

**2013 ANNUAL REPORT**  
**MINNESOTA SUNFLOWER COUNCIL**

**PURPOSE:**

The purpose of the "promotional order" is to generate funds equitably from sunflower producers for the establishment of market development, utilization, public relations, advertising, promotion and research programs and/or projects to benefit the sunflower farmer in the production and sale of sunflower and sunflower products. This may include, but shall not be limited to, the following:

- A. Participation in and cooperation with state, regional, national, or international activities directly or indirectly, or as a result of contract or agreement with other persons or organizations that assist in developing new markets, expanding existing markets, and reducing costs of marketing of sunflower and sunflower products.
- B. Participation in and development of research projects and programs that will assist in the development of new varieties, improved production and handling methods.
- C. Devise, adopt, and conduct a program of education and publicity and any other programs and projects that will assist in the development of the Minnesota sunflower industry.

**PRODUCTION RESEARCH FUNDED:**

The National Sunflower Association continues to make significant commitments to production research. A few of many research projects that were funded in 2013:

- 1. Development of Management Strategies to Control Sunflower Rust Using Genetic Resistance and Fungicides: \$4,300
- 2. Phomopsis Resistance Evaluation of USDA Cultivated Sunflower Germplasm: \$8,635
- 3. Characterization of Phomopsis species in the US: Species prevalence, pathogenicity and development of a greenhouse screening technique: \$37,650
- 4. Evaluation of current and experimental fungicides for management of downy mildew, and evaluation of elite germplasm for resistance to Downy Mildew and Rust: \$4,000
- 5. Molecular mapping of resistance genes effective against newly emerged, virulent races of downy mildew in sunflower: \$19,672
- 6. Field Evaluation of a Combine Fire Prevention Device: \$36,800
- 7. Evaluation of 9,10 Anthraquinone bird repellent for managing blackbird damage to ripening sunflower: \$5,000
- 8. Identifying and mapping modifiers of high oleic and high oleic, low sat fatty acid composition: \$38,700
- 9. Evaluation of Sunflower for Resistance to Seed- and Stem-Infesting Insect Pests: \$23,156
- 10. Evaluation of Pericarp Hardness Traits for Resistance to Seed-Feeding by the Sunflower Moth: \$26,240
- 11. Doubled Haploid Production in Sunflower: \$52,000

12. Eliminating Sunflower Rust in Confection Sunflower Through Aggressive Breeding and Isolate Identification: \$76,100
13. Conduct annual survey of the sunflower crop to determine production issues that may need research/education attention: \$14,500

**FOREIGN MARKET DEVELOPMENT: (\$66,000)**

The NSA continues to be a cooperator with the USDA FAS for matching dollars in overseas market development. The NSA operates in five countries with a USDA allocation of approximately \$1.5 million annually. The NSA must provide staffing for this work and provide a significant match in terms of in-house expenditures. Activities in Mexico, Spain, Turkey and Germany are for confection sunflower in-shell seeds and kernel. The activities in Canada are directed toward sunflower oil.

**COMMUNICATIONS: (\$52,000)**

Production and marketing information is made available to producers and industry members through *The Sunflower* magazine, newsletters, media releases and meetings. The magazine, the website and newsletters continue to be the mainstay of the communications system. *The Sunflower* magazine has a mailing list of nearly 30,000. The magazine has 6 issues per year. The website attracts an average of over 50,000 hits a month. The website is updated daily. A newsletter is written every two weeks. A media letter is written weekly. Production updates are emailed to certified crop advisors and extension agents during the production season. The NSA conducts the annual Research Forum where public researchers present their year's findings. The NSA holds the annual Summer Seminar which is for grower and industry members. The NSA added a communications director in 2010 to better staff these numerous