

HAVE YOU EATEN THIS PLANT BEFORE?



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 *swipe to find out*

YOU VERY LIKELY HAVE!



swipe to learn more

SUNFLOWER

MADE BY NATURE - GUIDED BY US

THE WILD SUNFLOWER ANCESTOR HAD SMALL, MULTI-HEADED BLOOMS AND TINY, HARD SEEDS BORNE ON TOUGH, BRANCHING PLANTS. THIS WAS THE REALITY OF THE WILD SUNFLOWER ANCESTOR THOUSANDS OF YEARS AGO.



THOUSANDS OF YEARS LATER



THROUGH DOMESTICATION AND GENERATIONS OF CAREFUL SELECTION, HUMANS TRANSFORMED THIS WILD PLANT INTO THE SUNFLOWER WE KNOW TODAY: LARGE, SINGLE-HEADED, HIGH-YIELDING, OIL-RICH AND VIBRANT. READY FOR US TO ENJOY.

OLD TRAITS

- Many small flower heads instead of one big one
- Tiny, hard seeds (not much food inside)
- Tough, bushy plants growing in harsh places
- Limited value for food and oil production
- Highly variable seed size and shape



NEW TRAITS

- One big, uniform flower head (easier to harvest)
- Much larger seeds with more oil content (better for food & cooking oil)
- High-yielding plants bred for farming
- Tall, sturdy stems
- Different seed types for different uses (snacking, oil)



WHY WE CAN'T STOP HERE!



**MODERN BREEDING IS STILL NEEDED TO
DEVELOP SUNFLOWER THAT
ADDRESS TOMORROW'S NEEDS BECAUSE:**

- ❶ Heat and drought reduce seed size and oil content, especially in hotter, drier regions.
- ❷ Diseases such as downy mildew continue to threaten yields and crop stability.
- ❸ Wild ancestral traits still shape how modern sunflowers cope with stress, which means breeding remains essential.
- ❹ Seed quality and uniformity still need improvement for reliable harvests and efficient processing.
- ❺ Meeting consumer demand for healthier, sustainably produced oils requires sunflower varieties that can thrive in changing climates.

BECAUSE THE SUNFLOWERS WE ENJOY TODAY WEREN'T BUILT FOR CURRENT AND FUTURE GROWING CONDITIONS. BREEDING GIVES US HEALTHIER, MORE RESILIENT PLANTS WITH BETTER YIELDS, BETTER OIL QUALITY, AND THE STRENGTH TO THRIVE IN TOUGHER CLIMATES.