
Confectionery Sunflower

SUNFLOWERS

-BACKGROUND-

- North America native taken to Europe around 1500
- Late 19th century seed found commercial use in U.S.
- 1975, first processing of confectionery sunflower in U.S
- 1987, Paradise Farms begins processing sunflower

Sunflower Types By Usage

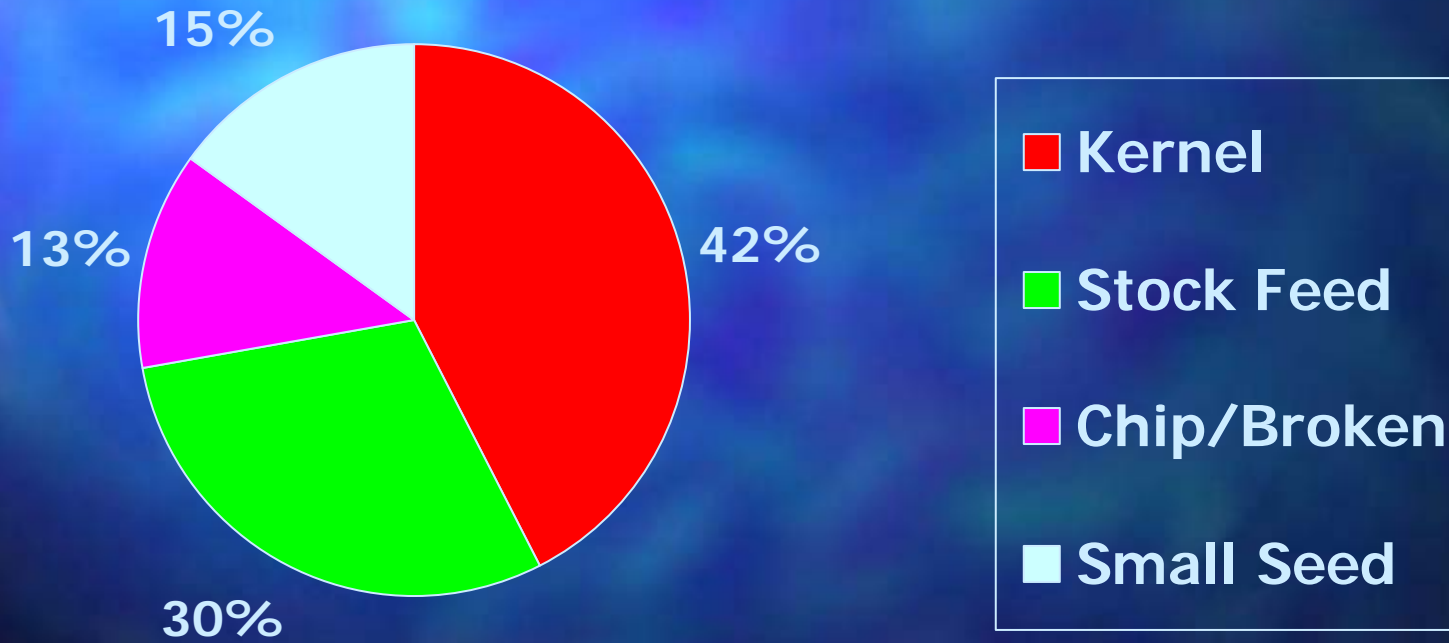
Inshell

- Black - oil
- Striped
(Confectionery, Birdseed)

Shelled

- Confection – plain roasted, flavoured, salted, food additive

Seed Split Up



Kernel Uses



- Raw, Roasted, Salted, Flavoured
- Breads, Cakes, Biscuits
- Health Snacks
- Breakfast Cereals
- Salad Dressings, Dips, Savories
- Chocolate
- Ice Cream
- Nut Replacement

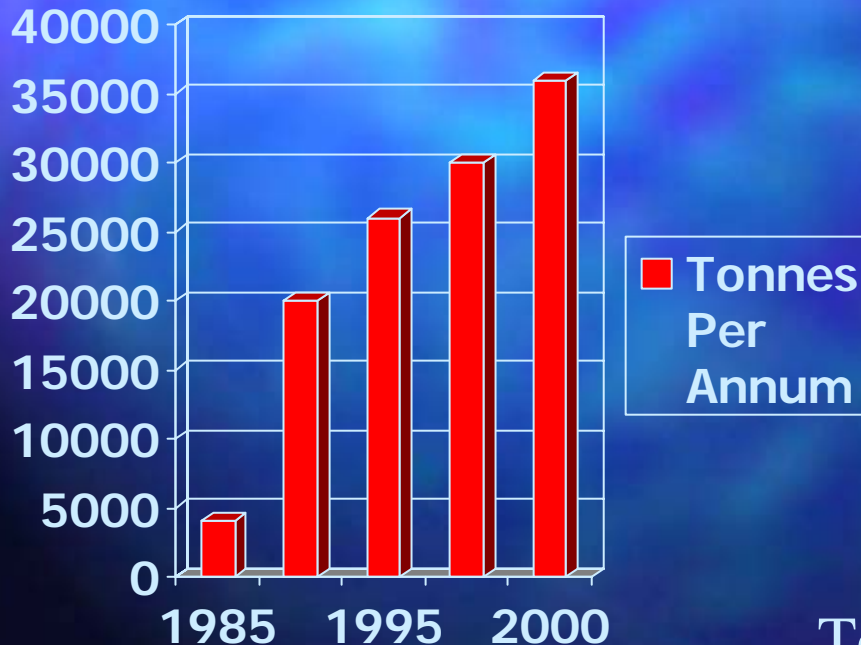
AUSTRALIAN MARKET

Kernel Only

- Immature but developing
- Annual Consumption = 2.5-3,000 tonnes
- Paradise Farms = 25-40% market share, balance imports from U.S & China
- Consumption trend - increase in usage approx: 14 % per annum - natural, convenient and healthy.

U.S Domestic Exports Confectionery Sunflower

Kernel Exports To Germany



WORLDWIDE

- In shell product
62,000 Tonne p.a
- Shelled kernel
63,000 Tonne p.a

Total US Production of 400,000 T

Sunflower Kernel Benefits To Products

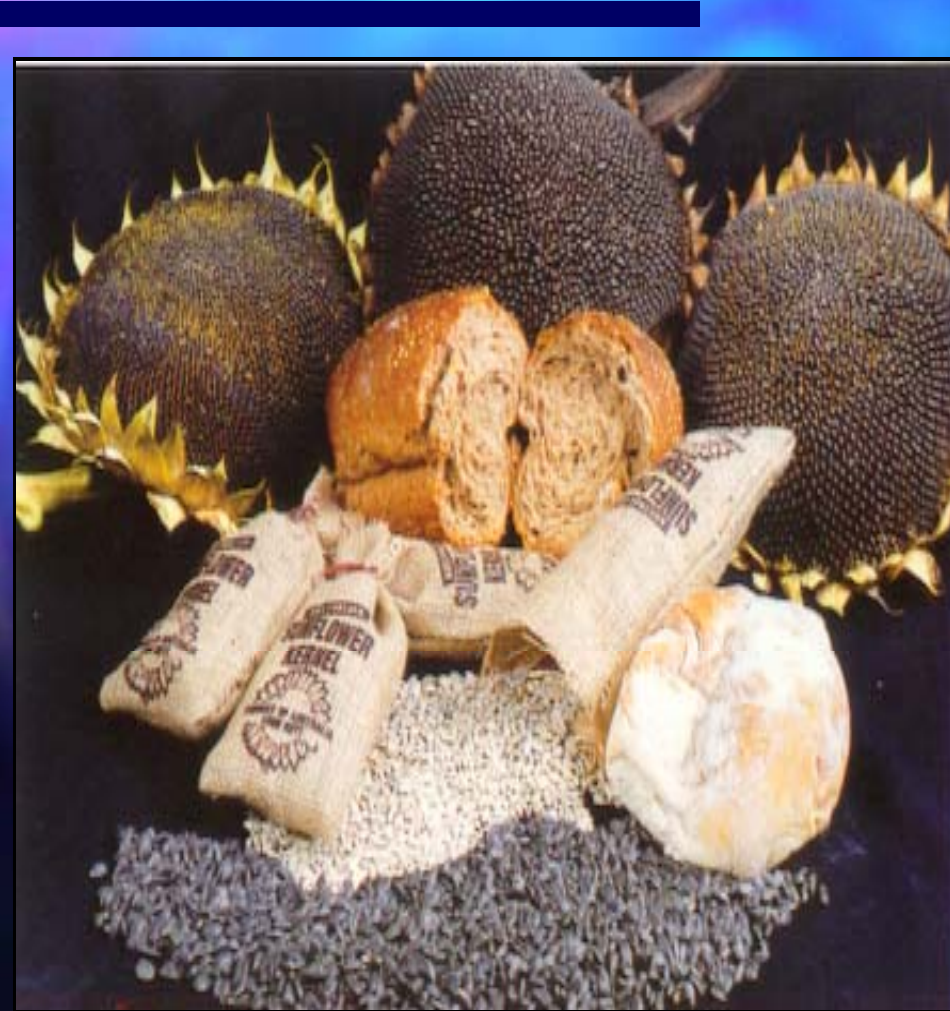
- Make it more visually attractive
- Give it a special crunchy texture
- Add a new and distinctive flavour
- Upgrades nutritional value
- Cheaper than using other nut products
- Avoids nut allergies

Paradise Farms

Challenges

- Consistent supply of quality seed (contract growers) from specific varieties
- Development of value added processes and products
- HACCP & Food Safety

Paradise Farms Customers



- Sanitarium
- Woolworths – Nature's Selection
- Goodman Fielder
- Uncle Toby's
- Select Harvests
- Domestic Food Traders

Industry Opportunities

- Increased demand in Australia (requires increased processing capacity to fulfill)
- 2 or 3 new dehulled varieties available for release next year
- Exports to China and Europe

China Opportunities

- Industry working with Breeders and Marketers
- Australia provides an alternate season to USA
- Demand of 100 000 tonnes per annum



China Challenges

- Confection material mostly from US
 - focused on large, long, whole seed
 - maturity too quick (seed set issues)
 - no resistance to Australian diseases
 - more suitable for supplemented irrigation areas
- Good material 2 - 3 years away

Challenges for Breeders

- Where should their focus be - domestic or export or both
- Price/Yield ratio to be comparable to oilseeds
- Price/Yield to compete with sorghum and corn

Conclusion

- Many opportunity for Confectionery/Dehulled Sunflower
- Domestic markets continually growing
- Significant breeding required to meet specifications and disease resistance for export markets
- Cautious enthusiasm for exports