

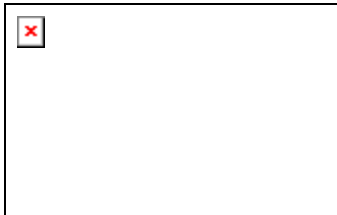
# Alternative Markets for Sunflowers



**Phil Albury – Philp Brodie Grains**

**&**

**David Montgomery – Oleo Industries**



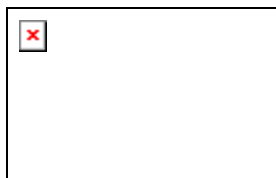
# Birdseed Market

- Dominated by Sunbird VII
- Approx 10,000mt traded domestically into produce stores and some export markets.
- NACMA Standard CSBS1.



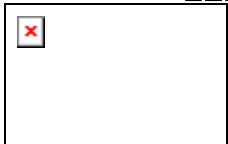
# **Bird Seed Grey Stripe Sunflower – CSBS 1 Bulk Farmers Dressed Purchasing Standard**

- Product Description – The seed shall be free of staining, well defined stripe, fresh, bright and of sound merchantable quality.
- Admixture – Allowable 6.0% maximum by weight and is subject to rejection at buyers option over 6.0%. Screen size retention on 7.5mm round on top screen and throughs on 4.0mm slot bottom screen.
- Weight – Minimum test weight of 38 kilograms per hectolitre.
- Moisture – 9.0% maximum as per Sunflower calibration chart. Marconi moisture meter set at ambient temperature.
- Insects – Nil tolerance of live insects.
- Soil - Nil tolerance - subject to rejection at buyers option.
- Objectionable Material – Refer terms of trade. Sclerotinia.



# Confectionery/Dehulling Market

- Major plants in Australia – Paradise Farms P/L NSW
- Will dehull mono, poly and birdseed types.
- Approx 8,000mt dehulled per annum domestically
- Up to 2,000mt of kernels imported into Australia p.a.
- 20% growth per annum in the kernel market.
- Best varieties for dehulling include Ausigold 4 & 50
- Large market for confectionery markets overseas
  - China, Subcontinent and Spain
  - Seed companies developing Hybrids to tap into this market.



# Birdseed & Horse Feed Market

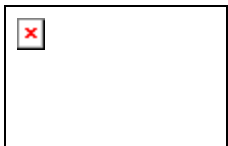
- Large Market both domestically and export
- Potentially up to 12,000mt traded annually (including export)
- No differentiation – Re Mono and Poly types
- Bought on presentation and weight
- Used in horse feed industry particularly in Sydney and Melbourne.
- Smaller market into birdseed mixes (20%)



# **Bird Seed Black Sunflowers – CSBS3**

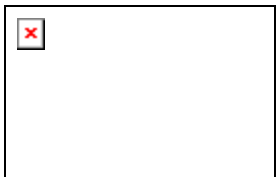
## **Bulk Farmers Dressed Purchasing Standard**

- Product Description – The seed is bright, shiny black colour in appearance and well sized. Seed should be fresh, free from staining, consistent with variety and type and of sound merchantable quality.
- Admixture – Allowable 6% maximum by weight and is subject at the purchaser's option over 6%. Screen size retention on 7.5mm round top screen and throughs 4.00mm slot on bottom screen.
- Weight – Minimum test weight of 38kg per hectolitre.
- Moisture – 9% maximum as per the sunflower calibration chart. Marconi moisture meter set at ambient temperature.
- Insects – Nil tolerance of live insects.
- Soil – Nil tolerance – subject to rejection at buyers option
- Objectionable Material – Refer Terms of Trade. Sclerotina.

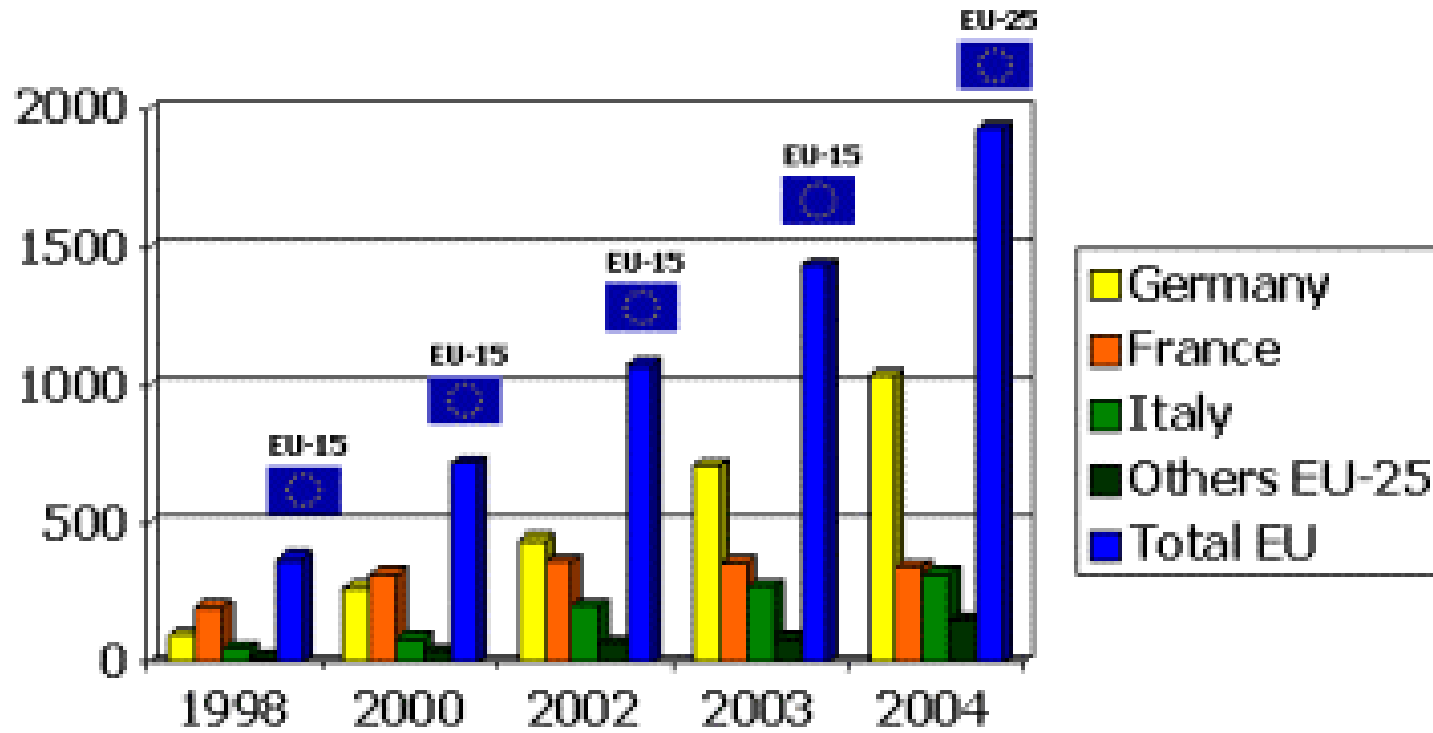


# Industrial Uses

- Fibre Composites consist of polymers
- A wide variety of vegetable oils can be utilised.
- Uses include
  - Building Industry
  - Transportation
  - Sports
  - Medical Science.



# Biodiesel



- 2 Million tonnes of biodiesel produced in 2004 in EU
- Increase at a rate of 35% annually since 2002

