

**2014 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 2014:

**Title:** Molecular mapping of resistance genes effective against newly emerged, virulent races of downy mildew in sunflower: \$24,876

**Title:** Downy Mildew: Establishment of Baseline Sensitivity to two Fungicides and Monitoring for the Development of Fungicide Resistance and Pathogen Race Changes: \$23,342

**Title:** Evaluation of Fungicides for Management of Phomopsis Stem Canker: \$16,000

**Title:** Inheritance and Mapping of Sunflower Insect Resistance Traits: \$16,720

**Title:** Timing of Irrigation for Tall and Short Stature Sunflower Hybrids to Help Improve Land: \$20,000

**Title:** Nitrogen & Phosphorus Recalibration for Sunflower in the Northern Plains: \$75,173

**Title:** Development of Confection Sunflower Effectively Resistant to Downy Mildew and Rust: \$77,500

**Title:** Doubled Haploid Production in Sunflower: \$39,280

**FOREIGN MARKET DEVELOPMENT: (\$33,000)**

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: (\$26,000)**

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.