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FOR IMMEDIATE RELEASE

January 7, 2009

United Sorghum Checkoff Program Approves Management Entity

The new United Sorghum Checkoff Program (USCP) Board of Directors has approved a contract with the National Sorghum Producers (NSP) as the management entity for the USCP.

In accordance with USDA guidelines, USCP has initiated a contractual agreement with NSP for management of its day-to-day activities. Both organizations will be directed by Tim Lust, CEO, but will otherwise maintain separate staffs.

Bill Greving, Chair of the USCP Board of Directors, said the Board is confident NSP will provide sound management direction for the new organization.

“We, as a Board, believe that it is in the best interests of sorghum growers for the National Sorghum Producers to manage the day-to-day operations of the USCP,” Greving said. “NSP brings to the table qualities that the Board deems important to this new program. NSP has multiplied years of experience with this industry and its producers, knowledge of the industry’s strengths and weaknesses, and a desire to improve the sorghum industry.”

“USCP will benefit from NSP’s background with sorghum research and experience in promoting the crop, industry, and their products. While the two organizations maintain separate goals, their working relationship will benefit producers.”

The two organizations will office in the same building in Lubbock, Texas.

Toby Bostwick, Chairman of the NSP Board of Directors, said the contract between USCP and NSP will serve sorghum growers nationwide.

“NSP has been an advocate of the Checkoff Program since its beginning and we look forward to working for the Board to continue to better the sorghum industry. We are excited about the opportunity to serve producers in this new role, and we believe that we can make great strides in improving our industry.”

The United Sorghum Checkoff Program serves the sorghum industry through research, promotion and information. To learn more about USCP, visit www.sorghumcheckoff.com.