

# G Mustard Grower

*Mustard is a Must*

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## Chairman's Message

By Patrick Ackerman, PAg

**H**arvest is here!! From what I hear from many producers across the province, the mustard crop is probably the most variable it has ever been. Yield projections are all over the map. Combined with low prices there will be a significant loss of income and profit for many growers.

As Saskatchewan producers, we supply North America with most of the mustard, so we must market at a positive return. Quality will be a significant part of your profit potential.

Remember to put your mustard on air to cool it down. Long-term stor-

age is best at 8% moisture and lower. The market for heated mustard is not your best alternative.

Weeds are a big concern this year, because as the growing conditions we were handed made for excellent weed growth. The commission has been working on getting pre-harvest glyphosate registered, but it is probably another year away from any kind of registration on mustard. Reglone or swathing is your only alternative to manage your harvest.

The commission is still working on in-crop herbicide options for mustard. Non-GMO is still the preferred method of herbicide control. The European market pressure is the main reason for this, so we keep trying other alternatives.

There has been some very promis-

ing news on the synthetic hybrid yellow mustard front. Many producers have noticed a lot of blanks on the main stem where a pod should be, this is as a result of yellow mustard's inability to self cross. With the synthetic hybrid, we will eliminate this and a more uniform plant stand will result.

I wish you all a safe and successful harvest. Please take a few extra seconds to make sure everyone is aware of powerlines and is familiar with equipment at this busy time.

Wishing you all a great fall and remember play safe and play to win.

See you all at Crop Production Show in January.

Patrick Ackerman, PAg

## Mustard on the Menu

### Mustard Turkey Sliders

1 lb. (454 g)	ground turkey
2	small apples, diced
1	small red onion, diced
3	green onions, finely sliced
2 tbsp (30 ml)	toasted mustard seeds, cracked
2 tbsp (30 ml)	Dijon mustard
2 tbsp (30 ml)	grainy Dijon mustard
2 tbsp (30 ml)	peppered mustard
1 tsp (15 ml)	dry mustard
½ tsp (2.5 ml)	pepper
½ tsp (2.5 ml)	salt
¼ tsp (1.25 ml)	paprika
¼ tsp (1.25 ml)	dill
1 cup (250 ml)	bread crumbs
1	lemon zest

In a large steel bowl, combine turkey, apples, onion, green onions, eggs, mustard seeds, mustards, pepper, salt, paprika, dill and lemon zest.

Slowly add bread crumbs and mix until mixture binds together but is not too dry. If it becomes too dry, add another egg.

Form mixture in small 60 g (2 oz.) patties.

In medium temperature skillet or cast iron, pansear each side until golden brown. Serve in a mini bun with a cranberry mustard.

Mark your calendar  
and plan to attend.



### Crop Production Week

is not far away....

When making plans to visit Saskatoon during the 2011 Crop Production Week, remember Wednesday January 12. That's the date of the Saskatchewan Mustard Development Commission Annual Meeting at the Saskatoon Inn.

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

## SMDC Election 2011

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.

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 20, 2010.

An election (if required) will be by mail ballot with election results announced at the Annual General Meeting in Saskatoon, SK, **January 12, 2011.**

### Important Dates to Remember:

**October 20, 2010**  
Nominations close at 12:00 p.m. (noon)

**November 19, 2010**  
Ballots to be mailed to registered producers

**December 14, 2010**  
Last day for ballots to be received

**January 12, 2011**  
Election results at SMDC Annual General Meeting

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)

# Management Report

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

Efforts are underway to better understand what European buyers want and what the Saskatchewan Mustard Development Commission's competitors are doing in that marketplace.

This work follows continued concern by the board and management about what's happening to mustard demand in the European market. Stay tuned for updates on SMDC's research.

These efforts complement the Commission's ongoing work to build and strengthen relationships with government and industry players to enhance opportunities for producers. SMDC is also seeking various granting opportunities, with an eye to helping with both marketing and promotions.

As you likely know, price quotes for mustard have not enjoyed the same upward movement as other crops. At the time this was written, published prices were 19 cents per pound for brown mustard, 20 cents for oriental, and 24 cents for yellow. The Canadian Wheat Board has announced significant increases to its Pool Return Outlooks for wheat, durum and barley. In addition, the price of canola is around \$10 per bushel, flax is about \$13, and top quality green lentil prices are approaching 30 cents a pound.

For more about mustard price quotes, please see the market analysis on page 6 of this newsletter.

## Field Day

This summer's wet weather moved Mustard Field Day activities indoors, July 14.

Mustard growers and speakers gathered in the Agriculture and Agri-Food Canada (AAFC) Saskatoon Research Centre at the University of

Saskatchewan, because of muddy conditions at AAFC's Research Farm.

Presenters included:

Dr. Bifang Cheng, who is researching genetic enhancement of condiment mustard; and development of high-yielding condiment yellow mustard and high-yielding hybrid cultivars in brown and oriental mustard.

Dr. Kevin Falk, who updated growers on his research into Ethiopian mustard, which shows promise as an industrial oilseed crop with the potential to contribute to the future competitiveness of Canada's oilseed industry.

Growers also learned about: marker-assisted breeding; identifying allergens in mustard protein; and how mustard plants are regenerated from microspheres to generate pure lines.

Many thanks to AAFC for facilitating the annual Field Day; and Axiom Commodities and Besco Grain Ltd. for sponsoring the barbeque.

## Website

While SMDC's website, [www.saskmustard.com](http://www.saskmustard.com), is a continual work in progress, it's still an interesting place to visit. When you check it out, remember to click on the News & Research tab to find the latest media releases, and the link to recent Research Reports provided by the Agriculture Development Fund, Saskatchewan Agriculture.

The newest information coming to the website will assist those who contact SMDC to ask the difference between canola and mustard, when they see it growing in a field. We regularly get that question, and it's certainly difficult to know one from the other from afar.



# Mustard Seed Market Analysis

Bob Waldbauer  
Manager-Special Crops  
Lakeside Global Grains Inc.

August 20 Stats Canada acreage and production estimates for mustard held no real surprises for anyone interested in this market.

With a projected harvest of only 400 thousand acres, growers would normally be waiting on the sidelines, looking to cash in on the next mustard lottery. The past 15 years have been profitable for those mustard growers who employed a "grow and hold" strategy. Substantial upward price cycles every 4-5 years over that period were normal and somewhat expected.

However, unfortunately for the Canadian grower, the dynamics of this market is changing. Fewer seeded acres will be offset by higher than average yields resulting in production of nearly 160 thousand mt. Carryover of 80 thousand mt doesn't help the pricing picture either. Factor in the absence of European buyers, a higher Canadian dollar and increased ocean freight, and you have a market that could best be described as lazy.

Canadian mustard is no longer the only game in town. High prices in 2008 caught not only the attention of domestic and international buyers, but also European growers, who saw an opportunity to grab a

chunk of what traditionally was considered Canada's market. European growers planted and harvested more mustard than ever. European yellow mustard started hitting the market in waves, at progressively lower values. Prices finally hit the floor at around 400 Euros landed Western Europe. To compete in this market, equivalent yellow mustard values to our growers would have come in at 13-14c/lb.

This effectively left the Canadian grower little opportunity to compete. While no one can ever dispute our high quality or consistency of shipments, these traits become somewhat less important when pricing variances between Canadian vs European seed approached \$250-300 US /mt.

This production cycle in Europe will eventually play itself out. European seeded acres are notably lower this year than last. There are reported harvest problems in Eastern Europe and the former Soviet Union. Quality may become an issue. On the flipside, Europe still has approximately 15,000 mt of old crop to plough through, but again, it may still be available to the market only because of quality issues.

The North American market remains steady. Buyers are not pur-

chasing less, however, their purchasing strategy has changed. End users are now content to purchase a larger percentage of their needs on a spot basis. These same buyers, up until a couple of years ago would have booked nearly all of their requirements in the December-March timeframe. As a result, very few grower contracts were available this past spring.

In summary, there's not much excitement ahead in this market. Expect mustard to trade near present values for the foreseeable future. Yellow mustard cash prices will bounce around in the 21-24/lb cent range. Brown mustard expected values will be in the 17-18/lb cent range, and Oriental varieties will trade in the 18-20/lb cent range.

Prairie farmers should consider keeping mustard in their rotation. A new baseline in respect to mustard prices has been established at or near today's values. Growers will not sell for less. Producers will want to be positioned to take advantage of this market when the next rally occurs.

Bob Waldbauer  
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Fax :306-554-3010  
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# Mustard 21 Canada Inc. Update

By Tom Burwell and  
Pete Desai

## Minister Ritz announces AAFC support for 'Innovate Mustards' Project

**M**inister Gerry Ritz recently announced funding of \$4 Million over four years under the Agriculture Agri-Food Canada's "Growing Forward Program" to support Mustard 21 - 'Innovate Mustards' project.

"This investment will help to unlock the potential for mustard seed, finding new ways to use it beyond the hamburger, and expanding markets for our farmers," Ritz said during the Scott Research Station's Centennial celebration, July 16.

This \$4 Million support from AAFC combined with investment from industrial partners will enable Mustard 21 to implement its key strategic priorities to keep Canadian mustard globally competitive. Mustard needs to have higher yielding varieties to compete with other rotational crops, especially in the drier belt of the prairies.

The Innovate Mustards project, managed by Mustard 21, focuses on studying the best technologies available to address four key areas: yield increase; hybrids; herbicide tolerance to manage weeds; and mustard's antimicrobial activity as a food preservative. In addition, the project will develop dedicated industrial oilseed mustard for non-food applications such as bio-lubricants and bio-diesel additives.

Mustard 21 Canada Inc. is a non-profit, industry research and development organization co-ordinating the resources of the Saskatchewan Mustard Development Commission, the Canadian Mustard Association and other industry stakeholders.



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## TASTEBUDS SAVOUR MUSTARD RECIPES

**M**ore people discovered the diverse ways to cook with the province's premier spice crop thanks to the recipe book published for the Great Saskatchewan Mustard Festival, August 8.

Chefs from five of the participating Regina restaurants share their recipes in the 'Great Saskatchewan Mustard' produced by SMDC.

"We are very pleased to collaborate with some of Saskatchewan's most talented Chefs to demonstrate the endless tasty mustard creations," says Adele Buettner, SMDC General Manager, who was once again a competition judge.

More restaurants and chefs participated in this summer's 4th annual Great Saskatchewan Mustard Festival, which attracted about 450 people, more than double last year. Festival-goers quenched their thirst with another Saskatchewan-made product: beer supplied by Great Western Brewery. French's provided an array of mustard give away items.

The organizers look forward to an even bigger and better festival in 2011.



# 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  
Tel: 306-648-8151  
Fax: 306-648-3611

**Office Hours**

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

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# G Mustard Grower

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Return undeliverable Canadian  
addresses to the above address.

Canadian Publications  
Agreement Number 41057509.

## 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.

