



# PRODUCER SUCCESS

Kansas Sorghum exists to improve the long-term profitability, resilience, and success of sorghum producers.

## EXPAND MARKETS

*Create demand*

Strengthen and diversify domestic and international demand.

Expand opportunities across food, feed, forage, fuel, and value-added products.

Increase producer confidence in sorghum as a profitable rotation crop.

Build strong relationships with end users and value chains.

Position Kansas as a leader in developing future markets.

## CELEBRATE INNOVATION

*Create solutions*

Advance sorghum as a cornerstone of water efficient, resource conserving agriculture.

Drive market-inspired innovation for existing and emerging end uses.

Lead in farmer-driven genetics, breeding and crop improvement by listening and responding to producers' needs and challenges.

Deliver practical agronomy and management strategies for Kansas sorghum producers.

Continue to model excellence for partner-leveraged, farmer-focused research.

## CULTIVATE THE FUTURE

*Create partnerships*

Strengthen producer engagement and leadership development.

Expand understanding of sorghum's value among policymakers, partners, and consumers.

Build strategic partnerships that multiply our impact.

Grow a network of advocates who champion sorghum.

Expand Kansas Sorghum's influence through leadership in state and national initiatives.

Foster a culture of opportunity and purpose.

## *How we accomplish our goals*

### ADVOCATE

We champion policies that improve producer profitability, expand market opportunities, encourage innovation, and strengthen the future of Kansas agriculture.

### LEVERAGE

We extend our impact through collaboration. By bringing together producers, researchers, government agencies, industry partners, and allied organizations, we accomplish more than we could alone.