

# Introduction

## The Big Black Sunflower Pack

An initiative of the Australian Sunflower Association (ASA), *The Big Black Sunflower Pack* was originally prepared in 1997 with support and funding from the Grains Research and Development Corporation (GRDC), the Australian Oilseeds Federation (AOF), and the major sunflower seed companies; Pacific Seeds, Pioneer Hi-Bred, Ag-Seed Research and Grainco. It was conceived after growers, agronomists and industry people identified the need for an up-to-date guide to sunflower production.

The information contained in the Pack was gathered from a series of workshops that were held in the major sunflower growing regions and attended by growers, agronomists and crop consultants. The information was collected and collated by John Slatter, of J S Agri-Marketing.

Since its inception in 1997, *The Big Black Sunflower Pack* has been distributed to growers and industry support groups throughout the major growing regions. Following the Sunflower Conference in 2003, the Australian Sunflower Association agreed that there was a need to upgrade the Pack, to modify, change or delete information that was no longer relevant, and to add new information where necessary.

The result is a brief, but concise guide for sunflower producers, containing information on the issues most relevant to producing profitable sunflowers. Importantly, it is a package of suggestions that contribute to Best Management Practices for sunflower.

The ASA thanks the Grains Research and Development (GRDC) for supporting the concept and production costs of the new Pack. The association is also grateful to all those who contributed to the update.

Wishing all sunflower growers good seasons and high yields.

*The Executive  
Australian Sunflower Association*

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The information and recommendations in "The Big Black Sunflower Pack" are from sources believed to be authentic and to be the best available at the time of going to print. The views expressed are not necessarily those of the Australian Sunflower Association executive and members. The following of advice given is at the readers own risk and no responsibility is accepted for the accuracy of the matter published.

