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2022 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 2022:

Title: Determining Fungicide Effectiveness to Manage Phomopsis Stem Canker: \$37,882

Title: Host-Pathogen Interaction in Phomopsis Helianthi Infection: \$32,882

Title: Quantification of Yield Loss from Rhizopus Head Rot in Sunflower: \$12,000

Title: Evaluating Red Sunflower Seed Weevils for Pyrethroid Susceptibility: \$45,000

Title: Using Insect Biology and Cultural Practices for Management of Red Sunflower Seed Weevil: \$20,600

Title: Integrating Cover Crops and Residual Herbicides to Control Glyphosate-Resistant Weeds in Hi Plains Sunflower Production: \$32,000

Title: Evaluating Group 15 Herbicide Efficacy on Pigweed Species in Sunflower: \$7,559

Title: Spring Weed Burndown Options for Sunflower: \$5,600

Title: Efficacy of an Avian Repellent Applied via a Spraying Drone for Repelling Blackbirds from Sunflower Fields: \$33,319

Title: Extending the USDA Sunflower Breeding Program to Address Producer Outcomes: \$119,186

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 and Japan are oil export markets targeted with USDA funds. Germany, Mexico, and Spain 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 18,000. 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 week. Production updates were emailed to certified crop advisors and extension agents during the production season. The NSA conducted the annual Research Forum in-person and via Zoom where public researchers present their year's findings. The NSA held the annual Summer Seminar which is for grower and industry members.