

SECTOR PROFILE AT A GLANCE

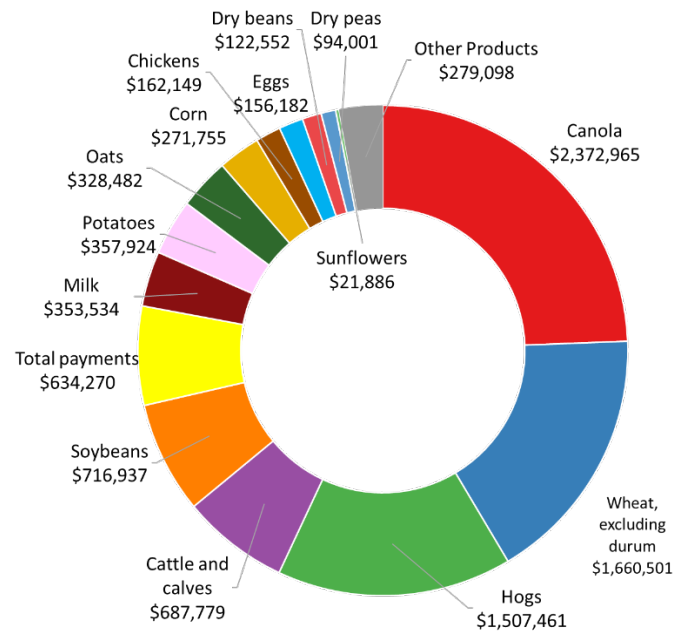
Sunflowers



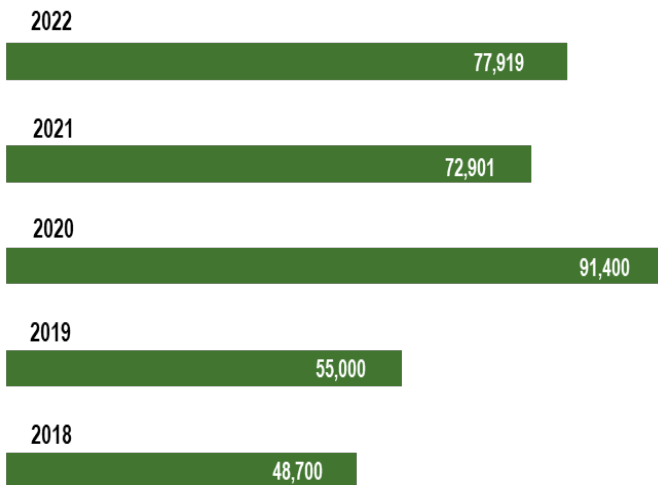
Highlights

- Manitoba's climate and soil are ideally suited to growing sunflowers, making it home to 93 per cent of Canada's sunflower production.
- Sunflower seeds are a key ingredient in confectionary and birdseed products. They are also an ingredient in baking and animal feed.
- Manitoba's 2022 farm cash receipts for sunflower seeds were \$22 million.

Farm Cash Receipts (2022, '000 of dollars)



Production (metric tonnes)



Source: Statistics Canada



Processing

- Whole sunflower seeds are roasted and packaged for human consumption. In Manitoba, Sunny Day Products and Ronnie's Original Jumbo Seeds process and market roasted sunflowers.
- The baking industry primarily uses de-hulled kernel sunflower seeds.
- Sunflower oil production utilizes black-shelled oilseed, which is rich in oil. Manitoba oilseed sunflowers for crush are exported to the U.S. for processing.
- The bird food market is key for Manitoba sunflowers with companies such as Pick of the Birds, Agri-tel, Scoular, R-Way Ag and Turtle Mountain Seed Company serving this market category.
- Sunflower seeds also serve as a high-energy feed source for livestock thanks to their high oil content. Replacing a part of barley or silage with sunflower seeds in cattle rations can enhance conjugated linoleic acids content in milk and meat.

Marketing and Trade

- In 2022, Manitoba exported over 29 million kilograms of sunflower seeds (broken or whole), valued at \$37.6 million. This is approximately 40 per cent of annual production.
- The United States is the dominant market for Manitoba's exports of sunflower seeds, accounting for 98 per cent of the 2022 exports.

DID YOU KNOW?

- The town of Altona hosts the annual Sunflower Festival to celebrate Manitoba's sunflowers.
- Sunflowers are the only oilseed native to the northern Great Plains of North America.
- Sunflower crops are a favourite pollen source for Manitoba's honeybees.
- The oil and protein content in sunflower seeds is 50 and 20 per cent, respectively.
- Sunflower seeds are a nutrient-dense and healthy snack or baking ingredient. Tests have linked positive effects in lowering blood pressure, reducing inflammation and moderating blood sugar.
- The Canadian Grain Commission establishes grade standards for both confection and oil sunflowers.
- The Manitoba Crop Alliance (MCA) represents the sunflower growers in Manitoba and works to ensure the profitability and long-term growth of the sunflower sector. MCA maintains a buyer list at www.mbcropalliance.ca/about/about-mca

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