

Summer 2009

# Mustard Grower

Sharing the Inspiration

Mustard Galore

Wheatland/Mustard Field Day

*Mustard is a Must*

## *Sharing the Inspiration*

*Inspired by Mustard* is on its way to the kitchens of chefs and other culinary professionals around the world.

This collection of 66 original recipes is a first for the Saskatchewan Mustard Development Commission.

"The full-colour user-friendly book is a major component of our promotional and educational campaign to reach both the domestic and international community," according to SMDC Executive Director Kevin Hursh.

The publication marks the culmination of a year-long project managed by AgriBiz Communications Corp. AgriBiz principal Adele Buettner, who is also General Manager for SMDC, said significant research, testing and collaboration went into the concept and realization of this beautifully illustrated and formatted publication.

"We wanted to ensure the book demonstrated the versatility of mustard, as well as its many health benefits. There is significant scope for more mustards and mustard byproducts to be incorporated into the daily diets of Canadians and consumers globally," Ms. Buettner said.

The book focuses on mustard in its ground, prepared and seed forms.

Commission Chair Baine Fritzler added: "Even mustard growers are going to learn from this book."

A total of 7,000 copies were printed for distribution to culinary schools and institutes, chefs' associations and other key stakeholders. To ensure an international reach; the

book is available on the SMDC website at [www.saskmustard.com](http://www.saskmustard.com).

The publication has been made possible through the financial support of the **Canadian Agriculture and Food International Program**, a key element in Canada's international strategy to help industries succeed in key markets and meet global demand for high quality Canadian foods. This was also a collaborative venture with the **Saskatchewan Ministry of Agriculture**, which provided funding through the Agriculture Development Fund Agri-Value Program.

## MUSTARD GALORE

Chefs, sponsors and patrons are gearing up for the 2009 *'Great Canadian Mustard Festival'*, which take places from July 24 to 26.

This three-day celebration of Saskatchewan's premiere spice crop will feature city-wide testing menus at participating restaurants in Regina on July 24 and 26, a 'Chef's Ball' on July 25 and a Mustard Gala on July 26.

Participating chefs from The Abbey, Cathedral Freehouse, Willow on Wascana, Beer Brothers, Casino Regina, Crave, The Crushed Grape and Zest will create their own original three-course testing menus using mustard in appetizers, entrées and desserts.

"These are the participating restaurants as of June 15, so we expect more will join the celebrations. For \$40, this three-course meal is a great outing for the family and a wonderful way to learn about the many ways mustard can be used," according to Festival Chair Moe Mathieu. (*See over.*)

### *Mustard Galore Continued*

The Chef's Ball will be held at the Crave commencing at 8 p.m. on July 25, with tickets at \$25. (If you have anything that resembles a chef's jacket, wear it!) The Mustard Gala on July 26 takes place at the Willow on Wascana, and features the Chef's Challenge at which the 'People's Choice' award will be presented. The Chef's Challenge will be judged by professional judges and a celebrity judge, while the People's Choice Award will be chosen from the Mustard Barbeque creations. The Gala also includes 'Hot Dog Heaven' for children, a 'Fun Garden' for adults, as well as a Mustard Store.

Call 585-FOOD for further information.

## WHEATLAND/MUSTARD FIELD DAY

July 15th, 2009 - Swift Current, SK

Come to Swift Current on July 15 for field tours and information sessions. Everyone welcome. No charge to attend. Parking available at the Conference Centre.

### Hosts:

Agriculture and Agri-Food Canada, SPARC  
Wheatland Conservation Areas Inc.  
Saskatchewan Mustard Development Commission  
Saskatchewan Ministry of Agriculture

### Program:

**9:00 a.m.** Gather at Conference Centre - Thomson Room,  
Semiarid Prairie Agricultural Research Centre

(SPARC), Gate #4, Airport Road East, Swift Current, SK.

**9:15 a.m.** Bus transfers people to Wheatland Site

**9:30 a.m.** Field Tour at Wheatland Site

- Pulse varieties
- New chemicals
- Energy Crops
- Ascochyta sentinel project
- Industrial trials

**12:00 Noon** Bus back to SPARC for lunch (free for all attendees).  
Lunch in the Cafeteria and the grounds outside.

**1:15 p.m.** Bus transferring people to SPARC Research Farm

**1:30 p.m.** Tour Research and Demo plots

- Mustard variety comparison
- Mustard crop in response to pre/post-seeding herbicides
- Mustard Agronomy
- Alternative Oilseed species for biodiesel potential

**3:30 p.m.** Mustard market outlook presentation, at SPARC  
Conference Room - Jackie Kress, CGF Brokerage  
and Consulting

**4:30 p.m.** Closing

**Note:** In case of inclement weather, PowerPoint presentations will be given in the Conference Room at SPARC in place of field tours.

Return undeliverable Canadian addresses to the following address.

Saskatchewan Mustard Development Commission  
502 45 Street West, Second Floor  
Saskatoon, SK S7L 6H2

