



SUNFLOWER

2020 HYBRID
& MARKET
GUIDE



NUSEED

A DIFFERENT KIND OF SEED COMPANY

Nuseed is unique in that we concentrate on a few core crops with exceptional potential: canola, sorghum and sunflowers. We combine significant worldwide resources with regional knowledge and experience to deliver products that answer the individualized needs of specific areas.

SUNFLOWERS - PRIORITY FOCUS

Supporting Canada, Nuseed has a specialized team of in-market breeders, agronomists, and product and marketing managers working toward one focus – developing and delivering premium sunflowers.

Nuseed personnel are not distracted by any other crop, chemistry or input. We are passionate about all things sunflower and have a vested interest in the success of every grower, processor and dealer in the channel.

NUSEED IS COMMITTED TO SUNFLOWERS

In Canada, Nuseed continues to demonstrate its local commitment to sunflowers. Nuseed sunflowers are tested extensively throughout the core sunflower growing regions of Manitoba and Saskatchewan. Our breeding team utilizes local Canadian results to breed finished hybrids at our Breckenridge, Minnesota and Woodland, California research stations.

Seed production and packaging takes place in the ambient environments of the Western U.S. to ensure a consistent and quality supply. Once packaged and treated with the latest seed protection technology, seed is shipped directly to our network of committed and experienced dealers located strategically throughout key growing areas.



SUNFLOWERS

AN IMPORTANT AGRICULTURAL CROP

While the vibrant, strong sunflower is recognized worldwide for its beauty, it is also an important food source. Sunflower oil is a valued and healthy vegetable oil, and sunflower seeds are enjoyed as a healthy snack and nutritious ingredient to many foods.

THE THREE SUNFLOWER MARKETS

CONFECTION This highly recognizable black and white seed serves as a tasty and healthy snack or food addition. Confection sunflower hybrids are planted at a lower population in the field to grow longer more plump seeds. The largest of the seeds get sold to the in-shell market, what you eat at baseball games, while the smaller seeds are utilized in the dehull market, where they are sold as sunflower kernels for baked goods.

OIL Oil sunflower hybrids are utilized for the oil that can be extracted from the seeds. Natural sunflower oil is a combination of monounsaturated, polyunsaturated, and low levels of saturated fat. Oil sunflowers are generally classified based on their oleic (monounsaturated fat) content.

PRIMARY CATEGORIES OF COMMERCIALY AVAILABLE HYBRID SEEDS

NUSUN® = OLEIC LEVELS OF 55-75%

HIGH OLEIC = OLEIC LEVELS GREATER THAN 82% (COMMON MINIMUM CRUSH REQUIREMENT)

CONOIL (DEHULL) As a cross between confection and oil-type seed, conoils provide ultimate versatility. Conoils have a higher yield and oil content than traditional confection seed and, although they are usually dehulled for baking needs, they may also be used in the confection and oil markets.

HERBICIDE TOLERANT TRAITS

Sunflowers are considered a non-GMO crop, but herbicide tolerance has been established through years of selective breeding. Nuseed has built in the Clearfield® or DuPont™ ExpressSun® traits into a number of hybrids to help growers manage their weeds.



The Clearfield Production System for sunflowers provides growers with broad-spectrum residual grass and broadleaf weed control, including ACCase resistant weeds. The Clearfield system combines high-yielding sunflower hybrids with SOLO® herbicide for superior postemergence weed control in no-till, minimum or conventional-tillage systems.



DuPont ExpressSun sunflower hybrids are tolerant to Express® SG herbicide. This revolutionary production system offers broad-spectrum control or suppression of broadleaf weeds, a simplified approach to weed control in sunflowers, improved yield potential through enhanced weed control, a cost-effective crop management solution, and complete re-cropping flexibility the following year.

CONFECTION

Confection sunflower production is divided into three markets by the size of the seed grown. The largest of the seeds are sold in the shell. These are the familiar snacking seeds in a heavy black shell with a characteristic white stripe. They are generally over half an inch in length with half their weight coming from the kernel. The medium-sized seeds are mechanically hulled by the processor and sold into the kernel market. They can be sold raw, roasted as a snack or used as an ingredient. The smallest of the sunflower seeds are used in the bird feed and pet food market.

6946 DMR

INDUSTRY LEADER

MARKET Confection **TRAIT** None **DMR** Yes

#1 PREFERRED HYBRID BY PRODUCERS AND PROCESSORS.

Exclusive to Canada, 6946 DMR is the industry's leading confection hybrid that delivers the highest test weight of any confection hybrid on the market. Early maturity, genetic resistance to multiple races of downy mildew, large seed size for in-shell and excellent dehulling percentage make it great for northern production.

- High yield in northern regions
- Excellent rust tolerance
- Early maturity and large seed size
- Excellent dehuller with high nutmeat percentage

PANTHER DMR

MARKET Confection **TRAIT** None **DMR** Yes

Panther DMR offers confection growers excellent yield potential and high test weight. Known for its very early maturity and great standability, this processor preferred hybrid with downy mildew resistance is a perfect fit for northern growers.

- Very high percentage of large seed
- High yield and test weight
- Shorter height, uniform plant type
- Very early flowering

HYBRID	MATURITY	SEED TYPE	DROUGHT TOL.	UNIFORM. AT FLOWER	TEST WEIGHT	DRY DOWN	YIELD FOR MATURITY	PLANT HEIGHT	STALK RATING	ROOT RATING	LATE SEASON PLANT HEALTH	EMERGENCE
6946 DMR	EARLY	RT	7	7	9	8	9	6	7	6	8	7
PANTHER DMR	EARLY	LT	6	7	8	7	8	6	8	7	7	7

HYBRID RATING SCALE 1 = Poor, 9 = Excellent (excluding Plant Height)
 PLANT HEIGHT RATING SCALE 1 = Shortest, 9 = Tallest

ABOUT 50% OF CANADIAN SUNFLOWER CROPS ARE GROWN FOR CONFECTION SEED.





HIGH OLEIC OILSEED

High oleic sunflowers were developed through traditional breeding methods to deliver much higher levels of monounsaturated fats (oleic content) than traditional oil sunflower seeds. High oleic sunflower oil has a longer, more stable shelf-life, neutral taste profile, and heart healthy benefits that make it attractive for commercial cooking applications. A typical fatty acid profile for high oleic oil is greater than 82% oleic acid, with some hybrids producing as much as 90% oleic acid.



COBALT II

MARKET High Oleic **TRAIT** Clearfield **DMR** Yes

Cobalt II is an early and disease resistant high oleic hybrid. A great fit for both wet fields and late plantings, Cobalt II also delivers high yields to back it up. With excellent disease resistance including protection against multiple races of downy mildew, Cobalt II is a hybrid you can rely on.

- High oleic, SOLO herbicide tolerant
- Excellent disease resistance
- Excellent seed set and center fill
- Shorter plant height



N4H302 E

MARKET High Oleic **TRAIT** DuPont ExpressSun **DMR** No

A welcomed addition to Nuseed’s high oleic lineup, N4H302 E will not disappoint. Best suited for the northern growing regions, this hybrid moves well from east to west. N4H302 E impresses producers all season long with its early season emergence and excellent oleic content at harvest.

- High oleic, Express herbicide tolerant
- Excellent high oleic content
- Great early season emergence
- Good late season plant health

HYBRID	MATURITY	DROUGHT TOL.	UNIFORM AT FLOWER	TEST WEIGHT	DRY DOWN	OIL CONTENT	YIELD FOR MATURITY	PLANT HEIGHT	STALK RATING	ROOT RATING	LATE SEASON PLANT HEALTH	EMERGENCE
COBALT II	EARLY	7	9	7	8	6	8	5	8	8	7	8
N4H302 E	MED-EARLY	7	8	7	8	7	7	6	7	6	7	9

HYBRID RATING SCALE 1 = Poor, 9 = Excellent (excluding Plant Height)
PLANT HEIGHT RATING SCALE 1 = Shortest, 9 = Tallest



SUNFLOWERS CONTAIN MORE VITAMIN E THAN ANY OTHER VEGETABLE OIL.

NuSun[®] OILSEED

The NuSun sunflower oil profile was developed by the U.S. National Sunflower Association, in coordination with the USDA, to create an oil essential for the food industry. NuSun oil has a naturally high smoke point and does not require trans-fat creating hydrogenation to remain stable at high temperatures. It has a good shelf life and neutral taste profile making it an excellent choice for frying oil. A typical fatty acid profile is 65% oleic acid, 26% linoleic acid and 9% combined saturates.

NuSun[®] TALON

MARKET NuSun **TRAIT** DuPont ExpressSun **DMR** No

Looking for market flexibility? Talon produces a valuable grain for the bird food market while providing growers additional marketing options for dehull or crush as required. Concerned about tough growing conditions? Talon is an early hybrid with excellent stalk and root strength. Weed pressure a problem? Talon is an ExpressSun hybrid and is a versatile solution for growers.

- NuSun, Express herbicide tolerant
- Excellent hullability and meat-to-hull ratio
- Early maturity, single-cross hybrid
- Excellent root strength

NuSun[®] N4HM354

MARKET NuSun **TRAIT** Clearfield **DMR** Yes

N4HM354 is the newest NuSun hybrid from Nuseed. The high yield potential for this medium-early hybrid and its fit from Canada to Texas make it stand out from the rest. Great oil content, resistance to multiple races of downy mildew and strong stalks are additional benefits that make N4HM354 a must have for your farm.

- NuSun, SOLO herbicide tolerant
- Consistent yield, oil profile
- Great root and stalk strength
- Widely adapted across multiple growing regions

HYBRID	MATURITY	DROUGHT TOL.	UNIFORM AT FLOWER	TEST WEIGHT	DRY DOWN	OIL CONTENT	YIELD FOR MATURITY	PLANT HEIGHT	STALK RATING	ROOT RATING	LATE SEASON PLANT HEALTH	EMERGENCE
TALCON	EARLY	6	8	6	7	5	7	5	7	8	6	7
N4HM354	MED-EARLY	7	8	7	8	8	9	6	8	8	7	8

HYBRID RATING SCALE 1 = Poor, 9 = Excellent (excluding Plant Height)
PLANT HEIGHT RATING SCALE 1 = Shortest, 9 = Tallest

SUNFLOWERS ARE ONE OF THE VERY FEW PLANTS DOMESTICATED IN NORTH AMERICA.

INDEPENDENT SALES REPRESENTATIVES

MANITOBA

BEAUSEJOUR

Carl Bangert | 204-268-4294

CARBERRY

Redfern Farm Services | 204-834-3356

CARMAN

Bud McKnight Seeds Ltd. | 204-745-2310

DELORAINE

Paterson Grain | 204-747-2333

DUGALD

Southeast Seeds | 204-371-2898

ELIE

Shur-Gro Farm Supplies | 204-353-1250

GUNTON

Paterson Grain | 204-886-3401

HOLLAND

Paterson Grain | 204-526-2240

KILLARNEY

Paterson Grain | 204-523-8936

MACGREGOR

Shur-Gro Farm Supplies | 204-685-5685

MELITA

Paterson Grain | 204-522-3472

MORDEN

Norm/Philip Hildebrand | 204-362-0322

MORRIS

Paterson Grain | 204-746-2347

NEEPAWA

Shur-Gro Farm Supplies | 204-476-7580

NIVERVILLE

Paterson Grain | 204-388-6565

Southeast Seeds | 204-388-4818

OAKVILLE

Shur-Gro Farm Supplies | 204-267-2701

PIERSON

Paterson Grain | 204-634-2291

PORTAGE LA PRAIRIE

Shur-Gro Farm Supplies | 204-857-8741

SOMERSET

Delmar Commodities // 204-774-2126

SOURIS

Fraser Ag | 204-483-7333

ST. JOSEPH

Loewen Seeds | 204-324-7863

STEINBACH

Paterson Grain | 204-326-4405

TREHERNE

Ian/Harvey Pritchard | 204-526-7169

WESTBOURNE

Shur-Gro Farm Supplies | 204-274-3050

WINKLER

Scouler Canada | 204-325-9555

WINNIPEG

Bruce Stewart | 204-633-6010

WINNIPEG TERMINAL

Paterson Grain | 204-694-4445

ALBERTA

VAUXHALL

Nutrien Ag | 403-654-4464

SASKATCHEWAN

CARIEVALE

Paterson Grain | 306-928-2202

ONTARIO

AMARANTH

Holmes Agro | 519-914-0450

DOUGLAS

BDS Farms | 613-570-0677

IONA STATION

Campbell Seed | 519-671-9892

SUNFLOWERS ARE VERSATILE

Compared to other oil seed crops, sunflowers may be grown over a wide range of latitudes.

SUNFLOWERS ARE DROUGHT TOLERANT

Sunflowers have deep root systems allowing them to reach nutrients and water that other crops may not be able to access.



NUSEED

SUNFLOWERS: OUR STRENGTH

At Nuseed®, sunflowers are a top priority. We are committed to developing leading hybrids for North American growers and are demonstrating our commitment with dedicated breeding facilities and a team of sunflower experts devoted to supporting farmers and dealers.

- **IN-MARKET RESEARCH AND BREEDING**
- **COMPLETE HYBRID PORTFOLIO – ALL TRAITS**
- **COMMITTED TEAM OF SUNFLOWER EXPERTS**
- **EXPERIENCED AND COMMITTED DEALER NETWORK**

THE RIGHT SUNFLOWER HYBRIDS FOR CANADIAN FIELDS.



Information is provided in good faith for information purposes only. Always follow product label instructions and consult the seed bag and tag for detailed product information and warranty statements.

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