

From: [Bill Rooney](#)
To: ["Emily Hallam"](#)
Subject: RE: request for interview
Date: Thursday, October 08, 2009 2:27:29 AM
Attachments: [Hallam edited by William Rooney.docx](#)

Emily:

Please see the attached file for edits.

Regards,

Bill

From: Emily Hallam [mailto:editorial@horseshoemedia.com]
Sent: Wednesday, October 07, 2009 10:16 AM
To: 'Bill Rooney'
Subject: RE: request for interview

Dear Mr Rooney,

Please could you double check that you are happy with the facts/figures/quotations in the following excerpt of Biofuels International's 2500 wd article on sorghum. If there are any discrepancies in the text, could you let me know by Friday. Please note it is a rough draft, and the style may be subject to change, but the content is not.

Many thanks, Emily

William Rooney, Associate Professor of Texas A&M University's Institute for Plant Genomics and Biotechnology is currently developing a hybrid crop to overcome the key challenges which sorghum farming presents. Energy crop company Ceres has invested \$5 million in an exclusive, multi-year joint research and commercialisation agreement for high-biomass sorghum. These hybrid plants are not designed to produce grain, but to yield vast amounts of biomass.

The process was started in the 1970s, when rising oil prices led to a flurry of research into heterosis of sorghum, but initial development efforts were shelved when the oil market recovered.

"Whilst sorghum hybrids have been around for a long time, this is the first time that a hybrid sorghum system is being developed specifically for the bio energy consumer market," says Rooney.

The heterotic sorghum substantially out-yields conventional sorghum. A&M is also working on expanding the range of the crop for earlier planting in cooler and drier conditions, especially on so-called marginal or unproductive land. According to Cesar Granda of Terrabon, A&M is also working on a low-lignin breed of sorghum, to eliminate the need for pre treatment altogether.

Ceres announced its collaboration with A&M in October 2007, but Rooney's research began almost a decade ago. "It should be available commercially in the next year, certainly by 2011," says Rooney. If the expectations are met, the new sorghums processed by next-generation conversion technologies could yield a whopping 2000 gallons/acre (18,800 l/ha) of cellulosic ethanol, more than four times the current starch-to-ethanol process.

Emily Hallam

Editorial Assistant

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(t)0044 (0)208 687 4183

editorial@horseshoemedia.com

From: Bill Rooney [mailto:wlr@tamu.edu]

Sent: 23 September 2009 13:41

To: 'Emily Hallam'

Subject: RE: request for interview

yes

Dr. William L. Rooney
Professor, Sorghum Breeding and Genetics
Chair, Plant Release Committee
Texas A&M University
College Station, Texas 77843-2474
979 845 2151

-----Original Message-----

From: Emily Hallam [mailto:editorial@horseshoemedia.com]

Sent: Wednesday, September 23, 2009 7:35 AM

To: 'Bill Rooney'

Subject: RE: request for interview

Dear Bill,

Many thanks for your understanding, shall I call just after 10, say 10.15 on Monday morning? Is the telephone number to call the same as the one written on your email signature?

I look forward to learning from your expertise!

Emily

Emily Hallam

Editorial Assistant

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editorial@horseshoemedia.com

From: Bill Rooney [mailto:wlr@tamu.edu]

Sent: 23 September 2009 13:06

To: 'Emily Hallam'

Subject: RE: request for interview

Emily:

Monday morning will be acceptable. I have conference call from 9-10 am CDT, but am open

the rest of the morning.

Written answers? - you'll never get them back.
bill

Dr. William L. Rooney
Professor, Sorghum Breeding and Genetics
Chair, Plant Release Committee
Texas A&M University
College Station, Texas 77843-2474
979 845 2151

-----Original Message-----

From: Emily Hallam [mailto:editorial@horseshoemedia.com]
Sent: Wednesday, September 23, 2009 3:50 AM
To: 'Bill Rooney'
Subject: RE: request for interview

Dear Bill,

Thank you for your response,

Unfortunately, due to the time difference between London and the US, afternoons are very difficult. My office closes at 5.00 pm GMT (12.00 midday US Central time). Would you be available to talk at all before then, any day this week, or at the beginning of next week?

If its easier, I could email you the interview questions and you could send typed responses?

Kind regards,

Emily Hallam

Editorial Assistant

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editorial@horseshoemedia.com

From: Bill Rooney [mailto:wlr@tamu.edu]
Sent: 21 September 2009 18:28
To: 'Emily Hallam'
Subject: RE: request for interview

Emily:

I'll be available Tuesday pm (US Central Time) and Wednesday pm.

regards,

bill

Dr. William L. Rooney
Professor, Sorghum Breeding and Genetics

Chair, Plant Release Committee
Texas A&M University
College Station, Texas 77843-2474
979 845 2151

-----Original Message-----

From: Emily Hallam [mailto:editorial@horseshoemedia.com]

Sent: Monday, September 21, 2009 3:48 AM

To: wlr@tamu.edu

Subject: request for interview

Dear Mr Rooney,

I'm writing to you from Biofuels International Magazine in London. We are the only international publication dedicated entirely to the biofuels sector.

For the up-and-coming October issue of the magazine I am writing a feature on the use of sweet sorghum as a bioethanol feedstock. I was wondering whether you would be able to put aside some time this week for a brief 20min phone interview to discuss the crop and A&M's development of it. I was assured by Mr Cesar Granda of Terrabon that you were the man to talk to!

I hope to hear back from you soon,

Kind Regards,

Emily Hallam

Editorial Assistant

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editorial@horseshoemedia.com

William Rooney, ~~Associate Professor in the Department of Soil & Crop Sciences at of~~ Texas A&M University's ~~Institute for Plant Genomics and Biotechnology~~ is currently developing a sorghum hybrids-crop that are to be used as a dedicated bioenergy crop. ~~to overcome the key challenges which sorghum farming presents.~~ The Energy crop company Ceres has invested \$5 million in an exclusive, multi-year joint research and commercialisation agreement for both high-biomass sorghum and sweet sorghum. These hybrids ~~plants~~ are not designed to produce grain, but to yield large amounts of ~~vast amounts of~~ biomass.

Research pertaining to the development of sorghum as an energy crop was initiated nearly thirty years ago. The process was started in the 1970s, when rising oil prices led to a flurry of research into heterosis of sorghum, but most initial development/improvement efforts were shelved when the oil market recovered in the mid to late 1980s.

~~“Whilst S~~sorghum hybrids for grain or forage have been around for a long time, but this is the first time that a hybrid sorghum ~~system has been is being~~ developed specifically for the bio energy consumer market,” says Rooney.

The heterotic sorghum substantially out-yields conventional sorghum. Texas A&M researchers are is also working on expanding the range of the crop for earlier planting in cooler and drier conditions, ~~especially on so-called marginal or unproductive land.~~ According to Cesar Granda of Terrabon, A&M is also working on a low-lignin breed of sorghum, to eliminate the need for pre treatment altogether.

Ceres announced its collaboration with A&M in October 2007, but Rooney's research began almost a decade ago. “Hybris It should be available commercially in the next year, certainly by 2011,” says Rooney. If the expectations are met, the new sorghums processed by next-generation conversion technologies could yield a whopping 2000 gallons/acre (18,800 l/ha) of cellulosic ethanol, more than four times the current starch-to-ethanol process.

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Comment [MSOffice1]: We do have lower lignin types of sorghum, but we are NOT promoting them for energy production because of significant concerns pertaining to agronomic productivity. Cesar may not realize that and is telling you what he would like.....

Comment [MSOffice2]: I didn't say this. The actual amount depends greatly on process, yield and logistics. For example, if we have an average yield of 12 dry tons/acre and the conversion is 80 gallons/ton, then the production would be 960 gallons/acre. Those 2000 gallons are derived from maximum agronomic yield and maximum conversion potential. Some day we might be there, but not yet.