

# G Mustard Grower

*Mustard is a Must*

Annual Meeting Edition  
January 2011

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## Chairman's Message

By Patrick Ackerman, PAg

**W**ow! What a fall! Another one for the memory book! I hope this winter newsletter finds everyone safe and healthy, with a good furnace and a snow blower.

My fall newsletter message had yield projections all over the map and stagnant prices. Well, nothing has changed. If you have travelled to a warmer climate, don't worry you haven't missed anything.

Biggest issue now is making sure the mustard you do have is in good shape. Give it a turn and get some cold air at it, if you plan on storing for any length of time.

I attended the Special Crops Round Table meeting in Saskatoon and

presented on behalf of producers, with excellent reception and feedback from the federal government. Some exciting things came out of the meeting on herbicides and minor use registration, as well as markets and GMO issues in Europe.

Other big news is our association with Mustard 21 Canada Inc. has experienced great success: over \$4 million this summer, and now some more funding for breeding and herbicide work with new industry players involved. The breeding program is moving along at a great pace and the herbicide studies are going well. Markets have been stagnant and uninteresting. Mustard is the worst-performing commodity out there right now. I have two opinions, which I will share (not very popular in some company):

1. Mustard producers will need to buy acres this winter. I think they are too late. Many mustard acres are already switched to canola. The industry is sure the supply of mustard is abundant for what they need for the next year. I disagree. Quality is at a premium and will demand the same dollars next fall when the shelves are empty.

2. The old cliché says "nothing fixes low prices like low supply." Be careful what you wish for. High prices are coming. If I were industry, I would try to capture some above-average pricing before the big jump comes. Most producers have some crop to market to pay bills and keep going, they do not need to empty the mustard bin. I believe holding off will pay a big dividend for producers able to do that.

*Continued on Page Two*

## Mustard on the Menu

### Rack of Lamb with a Three Mustard Veneer

2	6 - 8 bone lamb rack, chine bone removed
½ cup (250 ml)	honey
½ cup (250 ml)	ball park mustard
½ cup (250 ml)	Dijon mustard
½ cup (250 ml)	whole grain mustard
1 tsp (15 ml)	chopped fresh tarragon
1½ cups (375ml)	bread crumbs
1 tsp (15 ml)	fresh chopped parsley
1 tsp (15 ml)	fresh chopped garlic
pinch	salt and pepper

In a bowl, combine honey, ball park mustard, Dijon mustard, whole grain mustard and tarragon.

Season lamb rack with salt and pepper.

Brush meaty and underside liberally with honey mustard mixture.

In a bowl, combine bread crumbs with parsley and garlic.

Preheat oven to 350° F (180° C).

Place lamb in roasting pan and bake until medium rare.

Remove from oven and let rest in a warm area 15 minutes before carving.

### Chairman's Message Continued

Now for the 'but'! This type of marketing and acreage swings is not good for the industry as a whole. Our commission is funded on levy. We require a consistent pricing and quantity marketed in order to do the research necessary to increase yield, expand markets and have better herbicide choices for producers. We are working hard to talk to end-users and buyers to try to understand their needs and be able to develop a relationship which can work both ways. It is very important for the stable future of our industry.

See you all at Crop Production Show in Saskatoon!

I wish you all a very Merry Christmas and a Prosperous New Year with bins and fridges full of Mustard!

*Patrick Ackerman, PAg*

# Crop Production Week

**Saturday January 8 to Saturday January 15, 2011**

**Events at Saskatoon Inn unless otherwise indicated**

**Saskatchewan Ag Grads Association** - January 8 & 9 - TCU Place

**Saskatchewan Flax Development Commission** - January 10  
Managing Change: Retooling for the Future

**Saskatchewan Winter Cereals Development Commission** -  
January 10

**Canaryseed Development Commission of Saskatchewan** - January 10

### Saskatchewan Pulse Growers

Supper, AGM & Opening Reception - January 10  
PrairieLand Park, Hall A, Breakout Rooms 3,4 and 5

"Maximizing Profit" - January 11  
Saskatoon Inn (live) and PrairieLand Park (live video feed)

**Saskatchewan Oat Development Commission** - January 11

**Saskatchewan Seed Growers Association** - January 12 and 13

**Saskatchewan Mustard Development Commission** - January 12

*Continued on Page Three*

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)

*Crop Production Week Continued*

**SaskCanola** - January 12

Producer Conference and AGM

**Saskatchewan Canola Growers Association** - January 13

PrairieLand Park and Western Development Museum

**Saskatchewan Soil Conservation Association** - January 13

**Canadian Wheat Board Day** - January 14

**Saskatchewan Fruit Growers Association** - January 15

**Special Session - Saskatoon Inn - Ballroom B**

Wednesday, January 12 - 7:00 PM

Weather Outlook 2011

Drew Lerner, World Weather, Inc.

Door Prize Draw: a one-year subscription to World Weather, Inc. reports

Complimentary Snacks and Cash Bar to follow

More details available at [www.cropweek.com](http://www.cropweek.com) or by calling (306) 933-0138.

## SMDC AGM

**January 12, 2011**

**Ballroom C, Saskatoon Inn**

**Saskatoon, Saskatchewan**

### Agenda

8:30 a.m. Registration

9:00 a.m. Greetings from Saskatchewan  
Ministry of Agriculture  
*Minister Bob Bjornerud*

9:10 a.m. Chairman's Address  
*Patrick Ackerman*

9:20 a.m. Mustard 21 Canada Inc. Update  
*Pete Desai, President & CEO*

9:40 a.m. Mustard Meal as an Antimicrobial  
*Dr. Rick Holley, University of Manitoba*

10:00 a.m. Mustard Agronomy Demos  
*Bryan Nybo, Wheatland Conservation Area*

10:20 a.m. Current Mustard Issues  
*Venkata Vakulabharanam, Provincial  
Oilseed Specialist*

10:40 a.m. Coffee

11:00 a.m. SMDC Annual Business Meeting

Noon Lunch

1:00 p.m. Processor Profile: GS Dunn of Hamilton  
*Don Henry, GS Dunn*

1:30 p.m. The European Market Situation  
*Michael Kemperdick  
Schluter & Maack GmbH  
Hambury, Germany*

2:15 p.m. Mustard Market Outlook  
*Bob Waldbauer, Lakeside Global Grains*

**Watch [www.saskmustard.com](http://www.saskmustard.com) for more information.**

**Note:** There is \$10.00 registration fee to cover lunch.



# Management Report

By Kevin Hursh, Executive Director  
and  
Adele Buettner, General Manager

**W**e continue efforts to ensure a bright future for mustard over the longer term.

As usual, the Saskatchewan Mustard Development Commission (SMDC) Annual General Meeting takes place at the Saskatoon Inn during Crop Production Week. The January 12 meeting will address such questions as: How will our sales program go in the year ahead? How much will farmers in Saskatchewan and Alberta seed? And how much will be produced?

Speakers include Brian Nybo of Wheatland Conservation Area, who will provide results from the trials funded through the federal/provincial Agriculture Demonstration of Practices and Technologies (ADOPT) program. The agronomy demonstrations organized at Saskatoon and Swift Current this past summer included macro and micro nutrient plots, and a demonstration on mustard crops seeded with and without seed treatments.

You'll discover more about the agronomic information, research updates, and market outlooks to be presented by checking the agenda on page 3 this newsletter. With only a \$10 charge to cover the cost of lunch, you'll find the meeting well worthwhile.

In addition, producers also learn at

the 2011 Mustard Field Day in conjunction with the Wheatland Conservation Area. Please write Swift Current on your calendar for July 21, and watch this newsletter for further details.

SMDC educates potential consumers of mustard with an eye to expanding demand. At present, we're researching international trade shows providing opportunities to link with the culinary industry. Encouraging chefs to use mustard in new ways introduces consumers to fresh taste experiences.

Returning to the producer's perspective, this is a prime time of year for making seeding and marketing decisions. Although mustard prices are not where producers would like to see them, our production, carryover and export numbers are not out of line with what we've seen other years.

Working through the numbers in Statistics Canada's November estimate of field crop production reveals approximately 72 per cent of the nation's mustard production came from Saskatchewan in 2010. Statistics released December 3 indicate Saskatchewan's harvested area of mustard is estimated at 350,000 acres with 54 per cent being yellow mustard, 27 per cent oriental and about 19 per cent brown mustard. Yields averaged 875 pounds per acre for brown,

873 pounds for oriental and 823 pounds for yellow.

The Stats Can report also contains a supply and disposition report for mustard. Total exports for 2009-10 are listed at 128,000 tonnes, the lowest in the last five years. However, exports in 2008-09 were only 130,800 tonnes and 2005-06 was also relatively low at 133,100 tonnes. The biggest year for exports in recent history was 2007-08 at 168,200 tonnes.

Total ending stocks at the conclusion of 2009-10 were relatively high at 100,000 tonnes. At the end of 2007-08, ending stocks were only 27,000 tonnes. However, at the conclusion of 2005-06, ending stocks were a burdensome 190,000 tonnes.

Half of the 100,000 tonnes carried into this crop year is on farms and half is in commercial positions. Adding the carry-in to the 2010 crop of 186,800 tonnes means a total supply of roughly 287,000 tonnes. This is higher than the last few years, but total supplies were higher back in 2006-07 and much higher back in 2005-06.

In conclusion, Canadian production was higher than average and exports in the last crop year were lower than normal. The result is a bigger mustard supply than we usually see, but it's a situation we've seen before.



# Mustard 21 Canada Inc. Update

By Tom Burwell and  
Pete Desai

**M**ustard 21 Canada Inc. (M21) was established as a not-for profit organization in 2009 to implement long-term strategic research for growing and expanding Canadian mustard opportunities. The founding members of M21 are Saskatchewan Mustard Development Commission (SMDC) and Canadian Mustard Association (CMA).

M21, as an initiative prior to its incorporation, working with stakeholders in 2007-08 developed a Canadian Mustard Strategy to make mustard a globally competitive crop and maintain mustard production as a viable option for producers. It became evident that the mustard industry will need to focus its limited resources on two main areas:

- i) Improving yield and agronomic aspects of production to make mustard a more viable business option for growers in common crop rotations; and
- ii) Creating higher value products from mustard in addition to traditional condiment mustard and helping establish an alternate market for mustard crops.

In 2009, SMDC and CMA, the founding members of M21, challenged M21 to develop a long-term action plan to implement the strategic research priorities plan that were part of the mustard strategy developed in 2008.

M21 has focused its activities on these priority areas and developed a long-term investment program to implement an action plan addressing these two areas. M21 has developed proposals to leverage SMDC and CMA investment of \$680K over four years to secure additional funds from Agriculture and Agri-Food Canada (AAFC) Growing Forward program, Agricultural Council of Saskatchewan (ACS) and the Western Economic Partnership Agreement (WEPA).

The 'Innovate Mustards' project, funded under the Growing Forward Program is one such project to implement a long-term plan to address critical aspects of mustard production and new options for total mustard utilization. The 'Innovate Mustards' project, ACS and WEPA funds have helped M21 to establish a long-term program that has focused resources to address priority aspects that will enhance competitiveness of the mustard industry. The long-term plan is to focus on four areas:

- i) Increasing mustard yield through improved germplasm and variety development to keep mustard competitive with other major crops so growers will continue to grow mustard as part of their crop rotation. The breeding work at AAFC over the past two years is now showing promising results to develop synthetic varieties for yellow mustard, which will be evaluated over the next couple of years.

- ii) Working on the use of mustard meal as an antimicrobial agent in processed and or packaged foods work done in Winnipeg at University of MB and at AAFC laboratory in Guelph has shown good activity as a natural antimicrobial. This work will need to demonstrate the proof of principle of antimicrobial activity in processed and or packaged foods prior to industry partner supporting demonstrating the commercial application.

- iii) Developing a new dedicated industrial oilseed Ethiopian mustard (*B. carinata*) with erucic acid for new markets for non-food and non-traditional mustard uses. AAFC's established breeding program is now moving forward faster to create robust varieties adapted to the prairie region.

- iv) Creating value added products from meal and oil for non-food applications, such as biopesticide from meal and value added products from its oil.

Please watch for updates and information on the M21 'Innovate Mustards' project and other project activities in the SMDC newsletter. M21 always looks forward to your inputs and suggestions for improvement of the mustard industry. If you would like to discuss any ideas, please feel free to contact Pete Desai, 403-286-4593 or Tom Burwell at 306-373-3938.



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## MUSTARD MARKET OUTLOOK

### Kevin Hursh

We are approaching the time of year when new crop mustard contracts typically become available. Walter Dyck of Olds Products and Kevin Dyck of AC Trading were contacted for their thoughts on contract prices and the mustard market in general.

Olds Products deals in yellow and brown mustard, and Walter says the movement of contracted mustard is going well. However, from his vantage point, there isn't a lot of business being done on the spot market.

Walter says spot prices for yellow mustard are in the 23 to 24 cent a pound range with brown at 20 to 21 cents. At those prices, Walter says growers have not been very motivated to sell.

Olds Products plans to come out with new crop contract prices at the beginning of January as per usual. This timing corresponds to the SMDC annual meeting at Crop Production Week in Saskatoon, as well as the Western Canadian Crop Production Show happening at the same time.

With canola in the \$11 a bushel range, Walter Dyck is fully aware that to be competitive a yellow mustard contract price in the 30 cent a pound range is warranted, but that has to be balanced against a spot market that is much lower. For 2010, contracts started at around 30 cents and then moved lower.

Kevin Dyck of AC Trading says his company will also come out with new crop contract prices. These may be available in December, but for sure will be out by the time January rolls around.

Unfortunately, Kevin says there's limited demand for all three types of mustard right now. In fact, he describes the market as "dead". As of the end of November, his prices were 23 cents a pound on yellow, 20 cents on brown and 21 cents on oriental. He says movement has also been slow on contracted production.

Like Walter, Kevin is aware that a good mustard contract price will be required to save mustard acreage from canola. However, he says contracting yellow mustard for prices above 30 cents is going to be risky. On the other hand, end users may have trouble accessing mustard a year from now, if enough acres aren't planted.

Kevin says information coming out of Ukraine is sketchy, but it's generally believed that big mustard production from 2009 is still overhanging the market. On top of that, Ukrainian farmers planted more mustard than expected in 2010.

As a result, European buyers have not been buying the usual quantities from Canada.

As you'll see in the agenda for the SMDC annual meeting, Bob Waldbauer of Lakeside Global is going to provide a presentation on market outlook. In addition, Michael Kemperdick of Schluter & Maack GmbH out of Hamburg, Germany will give a presentation on the European market situation.



# 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.**  
1600 Two Mile Road  
Winnipeg MB R2N 4K1  
Tel: 204-339-8001  
Fax: 204-339-8002

**Alliance Pulse Processors Inc.**  
Box 30029  
Regina SK S4N 7K9  
Tel: 306-244-5645  
Fax: 306-244-5693

**Besco Grain Ltd.**  
30 Railway Avenue, PO Box 166  
Brunkild MB R0G 0E0  
Tel: 204-736-3570  
Fax: 204-736-3575

**BroadGrain Commodities Inc.**  
408 - 133 Richmond Street W  
Toronto, ON M5H 2L3  
Tel: 416-504-0070  
Fax: 416-504-0080

**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: 306-665-2294  
Fax: 306-651-0444

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

**Grain Millers Inc.**  
9531 W 78th Street, #400  
Eden Prairie MN, USA  
55431  
Tel: 800-328-5188 x311  
Fax: 952-942-9649

**Hanse Seed (Canada) Corp.**  
Suite 2300, Bentall 5  
550 Borrard Street, Box 30  
Vancouver, BC V6C 2B5  
Tel: 954-394-4692  
Fax: 954-217-6885

**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. of Illinois**  
10700 88th Avenue  
Pleasant Prairie WI, USA  
53158  
Tel: 262-947-3500  
Fax: 262-947-3517

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

**Pars Ram Pulses Inc.**  
Box 110  
Roblin, MB R0L 1P0  
Tel: 204-937-3174  
Fax: 204-937-8300

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

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

**Schlueter & Maack Canada**  
PO Box 415  
Pilot Butte, SK S0G 3Z0  
Tel: 306-781-4987  
Fax: 306-352-4665

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

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

**Western Grain Trade Ltd.**  
9 - 2155 Airport Drive  
Saskatoon SK S7L 6M5  
Tel: 306-657-3455  
Fax: 306-657-3450

**Westland Agro Ltd.**  
Box 551  
Gravelbourg, SK S0H 1X0  
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Fax: 306-648-3611

## Office Hours

Monday to Friday  
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# 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.

