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## Sorghum U to Highlight Profitability and Water Management Qualities of Grain Sorghum

Sorghum U is a new two-event series sponsored by the Sorghum Checkoff, Sorghum Partners LLC, and High Plains Journal that will give producers in Kansas and Texas an opportunity to explore the profitability and water management qualities of grain sorghum.

The first event is set to take place at the Magouirk Conference Center in Dodge City, Kan., Thursday, January 17, 2013. The second event will be held at the Overton Hotel and Convention Center in Lubbock, Texas, Tuesday, January 22, 2013.

Industry insiders are set to present information on a wide variety of topics ranging from marketing opportunities, basic and advanced agronomics, irrigation management, and other farm-level practices that will help increase producer profitability. Water management has become an important issue across the High Plains, and sorghum has the ability to produce more crop per drop.

The program will encourage informal discussions between industry insiders and both experienced and new growers alike. The event will provide breakout sessions on water management, sorghum economics, sorghum agronomics, and sorghum marketing opportunities.

To register for the event visit [www.SorghumU.com](http://www.SorghumU.com) or call 1-855-422-6652. There is no charge to attend the event and lunch is included.