

Dear client,

Thank you for all the positive requests to receive our report about the sunflower market. It is nice to see that there is a lot of interest for market information about this specific product. In this edition we like to inform you about the Chinese market. We will also give you our actual prices of the Bulgarian and Argentine seeds.

Production

In an average year, China produces about 1.25 million tons of sunflower seed on 1.70 million acres of land, for an average yield of almost 1.500 pounds per acre. 60% - 75% of the crop is crushed for oil, while the remaining is used for snack food and bird food. China's main sunflower growing areas are concentrated in its northern provinces.

World Supply & Disappearance October through September						
Sunflower Seed	2008/09	2009/10	2010/11	2011/12	2012/13 Revised	2013/14 Forecast
Area Harvested (1,000 HA)	24725	24250	23923	25856	25225	25892
Yield (MT/HA)	1.41	1.36	1.40	1.53	1.41	1.55
Production						
Argentina	3200	2650	3665	3775	3000	2900
European Union	6909	7001	6975	8323	7060	8624
China	1750	1650	1710	1700	1730	1750

Consumption



If you compare the consumption of the Chinese market with the USA market, you will see a funny difference. In The U.S. consumers often eat a handful of seeds at a time and spit out the hull while they eat the kernels. Chinese consumers particularly enjoy eating one seed at a time, "They enjoy cracking open the seed and upon consuming it, they savor it. It gives the consumer a sense of accomplishment when they crack them open one at a time. It's a cultural thing."

Current market

The new crop for sunflower in China is around November. Chinese manufacturers are now busy in grabbing the limited sunflower resources into their warehouses. Sunflower seeds will become mouldy and smelly if manufacturers do not buy them and put them into their temperature controlled warehouses. Now the summer is coming in China. If the sunflower seeds will not be put into the warehouses, they will become bad under such high temperatures. So be sure you work with reliable suppliers who take their storage seriously.

It seems that prices for all nuts in the Chinese market are increasing at present, not only the sunflower, but also the peanuts and pumpkins prices. Regarding sunflowers, suppliers cannot guarantee a longer valid time than 2 days for quotations. There is not only a very limited quantity in the market, but there is also a rising demand for consumption and export to Europe.

Update from Bulgaria

At the moment the prices of the kernels are still stable. There is a lot of demand for Bulgarian striped in-shells, but most of the suppliers are sold out. Supplier who have stock are currently selling at very high prices. The suppliers are still reluctant in giving prices for new crop, because there is no clear information about the harvest yet. Some Bulgarians have said that it is expected to be less than crop 2013, but these are only speculations

Current prices

BULGARIAN

Crop 2013 (May till and including August)

Bulgarian Sunflower kernels bakery	EUR 680,- (ex works Bulgaria)
Bulgarian Sunflower kernels confectionary	EUR 1050,- (ex works Bulgaria)
Bulgarian Sunflower kernels chips	EUR 585,- (ex works Bulgaria)

Crop 2014 (September till and including December)

Bulgarian Sunflower kernels bakery	EUR 700,- (ex works Bulgaria)
Bulgarian Sunflower kernels chips bakery	EUR 615,- (ex works Bulgaria)

ARGENTINE

Crop 2013

Argentine Sunflower in-shells (striped) 20/64	USD 960,- (ex works Romania)
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Crop 2014 (May – June)

Argentine Sunflower in-shells (striped) 16/64	USD 920,- (C+F Rotterdam)
Argentine Sunflower in-shells (striped) 20/64	USD 1165,- (C+F Rotterdam)
Argentine Sunflower in-shells (striped) 22/64	USD 1445,- (C+F Rotterdam)

CHINESE

Crop 2013

Chinese Sunflower in-shells (striped) 16/64	USD 1800,- (C+F Rotterdam)
Chinese Sunflower in-shells (striped) 20/64	USD 1830,- (C+F Rotterdam)
Chinese Sunflower in-shells (striped) 22/64	USD 1880,- (C+F Rotterdam)
Chinese Sunflower in-shells (birdfeed)	USD 1420,- (C+F Rotterdam)

Chinese Sunflower kernels confectionary	USD 1995,- (C+F Rotterdam)
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Please contact us for prices to your destination.

If you have any requests, please feel free to contact us. Any feedback on our market report is more than welcome as well.

Kindest regards,
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