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Sunflower Producers Vote to Approve Assessment Increase

LAKEWOOD, Colo. – Colorado sunflower producers voted to approve an increase in the sunflower assessment through the Colorado Sunflower Marketing Order. With 31 “yes” votes and 15 “no” votes, the referendum passed. The assessment will increase from \$0.03/cwt. to \$0.06/cwt. for producers.

“This increase in assessment will allow us to continue our invaluable partnership with the National Sunflower Association and to make additional investments in Colorado sunflower production, promotion and research activities,” exclaimed Brad Warren, President of the Colorado Sunflower Administrative Committee (CSAC). “We thank Colorado sunflower farmers for the trust and support they have placed in CSAC.”

The goal of a marketing order is to establish and expand the market as well as create and maintain that product as a viable crop in Colorado. The current assessment rate has been in effect since the establishment of the order in 2001.

Ballots were mailed to all eligible voters in early April and voting ended on April 18, 2014. The assessment increase will become effective August 1, 2014.

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