

Grow Mustard

SASKATCHEWAN MUSTARD INDUSTRY NEWS



@GrowMustard

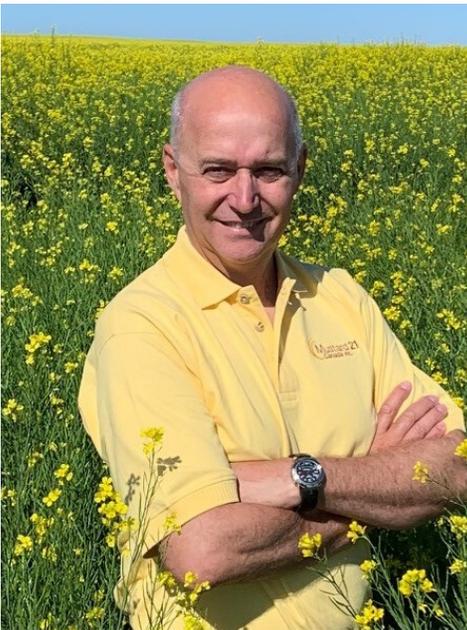
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SaskMustard and Mustard 21 Canada Inc.

JUNE ISSUE 2020

Switching to an Electronic Newsletter

If you are reading this newsletter, you know that we have put it online to help ensure everyone's safety by reducing mail outs during the COVID-19 uncertainty. If you would like this newsletter to come directly to your inbox, sign up to receive our emails at the bottom of the saskmustard.com website. Please share this information with your fellow mustard growers.

Executive Director's Message



In line with our commitment to keep our registered mustard growers apprised of with what is happening with our research and test plots, we plan to provide regular updates on both saskmustard.com and the newly renovated mustard21.com website.

We will be posting information on the various research trials and photos of the test sites and plots so you have an opportunity to see what we are testing and how the sites are coming along. Cory Jacob, the Provincial Oilseed Specialist with the Ministry of Agriculture, is supporting our efforts by lining up a videographer.

Hybrid AAC Brown 18 Update

This is the first season of sales for the hybrid brown mustard, AAC Brown 18, and we are quite happy with how they went in spite of lower brown mustard prices.

Our three distributors, Sundwall Seeds in Govan, Mercer Seeds in Lethbridge and the many Nutrien locations across western Canada, have all worked hard to make seed available to growers this season.

Seed orders have already come in for the 2021 season and consumer demand is strong, indicating that hybrids are being accepted in the marketplace. We will publish the plot information on our yield trials in an upcoming newsletter so you can see the benefits of growing a hybrid mustard.

If you have questions on the hybrid mustard program, feel free to contact our office, at info@saskmustard.com, and we will respond with current information.

- Rick Mitzel, PAg

These are interesting times to say the least so, at Sask Mustard and Mustard 21, we wish everyone the best and hope everyone stays safe.

Mustard Field Day Update

This edition of the newsletter usually provides information on the time and dates of our upcoming Mustard Field Day tour. Unfortunately, the summer tour has been cancelled as were many other agriculture industry tours.

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Market Outlook

by Chuck Penner,
LeftField Commodity Research

The first StatsCan acreage estimate for 2020 is now available, but there are still some old-crop marketing decisions to make. For most of 2019/20, bids had seen very little action but are showing a few signs of life heading into the final quarter of the marketing year.

Last year's mustard crop was on the small side, down 20-25% from the year before, but that failed to give prices a lift through much of 2019/20. The biggest reason for the flat price was the weaker export performance. Through the first eight months, 73,000 tonnes of mustard has been exported, 10% less than a year ago, mostly because of increased competition from the Black Sea region, especially Russia.

According to StatsCan, Canadian mustard supplies as of March 31 are 110,000 tonnes, which is 15,000 tonnes less than a year ago. Even so, the lower supplies have failed to ignite a price response because of the quiet export demand. And it may only be farmers' reluctance to sell mustard that has managed to keep a floor under prices.

It's also important to note that mustard inventories vary significantly between the three main classes. Because more growers avoided growing yellow mustard last year, those supplies got tighter and kept yellow bids at a premium to the other classes. But once again, reduced yellow mustard exports have limited the upside potential for yellow prices.

For the past couple of years, supplies of both brown and oriental mustard have been relatively high and depressed those prices. Lately, even with reduced exports, it seems stocks of brown and

oriental mustard are finally shrinking and allowing those prices to edge higher.

Of course, the big question is how farmers are responding to these prices with the 2020 acreage decisions. The StatsCan Seeding Intentions estimate showed 395,000 acres of mustard, virtually unchanged from last year, but that's only once piece of the puzzle.

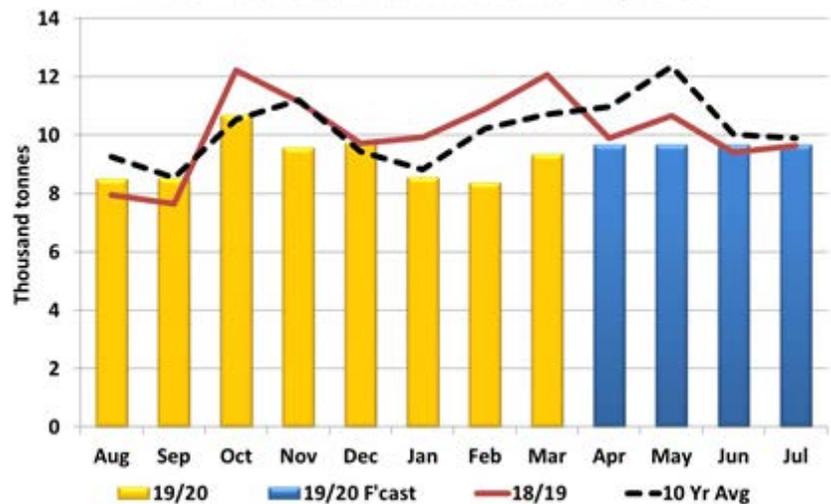
This first Stats Can report doesn't show a breakdown by type, but we would expect the sizable discount for brown and oriental mustard has discouraged some of those acres. If acreage has shifted toward yellow and away from brown and oriental mustard, that should start to fix some of the price differences,

drawing price levels of the three classes closer together.

The final acreage figures could change slightly, but still provide an early clue about next year's mustard supplies.

With planting underway, it's far too early to talk about yields, but if we apply the five-year average of 835 lb/ac, it would mean a crop of 145,000 tonnes; about 10,000 higher than last year. That's not necessarily burdensome though, as the old-crop carryover from 2019/20 won't be huge. Even if next year's export program is quiet again, 2020/21 ending stocks aren't seen as heavy. That should provide a little more optimism for next year's prices.

2019-20 Canadian Mustard Exports



Canadian Mustard Acreage & Yield



MUSTARD IN THE LAB

Dr. Bifang Cheng with Agriculture and Agri-Food Canada is continuing condiment mustard breeding research and will report on results in the fall.

A brief summary of the project is available in the **February 2020 Grow Mustard** newsletter on our website SaskMustard.com



For information about mustard research, fact sheets and Canadian varieties, visit:

mustard21.com

MUSTARD IN THE FIELD

Establishing Nitrogen and Seeding Rate Recommendations for Hybrid Brown Mustard Production in Saskatchewan

by Bryan Nybo, *Wheatland Conservation Area Inc.*

In 2020, Wheatland Conservation Area Inc. is conducting research for the Saskatchewan Mustard Development Commission in Swift Current funded through the Ministry of Agriculture's Strategic Field Program. The trial, entitled "Establishing Nitrogen (N) and Seeding Rate Recommendations for Hybrid Brown Mustard Production in Saskatchewan," compares hybrid brown mustard, AAC Brown 18, to Centennial, a conventional open-pollinated brown mustard.

The first part of the project considers sidebanded nitrogen rates as follows: Soil N only, 60, 80, 100, 120, 140, and 160 lbs total N. Nitrogen rates range from the low end to upper extremes in order to push yields.

A blanket application (40 lbs P₂O₅ and 25 lbs S) will be applied across all treatments and also sidebanded. The second part looks at five seeding rates as follows: 10, 14, 18, 22, and 26 seeds per square foot. Seeding rates account for survival rates to achieve a range above and below current recommended plant stand densities of 7-11 plants/ft².

This project is intended to provide novel seeding rate and fertility recommendations for hybrid mustard and will be repeated at three research sites over three years in order to provide adequate data for high-quality statistical analysis, while mitigating risk of field trials being subject to poor growing conditions.

**AAC Brown 18
Mustard Seed**
is available from

MERCER SEEDS

Ryan Mercer – Lethbridge, AB
P: 403-308-2297
rmerc@mercarseeds.ca

NUTRIEN AG SOLUTIONS

Please contact your local retailer
nutrienagsolutions.ca/find-a-location

SUNDWALL SEEDS

Baine Fritzler – Govan, SK
P: 306-725-7908
sundwallseed.com

Derek Dewar
Chair
Hazlet SK
C: 306-774-3508
dewar@sasktel.net

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Regina SK
C: 306-529-6765
kyle.ulmer@viterra.com

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Lethbridge AB
W: 403-320-9445
dave@sakaispice.com

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Pilot Butte SK
C: 306-531-8009
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Please visit the bottom of page 5 for administration contacts and coordinates

Celebrating Mustard

by Adele Buettner, General Manager

SPREAD THE MUSTARD.COM

Sask Mustard and our consumer-facing brand, Spread the Mustard, work to expand the market for Canadian mustard in several different ways.

One of our tactics is to collaborate with those who influence food decisions, such as food writers, chefs, and dietitians. This is why we are part of organizations such as the International Association of Culinary Professionals and the International Foodservice Editorial Council.

We also regularly reach out to chefs and influencers in Canada to ensure mustard is appreciated here at home.

With this in mind, Spread the Mustard was featured at the Saskatoon Chefs' Gala and Showcase on February 8, 2020. This event is a presentation of the Saskatoon branch of the Canadian Culinary Federation and celebrates local culinary, music, and theatre artisans. There is a direct audience of 350 and many more are reached through online promotion and media coverage. Mustard-themed appetizers were served in the opening reception and mustard was a featured ingredient in one of the seven meal courses presented. As well, Spread the Mustard was recognized with banners and other signage, onscreen and in print. Attendees received a complimentary copy of Mustard Makeovers & More to entice them to use mustard as a recipe ingredient in addition to using it as a condiment.



Chef Todd Clark, 2020 Chefs' Gala winner

Spread the Mustard was pleased to take part in the Gala and help attendees learn more about our province's and country's importance in world mustard production, as well as the aspects of versatility, flavour and fun in cooking with mustard.

Although Sask Mustard previously attended a number of culinary events where networking opportunities were provided to build relations with food influencers, editors, culinary professionals and feed media, budget challenges have required changes to our marketing and promotional strategies.

Currently, our primary channels for reaching influencers and consumers are our website, SpreadTheMustard.com, and through our social media accounts on Instagram, Facebook, Twitter and Pinterest.

We have added a new section on the Spread the Mustard website targeted to manufacturers and the foodservice industry, which provides information about the composition of mustard seed, functional properties and even foodservice recipes. This data is intended to help food companies incorporate mustard into their products on a large scale. In addition, we continually post new recipes, articles and videos to keep people interested in marvelous mustard. Check out some of our latest posts, recipes and cooking videos @SpreadTheMustard on Instagram, Facebook, LinkedIn and Twitter.

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Please visit the bottom of page 5 for administration contacts and coordinates

Celebrating Mustard

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Spread the Mustard also supports a display about Canadian mustard production at the [National Mustard Museum in Madison, Wisconsin](#), which welcomes over 30,000 visitors every year. The display explains that much of the mustard traded in the world is actually grown in western Canada. This spring, we have embarked on a new social media partnership with the museum so stay tuned to SpreadTheMustard on Instagram and Facebook and @SpreadMustard on Twitter to find out more.

Although ball diamonds are closed to large crowds this spring, there's nothing to stop you from enjoying a delicious ball park hot dog in your backyard or at a campground, while watching a game on TV or after tossing the ball around with your family. Don't forget to #SpreadTheMustard!



ZESTY SUMMER ROLLS WITH PEANUT MUSTARD DIPPING SAUCE

These fresh rolls and flavourful dipping sauce are delicious as an appetizer, side dish or lunch time treat.

For this recipe and more, visit SpreadTheMustard.com



The Saskatchewan Mustard Development Commission (Sask Mustard) was established in 2003 to represent the province's mustard growers.

The Sask Mustard vision is "Investing in the future for mustard grower profitability," and the Sask Mustard mission is "Growing the mustard industry for the benefit of growers through research, communication and market development programs."

Please visit the following websites for more information:

SaskMustard.com is our industry-focused website

SpreadTheMustard.com is our consumer-focused website

SPREAD THE MUSTARD.COM

ADMINISTRATION

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info@saskmustard.com



Mustard 21 Canada Inc. (M21) is a non-profit initiated by Sask Mustard and the Canadian Mustard Association (CMA). As the research arm of the Canadian mustard industry,

M21's objective is to enhance mustard production and value-added products. This includes breeding strategies and market access initiatives for both condiment mustard and industrial oilseed crops.

For more information, please visit

Mustard21.com

ADMINISTRATION

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Adele Buettner - Office Manager/Corporate Secretary

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C: 306-668-3575

F: 306-668-3580

ppitka@genomeprairie.ca

MUSTARD BUYERS LIST

Buyers Licensed and Bonded by the Canadian Grain Commission

1309497 AB Ltd.

O/A W A Grain & Pulse Solutions
PO Box 6345, Innisfail AB T4G 1T1
Tel: 306-582-2774
E: larry.bevill@wagrain.ca
W: wagrain.ca

All Commodities (AC) Trading Ltd.

1600 Two Mile Road,
Winnipeg MB R2N 4K1
Tel: 204-339-8001
E: info@allcommodities.ca
W: allcommodities.ca

Alliance Pulse Processors Inc.

O/A A G T Foods
6200 E Primrose Green Dr.,
Regina SK S4V 3L7
Tel: 844-248-4248
E: buying@agtfoods.com
W: agtfoods.com

Besco Grain Ltd.

PO Box 1390, Carman MB R0G 0J0
Tel: 204-745-3662
E: jamie@bescograin.ca
W: bescograin.ca

Broadgrain Commodities Inc.

Junction Highways 6 & 16,
Dafoe SK S0A 4T0
Tel: 306-554-3030 Ext 510
E: brad.grabham@broadgrain.com
W: broadgrain.com

Canpulse Foods Ltd.

100 – 318 Wellman Lane,
Saskatoon SK S7T 0J1
Tel: 306-931-7775
W: canpulsefoodsltd.com

Diefenbaker Spice & Pulse

PO Box 69, Elbow SK S0H 1J0
Tel: 306-644-4704
E: melody@dspdirect.ca
W: dspdirect.ca

Grain Millers Inc.

10400 Viking Drive, Suit 301
Eden Prairie MN USA 55344
Tel: 952-983-1289
E: graig.tomera@grainmillers.com
W: grainmillers.com

Paterson Grain

333 Main Street, 22nd Floor,
Winnipeg MB R3C 4E2
Tel: 204-956-2090
E: info@patersongrain.com
W: patersonglobalfoods.com

S S Johnson Seeds Ltd.

PO Box 3000, Arborg MB R0C 0A0
Tel: 204-376-5228
E: info@johnsonseeds.com
W: johnsonseeds.com

Schluter & Maack Canada

PO Box 408, Pilot Butte SK S0G 3Z0
Tel: 306-771-4987
E: s.cunningham@schlueter-maack.com
W: schlueter-maack.com

Seaboard Special Crops Fillmore

PO Box 70, Fillmore SK S0G 1N0
Tel: 306-722-3353
Fax: 306-722-3328
W: seaboardcorp.com

Sunrise Foods International Inc.

200-306 Queen St,
Saskatoon SK S7K 0M2
Tel: 306-931-4576
E: info@sunrisefoods.ca
W: sunrisefoods.ca

Victoria Pulse Trading Corp.

600 – 850 West Hastings Street,
Vancouver BC V6C 1E1
Tel: 604-733-1094
E: tala@victoriapulse.ca
W: victoriapulse.ca

Viterra Inc.

2625 Victoria Ave, Regina SK S4T 7T9
Tel: 403-382-3418
E: merchants.mustard@viterra.com
W: viterra.com

Westland Agro Ltd.

PO Box 551, Gravelbourg SK S0H 1X0
Tel: 306-648-3273
E: jennifer@westlandagro.ca
W: westlandagro.ca

Additional Buyers

Hanse Seed Corp.

550 Burrard St. PO Box 30,
Vancouver BC V6C 2B5
Tel: 954-217-0964
E: jt@hanseseed.com
W: hanseseed.com

Manitou Holdings Inc.

322 Crean Crescent,
Saskatoon SK S7J 3X2
Tel: 306-716-6216
E: tom@manitouseeds.ca
W: www.manitouseeds.ca

Montana Specialty Mills LLC

PO Box 2208, Great Falls MT
USA 59403
Tel: 406-761-2338
E: jhager@mtspecialtymills.com
W: mtspecialtymills.com

Mountain States Oilseeds

PO Box 428, American Falls ID
USA 83211
Tel: 208-226-2041
E: krisco@msoilseeds.com
W: msoilseeds.com

Olds Products Co.

10700 – 88th Avenue,
Pleasant Prairie WI USA 53405
Tel: 262-947-3500 EXT 637
E: wdyck@oldsfitz.com
W: oldsproducts.com

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