

Sorghum Checkoff Names New Crop Improvement Program Director

The Sorghum Checkoff welcomes Justin Weinheimer as the organization's Crop Improvement Program Director.

"We are excited to have Justin as part of the Sorghum Checkoff team," said USCP board chairman Bill Kubecka. "He has a great deal of experience working with farmers and the industry, and has a true passion for agriculture. I know he will be a valuable asset to our organization."

Weinheimer has previous experience working with producers, industry and academia to determine ways to sustain and enhance agricultural production. He is the former assistant director of the Alliance for Water Conservation Center, which has been evaluating water issues surrounding the management of the Ogallala Aquifer and its impacts on the regional economy. In that position, Weinheimer often referenced sorghum's value to producers and economic impact.

Weinheimer holds a Ph.D. from Texas Tech University and has served as an advisor to the Texas Water Council for the past several years. He is a native of Stonewall, Texas, and is currently residing in Lubbock, Texas, where he will be based in his role as the USCP Crop Improvement Program Director.