

# Sunflower Seed Types and Markets

Understanding the different sunflower markets, and the risks and rewards of each, before choosing a hybrid, is important. The three sunflower seed types—confection, oil and conoil— can be further divided by oil or visual traits and then again by buyer or end-use market.

1. Oilseeds are either high oleic or NuSun and are sold to oil crush, bird food or dehull buyers.
2. Conoil seeds are either striped or black and are primarily contracted for kernel (dehull) markets. Producers have the most potential versatility with conoils, which sometimes sell to in-shell confection, oil or bird food markets depending on specific processor criteria and market demand.
3. Confection seed types include round, long or extra-long hybrids, with in-shell or dehull as the primary markets. Sometimes, confection growers have the opportunity to sell into the bird food market, depending on processor or buyer criteria and markets.

Nuseed's portfolio includes a top-performing hybrid for every market segment and every region. Legend Seeds dealers, the official distributor of Nuseed sunflowers in the United States, are an excellent information source on the hybrids appropriate for their regions as well as the markets that fit producers' operations. Legend Seeds dealers are also familiar with the production practices required for the hybrids they sell, such as machinery adjustments and planting deadlines.

