

## TRENDS IN BIRDSEED AND CONFECTIONERY TRADE

By

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After reviewing this assignment, I have decided that the best approach to this topic would be through the use of the talents of some of our friendly competitors in the industry. Therefore, we have divided this subject into three general topics with Mr. Deryl Bondshu of the Ed J. Lyng Company of Modesto, California, presenting the information on the sunflower situation in the Western U.S.A. - which is grown and handled somewhat differently than our crop in the Midwest.

Secondly, Mr. Todd Gunkelman of the R. F. Gunkelman Company of Fargo, North Dakota, has agreed to give a report on the impact of the newly-formed Sunflower Growers Association in the Midwest.

At this time I would like to ask Mr. Deryl Bondshu to make his report, followed by Mr. Todd Gunkelman, after which I will report on the situation of edible and confectionery sunflowers in the Midwest.

Keeping in mind the information submitted by Mr. Gunkelman and Mr. Bondshu, I would like to give you a brief resume of the growth of the bird food and confectionery industry in the Valley.

Beginning with 1962 when the acreage of sunflower grown in the Red River Valley of North Dakota and Minnesota was at about 25,000 acres, most of which was marketed through the bird food channels in the East. The acreage has increased steadily with some peaks and valleys to 1968 when about 130,000 acres of sunflowers were planted for this market of which about 30,000 acres went to the edible trade and to bird feed. The purchase price of sunflowers by processors has varied throughout this period from \$4.12 cwt. average in 1964 to \$5.60 cwt. in 1966. (These figures from Minnesota and North Dakota Crop Reporting). These prices again have been affected by changes of the planted acreage and by the winter condition in the bird food marketing area of the East.

The edible end of the sunflower business has increased steadily until it is estimated that 30% of the bird and confectionery type sunflower will find their way into the edible markets this crop year. Most of this market is satisfied by the large-seeded variety such as Mingren, Commander, and Mennonite. Large seed of these varieties are sized out and marketed through edible channels with the smaller heavier seed going into the wild bird food trade.

Our industry looks to research people in all phases - agronomic, genetic, entomological, and pathological for help in successfully producing this crop in the years ahead.

We feel that with varieties with a high degree of resistance to some of the more prevalent diseases, we would be able to achieve a higher average yield.

- (a) Downy Mildew (Plasmophoria)  
Verticillium Wilt  
Septoria  
Rust  
Sclerotinia Wilt

are just a few of the diseases that take a portion of our crop each year. I feel that sources of resistance are available for most of the diseases if they could be combined into a production variety.

- (b) We have not had serious problems with insects, but:

1. Each year we lose a portion of the seed to sunflower head moth (Phalonia and Homoeosoma).
2. The sunflower beetle has also been a common insect in sunflowers - probably not causing economic damage.
3. Again clearance of insecticides that would not be too harmful to pollinators would give a yield boost, I am sure.

- (c) We feel that in order to improve the inherit ability of the sunflowers to yield substantially more, it is important that we have a reliable hybrid sunflower.

I am sure that we need to know much more about the cultural methods best suited to raising consistently high yield of sunflower. Again, we would look to researchers to devote some time and effect to plant food utilization for this crop and also to herbicidal control of weeds. A post emergent selective herbicide would be ideal to give growers a great boost in yield, especially in wet years when cultivation is hampered.

The future growth potential of this industry is great, both in the bird food area where summer feeding of wild birds in the South and West is providing an expanded market outlet, and in the edible area where the vast Eastern market for the in-shell and hulled seed has barely been scratched.

Our industry's needs as to disease, insect control, and cultural practices would be basically the same as the oil industry.

However, in an ideal variety, we would like:

- Number 1 - Yield
- Number 2 - Large Seed
- Number 3 - High Protein, Low Oil
- Number 4 - Better Percentage of Nut Meat to Hull

We look forward to the next period in this industry and are confident that researchers will solve many of the problem areas we have spoken of.

We look to 2,000#/A average yields in this area in the future.

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A REVIEW OF THE NUTRITIONAL VALUE  
OF SUNFLOWER MEAL

By

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(Paper presented, at conference, by Dalton E. Gandy)

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