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**2016 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 2016:

Title: Evaluation of an integrated managed approach (fungicides + genetics) for management of Phomopsis stem canker on sunflowers: \$40,563

Title: Evaluation of new, generic and pre-mixed fungicides for management of rust on susceptible and moderately resistant hybrids: \$10,000

Title: Inheritance and mapping of sunflower insect resistance traits: \$19,996

Title: Efficacy and economics of insecticide seed treatments for management of wireworms and seed corn maggots in sunflower: \$35,913

Title: Benefits of insect pollination to confection sunflowers: \$4,125

Title: Insecticide effectiveness for Texas-Kansas sunflower moth control: \$20,000

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

Title: Identifying and mapping modifiers of high oleic and high oleic, low sat fatty acid composition: \$27,945

Title: Seed singulation for precision planting of sunflower for good stand and plant population: \$19,110

Title: Development of Confection Sunflower Effectively Resistant to Downy Mildew and Rust: \$108,230

Foreign Market Development: (\$35,000)

The NSA continues to be a cooperator with the USDA Foreign Ag Service 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. Canada is the only oil export market targeted with USDA funds. Germany, Mexico, Spain and Turkey are market targets for confection sunflower.

Communication: (\$30,000)

The Sunflower magazine, the website and newsletters continue to be the mainstay of the communications system. *The Sunflower* magazine has a mailing list of nearly 25,000. 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 were emailed to certified crop advisors and extension agents during the production season. The NSA conducted the annual Research Forum where public researchers present their year's findings. The NSA held the annual Summer Seminar which is for grower and industry members.