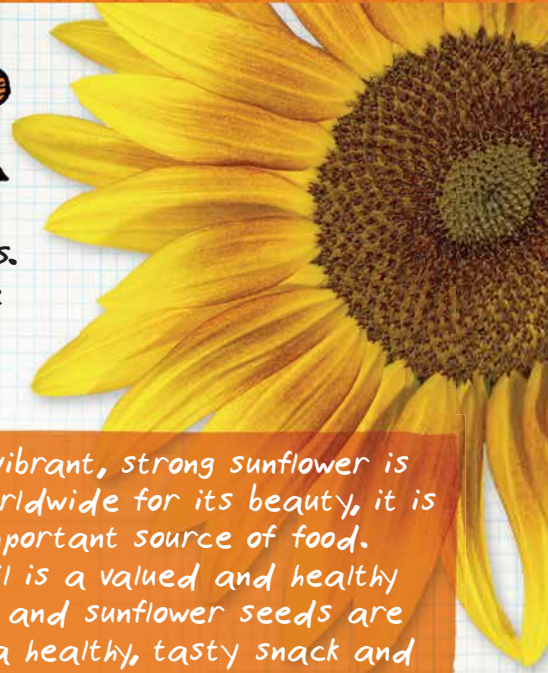


Intellectual property is the cornerstone of innovation. As global population grows, developing new technologies that can feed our world becomes more challenging. Intellectual property ensures that innovators can invest the resources necessary to create the next generation of farm technologies.

# SUNFLOWER



*Sunflowers are one of the world's most versatile crops. The plant's use as a cooking oil, food, livestock forage and commercial flower has made it an economically important specialty crop for farmers.*

## Stay Healthy with Sunflowers

- Sunflower seeds are rich in vitamins and minerals, including magnesium, potassium, selenium, zinc and iron.
- Sunflower oil has some of the lowest saturated fat levels – even lower than olive oil, making it one of the healthier oils on the market.
- Sunflower oil has the highest levels of vitamin E – a powerful antioxidant for our bodies – of any major oil, making it a great way to stay healthy.



*“While the vibrant, strong sunflower is recognized worldwide for its beauty, it is also an important source of food. Sunflower oil is a valued and healthy vegetable oil and sunflower seeds are enjoyed as a healthy, tasty snack and nutritious ingredient to many foods.”*

– National Sunflower Association

## CHALLENGES & SOLUTIONS

**CHALLENGE**  
Producing a healthier variety of sunflower oil

**SOLUTION**  
Nutrient-enhanced sunflower oil

Sunflower oils are known as heart healthy alternatives to many vegetable oils currently on the market. Through high- and mid-oleic sunflower oil, researchers have succeeded in creating sunflower oil that is lower in cholesterol and has important antioxidant effects for those consuming it. Developing this important sunflower oil, which will pack higher levels of important fatty acids, will improve the lives of people around the world. Intellectual property protections ensure innovators are recognized and rewarded for bringing this beneficial product to the market.

**CHALLENGE**  
Controlling weeds

**SOLUTION**  
Herbicide-resistant sunflower variety

Sunflower is highly susceptible to broadleaf weed problems, which have devastated fields and led to utter frustration on the part of the grower. Researchers around the world are developing conventional herbicide-resistant varieties that offer growers a new and effective method for controlling weeds and improving productivity. Developing these complex traits in crops can take years and intellectual property protections ensure researchers have an incentive to continually develop new varieties that enable farmers to grow this important and valuable crop for generations to come.

**CHALLENGE**  
Reducing fat content of sunflower seeds

**SOLUTION**  
Sunflower with lower levels of saturated fatty acids

Although sunflower seeds do not contribute dietary cholesterol, they still contain fat, which adds calories. Several innovators hold patents on varieties of sunflower seeds with lower saturated fat profiles to help ensure that today's health-conscious consumers will take advantage of this increasingly important, nutritious food source. Through the use of intellectual property protections, these research teams can protect their investments in time, hard work and financial resources.

*Intellectual Property Makes Agricultural Solutions Possible*