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**2019 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 2019:

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

Title: Effect of Sunflower Growth Stage on Phomopsis Stem Canker Development: \$21,418

Title: Effectiveness of Fungicides to Manage Phomopsis Stem Canker of Sunflower: \$24,480

Title: Investigating the Impact of Diseases and Associated Factors on Yield: \$25,500

Title: Sunflower Nectar Volume: Impact on Pollinator Choice and Genetic Determination: \$35,000

Title: Evaluate the Distribution of Red Sunflower Seed Weevil Populations that are Resistant to Pyrethroid Class Insecticides: \$15,000

Title: Evaluating New Insecticides for Wireworm Control in Sunflower: \$4,069

Title: Influence of Rainfall on the Timing and Efficacy of Pre/Post Soil Residual Herbicides for Control of Herbicide Resistant Kochia and Palmer Amaranth Plains: \$32,500

Title: Evaluation of Sunflower Tolerance to Fall-Applied Herbicides: \$1,250

Title: Identification and Mapping of Genetic Factors Affecting the Stability of Oleic Acid in Inbred Lines and Hybrids: \$24,260

Title: Early Maturing Sunflower for Double Crop Use in the Central Plains: \$19,778

Title: Assessing the Importance of Plant Spacing Heterogeneity (skips, doubles, gaps) on Yield, and Heritability of Seedling Emergence in Field Conditions: \$35,690

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 22,000. 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 where public researchers present their year's findings. The NSA held the annual Summer Seminar which is for grower and industry members.