



We have
1001 reasons
to invest in sorghum

SORGHUM LOBBYING TO INTERNATIONAL INSTITUTIONS, TESTIMONY AND PERSPECTIVES

A holistic approach to advocacy



Mr. Nate Blum

CEO
Sorghum United Foundation
And
BluMilo

WHO WE ARE:



Mission:

- Facilitate Producer Resources and Connectivity

*Develop Regional Value-Added Markets

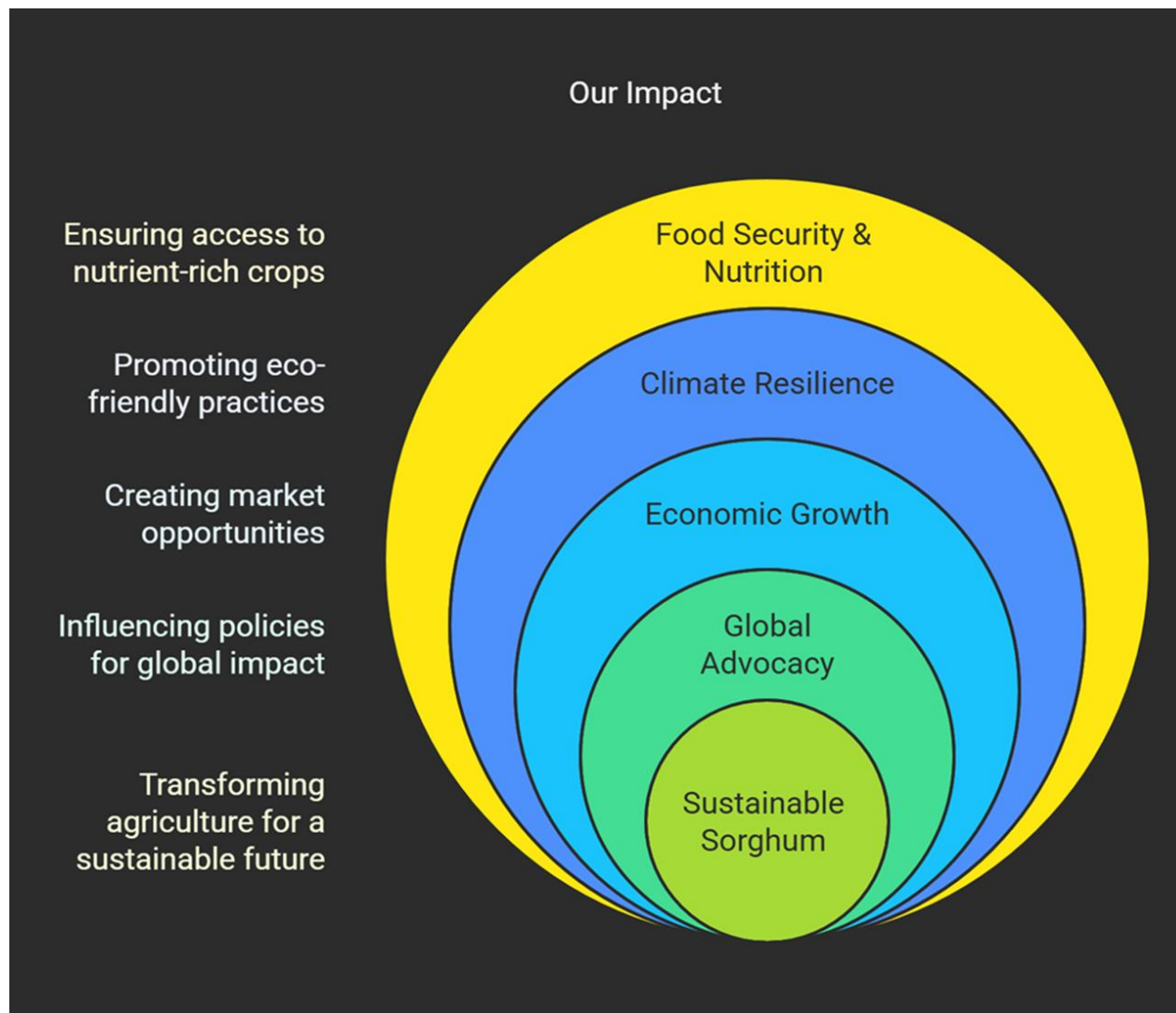
*Empower Local Economic and Environmental Sustainability through Field to Market Trials

*Promote Consumer Education and Awareness

10,000+ Stakeholders Located on Every Continent (and growing)

Partnerships with dozens of Academic Institutions, Research Organizations, NGO'S, and Private-Sector Companies

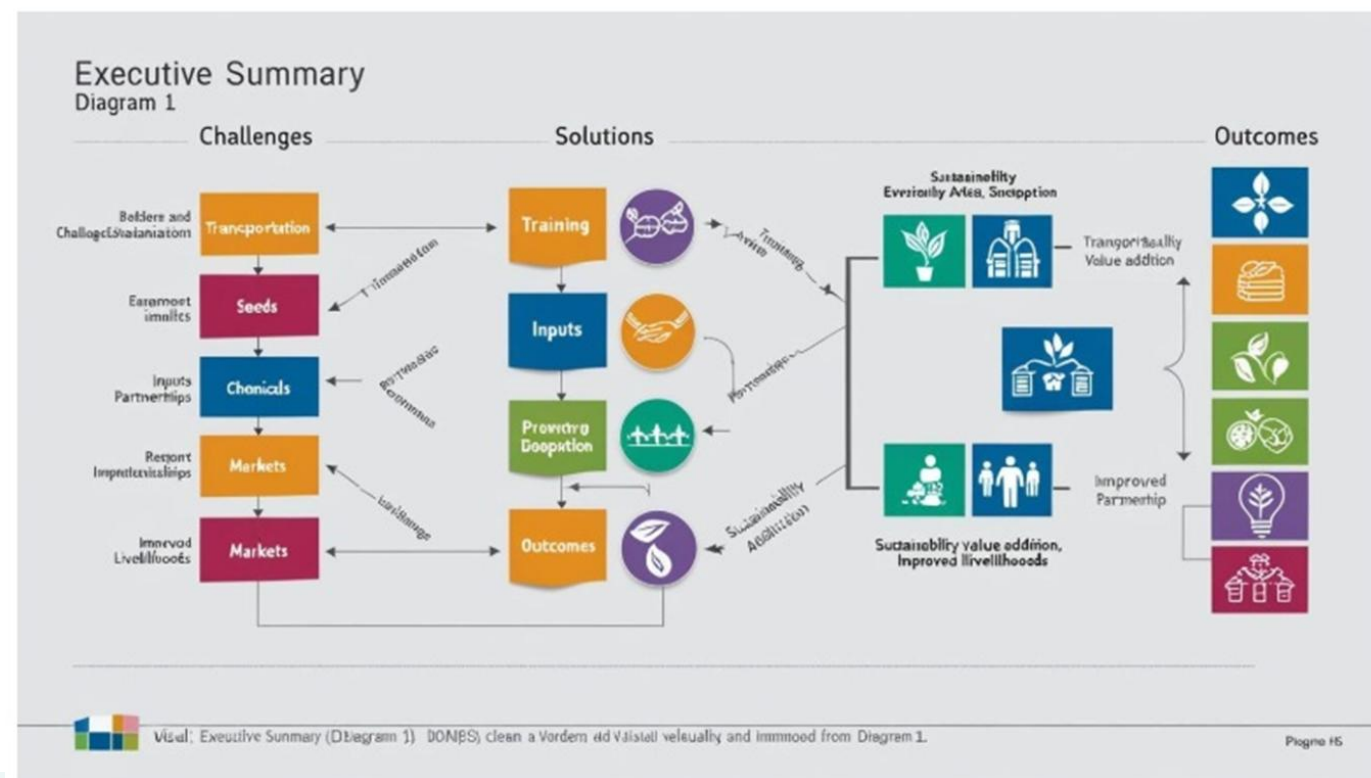
WHO WE ARE:



PROGRAMS:

- Entrepreneurial Training
- Seed Systems Development
- Small Scale Mechanization Development
- Bioeconomy Systems Development
- Mentorship and Education

UNDERSTAND UNIQUE REGIONAL SYSTEMS



BASIC ADVOCACY TIPS

KNOW YOUR AUDIENCE

- WHAT ISSUES ARE IMPORTANT TO THE LISTENER?
- READ THE ROOM: BE PROFESSIONAL, BUT PERSONABLE
- BRING SOLUTIONS, NOT PROBLEMS
- EMOTIONAL STORIES CAN BE IMPORTANT ILLUSTRATIVE TOOLS, BUT DON'T RELY SOLELY ON THESE TO MAKE YOUR POINT
- PREPARE A PROPOSAL TO LEAVE WITH THE LISTENER
- Remember the rules regarding Non-Profits
- Leverage any and all media opportunities



ADVOCATING FOR SORGHUM (WITHOUT MENTIONING SORGHUM)

ISSUE-BASED ADVOCACY

FRAME THE PROBLEM. POSITION THE
SOLUTION

- * Climate change
- * Nutrition and food security
- * Economic development and circular bioeconomy
- * Carbon sequestration, water conservation, soil health, and pollinators
- * Gluten Free and Non-GMO



ADDRESSING POLICY HOLSTICALLY

MULTI-SYSTEMIC APPROACH

- INVESTMENT IN RESEARCH FOR SORGHUM AND MILLET BREEDING
- INVESTMENT IN PRODUCER RESOURCES
- INVESTMENT IN CONSUMER AWARENESS CAMPAIGNS AND MARKET DEVELOPMENT
- INVESTMENT IN QUANTIFICATION OF ENVIRONMENTAL BENEFITS OF SORGHUM AND MILLETS
- ENTREPRENURIAL INCENTIVES FOR PRODUCT DEVELOPMENT, SME'S AND START-UP COMPANIES
- PRODUCER INCENTIVES FOR DIVERSIFIED CROPPING SYSTEMS



and sorghum field
taken on the same day

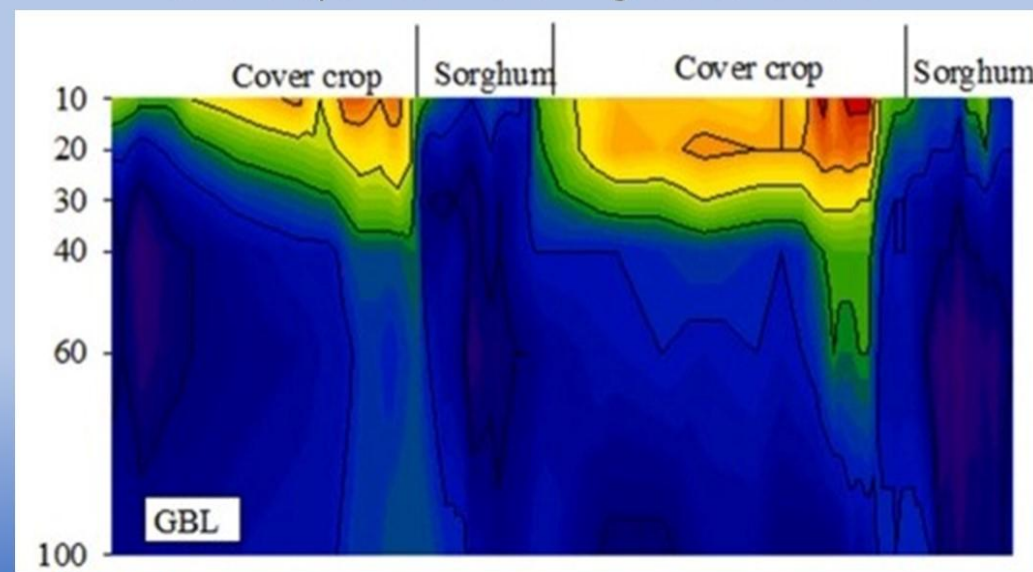
POSITIONING SORGHUM AND MILLETS AS A SOLUTION

Table 1. Nutritional composition of various millets and cereals (per 100 g at 12% moisture content)

	Protein (g)	Fat (g)	CHO (g)	Fibre (g)	Minerals (g)	Iron (mg)	Phosphorus (mg)	Calcium (mg)	Thiamine (mg)	Riboflavin (mg)	Niacin (mg)
Barnyard millet	6.2	2.2	65.5	9.8	4.4	15.2	280	11	0.30	0.1	4.2
Finger millet	7.5-11.7	1.3	72	3.6	2.7	3.6-6.8	283	376-515	0.42	0.19	1.1
Foxtail millet c	11.2	4.0	63.2	6.7	3.3	2.8	...	31	0.59	0.11	3.2
Kodo millet	8.3	1.4	65.9	9.0	2.6	0.5	188	27	0.33	0.09	0.2
Little millet	7.7	4.7	67	7.6	4.5	9.3	220	17	0.30	0.09	3.2
Pearl millet*	8.5-15.1	2.7-7.1	58-70	2.6-4.0	1.6-2.4	70-180	450-990	10-80	0.38	0.21	2.8
Proso millet	12.5	3.1	70.4	7.2	1.9	0.8	206	14	0.41	0.28	4.5
Sorghum	10.4	3.1	70.7	2.0	1.6	5.4	520	25	0.38	0.15	4.3
Corn	9.2	4.6	73.0	2.8	1.2	2.7	92-178	70-75	0.38	0.20	3.6
Rice	6.8	2.2	78.2	0.2	0.5	0.7	160	45	0.41	0.04	4.3
Wheat	11.8	1.5	71.2	1.2	1.5	5.3	306	41	0.41	0.10	5.1

Source: Deshpande et al. (2015).

Water productivity of forage sorghum in response to winter cover crops in semi-arid irrigated conditions



New Mexico State University

POSITIONING SORGHUM AND MILLETS AS A SOLUTION (CONTINUED)

Functional Foods (Nutraceuticals)

Global Value:
\$173.26 Billion

CAGR: 7.7%

Non-GMO

Global Value:
\$947.8 Million

CAGR: 16.5%

Ethically-Labeled (Sustainable)

Global Value:
\$872.2 Billion

CAGR: 7%

Gluten-Free

Global Value:
\$21.61 Billion

CAGR: 9.2%

- *Flour
- *Popped
- *Whole Grain
- *Snack Foods
- Pastas
- Bread
- Cereals
- Protein Bars
- Alcohol
- Ethanol
- Building materials
- Animal
- Feed/Pet Food



THE IMPORTANCE OF RELATABLE CONSUMER EDUCATION



JOWAR

INDUSTRIAL APPLICATIONS OF
SORGHUM



MASHILLA

NUTRITION BENEFITS OF
SORGHUM



MILO

ENVIRONMENTAL BENEFITS OF
SORGHUM

THE IMPORTANCE OF RELATABLE CONSUMER EDUCATION



PROFESSOR SORGHO

HISTORIAN AND ADVENTURER



THE SORGHO SQUAD

ECO-HERO SUPERTeam



ALICE ATLAS

GIFTED STUDENT AND READER
ACCESS CHARACTER

MEETING CONSUMERS AND YOUNG PEOPLE WITH MULTI-MEDIA STRATEGY





Conclusion:

Policies favoring the production, processing, and marketing of ancient and sustainable grains such as sorghum and millets are integral to changing major global food, fuel, and fiber systems. Worldwide, the majority of our agricultural systems have been built on only a limited variety of grains, which are often water intensive and lacking in nutritive quality. This has led to the rise of monoculture cropping systems at the cost of soil health, water quality, and biodiversity. By looking holistically at policies which support research, product development, producer education, and consumer awareness, the sorghum and millets industry can provide real solutions to supplement sustainability and health in cropping systems.



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