

# Sunflower Power

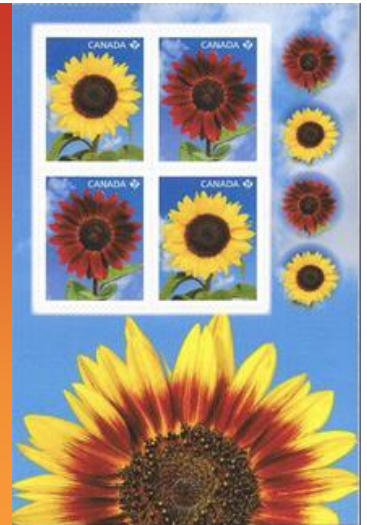
A face so perfect, they used it twice!



Issued March 3, 2011

Left: souvenir sheet, Scott 2440

Right: lower half of booklet, Scott 2444a



## 2011 - The first flower raised to be a stamp

The sunflower is native to North America. Some archeologists believe sunflowers were domesticated for human consumption before corn. Sunflower oil production was so important to Canada that an official government sunflower breeding program was established in 1930.

To create the 2011 stamps, Canada Post identified the varieties of sunflowers that would be most attractive on a stamp. Post office employees worked with horticulturists at Agriculture and Agri-Food Canada's Central Experimental Farm in Ottawa. The plants were nurtured until they were ready for their photo shoot. It was decided that the Prado Red and Sunbright varieties were stamp-worthy.

Right: the perennial beds at the Central Experimental Farm (courtesy AAFC)



## 2022 - The first semi-postal for humanitarian aid outside of Canada



In March 2022 a petition was started, asking Canada Post to create a semi-postal stamp to raise funds for humanitarian aid in Ukraine. Sunbright, the 2011 stamp, was called into service. Not only did this beautiful stamp glow with the blue and gold colours associated with Ukraine, the sunflower was Ukraine's national flower. Repurposing an existing stamp allowed Canada Post to respond quickly to the call for aid. The stamp was introduced on May 19 for pre-order, and made available to post offices in July. Funds raised by this stamp were given to the Canada-Ukraine Foundation for disbursement in Ukraine.

Above: Scott 3397a, issued July 7, 2022

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