

Mustard Grower

Mustard is a Must

Fall 2009

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Chairman's Message

By Baine Fritzler



I hope this message finds you with the crop in the bin and cash in your jeans. After a spring with frost in some areas and drought in others, it will be interesting to see how many acres of mustard were actually harvested. With Statistics Canada's estimate for seeded acreage at 530,000 will we actually harvest 500,000 acres?

Mustard prices have provided a pleasant surprise this year. While some other commodities have experienced a downturn in prices, mustard has been very stable. Stable prices at profitable levels are needed if we are going to keep seeded acreages up to levels to meet demand.

Turnout was good at the annual mustard field day held on July 15 at the AAFC Swift Current Research

Station with representation from industry, government and producers. Several demonstrations were set up by AAFC specifically for the mustard field day. Of particular interest was a herbicide demonstration on the three types of mustard. Most evident was the limited weed control options for mustard. This observation fits well with one of the long term objectives for SMDC - research into expanded licensing of herbicides for use on mustard as well as new herbicide tolerant technology for mustard.

Phase II of the Mustard 21 project has been successfully completed and the M21 managers have submitted an application for future funding. The Canadian Mustard Association has agreed to work with Mustard 21 to collaborate on R&D in the mustard industry.

On the administrative side, we have finished our first one-year contract

with Kevin Hursh as Executive Director, and Adele Buettner as General Manager and her staff at Agribiz Communications as our office management team. We have signed a new contract for the coming year and look forward to working with these energetic and professional personnel again.

The Canola Development Commission has given notice that they no longer wish to administer levy control for our checkoff collection. This will mean a new organization must be found to perform this function. Several alternatives have been considered and it looks like cooperation with other commodity commissions will be a logical way to keep costs down. See Page 2 for details.

Mustard on the Menu

Mustard, Rum & Maple Marinated Pork Tenderloin

4 - 6 oz (180 g) portions
pork tenderloin
3 tbsp (45 ml) maple syrup
2 tbsp (25 ml) dark rum
2 tbsp (25 ml) olive oil
2 tbsp (25 ml) whole grain mustard
salt and freshly ground pepper,
to taste

Combine maple syrup, rum and mustard. Spread mixture over meat portions to marinate, refrigerated, 3 hours or overnight.

When ready to cook, preheat oven to 350° (180°C). Season meat with salt and pepper, then sear meat on all sides.

Place pan in the oven, or if you do not have an oven-safe fry pan, transfer pork to another roasting pan. Roast (uncovered) until internal temperature reaches 160°F (72°C), 15 to 20 minutes.

Serves 4 people



Changes at Levy Central

By Kevin Hursh, Executive Director

Producers won't see any differences, but behind the scenes there's a change happening in the levy collection of many crops including mustard. Early in the new calendar year, Levy Central operations will move from the Saskatchewan Canola Development Commission to the Agriculture Council of Saskatchewan.

SaskCanola has run Levy Central for many years, collecting the levy from grain buyers and submitting it to the respective development commissions. In addition to the Saskatchewan Mustard Development Commission, Levy Central has performed this role for Canola, Flax, Winter Cereals, Canaryseed and Oats.

Saskatchewan Pulse Growers does their own levy collection and has not been using the services of Levy Central. For wheat and barley sold through the Canadian Wheat Board, the Western Grains Research Foundation deducts a levy from final payments.

SaskCanola decided it doesn't want to administer Levy Central anymore. It's not the core function of a development commission. That sent all the commissions including Canola looking for a way to continue the service. Obviously, it makes sense to have one organization doing levy collection for a number of commissions. If each commission tried to do its own, the cost would be horrendous. The necessary computer software itself is a big expense.

Do you have a story idea for the next newsletter or have an opinion on the mustard industry you want to disclose? Do you have a great mustard recipe you want to share?

Please contact us at 306.975.6629 or email us at info@saskmustard.com

Changes at Levy Central continued...

All the executive directors from the various commissions got together to ponder the options. We couldn't come up with any private sector companies that would want to take the project as a business. Setting up a separate organization owned by each of the commissions would involve a great deal of development and detract from the research and development work the Commissions need to be doing.

In a stroke of brilliance, Linda Braun, executive director of the Saskatchewan Flax Development Commission came up the idea of approaching Agriculture Council of Saskatchewan. ACS is best known for being the funding conduit for government programs. It is currently administering the new CAAP (Canadian Agricultural Adaptation Program). Previously it administered ACAAF

funding. ACS is a non-profit industry organization made up of 35 provincial agriculture and agri-food organizations, including SMDC. They were looking for additional work and they had the physical space to accommodate staff from Levy Central.

To make a long story short, the current staff from Levy Central will move across the street from the SaskCanola office in Innovation Place to the offices of ACS. The database and specialized software program will also be transferred.

The cost of levy collection should remain about the same and the same knowledgeable people have been retained to work with buyers on levy collection and submission.

Management Update

By Adele Buettner, General Manager

A successful Field Day was held at the Semi-Arid Prairie Agriculture Research Centre (SPARC) in Swift Current on July 15, during which a variety of field trials were visited by producers, industry and government.

The demonstration trials featured Yellow, Oriental and Brown types, as well as the herbicides Edge and Muster. The Agriculture and Agri-Food Canada scientists explained that fall applied Edge has a better opportunity to move into the soil and typically provides superior weed control. Edge is only registered for Yellow mustard, since it can cause crop injury to Brown and Oriental types.

Muster was applied to all three types of mustard at low and high rates. Muster is registered for use on Brown and Oriental, but not Yellow mustards. In this demo, Muster caused significant damage to the Yellow mustard crop.

Dr. Bifang Cheng, the new mustard breeder at Agriculture and Agri-Food Canada in Saskatoon, gave a presentation on mustard breeding objectives for the years ahead.

Market outlook presentations were provided by Jackie Kress of CGF Brokerage & Consulting and Walter Dyck of Olds Products. Jackie reported that Ukraine has

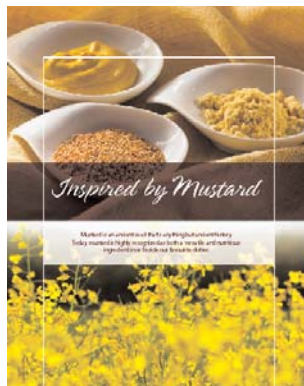


Management Update continued...

doubled its mustard acreage this year. Dyck said the wild card in the market is Western Europe and whether customers there will come to Canada for their supplies. While Ukraine is geographically closer, it is not a reliable supplier and quality is often an issue. Dyck says there is potential for mustard prices to improve, with little downside risk.

'Inspired by Mustard'

'Inspired by Mustard' has certainly lived up to its title. Following the distribution of complementary copies to industry and culinary contacts globally, and the launch on our website, there have been many requests for this one-of-a-kind recipe book.



Currently, as an introductory offer, SMDC is providing the recipe book complimentary. However, if the book is mailed there is a small shipping and handling fee of \$10.00

Saskatchewan 'indemand'

The second annual Saskatchewan *indemand* is scheduled for November 6 to 8, and SMDC plans to be there. This unique show features Saskatchewan entrepreneurs involved in agriculture production and processing. In addition to being a trade show, the Prairieland Park Corporation event includes educational sessions, chefs' challenges (of which SMDC is a sponsor) and other activities to engage attendees.

SMDC Election 2010

Nominations are being accepted for two Directors of the Saskatchewan Mustard Development Commission. Directors serve a three year term and are eligible for re-election for a further two terms.

Important Dates to Remember:

October 19, 2009
Nominations close at 12:00 p.m. (noon)

November 20, 2009
Ballots to be mailed to registered producers

December 14, 2009
Last day for ballots to be received

January 13, 2010

Election results at SMDC Annual General Meeting

Nomination forms are available from the SMDC office (975-6629). Forms must be returned to the Returning Officer no later than 12:00 p.m. (noon), October 19, 2009.

An election (if required) will be by mail ballot with election results announced at the Annual General Meeting in Saskatoon, SK, **January 13, 2010.**

Mark your calendar and plan to attend.



Crop Production Week

is not far away....

Start 2010 off right by attending the annual Crop Production Show in Saskatoon. Of particular interest to Mustard Growers will be the Saskatchewan Mustard Development Commission Annual General Meeting to be held on Wednesday January 13th at the Saskatoon Inn.

Watch www.saskmustard.com and www.cropweek.com for more information.

Mustard 21 Project Update

By Tom Burwell
and Pete Desai

Mustard 21 Canada Inc. (M21) was incorporated as a not-for profit organization on May 28, 2009. M21 operates as an independent corporation with its own Board, presently chaired by Mr. Tom Burwell who is Director of CMA and SMDC.

M21 started in July 2007 as a Canadian Mustard Association (CMA) and Saskatchewan Mustard Development Commission (SMDC) initiative. Over the past two years M21 has been very successful in securing funding under the Agriculture and Agri-Food Canada (AAFC) Agriculture Policy Framework Brokerage program to develop a strategic plan for Canadian mustard.

M21 developed a strategic plan in the first phase (2008), which identified very promising new opportunities for the growth of a value-added mustard industry in Canada. The two key opportunities, besides the traditional condiment market, were the use of mustard meal as a bio-pesticide in niche markets such as golf course turf and the use of mustard oil as a feedstock for industrial products such as biodiesel additive.

M21 has been working with industry partners to address the above two opportunities since April 2008. M21 is also developing a long-term mus-

tard breeding program to address the important aspects of increasing yield and improving varieties through better germplasm development.

Mustard 21 Canada Inc., as a new incorporated organization, is now pursuing four key aspects that will help address long-term mustard goals that will make the mustard industry much more competitive.



The four areas of focus are:

- i) mustard yield
- ii) weed control options
- iii) new dedicated industrial mustard crop (*Brassica carinata*)
- iv) evaluation of the use of mustard meal as an anti-microbial in processed foods.

M21 has developed a plan to address these four areas and is applying to the Agriculture and Agri-Food Canada (AAFC) Growing Forward program for support. Both

CMA and SMDC will be supporting the application to implement a long-term breeding program for mustard in Canada. A Viterro and AAFC research team will also play a significant role in addressing these important areas.

The work of Mustard 21 Canada Inc. is made possible through financial support from Agriculture and Agri-Food Canada under the Agriculture Policy Framework program.

For more information contact:

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 e.simington@shaw.ca

Saskatchewan's Mustard Festival



It was mustard at its finest. The Great Canadian Mustard Festival, which took place in Regina from July 24 to 26, delighted the taste buds of patrons and heightened the profile of Saskatchewan's premier spice crop. The event featured a Chef's Challenge with the judges panel comprising Festival Chair, Moe Mathieu, Celebrity Chef, Malcolm Craig and SMDC General Manager, Adele Buettner.

"It was a most enjoyable experience that showcased the many positive developments taking place in our industry. The creativity of our culinary community, the enthusiasm of festival patrons and the quality mustard seed from Saskatchewan growers were all evident," Buettner noted.



Mustard Buyers List

Agricom International Inc.
213-828 Harbourside Drive
North Vancouver BC V7P 3R9
Tel: 604-983-6922
Fax: 604-983-6923

All Commodities (AC) Trading Ltd.
70 Beaudry Bay
Winnipeg MB R3X 1Y6
Tel: 204-339-8001
Fax: 204-339-8002

Alliance Pulse Processors Inc.
Box 30029
Regina SK S4N 7K9
Tel: 306-525-4490
Fax: 306-525-4463

Besco Grain Ltd.
PO Box 166
Brunskild MB R0G 0E0
Tel: 204-736-3570
Fax: 204-736-3575

Diefenbaker Seed Processors
PO Box 69
Elbow SK S0H 1J0
Tel: 306-644-4704
Fax: 306-644-4706

F N A Foods Inc.
318 - 111 Research Drive
Saskatoon SK S7N 3R2
Tel: 306-665-5042
Fax: 306-665-4505

Finora Inc.
8427 - 160th Street
Surrey BC V4N 0V6
Tel: 604-597-5060
Fax: 604-597-4933

G H Schweitzer Ent. Ltd.
PO Box 222
Eston SK S0L 1A0
Tel: 306-962-4751
Fax: 306-962-3251

Grain Millers Canada Corp.
1 Grain Millers Drive
PO Box 5040
Yorkton SK S3N 3Z4
Tel: 800-328-5188
Fax: 952-942-9649

Grain Millers Inc.
9531 W 78th Street, #400
Eden Prairie MN, USA
55344
Tel: 306-258-2051
Fax: 306-258-2052

Lakeside Global Grains Inc.
PO Box 430
Wynyard SK S0A 4T0
Tel: 306-554-3030
Fax: 306-554-3010

Montana Specialty Mills LLC
525 - 3rd Street NW
Great Falls MT, USA
59404
Tel: 406-761-2338
Fax: 406-761-7926

Mustard Capital Inc.
PO Box 1110
Gravelbourg SK S0H 1X0
Tel: 306-648-2799
Fax: 306-648-2791

Olds Products Co.
10700 88th Avenue
Pleasant Prairie WI, USA
53158
Tel: 800-233-8064
Fax: 262-947-3517

Parkland Pulse Grain Co. Ltd.
PO Box 848
North Battleford SK S9A 2Z3
Tel: 306-445-4199
Fax: 306-445-1650

Paterson Grain
22nd Floor, 333 Main Street
Winnipeg MB R3C 4E2
Tel: 204-956-2090
Fax: 204-947-2386

S S Johnson Seeds Ltd.
PO Box 3000
Arborg MB R0C 0A0
Tel: 204-376-5228
Fax: 204-376-2201

Sunrise Foods International Inc.
2162 Airport Drive
Saskatoon SK S7L 6M6
Tel: 306-931-4576
Fax: 306-931-6770

ValleyView Seed Cleaning Ltd.
PO Box 803
Outlook SK S0L 2N0
Tel: 306-856-4445
Fax: 306-856-4457

Viterra
2625 Victoria Avenue
Regina SK S4T 7T9
Tel: 306-569-4026
Fax: 306-569-4424

Walker Seeds Ltd.
PO Box 2890
Tisdale SK S0E 1T0
Tel: 306-873-3777
Fax: 306-873-5997

Western Grain Trade Ltd.
9 - 2155 Airport Drive
Saskatoon SK S7L 6M5
Tel: 306-445-4022
Fax: 306-445-4033

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Monday to Friday
8:30a.m. to 4:00p.m.

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G Mustard Grower

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The Saskatchewan Mustard Development Commission

The Saskatchewan Mustard Development Commission (SMDC) was established in 2003 to represent the province's mustard growers.

The SMDC vision is "Investing in the future for mustard grower profitability", and the SMDC mission is: "Growing the mustard industry for the benefit of growers through research, communication, and market development programs."

Mustard Grower is a publication of the Saskatchewan Mustard Development Commission (SMDC). *Mustard Grower* is committed to truth and accuracy; however if any errors occur the SMDC disclaims any responsibility for any such errors or omissions. Articles, opinions and comments expressed in *Mustard Grower* are not necessarily supported by the SMDC.

