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Grain News



Sorghum Checkoff and USGC Host Mexican Grain Buyers to Demonstrate Value of Importing U.S. Sorghum

Date Posted: July 5, 2010

Lubbock, TX—The Sorghum Checkoff along with the U.S. Grains Council hosted a group of six Mexican grain buyers June 20-26 to show them the value of importing U.S. sorghum.

The buyers represented the Mexican pork and poultry industries and visited seven different elevators throughout the Sorghum Belt.

The group started in Texas, touring the Planter's Grain Coop in Odem and Attebury Grain in Saginaw.

They then made stops at three Kansas elevators and finished with two more elevator tours in Oklahoma.

"This is the first time for many of the country elevators to know directly who their end users are in Mexico," said Troy Skarke, a sorghum producer from Claude, Texas, and chair of the Sorghum Checkoff Market Development committee.

"Elevator operators had the opportunity to discuss potential issues and learn how to better serve their end users.

"By strengthening these relationships, we hope to see continued business with Mexico."

The participants on this mission took a closer look into the journey of the sorghum they purchase as it travels from the field to the elevators and from the U.S. shipping ports to Mexico.

"This mission was important because Mexico is the No. 1 importer of U.S. sorghum," said Brian McCuiston, general manager of the Planter's Grain Coop.

"We have been eager for them to see this year's sorghum crop."

Texas has tremendous production potential this year, and Mexico will likely be one of its strongest importers.

The U.S. has maintained a great relationship with Mexican grain buyers.

Providing quality sorghum has been the key in keeping that business strong.

In 2009, Mexico accounted for 82 percent of U.S. sorghum exports.

The Sorghum Checkoff hopes to continue the relationship with Mexico in 2010 through efforts like buyer tours.

For more information, call 806-687-8727.

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