

G Mustard Grower

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Chairman's Message

By Patrick Ackerman, PAg

A Well another interesting spring and start to summer. Some good mustard growing areas could not get a crop in the ground, yet others are looking for rain and others are just right. It reminds me of the three little bears story.

The Saskatchewan Mustard Development Commission (SMDC) and Mustard 21 have been busy, since the last newsletter. SMDC representatives attended a very large food show in California, reported on in detail within this

newsletter. The show has resulted in a number of inquiries, and is in line with the goal of promoting use of our Saskatchewan seed when creating a nutritional, healthy diet.

Planning for the Field Day in Swift Current, July 12 is well underway. We can expect an informative and exciting day.

M21 is busy with the breeding program and had a successful winter increase in Chile, a first for mustard! This work will give producers newer, higher yielding condiment varieties and an industrial oil mustard.

Mustard acres are definitely reduced this spring and are competing with canola acres. We talked extensively about this issue over the winter with brokers and food companies, and what this will mean to the industry as a whole. Watch the market signals for mustard as the year progresses, as there should be some excellent marketing opportunities going forward.

I wish you all good luck in completing your seeding operations. Please be safe and watch out for your children, who will no doubt be helping you.

Mustard on the Menu

Honey Lager, Mustard Glazed Steelhead Trout

1 side	Steelhead trout
½ pint (227 ml)	honey brown lager
¼ cup (62.5 ml)	honey
4 tbs (60 ml)	mustard powder
	salt and pepper to taste

Blend beer, mustard, honey and seasoning together in a bowl. Chill for 20 minutes.

Prepare your barbeque and bring to medium high heat. Place a griddle iron over the grill to get hot.

Set aside some of the beer, mustard and honey mixture to use as a dressing later. Use the remainder of the mixture to baste the fillet.

Place directly onto the oiled surface of your hot griddle iron, skin side down. Close the barbeque lid.

Turn down to medium low heat. Leave the fillet to slow cook for 15 -20 minutes.

Remove from heat and peel off the skin. Flake over mixed green leaves or arugula (mustard greens). Dress with the saved beer, mustard and honey mixture.

Serves 4.

Healthy Kitchens, Healthy Lives

A serious, influential audience discovered compelling reasons to use and recommend Saskatchewan mustard at March's Healthy Kitchens, Healthy Lives conference.

"As an exhibitor, the Saskatchewan Mustard Development Commission (SMDC) was well received by participants, who learned high-quality Saskatchewan mustard seed is both nutritious and delicious," says Adele Buettner, SMDC General Manager.

Funding from Agriculture and Agri-Food Canada's AgriMarketing Program enabled SMDC to participate in the conference.

Healthy Kitchens, Healthy Lives, a novel collaboration between two leading educational institutions - the Culinary Institute of America and Harvard Medical School - attracted approximately 440 participants. They included such health care professionals as physicians, nutritionists and nurses, plus medical and culinary faculty, and chefs from 46 American states, Canada, Germany and South Korea.

SMDC's presence ensured attendees left the conference in California's Napa Valley with:

- The 'Modern Mustard' recipe book supporting Harvard Medical School's strategy paper 'Tasting Success with Cutting Salt: Twenty-Five Science-Based Strategies and Culinary Insights,' which recommends using spicy additions, like mustard, to enhance flavor with less salt;
- 'Saskatchewan Mustard: How Mustard Nutrients Promote Good Health,' which describes mustard as a natural health food, cholesterol-free, low in sugar, and high in fibre and protein;
- visual memories of images of Saskatchewan mustard fields and displays of seed varieties; and
- recollections of their taste buds' reaction to two tasty dips served with fruit and vegetables in glasses with SMDC's logo on the side.

"By attending Healthy Kitchens, Healthy Lives, SMDC representatives fulfilled their goal of increasing awareness of Saskatchewan mustard by developing relationships with key international audiences," says Adele. "The trip was also a great opportunity to gather valuable information for our future efforts to disseminate information about Saskatchewan mustard."

The 'Modern Mustard' and 'Saskatchewan Mustard: How Mustard Nutrients Promote Good Health' are available in the consumer section of the SMDC website (www.saskmustard.com).

Do you have a story idea for the next newsletter or have an opinion on the mustard industry you want to communicate? 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



2011 Field Day

**Saskatchewan Mustard Development Commission and
Wheatland Conservation Area Field Day
July 12, 2011 - 9:30 a.m. to 3:30 p.m.
SPARC, Swift Current, Saskatchewan**

FEATURING INFORMATION ON:

- Minor Use Herbicides for Mustard Production
- *Brassica carinata*
- Mustard agronomy
- New and novel crops, including cover crops for soil health
- Pea and lentil inputs
- Fungicide timing on cereals
- ESN and Agrotain

To register, please contact the Swift Current regional office of the Saskatchewan Ministry of Agriculture at 306.778.8285 by July 8th. Registration is free, however we ask that you pre-register to assist organizers in the planning required for lunch numbers.

Hosted by:

Wheatland Conservation Area Inc.



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Ministry of
Agriculture**



Management Report

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

Saskatchewan's mustard industry is picking up momentum for a strong and healthy future.

If you would like to support that progress, the Saskatchewan Mustard Development Commission (SMDC) will soon be seeking nominations for directors, an opportunity for valuable rewards.

The greatest benefit comes from the people you will meet, and the knowledge you will gain about the mustard industry.

Your expenses for commission business are covered, plus you will receive a per diem for each day spent representing SMDC at meetings. That's typically four or five meetings and a conference call or two, a year.

Director's service has time limits, maximum of three consecutive three-year terms, which prevent the same capable people from serving indefinitely.

Mustard may not be a star performer this year, as acreage is down and even though mustard prices have been rising, other crops may result in better net return. However, mustard's future is exciting, particularly with the emerging industrial uses.

To better understand the industry and SMDC attend the Annual Field Day from 9:30 a.m. to 3:30 p.m. July 12 at Swift Current's Semiarid Prairie Agricultural Research Centre (SPARC). You'll discover what is happening with the crop and have the chance to talk with the current directors. Then, consider letting your name stand for election in the fall.

As a director, you will encounter new aspects of agrology, plus see the strides SMDC is making to increase the culinary uses and markets for Saskatchewan's top quality mustard.

For example, Reader's Digest recently posted information from SMDC's 'Mustard is a Must'

materials on the food portion of its website: <http://www.readersdigest.ca/food/cooking/create-your-own-signature-mustard>.

This exposure ensures a wider audience of consumers becomes aware of the tasty reasons they should be adding mustard, in its various forms, to their grocery list.

SMDC at Gardenscape

Combining two tasty home-grown foods - mustard and steelhead trout - appealed to Saskatchewan consumers attending the ever-popular Gardenscape Outdoor Living Show.

"We identified the new BBQ Cooking Show as an ideal opportunity to introduce people's taste buds to the delicious possibilities," says Adele Buettner, General Manager of the Saskatchewan Mustard Development Commission (SMDC).

"SMDC thanks Wild West Steelhead for partnering with us to promote our Saskatchewan-grown products at Gardenscape," she added.

PrairieLand Park later described the BBQ Cooking Show - March 25, 26 and 27 of this year - as a fantastic addition to Gardenscape.

To find recipes featuring savory, healthy mustard see Page 2 of this newsletter and check the consumer section of the SMDC website (www.saskmustard.com).

Mustard 21 Canada Inc.

By Tom Burwell, Chair
and

Pete Desai, President and CEO

***Brassica carinata*: Energy Feedstock and Industrial Mustard Crop**

M21 has been working with the stakeholders since 2008 to develop a Canadian Mustard Strategy to ensure that mustard is a globally competitive crop and Canadian mustard production has an advantage as a viable option for the producer. SMDC and the Canadian Mustard Association (CMA), the founding members of M21, have challenged M21 to develop a long-term action plan to implement these strategic research priorities. M21 has focused on three key priority areas and developed a long-term program to best utilize its limited resources.

One strategy identified to create new value was to develop *Brassica carinata* - Ethiopian mustard - "Carinata" as an energy feedstock and industrial mustard crop for opportunities besides the traditional condiment mustard. Carinata development focuses on renewable oil for industrial use applications such as diesel fuel for transportation, biojet fuel for the aviation industry, biolubricants, biodiesel additive, penetrating oil, and the meal for use as a natural antimicrobial or as a feed.

The "Innovate Mustards" project funded by Agriculture and Agri-Food Canada's (AAFC) Growing Forward Program has helped to evaluate *B. carinata* as another mustard crop opportunity. Dr. Kevin Falk, Senior Scientist at AAFC Saskatoon, has been developing and evaluating *B. carinata* for the past decade for its potential use as an oilseed crop in Canada. His vision, hard work and dedication over the years have helped develop potential Carinata germplasm that is:

i) adapted to the Canadian shorter growing season with heat and drought tolerance;

ii) has higher oil content than traditional *B. carinata*;

iii) high protein content;

iv) high erucic acid content; and

v) high glucosinolate content.

Interest in developing an energy feedstock and industrial mustard crop such as Carinata is gaining momentum across the value chain to help establish a new renewable bio-energy sector as part of the emerging bioeconomy. The Federal mandate alone of 2% inclusion of biodiesel by 2011 requires an additional one million tonnes of oilseed production in Canada. Globally, there is also interest in biojet fuel. At present Hydroprocessed Renewable Jet fuel (HRJ) is in the final stages of certification for up to 50% substitution for conventional jet fuel. In Canada the emerging bio-economy has helped industry, like Agrisoma, evaluate oilseed crops as a feedstock for energy and other value-added industrial product opportunities.

Agrisoma Biosciences Inc., a Canadian agricultural biotechnology company, is the industrial partner for the Mustard 21 "Innovate Mustards" project. Agrisoma is pioneering the commercial launch in 2012 of AAFC elite *B. carinata* or "Carinata" germplasm. Uniquely adapted to the southern Prairies, Carinata will set a new standard as an energy feedstock crop and provide an additional revenue opportunity for grower. AAFC, Agrisoma, and M21, working as a TEAM in 2011, are evaluating the opportunity to establish Carinata as an energy feedstock and industrial oilseed crop of choice for the energy sector and as another viable option for Canadian mustard growers.

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2011 SMDC Board of Directors

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This July there will be a tour opportunity to see Carinata in the field:

There is a major effort underway this summer to establish Carinata field plots across the brown soil zone, the drier belt of the prairies. You may be interested in seeing what this crop looks like and learning about what it has to offer. Mustard Day at Swift Current, July 12, 2011, will be a great opportunity to meet and talk with Dr. Falk and representatives from Agrisoma along with SMDC, CMA and M21 Board members.

Agrisoma is also establishing production sites across southern Saskatchewan and Alberta for field tours, plans for which are under development for late July. If you are interested in touring your local Carinata field plots, please contact Julie Deugau at m21mustard@yahoo.com or 306-260-0793 and Agrisoma will follow-up with details later in June.

M21 always looks forward to your suggestions and input for improvement of the mustard industry. If you would like to discuss any ideas please feel free to contact Pete Desai or Tom Burwell.

Discovering Mustard's Punch

The province's mustard producers experience another opportunity to educate consumers, during 'The Great Saskatchewan Mustard Festival.'



Festival goers discover Saskatchewan producers are the world's largest exporters of mustard, which is much more than a yellow condiment for hot dogs. On August 7, they will enjoy original recipes created by top chefs.

To further showcase the participating local restaurants, chefs will prepare creative dishes featuring various kinds of mustard, as they compete for the coveted 'Yellow Jacket.'

The recipe for a family-friendly festival comes together thanks to lead organizers from Beer Bros. Bakery and Cuisine, Crave Kitchen and Wine Bar, other Regina restaurants and the Saskatchewan Mustard Development Commission, which is also a sponsor. As in past years, Regina's The Willow on Wascana serves as host.

This event is free to attend and only \$10/person if you wish to try the tasty creations and vote in the People's Choice Award. For further details regarding this tasty event visit www.saskmustard.com.



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
Brunskild 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

Canadian Exotic Grains Ltd.

Box 444
Eston, SK S0L 1A0
Tel: 306-962-4751
Fax: 306-962-3251

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

Farmer Direct Co-operative Ltd.

1536 Victoria Avenue
Regina, SK S4P 0P5
Tel: 306-352-2444
Fax: 306-352-2443

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

Iltagrain Inc.

8427 - 160 Street
Surrey, BC V4N 0V6
Tel: 604-597-5060
Fax: 604-597-4933

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

Shamrock Seeds (2006) Ltd.

1502 - 17th Street West
Saskatoon, SK S7M 4A4
Tel: (306) 249-4151
Fax: (306) 249-4155

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.

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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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