

# Mustard Grower

*Mustard is a Must*

- 2 Marketing Report
- 3 Food Connections
- 4 Spreading the Mustard Message
- A Colourful Collection of Creativity
- 5 Mustard 21 Project Update
- 6 Weed Control in Tame Mustard
- 7 Mustard Buyers List



## Chairman's Message

By Baine Fritzler

**P**resentations at the recent Canadian Mustard Association (CMA) meeting left me both concerned and hopeful. As CMA President Steve Foster indicated, the industry is at a crossroads.

The CMA comprises mainly contract marketers, traders and end use processors. However, as a CMA member, SMDC ensures growers are part of the deliberations. With representatives from Canada, USA, UK, France and Switzerland, there was a strong international presence.

While global consumer demand for mustard products remains strong, in order for mustard to become a more competitive crop, the message at the meeting was

clear - we need to pursue development of hybrid varieties.

As growers, we know that when compared to other broadleaf crops in terms of potential risks and yields, mustard has its limitations. With many growers still weighing their seeding options, and 31 to 35 cents for new crop contracts, some of my neighbors are considering growing mustard open this year. I don't blame them. In addition, the carryout projected by Statistics Canada will be at or near the low levels of the previous year.

Several brokers have a bid and ask system, so you can list your asking price and see who bites. This is a common practice for other oilseeds handled by elevator companies. Moreover, it never hurts to throw out a price at which you would consider signing. Just make sure you know where your breakeven level is and build in some room for profit.

Looking at the 'bigger picture' for the industry and considering the messages at the CMA meeting, building in some room for profit means developing a serious plant breeders program that will give Prairie mustard growers more competitive options. Our breeding program has some catching up to do. It was evident at the CMA meeting that industry recognizes the catching up should happen sooner than later. It was reported that Western Canada produced about 140,000 tonnes of mustard in 2008. In order to apply the techniques for hybrid varieties, the industry will require a plant breeding program to the tune of \$750,000. In the context of 2008 production, that amounts to a mere 0.0022 cents per pound!

## Mustard on the Menu

### Stone Ground Mustard and Yogurt Glazed Lamb Chops

2 lbs (900 g) lamb loin chops  
kosher salt, freshly cracked pepper, to taste

2 tbsp (25 ml) canola oil  
3 tbsp (45 ml) plain yogurt  
1 tbsp (15 ml) mayonnaise  
1 tbsp (15 ml) egg white  
1/2 shallot, minced  
2 tsp (10 ml) stone ground mustard  
2 tsp (10 ml) fresh mint, finely chopped

Preheat broiler to 400 F (200 C).

Trim excess fat from chops and season with salt and pepper. Preheat oil in fry pan on medium heat until it is smoking slightly. Sear both sides of meat until brown in colour. Transfer to a sheet pan. Mix together yogurt, mayonnaise, egg white, shallot, mustard, mint and spread on seared lamb chops. Bake on middle or lower rack of oven until cooked to your desire.

Serves 4.



## Marketing Report

At the Annual General Meeting of the Saskatchewan Mustard Development Commission, Steve Gadiet of Montana Specialty Mills presented a market outlook. He included probability tables for his projections of what 2009 new crop prices are likely to be for each of the three classes of mustard.

That was mid-January during Crop Production Week in Saskatoon. In early March, we asked Steve to revisit his projections and update the tables. Steve's original projections can be found in his presentation, which is posted on the SMDC website [www.saskmustard.com/](http://www.saskmustard.com/) About SMDC/Annual Meeting.

His updated projections are below. The new projections are marginally lower on Yellow and Brown mustard, and the same for Oriental.

### Yellow Mustard

Less than 30 cents/lb.	- 15%
Between 30 and 35 cents/lb.	- 20%
Between 35 and 37 cents/lb.	- 30%
Between 37 and 45 cents/lb.	- 20%
More than 45 cents/lb.	- 15%

### Brown and Oriental Mustard

Less than 20 cents/lb.	- 15%
Between 20 and 28 cents/lb.	- 25%
Between 28 and 32 cents/lb.	- 30%
Between 32 and 40 cents/lb.	- 20%
More than 40 cents/lb.	- 10%

Steve provided the following analysis to accompany the projections:

"Uncertainty is the basic keyword in all commodity markets, including mustard. Probability and price spreads are much wider than normal. Starting this fall, mustard farm gate prices could zoom up, or they could plunge. No one knows.

Mustard processors are currently more reluctant than usual to buy further out positions. Expect to see more hand to mouth buying and more volatility.

Mustard contract prices are at attractive money-making levels. Most contracts have full Act of God features, eliminating grower market risk in the event of crop failure.

I suggest locking in a profit in these uncertain times."

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](mailto:info@saskmustard.com)

## Food Connections

January 18-20, 2009, Saskatchewan Mustard Development Commission attended the National Association for the Specialty Food Trade (NASFT) annual Fancy Food Show in San Francisco to learn from, and network with, current and prospective users of mustard as a food ingredient. This event is considered the "premiere" food show in North America with more than 1,500 exhibitors from 35 countries (mainly US) introducing more than 18,000 new products (yes, everything from soup to nuts ... and many excellent mustard products too!)



Adele Buettner, General Manager for SMDC, was very pleased with the quality of the show and the information gleaned that SMDC can use to raise the profile of mustard as a healthy and trendy food ingredient. "Specialty foods are purchased by 56% of consumers, and this number continues to grow despite the soft economy," reports Buettner. "In fact, where consumers may be cutting back on some luxury items, they are not cutting back on specialty foods because they see these as affordable treats and perhaps 'more reasonable' alternatives to dining out."

According to a recent study conducted by NASFT, condiments/mustard already accounts for 31% of fancy food purchases. Speaking with the Director of Corporate Relations for The Culinary Institute of America, Holly Briwa, Buettner affirmed that the opinion in the industry is that there's still plenty of room to make mustard even more popular, making it familiar to everyone, similar to the way foods like wasabi, guacamole or hummus have become infused in our everyday cuisine.

Also of note was interest among developers of products like antipasti, crackers, meat products and cheese makers in mustard's unique nutritional profile. "Culinary experts of this calibre are already familiar with mustard's flavour profile," says Buettner. "But it was delightful to see how intrigued these people became when we talked about the health aspects of our favourite little seed ... you could see their creative wheels turning about using mustard in new product development."

At the Natural Products Expo West in Anaheim (March 5-8), Buettner also represented the Commission talking to specialists in the natural and organic foods industry. "Mustard is also gaining popularity as a spice with a unique nutritional profile, of interest to food professionals, health professionals and individuals seeking foods which are low calorie, flavourful, high in fibre and omega-3 oils," says Buettner.

In terms of current trends, approximately 25% of consumers are considered "health conscious", approximately 25% are considered "eat, drink and be merries" (not particularly health conscious), and (in the middle) approximately 50% are consumers who have not yet made a commitment to health, but could be persuaded. In general, the natural foods industry predicts growth in the industry from this segment as people attempt to avoid costly consequences of not taking care of their health.

In the near future, the SMDC team will be using this research to create a strategy to increase awareness about mustard as an important functional food ingredient.



## Spreading the Mustard Message



When Premier Brad Wall addressed the Illinois Chamber of Commerce in Chicago, the home of Wrigley Field, he enlightened his audience about the source of mustard.

"Think about that the next time you have a hot dog at Wrigley Field. We grow the seed," the

Premier said, and then asked the question:

"I wonder how many Americans turn our mustard seed into the preferred condiment that has the strongest attraction to my silk ties?"

Mustard, oats, oil and uranium were the Saskatchewan export commodities identified by

Premier Wall to emphasize the depth and historic significance of the trade relationship between Canada and the United States.

Premier Wall also spread the mustard message during media interviews with both American and Canadian journalists. Premier Wall, along with Manitoba Premier Gary Doer and Alberta Premier Ed Stelmach took the opportunity to promote Western Canada as an important trading partner during the February mission to the United States.

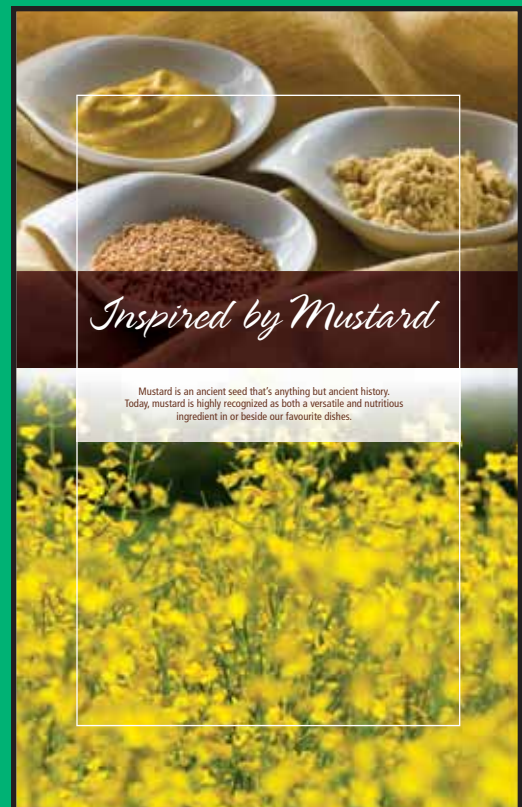
[www.saskmustard.com](http://www.saskmustard.com)

## A Colourful Collection of Creativity

For anyone not convinced that mustard is a must, a new undertaking by the SMDC will wipe away any doubts.

'*Inspired by Mustard*' is a recipe book that chefs and homemakers alike will treasure. This colourful publication, a first for the SMDC, contains an exciting collection of original recipes that reveal the flavour and versatility of both mustard seed and prepared mustards.

The book, which will be published later this spring, features both recipes and wine pairing suggestions. Whether Yellow, Brown or Oriental, whether seed or prepared, the publication demonstrates beyond a shadow of a doubt that mustard is an ancient seed that's anything but ancient history. Funding for '*Inspired by Mustard*' (initially entitled 'Making Mustard Matter') was sourced through the Canadian Agriculture and Food International (CAFI) program and the Saskatchewan Ministry of Agriculture Agri-Value Program.



# Mustard 21 Project Update

By Pete Desai and Tom Burwell

**M**ustard 21 (M21) is completing its second year of strategic product development with support from Agriculture and Agri-Food Canada, Saskatchewan Ministry of Agriculture, Agriculture Council of Saskatchewan and industrial partners. Exciting news is the approval of a Biopesticide label in the USA and a Soil Amendment label in Canada that allow industrial partners to continue product development and launch their products this year.

With the withdrawal of some traditional pesticide formulations from the turf market place, a significant opportunity is emerging for a natural renewable biopesticide. Utilization of mustard seed meal will have large potential to add value to the industry.

Mustard seed meal has excellent antimicrobial properties that can be of significant value to the processed food industry, and in extending life of perishable packaged foods. These properties are being investigated; however this is an area in the very early stages of understanding and will require considerable refinement.

Capitalizing on the natural properties of a commonly occurring substance is the attractive feature to customers looking for natural ingredient with no chemical additives. The mustard family of plants is very diverse in genetic material and holds a great deal of promise for development of its

specific characteristics to create value added products.

Increased volume of domestic processing and marketing is a most likely outcome of these efforts. M21 and SMDC continue to explore additional avenues that will enhance the profitability of mustard producing enterprises in Saskatchewan farm businesses.

As reported in the January issue of Mustard Grower, M21 receives financial assistance from Advancing Canadian Agriculture and Agri-Food Saskatchewan (ACAAFS) for specific projects in biodiesel additive and biolubricant product development. While mustard seed has significant oil content, the volume of oil available now and in the foreseeable future is not sufficient to pursue large volume biodiesel sector. The erucic acid content of mustard seed oil versus the high oleic acid oils such as canola can be useful in developing biodiesel additives to improve the performance and value of biodiesel.

With these exciting developments under pursuit, continued variety improvement is essential to maintain product volume, quality and availability. Mustard breeders in the Prairies are in constant consultation with SMDC and the Canadian Mustard Association (CMA) to address yield, weed control and hybrid types for better varieties in the coming years. Through this consultation process and with M21 coordination, a

long-term mustard breeding effort will be undertaken in 2009 - 2010 to ensure better alignment of goals and development of new varieties.

Economic uncertainty in today's environment is affecting the agricultural sector, and mustard is no exception to the economic upheaval. However, this is an opportunity for us to set some stretched goals and focus our limited resources to make mustard a more competitive crop for the western grower. Through efforts such as M21 and by developing higher value products, some of this uncertainty is reduced and made more manageable. Watch the next issues of Mustard Grower for further progress reports.

## MUSTARD FIELD DAY

The SMDC is again collaborating with AAFC in organizing the Annual Mustard Field Day.

Mark your calendar for July 15, 2009 and plan to head to the Semiarid Prairie Agricultural Research Centre in Swift Current, where science and research activities focus on dry land farming systems; including specialty and alternative crops for the Prairies. The experts will be on hand to answer your agronomy questions about mustard. And, it is a great opportunity to network with other growers.



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# Weed Control in Tame Mustard

By Clark Brenzil  
Provincial Specialist, Weed Control  
Saskatchewan Ministry of Agriculture

The herbicide options available to mustard producers are limited. The following chart outlines herbicides registered for use in mustard.

Herbicide	Mustard Type		Annual Weeds		Perennial Weeds	
	Yellow	Brown/Oriental	Grass	Broadleaf	Grass	Broadleaf
Assure II	x	x	x		s	
Avadex	x	x	x			
Select/Centurion	x	x	x		s	
Edge	x		x	x		
Fortress	x	x	x	s		
Fusion	x	x	x			
Muster		x		x		
Poast Ultra	x	x	x		s	
Trifluralin	x	x	x	x		
Venture L	x	x	x		s	

s = suppression

Source: Saskatchewan Agriculture Guide to Crop Protection

While registered for canola, Lontrel has been found to cause unacceptable injury in mustard. Mustard producers should focus on controlling perennial weeds, such as thistles, in the year before planting mustard. Currently, applications of glyphosate are only registered after harvest. The request for pre-harvest glyphosate on mustard has been submitted to the Pest Management Regulatory Agency. A test to determine glyphosate residues in the seed has been completed as part of the Agency's review. The results are currently being analysed.

Sulfentrazone (Authority) herbicide studies are underway to evaluate its safety on tame mustard at lower rates, particularly for the control of kochia. The goal is to find a balance between effective weed control and tolerance by the mustard crop.

Mustard has shown to be more competitive against weeds owing to its aggressive growth habit, leafier biology and, in some cases, allelopathic properties. Allelopathy is the ability of one plant to suppress the growth of another. These characteristics make mustard a good rotational option in Integrated Weed Management programs, which place heavier emphasis on agronomic measures such as seeding rates, crop competition and precise fertilizer placement to manage weed impacts. With limited herbicide choices, mustard producers should keep these alternatives in mind.



# Mustard Buyers List

**Agricom International Inc.**  
213-828 Harbourside Drive  
North Vancouver BC V7P 3R9  
T: 604-983-6922 / F: 983-6923

**All Commodities (AL) Trading Ltd.**  
70 Beaudry Bay  
Winnipeg MB R3X 1Y6  
T: 204-339-8001 F: 339-8002

**Besco Grain Ltd.**  
30 Railway Avenue  
PO Box 166  
Brunskild MB ROG OE0  
T: 204-736-3570 / F: 736-3575

**Diefenbaker Seed Processors**  
PO Box 69  
Elbow SK S0H 1J0  
T: 306-644-4704 / F: 644-4706

**F N A Food**  
318 - 111 Research Drive  
Saskatoon SK S7N 3R2  
T: 306-665-2294 / F: 651-0444

**Finora Inc.**  
8427 - 160th Street  
Surrey BC V4N 0V6  
T: 604-597-5060 / F: 597-4933

**G H Schweitzer Ent. Ltd.**  
PO Box 222  
Eston SK S0L 1A0  
T: 306-962-4751 / F: 962-3251

**Grain Millers Canada Corp.**  
1 Grain Millers Drive  
PO Box 5040  
Yorkton SK S3N 3Z4  
T: 306-786-4682 / F: 783-5410

**Grain Millers Inc.**  
9531 W 78th Street  
Eden Prairie, MN 55344  
T: 952-983-1358 / F: 829-0337

**Lakeside Global Grains Inc.**  
PO Box 430  
Wynyard SK S0A 4T0  
T: 306-554-3030 / F: 554-3010

**Minn-Dak Growers Ltd.**  
PO Box 13276  
Grand Forks ND, USA  
58208-3276  
T: 701-746-7453 / F: 780-9050

**Montana Specialty Mills LLC**  
525 - 3rd Street NW  
Great Falls MT, USA  
59404  
T: 406-761-2338 / F: 761-7926

**Mustard Capital Inc.**  
PO Box 1110  
Gravelbourg SK S0H 1X0  
T: 306-648-2799 / F: 648-2791

**Olds Products Co. of Illinois**  
10700 - 88th Avenue  
Pleasant Prairie, WI 53158  
T: 800-233-8064  
F: 262-947-3517

**Parkland Pulse Grain Co. Ltd.**  
PO Box 848  
North Battleford SK S9A 2Z3  
T: 306-445-4199 / F: 445-1650

**Saskcan Pulse Trading Inc.**  
PO Box 30029  
Regina SK S4N 7K9  
T: 306-525-4490 / F: 525-4463

**S S Johnson Seeds Ltd.**  
PO Box 3000  
Arborg MB R0C 0A0  
T: 204-376-5228 / F: 376-2201

**Shamrock Seeds (2006) Ltd.**  
1502 - 17th Street West  
Saskatoon SK S7M 4A4  
T: 306-249-4151 / F: 249-4155

**Viterra**  
2625 Victoria Avenue  
Regina SK S4T 7T9  
T: 306-569-4026 / F: 569-4424

**Walker Seeds Ltd.**  
PO Box 2890  
Tisdale SK S0E 1T0  
T: 306-873-3777 / F: 873-5997

**Western Grain Trade Ltd.**  
9 - 2155 Airport Drive  
Saskatoon SK S7L 6M5  
T: 306-445-4022 / F: 445-4033

## A Vision of Mustard in All Its Glory

At the last stop on SMDC General Manager's fact-finding tour, Adele Buettner witnessed how mustard can be celebrated in fine form. At the Napa Valley Mustard Festival, March 13-16, 2009, Buettner saw how local agriculture can become destination tourism. "Mustard grows between the dormant grape vines in Napa Valley vineyards to help control other weeds," says Buettner. "It's an incredibly beautiful time of year and local visionaries saw the practice as an opportunity to draw visitors to the region during the wine off-season." What has ensued is a festival that draws people to local agriculture - wine, mustard, and art - and supports the regional economy.

Saskatchewan will be holding its own Mustard Festival July 24, 25, 26 in Regina. "International food trends are heavily influenced by people's travel," says Buettner. "By becoming connoisseurs of mustard preparations and exciting dishes using mustards, people in Saskatchewan may well become the best ambassadors of this special seed. Our dream is that all visitors will leave our province taking a little jar of heavenly gold with them."

Stay tuned to [www.saskmustard.com](http://www.saskmustard.com) as these events take shape.

### Office Hours

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

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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."

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