



Sorghum's Super Cereal

Move over blueberries, pomegranates, oats and grape juice, there is a new product on the antioxidant shelf. Displacing all of these other so-called “super foods” is Grain Berry’s new line of natural antioxidant sorghum grain-based food.

Grain Berry’s bran flakes benefits outweigh its competition, containing more than six times the amount of antioxidants found in blueberries. This nutrient-packed product will satisfy your hunger while also helping support your heart and total health.

Working to aid your health is local farmer and long-time graduate of Texas Tech University, Glenn Schur of Plainview, Texas, bringing healthy, high antioxidant super cereal to breakfast tables of the surround area.

Schur’s journey as the only grower in a new niche-food market started when he was contacted directly by Grain Berry’s founder, Robert Harris.

“Texas A&M University introduced me to Glenn Schur,” Harris said. “I found he was a graduate of Texas Tech like us, he was a very advanced thinker in terms of food science.”

Farming just 10 miles from the only food certified sorghum milling facility, Archer Daniels Midland, helped reinforce Schur as Grain Berry’s sole black sorghum producer.

Always looking to get his hand on new advancements, Schur said he was given the opportunity to cultivate an innovative black tannin sorghum variety discovered by Texas A&M.

Schur began growing 100 acres of a high-tannin sorghum variety, not wanted by cattlemen due to low efficiency in livestock feed, but highly sought after by Grain Berry because of its antioxidant content.

Last summer Schur was given the opportunity to cultivate an innovative black high-tannin sorghum discovered by Texas A&M.

Grain Berry’s exclusive rights to Onyx allowed for production to be isolated to one key grower in this special market.

“It’s kind of interesting to be the only grower on it,” Schur said. “It’s another sorghum crop, and it is good where we can keep it to a single grower that way the production and information can be controlled.”

Onyx is a new hybrid variety of sorghum that

combines high tannins with anthocyanins, an antioxidant with identified health advantages according to Grain Berry.

“Antioxidants and sorghum food products can be very beneficial to the consumer’s health,” Schur said. “Antioxidant is going to be the new buzz word.”

The antioxidant potential a product has is expressed and measured through orac values.

“High tannin sorghums are 10 to 20 times higher in orac values, than what blueberries are,” Schur said.

The Onyx variety is milled and then added into baking mixes and cereal to create high-antioxidant manufactured goods.

“It takes a very small amount to mix in with a bread product or cereals to have a high-antioxidant product, and that is what makes it very unique,” Schur said.

Schur said the Onyx variety is unique to the High Plains because of the respiration

effect, which involves the cooling off during evening temperatures, allowing for a higher yield.

Sorghum produces a high yield for the local area, but Schur said the yield does not compare to other commodities, resulting in the biggest struggle for sorghum producers.

Not only does temperature play a factor in production of sorghum, but water is also a significant component to harvesting an abundant crop.



Photo courtesy of National Sorghum Producers



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Schur said having adequate moisture during two different stages of growth will determine the efficiency of the crop. The first stage, being the most critical, is 45 days after the seed has emerged. The second stage occurs when a head or tip of the plant is trying to exert approximately 60-80 days after planting.

“If those two times are adequate moisture,” Schur said, “Then your sorghum crop has a very good possibility of being very productive. It is a stage of growth that is essential that you have moisture available.”

Applying the right components in a timely manner resulted in a plentiful crop for Schur, and the Onyx variety was first harvested for the first time in October 2013.

Schur said during harvest, equipment is thoroughly cleaned after use between crops to ensure cross contamination does not take place, since the majority he grows is seed crops. Cleanliness is one more step Schur said he is willing to take to produce a quality product.

“Antioxidant is going to be the new buzz word.”

“We know it is a food product,” Schur said, “but on the other side, all, sorghum is safe and good, but we still try to keep cross contamination down to the max.”

Another measure taken to preserve the Onyx’s unique characteristics and value is keeping it as an identity-preserved product, which could otherwise be lost throughout handling, storing and shipping.

Schur said he took as many precautionary measures needed to warrant a valuable and unproblematic production, but some things are unpreventable.

Last year Archer Daniels Midland Milling in Plainview, Texas, closed, forcing Schur’s production to be bagged and shipped to Dodge City, Kan., for milling.

Harris said to help with production, additional producers in Kansas were hired last year, but did not produce any sorghum due to drought. As a result, Grain Berry solely used Schur’s crop even though shipping was costly, Harris said it was worth doing because Schur is a reliable grower who produced numerous truck loads of high-tannin sorghum.

Schur now has lost the proximity to the mill resulting in more labor and higher costs, but Schur said he enjoys being a part of an evolving marketing concept.

“I think growing the food-grade sorghum is kind of interesting,” Schur said, “because I am injected with some of the information that takes place of what happens to our crop from the turn row to the plate, to consumer consumption, and I think that is exciting.”



Haley Gray
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Got ORAC?

ORAC, Oxygen Radiance Absorption Capacity, is a clever test designed to measure the collective antioxidant power of various substances found together in a food.



Antioxidants in Grain Berry vs Others

36,000

This remarkable bran is a fiber that has the added benefit of being a powerhouse of all natural antioxidants.



Bran Flakes Are.....

LOW IN FAT

Packed with Vitamin A

Fall of Dietary Fiber

An Excellent Source of Iron



Natural Berries of Grain



THE SILVER PALATE

Grain Berry
Antioxidant Foods

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