



Large sunflowers, such as these found at the Steve Evert Farm south of Caruso, are among the varieties of oil sunflowers producers will see and hear about from speakers at the Sunflower Celebration being held 7 a.m. to 4 p.m. on Friday at the Sherman County 4-H building.  
Photos by Tom Betz/The Goodland Star-News

# Sunflower has advantage in double cropping plan

**By Larry Kleingartner**  
*Association Executive Director*

"The demand for sunflower has never been stronger," says Lance Russell of Hays, president of the Kansas Sunflower Commission and a board member of the National Sunflower Association.

The combination of demand for healthy oils for producing potato chips and the growing popularity of in-shell sunflower seeds has pushed the price of 2007 new crop sunflower prices to an all time high.

Russell says that prices for sunflower delivered to the Goodland crush plant is \$17 per hundred weight delivered compared to \$12 last year.

"There is an oil premium for high oil content on top of that which makes sunflower look very attractive," said Russell.

Kansas State University agronomist Jeanne Falk of Colby, who covers Cheyenne, Sherman, and Wallace Counties in northwest Kansas, believes that double cropping sunflower after this year's winter wheat harvest may be a good fit for certain production systems.

"It may be worthwhile for producers, especially those with irrigated wheat, to look at double crop sunflowers. With the moisture we received this winter and the current prices, some producers are taking a second look to decide if double crop sunflowers will work into their systems," says Falk.

Double cropping sunflower is not new in the High Plains. For example, Tom Wright IV of Lakin has been double cropping sunflower for the last five years. The Kearney County farmer gets his sunflower planted by July 10 but has gone later.

Wright uses a combination of Spartan and Prowl right after seeding for weed control and follows up with water to activate the herbicides and get the seeds in moist soil. He has been very pleased with his weed control. He generally drops about 28,000 seeds per acre with his John Deere vacuum planter and claims that the addition of Cruiser seed treatment has greatly improved his plant stand.

Wright fertilizes for a 2,000 lb yield, which requires about 100 pounds of nitrogen. He splits his applications with about half going in at planting and the other half through his pivot system. His flowers are on split pivots with corn and the amount of water the flowers get is somewhat dependent on corn.

"I want to hit them with a good soaking at bud stage for sure. That's the most important stage for water needs," says Wright.

He tries to harvest at about 10 percent seed moisture and stores on-farm. He delivers to the crush plant in Goodland and generally gets a back haul of either meal or corn. He takes delivery at his storage facility from area farmers that don't have storage. Wright's long-term yield average is close to 1,800 pounds per acre.

Asked what he likes about sunflower he replies 'the price'. "At the \$17 level with an Act of God I don't have a lot of risk and sunflower is a hardy crop," says Wright.

What advice does he have for new growers? "Weed control and getting a good stand established are critical. These are the keys in my experience," says Wright.

Further to the east is Vernon Hurt of Sawyer, in Pratt County. He has been double cropping sunflower after winter wheat for the last three years, all of it dry land.

Hurt plants no-till in early July and has used Spartan for weed control. He is thinking he might go to Clearfield this year and use Roundup just before emergence.

"In our part of Kansas we usually have enough moisture for emergence and that is critical for sunflower. Good soil to seed contact is important," says Hurt.

Insects have not been an issue when planting in July; however, he did spray for the sunflower head moth in 2006.

Hurt harvests in October and shoots for 10 percent moisture.

"Harvesting too dry is a problem for potential combine fires," he said.

When asked if he has any secrets in growing sunflower he says an emphatic 'yes'!

"Ask me what I use for a header," exclaimed Hurt.

For the last two years Hurt has been using his corn head for harvesting his sunflower.

"I have the John Deere 12 row corn head with hydraulic deck plates. Plus you have to have the knife rollers to cut the stems. It works great! I started with an all crop header but this works much better. I cut my harvest losses dramatically," says Hurt.

Hurt usually follows his double crop sunflower with wheat planted right back into the stubble.

"If we have the soil moisture we plant wheat right after we get the sunflower off," says Hurt.

Hurt has already sold much of 2007 sunflower crop to the crush plant in Goodland.

"I have already locked in \$17 cwt and that is a pretty exciting price," according to Hurt.

He averages about 1,400 pounds an acre, but has been as low as 900 pounds when he couldn't buy a rain but has also pushed the 2,000-pound mark when conditions were better.

Hurt is thinking of planting sunflower as a double crop on his irrigated wheat ground. He follows with soybeans now but knows sunflower would be a much better return if he can push the 3,000-pound yield level. His average double crop soybean yields are about 40 bushels and he admits to pouring the water to the beans.

Russell says Kansas needs to be a key production center for sunflower to satisfy demand. We have demand for oil, confections and bird food. All of these sectors are growing and should present consistent profitable opportunities for producers.

**National Sunflower Association**  
<http://www.sunflowernsa.com>

# Frito-Lay slashes saturated fat with change to NuSun oil

Frito-Lay headquartered in Plano, Texas, announced May 3, 2006, that it was reducing the saturated fat in its leading potato chip brands, Lay's and Ruffles, by more than 50 percent by switching to NuSunT sunflower oil, a heart healthy oil — all without changing the products' taste.

Dean Sonnenberg, president of the National Sunflower Association and a farmer from Colorado, was elated with the news.

"This kind of commitment to sunflower oil from a major user is fantastic news. The National Sunflower Association has been working hard over the years to switch the acres to NuSun in anticipation of this type of development," said Sonnenberg.

Part of the association's marketing strategy included conducting a major human feeding trial at Penn State University with researcher Dr. Penny Kris-Etherton. The Frito Lay information went into more detail on the impact of that research.

In addition to reducing saturated fats, the Frito-Lay move to NuSun sunflower oil increased the mono- and polyunsaturated fats, commonly known as "good fats."

The switch to NuSun sunflower oil is another major step in the company's commitment to health and wellness.

"We are removing nearly 60 million pounds of saturated fat annually from the American diet, while keeping the same great taste," explained Rocco Papalia, senior vice president, research and development, Frito-Lay North America.

"And more importantly, by switching to NuSun sunflower oil, we are increasing heart healthy mono- and polyunsaturated fats in the diet."

Sunflower oil consists largely of mono- and polyunsaturated fats acids with very small amounts of saturated fatty acids. Scientific research shows that mono- and polyunsaturated fats have heart health benefits that include lowering total and LDL ("bad") cholesterol, whereas saturated and trans fats raise cholesterol levels. NuSun sunflower oil is higher in monounsaturated fat than regular sunflower, which makes it an excellent oil for many food applications.

"Research suggests that balancing fats in the diet by removing unhealthy trans and saturated fats and adding healthier mono- and polyunsaturated fats may be the most beneficial way to manage heart health," said Penny Kris-Etherton, PhD, RD, distinguished professor at The Pennsylvania State University, whose research focuses on dietary fats.

A Penn State study, published in the Journal of the American Dietetic Association, demonstrated that consuming a diet that included NuSun sunflower oil had a greater total and LDL cholesterol-lowering effect than either an "average American" diet or a diet that included an equivalent amount of olive oil. "The benefit was most likely due to the more favorable balance of monounsaturated and polyunsaturated fats in the sunflower oil. Sunflower oil also is lower in saturated fat compared with olive oil," Kris-Etherton said.

In the past several years, dietary recommendations from government agencies and health organizations have put more emphasis on reducing saturated and trans fats and replacing them with unsaturated fats.

Frito-Lay's conversion to 100 percent NuSun sunflower oil reflects these dietary recommendations.

"In 2003 we followed sound science in using corn oil to eliminate trans fats from Doritos, Cheetos and Tostitos, so that all of our snack chips had 0 grams of trans fat. Today, once again Frito-Lay is following sound science in switching to NuSun which is rich in mono- and polyunsaturated fats" said Papalia. "To help consumers who are looking for foods that provide sources of these good fats, the nutrition panel on Lay's will now list mono- and polyunsaturated content."

"This move is another indication of Frito-Lay's commitment to address consumer interest in leading healthier lifestyles," said Lora DeVuono, group vice president, brand marketing and advertising, Frito-Lay North America. "The research suggests by converting to 100% pure NuSun sunflower oil, we have improved Lay's, our largest brand, and that will positively impact millions of consumers."





Frito-Lay North America is the \$10 billion convenient foods division of PepsiCo, which is headquartered in Purchase, NY. In addition to Frito-Lay, PepsiCo divisions include Pepsi-Cola, Quaker Foods, Gatorade and Tropicana.

# Agriculture is Northwest Kansas Gold

## We welcome all Sunflower Celebration participants. Have a Safe Weekend.



## Garst Welcomes You to the 2007 Sunflower Celebration

 <b>4651 NS</b>	 <b>4668NS/CL</b>	 <b>4420 NS</b>	 <b>4596 HO</b>
<ul style="list-style-type: none"> <li>◆97 DPM</li> <li>◆Great disease package w/ excellent standability</li> <li>◆Very good test wt.</li> </ul>	<ul style="list-style-type: none"> <li>◆97 DPM</li> <li>◆Industry yield leader for Clearfield hybrids</li> <li>◆Excellent agronomic package</li> </ul>	<ul style="list-style-type: none"> <li>◆102 DPM</li> <li>◆Excellent rust resistance - Higher yields in '05 &amp; '06 trials</li> <li>◆Excellent agronomic package</li> </ul>	<ul style="list-style-type: none"> <li>◆99 DPM</li> <li>◆Excellent top-end yield potential</li> <li>◆Widely adapted, works well north of zone</li> </ul>




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