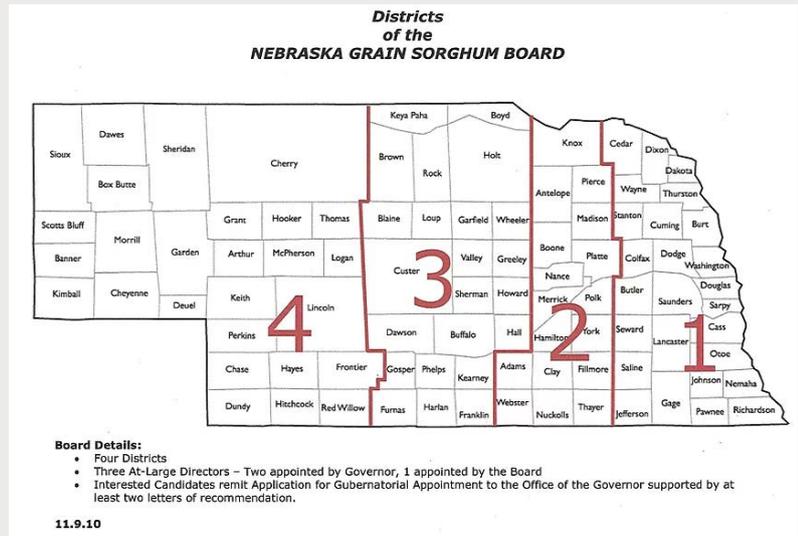
Members of the Nebraska Grain Sorghum Board and Nebraska Sorghum Producers Association

District 1: Vacant

District 2: Vacant

District 3: Mr. Scott Nelson (Treasurer)

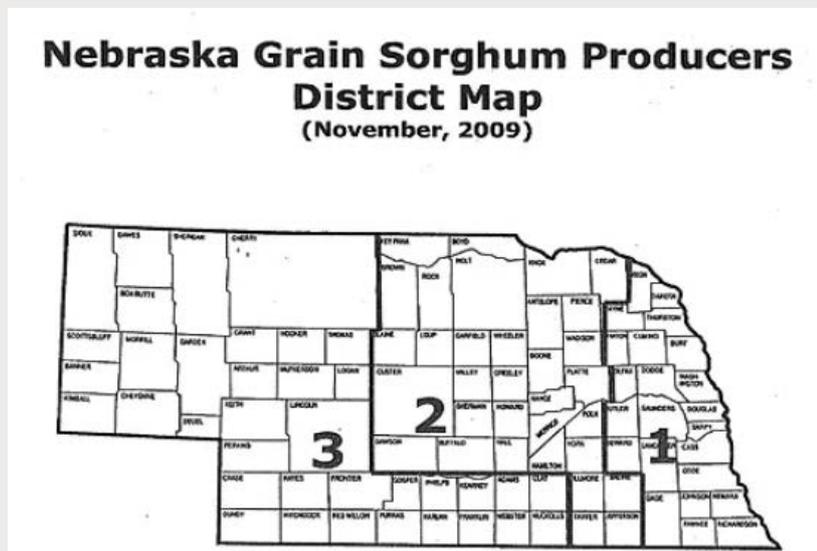
District 4: Mr. Mike Baker



At Large: Mr. David Junker (Chairman)

At Large: Mr. Dennis Fitzke (Vice Chairman)

At Large: Mr. Klint Stewart



District 1: Mr. Linus Hayek

District 2: Mr. Lynn Belitz (Chairman)

District 3: Ms. Tracy Zink (Vice Chairman)

At Large: Mr. Jim Erickson (Treasurer)

At Large: Mr. Dean Sombke

At Large: Mr. Todd Downer

At Large: Mr. Dave Wolcott

The Nebraska Sorghum Producers Association Thanks our 2021 Sponsors!

The logo for Extreme Ag, Inc. features the words "EXTREME" and "AG, INC" in a stylized, blocky font with a green and yellow color scheme and a distressed, textured appearance.The logo for Midwest Messenger. It features the word "Midwest" in a small, italicized font above the word "MESSENGER" in large, bold, blue capital letters. Below the text is a green landscape with a yellow sun, a white windmill, and a white cow.The logo for Syngenta Global. It features the word "syngenta" in a blue, lowercase sans-serif font with a green leaf icon above the letter 'n'. Below it, the word "Global" is written in a smaller, grey, lowercase sans-serif font.The logo for Arrow Seed, featuring the words "ARROW" and "SEED" in a blue, bold, sans-serif font, stacked vertically.The logo for Aurora Cooperative, featuring the words "AURORA" and "COOPERATIVE" in a bold, black, sans-serif font, stacked vertically.

To learn more about how YOUR company
can become a 2021 Sorghum Supporter,
call: 402-802-1850!

The logo for BASF, featuring a green square with a white square inside, followed by the word "BASF" in a bold, white, sans-serif font. Below it, the tagline "We create chemistry" is written in a smaller, white, sans-serif font.The logo for Alta seeds, featuring the word "Alta" in a large, green, cursive font and the word "seeds" in a smaller, yellow, sans-serif font below it.

THE GRAIN THAT GIVES

As rich in nutrition as it is good for the Earth, sorghum sustains by offering big benefits for our health, water, wildlife and our world.



SORGHUM-SAVVY
Learn more when you visit
sorghumcheckoff.com

SORGHUM HELPS FIGHT HUNGER



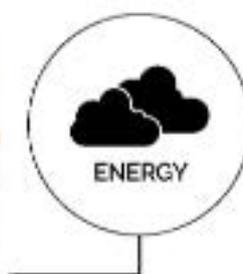
Sorghum benefits the globe from the ground up:

- Builds soil health by retaining more nutrients
- Sips and saves water up to 227%¹ better than comparable crops
- Reduces the need for pesticides and insecticides
- Protects against soil erosion from harsh winter winds
- Removes harmful carbon from the atmosphere by storing it underground



Sorghum is an ancient grain that provides today's nourishment:

- Cooked whole grain sorghum is an excellent source of protein and fiber
- More antioxidants than blueberries and pomegranates
- Naturally gluten free



Sorghum ensures the future of fuel:

- Clean-burning ethanol for better air quality
- Earth-friendly renewable resource from marginal land
- Boosts energy security by helping to import less petroleum
- Less expensive than other plant-based ethanol sources



Sorghum helps fauna flourish:

- Habitat protects and increases wild life populations
- Preferred food choices for deer, pheasants and quail



Sorghum makes financial sense for farmers:

- Improved yields of rotated crops
- Lower seed and other input costs
- Reduced economic risk
- 74% of sorghum acres are farmed with conservation methods²

A single cup of cooked whole grain sorghum packs 14.8 grams of protein³, plus it's a high energy grain and an excellent source of 12 vitamins and minerals. No wonder the United States relies on it for food assistance efforts around the world.

SORGHUM THE SMART CHOICE