



National Sunflower Association of Canada Inc.

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October 3, 2008

Dear Sunflower Grower,

The sunflower harvest has begun in Canada, and by all reports this year promises a good crop. As you harvest this year's sunflower crop, NSAC would like to update you on a few things the Association has been working on, and ensure your calendar is marked for Sunflower coming events.

Sunflower Field Day

The National Sunflower Association of Canada (NSAC) along with Western Agricultural Diversification Organization (WADO) and Manitoba Agricultural Food and Rural Initiatives (MAFRI) are hosting a Southwestern **Sunflower Field Day** on **Friday, October 10, 2008** beginning at **10:00 a.m.** The field day will be held at the NSAC Sunflower Post-Registration Trial located 1 mile north of Medora on PTH #254. The field day will provide growers with the latest information on disease, insects, markets and harvesting as well as much more. A complimentary BBQ lunch will be provided for those in attendance following the tour. For more information please contact Scott Day at (204)534-7633. Hope to see you all there!

Amendments to the Seed Regulatory Framework

As mentioned in the previous newsletter the Canadian Food Inspection Agency (CFIA) proposed amendments to the federal *Seeds Regulations* which were published in the June 27th Canada Gazette for a 75-day public comment period. The proposed changes include a movement of Sunflowers to Part III of the flexible variety registration which would no longer require pre-registration testing or merit assessment. A number of comments were forwarded to the CFIA from Sunflower growers, seed companies, processors and the Association on behalf of all members of NSAC. The 75-day comment period ended on September 11, 2008 and a meeting has been scheduled for October 28, 2008 in Ottawa to reveal the comments received from the proposed amendments as well as a last chance to state our case for the movement of Sunflowers to Tier II. NSAC will have representation in Ottawa to state our final position on this issue.

Manitoba Special Crops Symposium

Mark your calendars, the 2009 Manitoba Special Crops Symposium will be held February 11th and 12th at the Winnipeg Convention Centre located at 375 York Avenue, Winnipeg, Manitoba. Due to an increase in equipment production at MacDon, their Exhibition and Training Center was unavailable for the 2009 Manitoba Special Crops Symposium. This unexpected news led the Symposium Organizing Committee to tour a number of facilities in Winnipeg and Southern Manitoba in hopes of finding a new home. After an extensive search and exhaustive review process, it was decided the Winnipeg Convention Centre was the only site that could hold an event of the Symposium's size and caliber.

The agenda is starting to come together and keynote speakers Jolene Brown and Mike Kruger have been booked to speak both days. Jolene Brown will have you laughing while you learn, as she addresses "The Top Ten Stupid Things Families Do To Break Up Their Business"TM. Coming from West Branch, Iowa this real "Farmer Brown" uniquely understands the hearts, homes and the business of agriculture. Through humor, hope, and helpful ideas her messages are guaranteed to bring ideas to put into action and something good to talk about in the days to come.

Mike Krueger is the founder and President of The Money Farm. The Money Farm is a grain marketing advisory service located near Fargo, North Dakota, that works with individual farmers, country elevators and others associated with agriculture. Mike will provide a US perspective on marketing your sunflowers, corn and edible beans.

NSAC continues to be working on behalf of Canadian Sunflower growers; some of the current files the Association is currently addressing include the Registration of Authority, reviewing the proposed amendments to the Sunflower Variety Registration system, coordinating the Sunflower Post-Registration trials in conjunction with Manitoba Agriculture, Food and Rural Initiatives, preparations to conduct the 2008 Sunflower Survey, planning for the 2009 Manitoba Special Crops Symposium to be held February 11th and 12th, and continuing to update our website (www.canadasunflower.com).

Best of luck this harvest season and I hope to see you all at our Sunflower Field Day on October 10th. If there are any questions surrounding the tour, or any of the topics mentioned, please feel free to contact me at the information above.

Regards,



Darcelle Mabon
Executive Director

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of our Corporate Members: Thank-you!**

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