

G Mustard Grower

Mustard is a Must

Summer Edition 2017

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Mustard Research Tour

Agriculture and Agri-Food Canada Research Farm, Saskatoon
Tuesday, July 18 | 1:30 to 4:30 (arrive by 1:15)

New, higher yielding mustard varieties should be available in the next couple years. Come and see the progress for yourself.

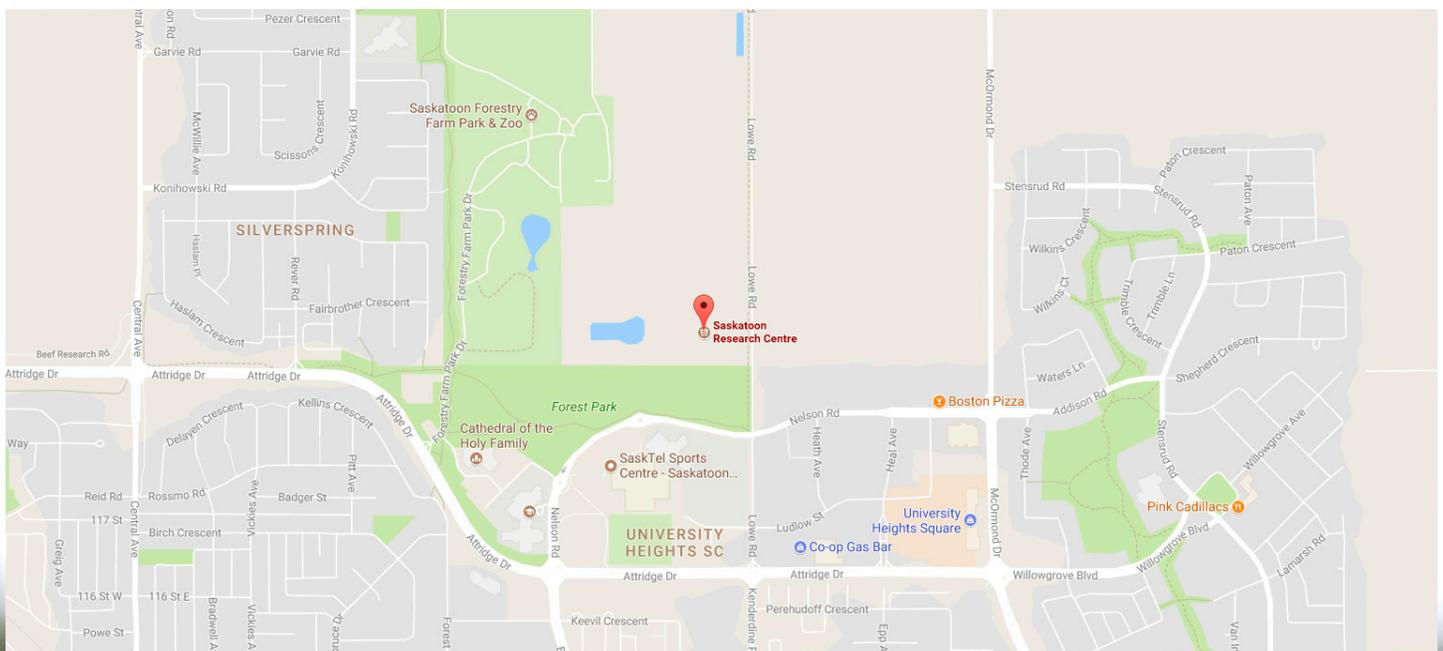
A tour of the mustard variety development work by Agriculture and Agri-Food Canada will be held Tuesday, July 18 from 1:30 to 4:30. Participants should arrive prior to 1:15 at the

Agriculture Canada research farm on the east side of Saskatoon. (See map and directions below.)

Mustard breeder Dr. Bifang Cheng will show the yield trials and co-op testing of yellow, brown and oriental mustard. She will also explain the development of mustard hybrid varieties that's underway. A yield trial for

the industrial mustard *Brassica Carinata* will also be included in the tour.

(Note: The Ag in Motion outdoor farm show is July 18 to 20 just northwest of Saskatoon so if you're coming to the area for that, take a side trip and see what's happening with mustard varietal development.)



Mustard on the Menu**Chipotle & Apple Turkey Burgers
with Mustard Herb Aioli**

Prep Time: 30 minutes Cooking Time: 15 minutes
Makes 4 burgers

BURGERS:

- 1 Tbsp (15 mL) canola oil
- 1 celery stalk, finely chopped
- 3 green onions, finely chopped
- 4 garlic cloves, finely chopped
- 1 apple, such as Granny Smith or Gala, cored, quartered and grated
- 1 lb (500 g) ground turkey
- 1 canned chipotle chile in adobo sauce *or* 1 tsp (5 mL) ground chipotle powder
- 2 Tbsp (30 mL) chopped parsley
- 1 tsp (5 mL) salt
- 1 tsp (5 mL) dry mustard powder
- 1 tsp (5 mL) dried thyme leaves
- ½ tsp (2 mL) pepper
- 1 large egg, lightly beaten
- ⅓ cup (75 mL) breadcrumbs

AIOLI:

- ⅓ cup (75 mL) mayonnaise
- 2 Tbsp (30 mL) finely chopped chives
- 2 Tbsp (30 mL) finely chopped basil leaves
- 1 Tbsp (15 mL) whole grain Dijon mustard
- 2 tsp (10 mL) fresh lemon juice
- 1 tsp (5 mL) yellow prepared mustard
- 1 tsp (5 mL) grated lemon zest
- ¼ tsp (1 mL) salt
- ¼ tsp (1 mL) pepper

FOR SERVING:

- 4 whole grain hamburger buns
- 4 slices aged cheddar
- 8 slices cooked bacon
- 2 head butter lettuce
- 1 tomato, sliced
- ¼ cup (60 mL) sliced red onion

INSTRUCTIONS:

1. Heat the oil in a large skillet over medium-high heat. When hot, add the celery, green onions, and garlic. Sauté until just browned, about 5 minutes. Turn off the heat and set aside to cool.
2. In a large bowl, combine the grated apple, turkey and remaining burger ingredients, as well as the cooled vegetables.
3. Stir everything together and form into four patties, each about 2 inches (4 cm) thick. Let them rest at room temperature for about 15 minutes, or keep them covered in the refrigerator until ready to grill.
4. While the meat rests, prepare the aioli. In a medium bowl, stir together all of the ingredients. Adjust the seasoning with salt and pepper.
5. Heat the grill to medium-high. Cook the burgers until interior reaches 175°F (80°C), about 5 minutes per side.
6. Put a slice of cheese on each patty during the last minute of cooking time.
7. Transfer the patties to a clean plate and tent loosely with foil.
8. Grill or toast the buns and spread each side with a bit of the aioli, and build the burgers with bacon, lettuce, tomato, onion and cheese.

Per serving (353 g): 667 calories, 44 g protein, 40 g carbohydrates, 6 g dietary fiber, 10 g total sugars, 37 g fat, 11 g saturated fat, 0 g trans fatty acid, 177 mg cholesterol, 1547 mg sodium

*This recipe appears in the new
#My Mustard cookbook.*

**WANTED:****Nominations for Sask Mustard
Board of Directors**

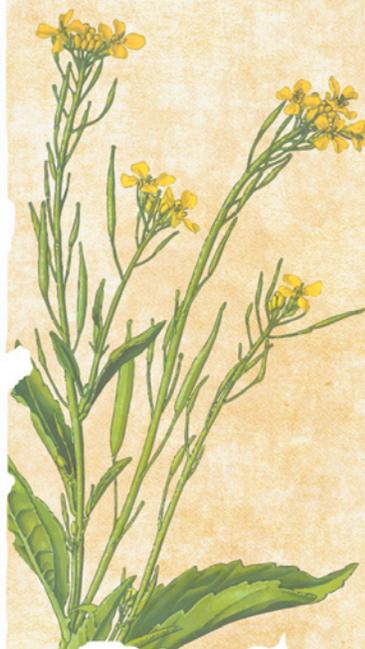
Three director positions are coming open for the Saskatchewan Mustard Development Commission. Nominations open August 1.

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 in the past three years and who has not requested a refund in the past year.

The nomination form is available at www.saskmustard.com. Just click on the "Mustard Growers" button. A designated voting rep form must be completed for farms that are incorporated. That form is also available on the website. Alternatively, you can call the Sask Mustard office at 306-975-6629.

Completed forms need to be received by the Returning Officer (Levy Central) no later than 12:00 noon on Friday, October 27, 2017.

Returning Officer
Agriculture Council of Saskatchewan
104-411 Downey Road
Saskatoon, S7N 4L8
Fax: 306-975-6850



If there are more than three nominations, an election will be held by mail-in ballot.

New directors will begin their term at the annual Sask Mustard meeting on January 11, 2018,

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 are sometimes 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.

Remember, noon on Friday, October 27 is the deadline for nomination forms to be received by the Returning Officer. If the form is sent in before the deadline, there is more opportunity to correct any deficiencies, such as nominators who are not registered producers.

Do you have a story idea for the next newsletter, or an opinion on the mustard industry, or a great mustard recipe you want to share?

Please contact us at 306-975-6629 or email us at info@saskmustard.com.

Mustard Market Outlook

By Chuck Penner of Leftfield Commodity Research

The mustard market in 2016/17 has been pretty quiet. After coming off the extreme highs in 2015/16, prices since last harvest have moved mostly sideways. Brown mustard has shown some modest strength because the relatively poor prices last year discouraged 2016 acreage. Meanwhile, yellow and oriental mustard have lagged because of the big acreage response last year.

But just when you think a market has gone to sleep, something comes along to give it a jolt. As is often the case, weather

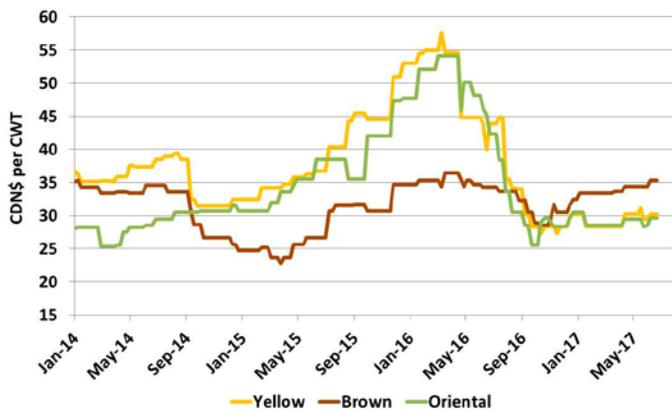
events look like they're providing a kickstart to the mustard market. The Saskatchewan crop isn't in good shape right now, with only 26% rated good or excellent as of late June and at the time of writing, weather forecasts weren't too hopeful. That's going to take a bite out of 2017 yields.

On top of that, StatsCan is estimating a 28% drop in seeded area, which will make the 2017 Canadian mustard crop even smaller. Even if yields manage to hit the 5-year average yield of 965 pounds

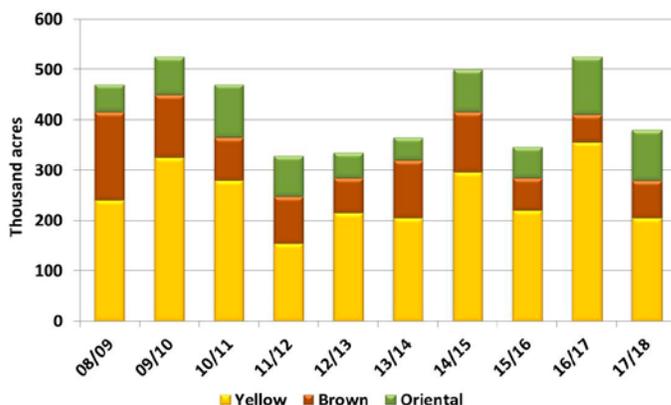
per acre, this year's crop would be 160,000 tonnes, 70-75,000 tonnes less than last year. But if yields drop to 830 pounds, the same level as in 2015 when it was also dry, another 25,000 tonnes is trimmed from the crop. That's enough of a cut to 2017 supplies to cut back on exportable supplies and provide some price support.

Of course, there are differences in how supply shortfalls would be felt among the various mustard classes. As expected, StatsCan showed 2017 seeded area of

Mustard Bids - Saskatchewan



Canadian Mustard Seeded Area



brown mustard is actually up from last year, so that part of the market won't see much tighter supplies. According to StatsCan, acreage of yellow mustard dropped the most (42%), so lower yields will hit the yellow part of the mustard crop that much harder and likely cause current price relationships to flip around again.

But in this case, it's not just Canadian weather that's shaking things up. A serious drought in the main US mustard production area of northern Montana is also causing concern. The latest crop progress report shows only 5% of the Montana mustard rated good and none excellent. The US is Canada's largest single buyer of mustard and much of that is also focused on yellow types.

It may take a little while for mustard bids in western Canada to respond to the lower supply scenario. Exporters and processors tend to wait until crop outcomes are more certain before adjusting their prices. Even so, there seems to be little downside risk ahead and much more upside potential for 2017/18.



Marketing & Communications Update

Upcoming Events

Join us at Taste of Saskatchewan in Saskatoon from July 11-16 for the third annual Chef's Series culinary competition. Each day, chefs will face off to create gourmet dishes from Saskatchewan-grown ingredients! Mustard will be featured in chef preparations in this *Chopped!* style battle on Thursday, July 13.

Mark your calendar for August 20, 2017: the Great Saskatchewan Mustard Festival brings together more than 20 Regina restaurateurs to show off their mustard madness. A mere \$30 (kids pay their age) is your ticket for all-you-can eat mustard munchies, live music and fun in Wascana Park, Regina.

New for us this year is the YXEats Food Festival, which celebrates restaurants in the up-and-coming Riversdale neighbourhood in Saskatoon. Join Sask Mustard at the "Mad for Mustard" cooking school at the Local Kitchen on September 8 and the "Gold Table Dinner" feature reception on September 9. We are looking forward to this exciting new opportunity!

Activity Report

Sask Mustard has been very busy already in 2017. In May, Sask Mustard took part in a VIP reception at the National Restaurant Association's annual show in Chicago, the biggest food and foodservice convention in the world. Sask Mustard will be attending the International Foodservice Editorial Council conference in Boulder, Colorado in October to look for more ways to promote our favourite spice to this group of communications professionals and restaurateurs.

We continue to build relationships with the Culinary Institute of America with the objective of encouraging new chefs to work with mustard throughout their careers. Sask Mustard will attend two Culinary Institute events this year: the Healthy Kitchens, Healthy Lives conference targeting health care professionals and dietitians; and the Flavour Quality & American Menus symposium, which brings together menu planners, executive chefs and hospitality representatives from across North America.

Sask Mustard worked with Saskatoon chef Renée Kohlman to develop 25 mustard recipes for a new recipe collection called *#MyMustard*. These recipes will be used in online

promotions to encourage foodies to cook with mustard and the printed recipe books will be available at our upcoming events.

Working with video specialists, Sask Mustard has created a series of how-to videos for social media that feature recipes from our *Mustard Makeovers & More* cookbook. The MMM book is now available for sale on Amazon and we have seen an increase in purchases since the videos have been shared!

Sask Mustard sponsors several local initiatives. We sponsored the Through the Mud Barbeque Team to attend a national barbeque competition in Okotoks, Alberta this spring, where they showcased mustard in their award-winning recipes and provided recipes and information to attendees.

Sask Mustard also supported students from Saskatchewan Polytech's Culinary Arts Program to attend the Saputo Junior Culinary Challenge in Calgary in May. The students had a blast and handed out several copies of *Mustard Makeovers & More* at the event. Through our support, the students at Sask Poly are also enjoying the use of a new commercial 'urban cultivator' to sprout mustard and other seeds for use in their courses.



Mustard was a featured item at two events with the Saskatoon Chef's Association in 2017. Sask Mustard sponsored the annual Saskatoon Chefs' Gala & Showcase in February as well as the Saskatoon Zoo Foundation's ZooGala held June 16.

We continue to expand our media outreach and social media presence. Sask Mustard has worked with some impressive food influencers to promote mustard, our cookbooks and recipes in multiple TV appearances across Canada. Renée Kohlman appeared on CTV Saskatoon to promote Bumble Bee Brownies for Mother's Day; popular dietitian Judy Scott Welden showcased

several recipes on CTV Kitchener; recognized food expert Patricia Chuey joined CTV Morning Live Vancouver to talk about mustard; and popular cookbook author and commentator Mairlyn Smith featured mustard on the YouTube channel, *My Left Frying Pan*. Our social media profiles on Twitter, Instagram, Facebook, Pinterest and YouTube continue to grow and we are using the new recipes and videos as content for these accounts.

For Canada's 150th anniversary, we came up with a great way to #SpreadTheMustard across our nation. We have sent mustard makers in each province a box of our *Mustard*

Makeovers & More cookbook as a thank you for supporting mustard farmers and have asked them to help us spread the mustard this year. We are also implementing the #SpreadTheMustard hashtag in a social media partnership with the Saskatoon chefs association to create some local buzz around Canada's favourite spice.

Join the fun and #SpreadTheMustard on social media!

For more details on our upcoming activities, check out our events page on saskmustard.com or follow us on Twitter @SKMustard.

Sask Mustard AGM to be held January 11, 2018

The annual meeting of Sask Mustard will be held Thursday, January 11, 2018 at Prairieland Park in Saskatoon.

For 2017, the meeting was moved to Prairieland Park. The meeting will again be at Prairieland, but we'll be using Hall A which means coming in the main doors – the same doors used for the Crop Production Show.

In addition to a short AGM, there will be a market outlook presentation and agronomic information.

Another newsletter will be sent in December with details, but for now please make note of the January 11 date.

**2017 SMDC
Board of Directors****RICHARD MARLEAU****Chair**

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Cell: 306.264.3748
sdh@sasktel.net

Admixtures are not a Sask Crop Insurance quality factor

By Kevin Hursh

As most crop insurance customers know, poor crop quality can put you in a claim position even if you grow more bushels than your crop insurance yield guarantee. A crop that grades below the base grade has a quality factor applied to reduce the yield for claim purposes.

On durum for instance, your crop insurance yield guarantee might be 30 bushels an acre, but because of high fusarium levels and a low grade, you could be in a claim position even if you grow 40 bushels per acre.

Until I received a call from a concerned producer, I wasn't aware that admixtures are not normally a crop insurance grading factor. A call to the Sask Crop Insurance head office in Melville confirmed this is indeed the case.

If you grow mustard, the crop can be seriously downgraded from inseparable seeds like canola, wild mustard and cleavers. The grade can quickly drop from a No. 1 to a No. 4 or even sample with a huge drop in the market value.

That drop in quality and market value is usually factored into crop insurance coverage, but that's not typically the case with admixtures. The reasoning from Crop Insurance is that admixture is a management issue.

If you grow mustard in too tight a rotation with canola or if you grow it on land where problem weeds can't be controlled, this isn't a loss Crop Insurance will cover in most instances.

Using Sask Mustard website with mobile phones

By Kevin Hursh

Every now and then I log onto saskmustard.com with my mobile phone to see something from a past newsletter, find buyer contact info or most often to check something in the Mustard Production Manual, but I can't find the "Mustard Grower" button.

When you log onto the site from your laptop or desktop, the "Mustard Grower" button is at the top right and is easy to find. On the mobile version of the

website, it doesn't immediately appear. You need to press the little "Menu" button to get the expanded menu with includes "Mustard Grower".

Maybe I'm the only one who has had trouble figuring this out, but just in case, there you have it. Hit the little "Menu" button, then the "Mustard Grower" button and then you can find past newsletters, the buyer's list and the full Mustard Production Manual.



Mustard Buyers List

1309497 AB Ltd O/A W A Grain & Pulse Solutions

PO Box 6345
Innisfail AB T4G 1T1
Tel: 204-582-2774
Fax: 306-582-2766

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 O/A A G T Foods

6200 E Primrose Green Dr
Regina SK S7V 3L7
Tel: 306-525-4490
Fax: 306-525-4463

Besco Grain Ltd

PO Box 1390
Carman MB R0G 0J0
Tel: 204-745-3662

Broadgrain Commodities Inc

900 - 18 King St E
Toronto ON M5C 1C4
Tel: 416-504-0070
Fax: 416-504-0080

Canadian Exotic Grains Ltd

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

Diefenbaker Seed Processors Ltd

PO Box 69
Elbow SK S0H 1J0
Tel: 306-644-4704
Fax: 306-644-4706

Farmer Direct Co-Operative Ltd

1024 Winnipeg St
Regina SK S4R 8P8
Tel: 306-352-2444
Fax: 306-352-2443

Grain Millers Inc

301 - 10400 Viking Drive
Eden Prairie MN 55344
Tel: 952-983-1289
Fax: 952-983-1339

Ilta Grain Inc

8427 160th St
Surrey BC V4N 0V6
Tel: 604-597-5060
Fax: 604-597-4933

Montana Specialty Mills L L C

701 2nd St S
Great Falls MT 59403
Tel: 406-761-2338
Fax: 406-761-7926

Mountain States Oilseeds

PO Box 428
American Falls ID 83211 0428
Tel: 208-226-2041
208-226-9916

Olds Products Company of II

10700 88th Ave
Pleasant Prairie WI 53405
Tel: 800-233-8064
Fax: 262-947-3517

Paterson Grain

22nd Floor 333 Main St
Winnipeg MB R3C 4E2
Tel: 204-956-2090
Fax: 204-947-2386

S S Johnson Seeds Ltd

Box 3000
Arborg MB R0C 0A0
Tel: 204-376-5228
Fax: 204-376-2201

Sakai Spice (Canada) Corp

4201 2nd Ave N
Lethbridge AB T1H 0C8
Tel: 403-320-9445
Fax: 403-320-9446

Schluter & Maack G M B H

PO Box 408
Pilot Butte SK S0G 3Z0
Tel: 306-771-4987
Fax: 306-771-4980

Seaboard Overseas

201-2595 Quance St E
Regina SK S4V 2Y8
Tel: 306-565-3911
Fax: 306-565-3912

Sunrise Foods International Inc

200-306 Queen St
Saskatoon SK S7K 0W2
Tel: 306-931-4576
Fax: 306-931-6770

Victoria Pulse Trading Corp

600-850 West Hastings St
Vancouver BC V6C 1E1
Tel: 604-733-1094
Fax: 604-733-1097

Viterra Inc

2625 Victoria Ave
Regina SK S4T 7T9
Tel: 403-382-3418
Fax: 866-382-2243

Westland Agro Ltd

PO Box 551
Gravelbourg SK S0H 1X0
Tel: 306-648-3273
Fax: 306-648-3611

To check whether a
buyer is licenced and bonded by the Canadian
Grain Commission, go to www.grainscanada.gc.ca.

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Mustard Grower

SASKATCHEWAN MUSTARD DEVELOPMENT COMMISSION

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Canadian Publications Agreement Number 41057509.

The Saskatchewan Mustard Development Commission

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."

Mustard Grower is a publication of the Saskatchewan Mustard Development Commission (Sask Mustard). *Mustard Grower* is committed to truth and accuracy; however Sask Mustard disclaims any responsibility for any errors or omissions. Articles, opinions and comments expressed in *Mustard Grower* are not necessarily supported by Sask Mustard.

