

SECTOR PROFILE AT A GLANCE

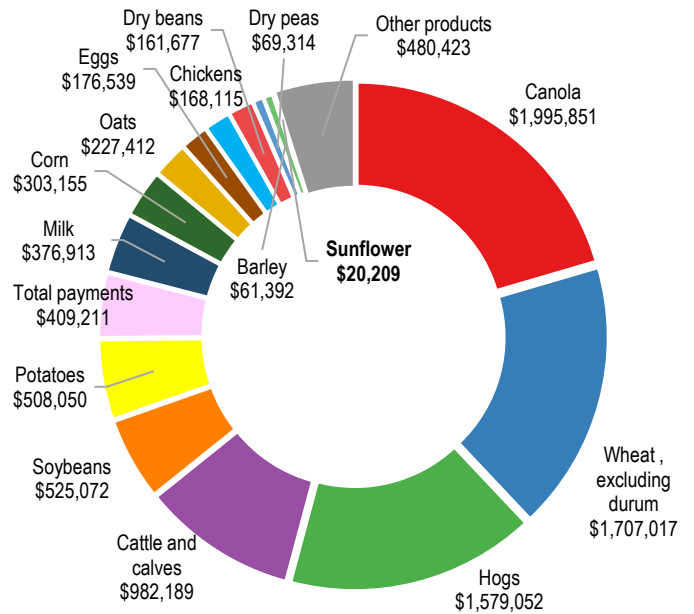
Sunflowers



Highlights

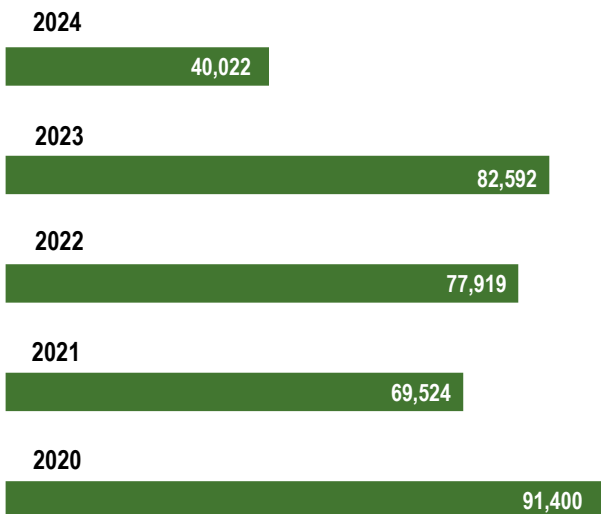
- Manitoba's climate and soil are well-suited to growing sunflowers, making it home to 79 per cent of Canada's sunflower production in 2024.
- Sunflower seeds are a key ingredient in confectionary and birdseed products and are also used in baking and animal feed.
- In 2024, Manitoba's farm cash receipts for sunflower seeds totaled \$20 million.
- That same year, farmers shifted away from oilseed sunflowers to other crops, resulting in nearly 50 per cent decline in production compared to 2023.

Farm Cash Receipts (2024, '000 of dollars)



Source: Statistics Canada

Production (metric tonnes)



Source: Statistics Canada Table 32-10-0359-01



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's oilseed sunflowers grown for crushing are exported to the United States (U.S.) for processing.
- The bird food market is a key outlet for Manitoba sunflowers, with companies such as Pick of the Birds, Agri-tel, Scoular, R-Way Ag, and Turtle Mountain Seed Company serving this segment.
- Thanks for their high oil content, sunflower seeds are also used as a high-energy feed source for livestock. Replacing part of the barley or silage in cattle rations with sunflower seeds in cattle rations can enhance the conjugated linoleic acid (CLA) content in milk and meat.

Marketing and Trade

- In 2024, Manitoba exported over 35.6 million kilograms of sunflower seeds (broken or whole), valued at \$35.4 million. This is approximately 89 per cent of the province's total sunflower seed.
- The U.S. is the dominant export market, accounting for 94.4 per cent of Manitoba's sunflower seed exports in 2024.

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 represents the sunflower growers in Manitoba and works to ensure the profitability and long-term growth of the sunflower sector.

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