

Grow Mustard

SASKATCHEWAN MUSTARD INDUSTRY NEWS



@GrowMustard

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SaskMustard and Mustard 21 Canada Inc.

OCTOBER ISSUE 2020

CALL FOR NOMINATIONS OPEN FOR SASK MUSTARD BOARD OF DIRECTORS

Message from the Chair by Derek Dewar



At Sask Mustard's January 2020 Annual General Meeting, the board gave me the honour of serving as Chairman and I also chair the Mustard 21 Canada Inc. (M21) board. Many thanks to Sask Mustard's outgoing chair, Richard Marleau, for his leadership throughout the past six years.

As a brief background, my wife Phyllis and I are the semi-retired component of our 4,600-acre family farm at Hazlet, SK, which our two sons operate and manage. We generally seed about a thousand acres of mustard each year with the balance of the crop consisting of lentils, wheat and some chem-fallow. For the past six years I have been an active member of both Sask Mustard and M21. Becoming acquainted with those involved in mustard production has been most enjoyable.

The principal research initiatives of M21 have historically focused on developing higher yielding varieties. If we are intending to increase yield we must consider how we will increase demand.

Our executive director, Rick Mitzel, has expanded upon some of these efforts in previous newsletters. This direction will continue while addressing production issues as they arise.

Throughout history, and in the world of food, mustard has primarily been considered a cooking ingredient and flavour enhancer. However, the food industry is constantly changing and so we must as well. Currently, there is a great deal of discussion about plant-based proteins. Most people are surprised to hear that mustard has a high protein content, along with many other desirable traits. Sask Mustard, in conjunction with M21, is pursuing the possibilities to expand the markets where these qualities can be applied. The hope, of course, is to increase the demand for what is one of Saskatchewan's important, but minor, crops.

Weed control was a problem across the province this year so we will be increasing efforts to find more herbicide solutions and analyze the possible benefits of a wider fertilizer formulation for mustard.

Ignoring the topic of pest control would be an oversight as the flea beetle population seems to be expanding. Coverage of this topic can be found in

the Mustard Production Manual on the saskmustard.com website. By way of personal experience, the new AAC Brown 18 hybrid mustard appeared to show more vigor in recovering from this year's flea beetle attack on our farm.

Complying with the COVID-19 guidelines has led Sask Mustard into the world of Zoom meetings. This opportunity provides a huge savings in time and travel and all the associated expenses.

As registered producers, your voluntary check-off commitment is very much appreciated and Sask Mustard endeavors to be responsible with the allocation of these funds. We have a relatively low refund request rate for your check-off dollars, which we take as your vote of confidence in the Saskatchewan Mustard Development Commission and our activities.

On that note, I welcome anyone who feels they can offer expertise and commitment to the mustard industry to fill out a nomination form for the upcoming election to the board. Details for nominations can be found on page 5 and a nomination form is on page 6.

Happy marketing.

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Market Outlook

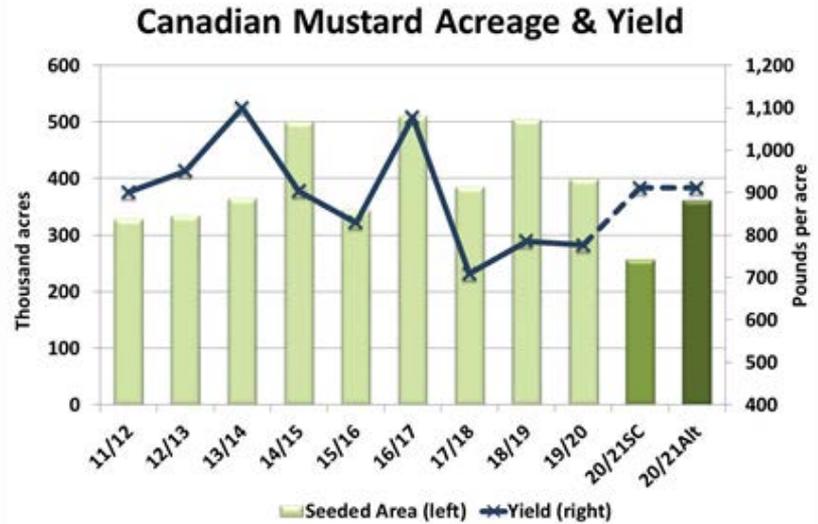
by Chuck Penner,
LeftField Commodity Research

For a crop that's reported to be the smallest since 1983/84, the StatsCan 2020 mustard production estimate sure hasn't triggered much of a price reaction. StatsCan's latest projection of the mustard crop at 103,000 tonnes would be 24% smaller than last year's already smallish crop. Granted, there have been some modest gains in mustard bids over the past few months, but a crop this small should be able to cause bids to spike.

The disconnect between the official crop estimate and price behaviour seems to come from the small acreage base StatsCan is using to calculate production. StatsCan's estimate of seeded area is only 257,000 acres, 36% less than a year ago and the smallest in our records going back to the mid-80s.

Our view is that this acreage decline is overdone. Aside from the lack of a big price reaction, there's evidence from both Saskatchewan and Alberta insured acreage that seeded area didn't fall nearly that much. Crop insurance records suggest 2020 mustard plantings in western Canada could be down only about 10% from last year. Based on price differentials of the various classes back in spring, it's quite likely that plantings of oriental and brown mustard dropped more while yellow saw less of a decline.

StatsCan has used its model-based approach on satellite vegetation images to peg yields at 911 lb/ac, the highest since 2016. Based on StatsCan's smaller acreage total, the 2020 crop would come out at 103,000 tonnes. But, if seeded area only declined 10% in the alternate scenario above, the 2020 mustard crop would actually end up 10,000 tonnes larger than last year.

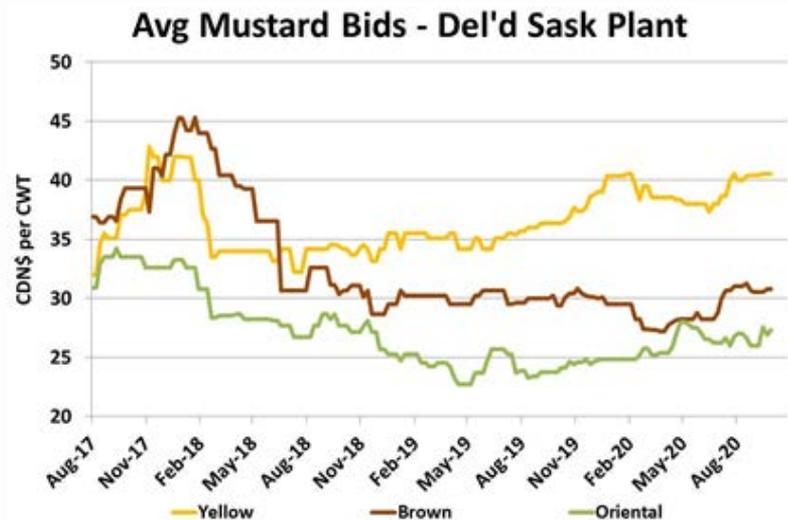


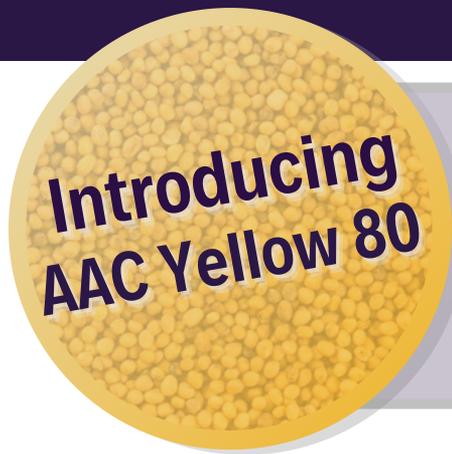
The alternate scenario seems to fit a little better with mustard price behaviour so far in 2020. Aside from a move higher in June/July for yellow and brown mustard, bids have largely moved sideways since this year's harvest. This suggests a fairly well-balanced supply situation, rather than a sharp drop in the Canadian crop indicated by StatsCan.

Of course, prices aren't just driven by Canadian supplies. Increasingly over the last few years, mustard from the Black Sea region has expanded its influence over the market. In 2019/20, Russia exported 73,000 tonnes of mustard, the third straight year of larger volumes. A total of 110,000 tonnes of mustard came out of the entire Black Sea region last year, for the first time matching Canada's annual exports.

The rising Black Sea mustard supplies mean that even when Canada has a smaller crop, it has less impact on prices. That's another reason why bids in western Canada have largely been flat for the past couple of years, as the Russian crop has expanded.

Even though the price outlook for 2020/21 isn't exactly exuberant, we think there's some room for optimism. The Canadian crop may not be as small as reported by StatsCan but supplies in 2020/21 are still a little on the snug side. We don't have any official estimates of the Russian mustard crop, and dry conditions in parts of the country may have reduced yields. At the very least, Canadian mustard growers are known to be disciplined sellers, which will keep price supported.





Higher Yielding Yellow Mustard Variety Registered in 2020

The new AAC Yellow 80 variety is now registered. It is showing yield increases of 8% to 10% over Andante and those who grew it this year found it to have a cleaner sample and better threshing traits. Sask Mustard will be conducting demo trials in 2021 to collect more data. For more information, contact Rick Mitzel at rick@saskmustard.com or the office at info@saskmustard.com.

MUSTARD IN THE FIELD

Nitrogen Response and Seed Rate Recommendations in Hybrid Brown Compared to Centennial Brown Mustard

by Amber Wall, Wheatland Conservation Area Inc.

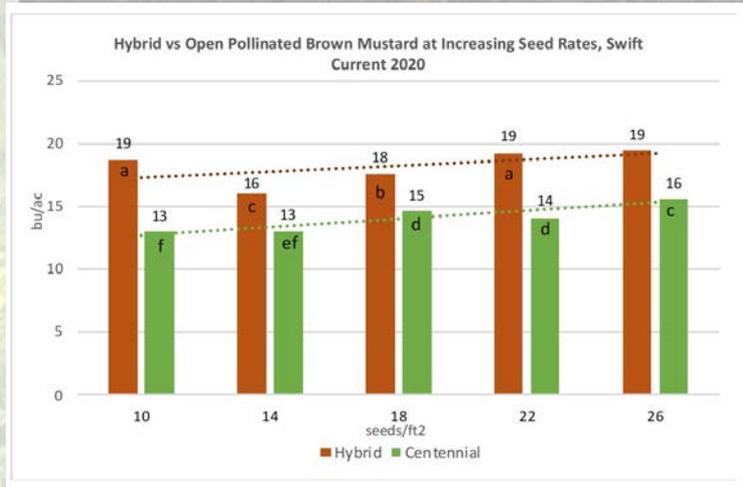
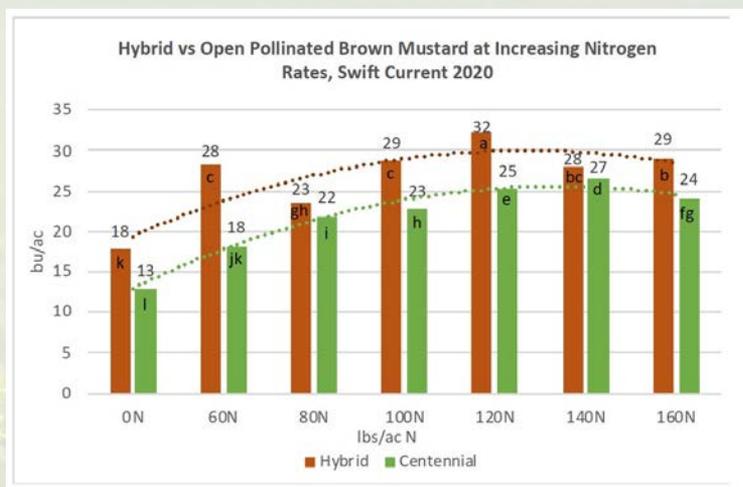
We are excited to be working on a three-year, two-part trial for the Saskatchewan Mustard Development Commission as a part of the Strategic Field Program. This trial, established on May 15, 2020, compares hybrid brown mustard, AAC Brown 18, to Centennial, a conventional open-pollinated brown mustard. Overall, the hybrid brown outperformed Centennial in both trials, similar to previous years' research.

The first part is looking at increasing nitrogen rates ranging from 60-160 lbs/ac of total N. In Swift Current, AAC Brown 18 yields increased with increasing nitrogen up to 120lbs (32 bu/ac) followed by a slight decline at 140 and 160 lbs total N.

The Centennial brown showed a yield increase up to the 140 lbs rate (27 bu/ac) and declined at 160 lbs.

We are also looking at five seeding rates increasing from 10 to 26 seeds/ft² which are based on a target plant stand of 7-11 plants/ft². Although Centennial brown had higher establishment rates (5-12 plants/ft²), compared to AAC Brown 18 (5-9 plants/ft²), AAC Brown 18 treatments seeded at 10, 18, 22, and 26 seeds/ft² yielded significantly higher (18-19 bu/ac) than all five Centennial brown treatments (13-16 bu/ac).

The project was established at three research sites and we look forward to the combined results, which will be available this winter.



AAC Brown 18
Hybrid Mustard Seed
is available for 2021 at

MERCER SEEDS

Ryan Mercer – Lethbridge, AB
P: 403-308-2297
mercerseeds.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

Marketing Mustard in the Time of COVID-19

by Rick Mitzel, Executive Director

2020 has been a challenge, both globally and locally, for you, the mustard grower. This past year saw all events, from trade shows to crop tours, cancelled for good reason and this winter has started on the same foot with the cancellation of CropSphere. It is likely more events will follow this trend.

At Sask Mustard we have tried to get information out to our growers through

our saskmustard.com website and more social media efforts. This summer we partnered with the SK Ministry of Agriculture to share a Facebook Live video of the mustard plots in Swift Current, SK. It was a successful initiative with over 300 views in the first eight hours and more still coming. We will continue to put information on our website at saskmustard.com so please follow us there.

COVID-19 has slowed down our research projects, but we are still moving forward and hope to have results in the near future.

We have been working with researchers to come up with new uses for mustard, including as an additive to bedding for dairy and swine pens to help control bacteria. Recently Agriculture and Agri-Food Canada reopened their lab facilities and we will continue our agronomic efforts to benefit mustard growers and advance the industry.

Spreading the Mustard from Saskatchewan

by Adele Buettner, General Manager

Due to the restrictions brought on by COVID-19, the spreadthemustard.com website and social media posts on Facebook, Instagram, and Twitter are now our primary methods of reaching out to consumers and the culinary community in efforts to increase mustard use as an ingredient as well as a condiment.

Maintaining and expanding relationships with chefs, culinary arts instructors, dieticians and nutritionists is important for keeping mustard top of mind and developing awareness of the beneficial properties of this small but mighty seed. To achieve this, we maintain memberships in food-related organizations and communicate with their members.

The Center for Advancement of Foodservice Education (CAFE) is a resource collection that links the food-service industry with culinary educators and schools across the US and Canada.

They have over 2500 subscribers in the

industry and in their February Meet the Farmer column, they published an article on Baine Fritzler (Past Chair of Sask Mustard and current board member of both Sask Mustard and Mustard 21) highlighting *The Must-knows of Mustard*. In September, CAFE published two additional articles focused on mustard on their website cafemeetingplace.com.

Mustard from Saskatoon, Canada Right to Your Kitchen is a article featuring one of the local chefs we have worked with many times over the years, Chef Squier, and how he uses mustard in his restaurant. *Pass the Mustard and Know the Facts* explores the types of mustard and their many uses.

In September, we featured a ten-day 'Harvest Series' on our Facebook, Instagram and Twitter accounts to share photos and facts about the harvesting process for mustard seed with our urban audience.



Cover Crop Research Survey

Callum Morrision with the Department of Plant Science at U of M is conducting a three-year research project on prairie cover crops. Findings will be made available to producers.

Please contribute to the research by completing a survey at: <https://sites.google.com/view/prairiecovercropsurvey/home>

Visit saskmustard.com for additional details.

Mustard 21 Board of Directors

Derek Dewar

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

Dean Haack

Gravelbourg SK
C: 306-648-7271
sdh@sasktel.net

Kyle Ulmer

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

Ivan Costley

Mossbank SK
C: 306-354-7544
icostley@hotmail.com

Dave Macfarlane

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

Dorothy Murrell

Saskatoon SK
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dorothy.murrell@shaw.ca

Rick Mitzel

Executive Director
Saskatoon, SK
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rick@saskmustard.com

Scott Cunningham

Pilot Butte SK
C: 306-531-8009
s.cunningham@schleuter-maack.com

Mark your calendar...

**Saskatchewan Mustard Development Commission
Annual General Meeting to Take Place Virtually
Monday, January 11, 2021**

*We will host a virtual meeting with guest speaker,
Chuck Penner of LeftField Commodity Research.*

*More details to come. **Check saskmustard.com for updates.***

CALL FOR NOMINATIONS



Nominations Open for Two Sask Mustard Board Positions

The nomination form can be found on page 6 and the deadline is extended to October 30, 2020.

Nominations are now being accepted for two open director positions on the Saskatchewan Mustard Development Commission (Sask Mustard). Directors serve a three-year term and are eligible to run for an additional two consecutive terms. All levy-paying mustard producers are eligible to run, nominate and vote. This means anyone who has sold mustard produced in Saskatchewan in the past three years and who has not requested a refund in the past year.

Directors receive a per diem for the days spent on Sask Mustard business. Expenses are also reimbursed. Directors attend approximately five regular board meetings per year and may be called upon to represent the commission at meetings and major conferences that help shape the mustard industry. The board has a maximum of six directors.

The nomination form is available on page 6 of this newsletter and the saskmustard.com homepage. It can be copied or scanned and submitted by mail, email or fax to the Returning Officer (Levy Central) no later than 12:00 PM on Friday, October 30, 2020.

The Designated Voting Rep forms are available at saskmustard.com and must be completed for anyone applying under a farm name that does not represent a single individual. This includes farms run as corporations and partnerships and is needed for the person being nominated as well as those signing the nomination form.

If the form is sent in before the deadline, there is an opportunity to verify that nominators and nominees are registered producers and avoid issues.

Returning Officer

Agriculture Council of Saskatchewan
2335 Schuyler Street
Saskatoon, SK S7M 5V1
Phone: 306-975-6853
Fax: 306-975-6850
Email: smitha@levycentral.ca

If there are more nominations than open positions, an election will be held by mail-in ballot. New directors will begin their term at the annual Sask Mustard meeting in January 2021.

For more information, contact:

Rick Mitzel, Executive Director
Saskatchewan Mustard Development Commission
Cell: 306-914-5164
Office: 306-975-6629
rick@saskmustard.com

Sask Mustard Board of Directors

Derek Dewar

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

Ivan Costley

Mossbank SK
C: 306-354-7544
icostley@hotmail.com

Markus Caswell

Vice-Chair
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C: 306-293-7833
markus.caswell@gmail.com

Baine Fritzler

Govan SK
C: 306-725-7908
fritzagltd@aski.ca

Dean Haack

Treasurer
Gravelbourg SK
C: 306-648-7271
sdh@sasktel.net

Jack Myles

Mossbank SK
C: 306-355-7566
mylesjack100@gmail.com

Rick Mitzel

Executive Director
Saskatoon, SK
C: 306-914-5164
rick@saskmustard.com

Adele Buettner

General Manager
O: 306-975-6629
info@saskmustard.com

Nomination Form for Sask Mustard Director

I, _____ will allow my name to stand for election to the Board of Directors of the Saskatchewan Mustard Development Commission (Sask Mustard). I am a producer registered with Sask Mustard.

As per the Sask Mustard Regulations, a “registered producer” means a producer who:

1. is registered with the commission pursuant to section 20;
2. has paid a levy pursuant to subsection 22(1) in at least one of the last three years for which he or she has not received a refund pursuant to section 23.

My nomination is supported by the following 5 or more registered mustard producers.

| Signature | Name and full address under which mustard was sold: <small>PLEASE PRINT</small> |
|-----------|--|
| 1. | |
| 2. | |
| 3. | |
| 4. | |
| 5. | |
| 6. | |
| 7. | |

Nominated Candidate's Signature: _____

Address: _____

Telephone: _____ Fax: _____ Email: _____

Nomination forms must be received by the Returning Officer by 12:00 PM on October 30, 2020:

Returning Officer,
 Agriculture Council of Saskatchewan
 2335 Schuyler Street, Saskatoon, SK S7M 5V1
 Fax: 306-975-6850 | Email: smitha@levycentral.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: kevin@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

D G Global West

250 - 4299 Canada Way
Burnaby BC V5G 1H3
Tel: 601-597-5060
E: mike@dgglobal.ca
W: dgglobal.ca

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, Suite 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

Schluter & Maack Canada

PO Box 408, Pilot Butte SK S0G 3Z0
Tel: 306-771-4987
E: g.rivett@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
E: chad.campbell@seaboardcorp.com
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

Zeghers Seed Canada

PO Box 426, Holland MB R0G0X0
Tel: 204-526-2145
E: info@zeghers.com
W: zeghers.com

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: info@mtspecialtymills.com
W: mtspecialtymills.com

Mountain States Oilseeds

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

Olds Products Co.

10700 - 88th Avenue
Pleasant Prairie WI USA 53405
Tel: 262-947-3500 EXT 637
E: wdycck@oldsfitz.com
W: oldproducts.com

Sakai Spice (Canada) Corp.

4201 - 2nd Avenue North
Lethbridge AB T1H 0C8
Tel: 403-320-9445
E: dave@sakaispice.com
W: sakaispice.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

Rick Mitzel - Executive Director

C: 306-914-5164

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Adele Buettner - General Manager

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O: 306-975-6629 F: 306-244-4497

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

Rick Mitzel - President & CEO

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rick@saskmustard.com

Adele Buettner - Office Manager/Corporate Secretary

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C: 306-668-3575 F: 306-668-3580

ppitka@genomeprairie.ca