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2025 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 signification commitments to production research

A few of many research projects that were funded in 2025:

Title: Determining Fungicide Effectiveness to Manage Phomopsis Stem Canker: \$14,305

Title: Determination of Rust (*Puccinia helianthi*) Virulence in Northern Great Plains: \$31,321

Title: Evaluating Options for Increasing the Efficacy of Insecticides for Red Sunflower Seed Weevil Management: \$34,425

Title: Spring Weed Burndown Options for Sunflower: \$10,000

Title: Kochia Control with Combinations of Pre-Emergence Herbicides: \$21,000

Title: Extending the USDA Sunflower Breeding Program to Address Producer Outcomes: \$116,134

Title: 2025 Sunflower Crop Survey: \$14,500

Foreign Market Development: (\$40,000)

The NSA continues to be a cooperator with the USDA Foreign Ag Service for matching dollars in overseas market development. The NSA operates in four countries with a USDA allocation of approximately \$1.2 million annually. The NSA must provide staffing for this work and provide a significant match in terms of in-house expenditures. Canada is an oil export markets targeted with USDA funds. Germany, Mexico, and Spain are market targets for confection sunflower.

Communication: (\$35,000)

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 16,000. 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.