

# G Mustard Grower

*Mustard is a Must*

Summer Edition 2019

- 2 Recipe: Tangy Key Lime & Mustard Pie
- 2 Mustard and Wheatland Conservation Area Field Day
- 3 Mustard Market Outlook
- 4 Mustard 21 Canada Inc. (M21) Update
- 6 SMDC Marketing & Communications Report
- 7 Mustard Buyers List



I am penning this update on June 14th and I hope by the time you read this report you have received some rain. The drought maps show a large area impacted by drought conditions. I am sure there are lots of areas dealing with less than perfect emergence and some flea beetle pressure and a good rain would help tremendously.

Old and new crop prices have yet to move much despite the lack of rain. The lack of price movement may mean a few things: 1) possibly traders and end users are adequately covered, 2) farmers are still selling at current prices because other crops have not moved much either 3) there is still time for a rain.

## Chairman's Message

by Richard Marleau, Chair SMDC

I am not giving specific marketing advice to anyone on a specific crop but I will just repeat the saying "short crops have long tails". The saying describes price patterns where there is a large initial spike in price (panic like) due to shortages followed by a gradual return to prices seen before the spike. The tough part is knowing when the peak is for a particular crop if you want to top the market but if you can pencil in a cost of production there hopefully will be an opportunity to sell at a profit.

The first round of interviews for the Sask Mustard and M21 Executive Director positions will occur shortly. There are several quality candidates to select from for leading the two organizations into the future. The future of the organizations looks promising at this point and it will be interesting to see how the organizations evolve going forward.

The Mustard and Wheatland Conservation Association field day is scheduled for July 18th in Swift Current and further details can be found inside this newsletter. I just called Wheatland Conservation and they said the mustard has emerged and is in the four-leaf stage but they are dry too.

All the best.

A handwritten signature in cursive script that reads "Richard Marleau".

Richard Marleau  
Chairman of the Board

*Mustard on the Menu***Tangy Key Lime & Mustard Pie**

Prep Time: 30 min. | Cooking Time: 12 min. | Servings: 8

**CRUST:**

1½ cups (375 ml) graham cracker crumbs  
 3 Tbsp (45 ml) granulated sugar  
 1 Tbsp (15 ml) yellow mustard seed  
 1 tsp (5 ml) dry mustard powder  
 7 Tbsp (105 ml) unsalted butter, melted

**FILLING:**

4 large egg yolks, at room temperature  
 1½ Tbsp (20 ml) lime zest, finely grated  
 1 – 11oz (300 ml) can sweetened condensed milk  
 1 Tbsp (15 ml) honey mustard  
 ¾ cup (150 ml) fresh lime juice  
 2 cups (500 ml) whipping cream  
 2 Tbsp (30 ml) granulated sugar  
 2 tsp (10 ml) honey mustard  
 1 lime, sliced

**INSTRUCTIONS:**

1. Preheat the oven to 350°F (180°C).
2. In a medium bowl, stir together the graham crumbs, sugar, mustard seeds, dry mustard powder and melted butter. Press into the bottom and up the sides of a 9 inch (22 cm) pie plate.
3. Bake for 10 minutes. Remove from the oven and let cool on a wire rack.
4. In the bowl of a stand mixer fitted with the whisk attachment, beat the yolks and zest for 5 minutes, until pale and thick. Scrape the bottom and sides of the bowl. Add the sweetened condensed milk and honey mustard. Beat for 3 more minutes. Whisk in the lime juice until well combined. Pour the filling into the crust and bake for 10 to 12 minutes until the middle is set but the top is not browned at all.
5. Let the pie cool completely at room temperature then refrigerate for 3 hours or overnight.
6. In the bowl of a stand mixer fitted with the whisk attachment, beat the whipping cream, granulated sugar and honey mustard together until firm peaks form. Spread on top of the pie. Garnish with lime twists and serve. Pie is best when served that day, but any leftovers can be kept for another day if the pie is wrapped well.

Per serving: 570 calories, 40 g total fat, 23 g saturated fat, 200 mg cholesterol, 200 mg sodium, 48 g carbohydrates, 1 g fibre, 36 g sugar, 9 g protein

This recipe appears in the  
 #Spread the Mustard cookbook.

**SPREAD THE  
 MUSTARD**

Mustard and Wheatland Conservation Area

**Field Day**

Thursday, July 18, 2019

Swift Current • 8:30 a.m. to 4:00 p.m.

Registration is \$20 and includes lunch and refreshments.

Call Saskatchewan Agriculture at (306) 778-8285 to sign up!

**8:30 a.m. Registration**

Thomson Room at the Swift Current Research and Development Centre (AAFC)

**8:50 a.m. Opening Remarks and Introductions****9:00 a.m. Buses leave for the AAFC plots****9:15 a.m. Mustard variety trial – at AAFC South Farm**

Bifang Cheng

**10:00 a.m. Buses leave for Wheatland Conservation Area plots****10:10 a.m. AAC Brown 18 hybrid mustard seeding rate ADOPT trial**

Kevin Hursh

**10:50 a.m. AAC Brown 18 hybrid mustard fertility ADOPT trial**

Matthew Bernard

**11:30 a.m. Buses leave for the Thomson Room for lunch****11:45 a.m. Lunch at the Thomson Room****12:45 p.m. Introductions of sponsors****1:00 p.m. Buses leave for the Wheatland Conservation Area plots****1:15 p.m. Fertility for malt versus feed barley**

Mike Hall

**1:45 p.m. Kochia management and control project**

Shannon Chant

**2:15 p.m. Impact of seeding density and row spacing on weed competition in wheat and durum Strategic Field Program**

Cory Jacob

**2:45 p.m. Canola fertility and seeding depth trials****3:15 p.m. Winter wheat production**

Brad White

**3:45 p.m. Travel to the Thomson Room****4:00 p.m. Field day concludes**

Hosted by: Pioneer Co-op, Saskatchewan Agriculture, Sask Mustard and Wheatland Conservation

Do you have a story idea for the next newsletter, 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](mailto:info@saskmustard.com).

# Mustard Market Outlook

Chuck Penner, Leftfield Commodity Research

Every summer, crop and market outlooks have a certain amount of uncertainty but in 2019, there are far more question marks than usual. That’s especially the case for mustard, which has been facing some extreme weather challenges early in the season.

At the time of writing in mid-June, StatsCan is about to release the results of its acreage survey but this is likely the least of the concerns. Earlier in spring, StatsCan’s seeding intentions report showed farmers planned on planting 416,000 acres of mustard, 17% less than last year. Most observers and traders didn’t have a big problem with this estimate, suggesting it was fairly close to reality, although a few felt acreage could still be a bit larger.

The StatsCan estimates later in June will also include a breakdown of mustard acreage by type. That’s important because each of the three main mustard classes is a very distinct and separate market. Differences in both old-crop and new-crop bids between yellow, brown and oriental mustard influence the acreage decisions and so far in 2019, yellow mustard held a large enough advantage

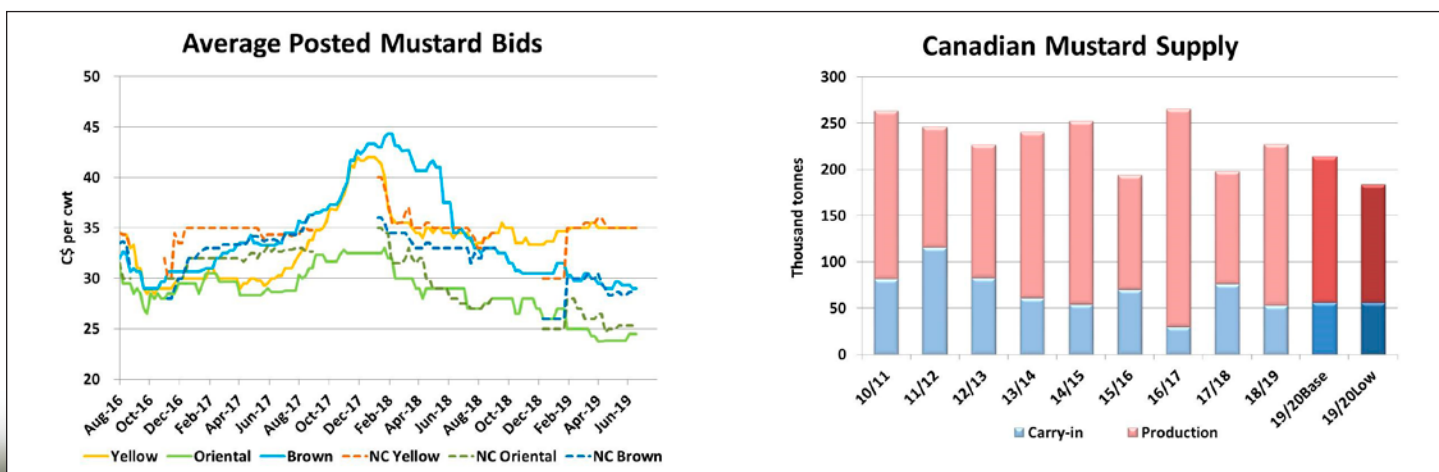
over brown and oriental to offset the lower yields for yellow. As a result, we’re expecting yellow mustard might just avoid any declines in acreage while brown, and especially oriental, will account for all of the losses.

The price chart also shows that so far, concerns about the 2019 crop haven’t translated into higher bids as the high degree of uncertainty about crop outcomes still hasn’t been sorted out. Rains in mid-June fell across parts of the main mustard growing regions but not everyone got enough. And even for those who got meaningful rain, it may have been too late to revive the crop. In the back of our mind, we can’t ignore the similarities with 2015, when crops looked as bad (or worse) as in 2019. That year, heavy rains didn’t fall until late June or early July and most farmers still managed to salvage a respectable (but below average) yield.

Whenever these large questions about crop outcomes hang over the market, we like to use what-if scenarios to sort out the possible implications. Our base case (and likely the most optimistic scenario) uses the StatsCan seeding intentions estimate of 416,000 acres

and the 5-year average yield of 860 lb/acre. This would result in a 2019 crop of almost 160,000 tonnes, 9% smaller than in 2018. If we’re more pessimistic and expect that a few less acres are taken to harvest and the yield drops down to the low of 709 lb/acre seen in 2017, the crop would end up closer to 125,000 tonnes. That’s a large enough drop to take 2019/20 supplies down to some very low levels.

There are a couple of other things to note in this outlook. As mentioned earlier, 2019 seeded area of brown and oriental mustard likely dropped the most and if there’s a production shortfall, these two classes would be affected more than yellow. The second caution is that mustard growers tend to (how to say this politely) understate their on-farm supplies, which likely means the old-crop carryover is larger than shown in the chart. In any case, there’s potential for mustard supplies to tighten up and give prices some support. Even if the base scenario (the most bearish case) ends up happening, bids are expected to remain flat once again in 2019/20.





## Mustard 21 Canada Inc. (M21) Update

By Pete Desai

As of March 31, 2019, M21 and its mustard industry partners completed the first year of a five-year research program funded by the AAFC - Canadian Agricultural Partnership (CAP). This CAP total funding of \$10.1M is for mustard projects under five activity headings as follows: 1. Varietal development of Mustard Varieties (Brown, Oriental and Yellow) with Dr. Bifang Cheng, AAFC Saskatoon, leading the program; 2. Varietal development of Carinata varieties with a Molecular platform (Drs. Isobel Parkin and Christina Eynck, AAFC Saskatoon); 3. Herbicide resistant germplasm (Drs. Christina Eynck and Bifang Cheng); 4. Diverse Crop Rotational Study (Dr. Manjula Bandara,

CDCS Alberta Ag) and 5. Defining Functional Protein, Mucilage and Fibre Value of Yellow Mustard for the Food Industry (Drs. Janitha Wanasundara, AAFC Saskatoon and Steve Cui, AAFC Guelph). These activities will add valuable information to the strong research base already developed in the previous ten plus years of AAFC funding under APF, Growing Forward and Growing Forward II (GF2) programs. The financial support from SMDC, CMA and WGRF has been critical to secure this long-term AAFC support.

M21 has pre-launched the first condiment brown mustard hybrid (AAC Brown 18) and it was sown on 80 acre

plots by 27 growers in 2019. At this point, growers have been impressed by how well the hybrid variety established as compared to Centennial Brown in the challenging spring we have experienced. Seed production of this brown hybrid is being conducted under irrigation in 2019 for commercial launch in 2020.

Yellow mustard breeder seed production of parental component lines is also underway in 2019. These are being produced under irrigation in tents to ensure genetic purity and isolation. This planned development timeline will ensure seed production is on track for pre-launch of candidate yellow lines in 2021.

**Remember** that the SaskMustard website – [www.saskmustard.com](http://www.saskmustard.com) – includes a Mustard Production Manual with information on varieties, crop protection products and harvest tips.



## Nominations open for three Sask Mustard board positions

Nominations are now being accepted for three open director positions on the Saskatchewan Mustard Development Commission.

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.

The nomination form and designated voting rep forms are available at [www.saskmustard.com](http://www.saskmustard.com). A designated voting rep form must be completed for anyone other than a single producer. This includes farms run as corporations and partnerships and is needed for

the person being nominated as well as those signing the nomination form. You can call the Sask Mustard office at 306-975-6629 for further information.

Completed forms need to be received by the Returning Officer (Levy Central) no later than 12:00 noon on Friday, October 4, 2019.

Returning Officer  
Agriculture Council of Saskatchewan  
2335 Schuyler Street  
Saskatoon, S7M 5V1  
Phone: 306-975-6853  
Fax: 306-975-6850  
Email: [smitha@levycentral.ca](mailto: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 on January 16, 2020.

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 4 is the deadline for nomination forms to be received by the Returning Officer. If the form is sent in before the deadline, there is an opportunity to correct any deficiencies, such as nominators who are not registered producers.

## **MARK YOUR CALENDAR**

for the Sask Mustard Annual Meeting  
**Thursday, January 17, 2020** at  
Prairieland Park in Saskatoon.



## 2019-2020 SMDC Board of Directors

### **RICHARD MARLEAU** Chair

Box 536  
Ponteix SK S7N 1Z0  
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marleaurichard@sasktel.net

### **DEREK DEWAR** Vice-Chair

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Swift Current SK S9H 5A5  
Tel: 306.678.4917 | Cell: 306.774.3508  
dewar@sasktel.net

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Mossbank SK S0H 3G0  
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icostley@hotmail.com

### **MARKUS CASWELL**

Box 53  
Bracken SK S0N 0G0  
Cell: 306.293.7833  
markus.r.caswell@gmail.com

### **DEAN HAACK** Treasurer

Box 1087  
Gravelbourg SK S0H 1X0  
Tel: 306.264.3748 | Cell: 306.648.7271  
sdh@sasktel.net

### **JACK MYLES**

Box 426  
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Tel: 306.354/2266 | Work: 306.354.7566  
mylesjack@southcountry.ca

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Hursh Consulting & Communications  
566 Adilman Drive  
Saskatoon SK S7K 7H5  
Tel: 306.933.0138 | Cell: 306.222.0238  
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kevin@hursh.ca

### **Adele Buettner, General Manager**

AgriBiz Communications Corp.  
Bay 6A - 3602 Taylor Street East  
Saskatoon SK S7H 5H9  
Tel: 306.975.6629 | Fax: 306.244.4497  
info@saskmustard.com

### **Matthew Bernard**

Provincial Specialist, Oilseed Crops  
125 - 3085 Albert Street  
Regina SK S4S 0B1  
Tel: 306.787.4668 | Fax: 306.787.0428  
mattew.bernard@gov.sk.ca

# SMDC Marketing & Communications Report

By Adele Buettner

Last summer, Sask Mustard launched Spread the Mustard as a new brand to engage with consumers. Since then, pageviews for the Spread the Mustard website continue to increase month over month. The website includes articles on nutrition, culinary tips and lots of recipes—all with a view to make it easier and more enticing for consumers to cook with mustard. We also work to promote mustard through our social media channels and are seeing good uptake on platforms such as Instagram and Pinterest. You too can get in on articles such as “Ten Recipes to Tempt Picky Eaters” and “Tasty Side Dishes”. Follow us with ‘spreadthemustard’ on Pinterest, Instagram or Facebook or with @SpreadMustard on Twitter.

A quarterly electronic newsletter called Spread the Mustard is shared with more than 1,100 individuals. Each newsletter features a recipe, an article and a video. If you would like to receive the Spread the Mustard online newsletter, you can sign up at [www.spreadthemustard.com](http://www.spreadthemustard.com).

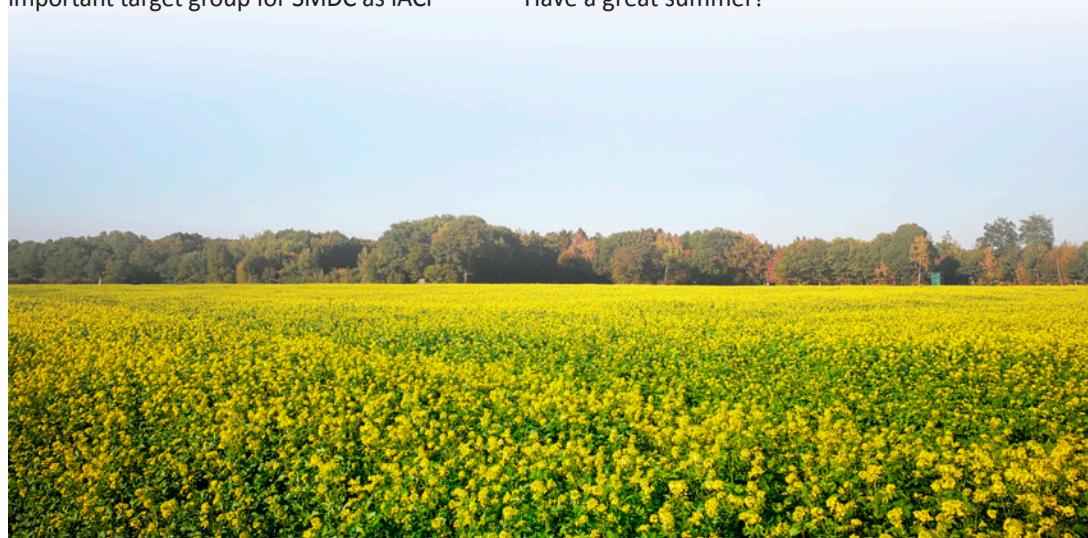
The 2019 Annual Conference of the International Association of Culinary Professionals (IACP) was held May 16 to 19 in Santa Fe, New Mexico. This is an important target group for SMDC as IACP

is a professional association of people who work in food and beverage preparation, culinary education, or communications. It represents a diverse collection of individuals from across North America who are all connected by food, either in the restaurant and hospitality industry, or as policy experts, authors, journalists, and food developers.

The conference agenda included topics such as cultural influences on food, trends and coaching for digital food videos and photography, the specialty food business and technology in food production and food service. Our team distributed over 100 cookbooks, 400 recipe brochures, 200 tasting spoons and 100 seed packages at this event. We also added about 300 names to our email database list to receive our newsletter. Spread The Mustard saw an increase in social media activity due to the event.

Spread the Mustard continues to collaborate with local groups, such as the Regina and Saskatoon Chefs Associations, as well as those further afield, such as the International Foodservice Editorial Council and the Culinary Institute of America. These partnerships help us to get mustard on the menu across North America.

Have a great summer!





## Mustard Buyers List

**1309497 AB Ltd**

4923 50th St, PO Box 6345  
Innisfail AB T4G 1T1  
Tel: 204-582-2774  
Fax: 306-582-2766

**All Commodities (AC) Trading Ltd**

1600 2 Mile Road  
Winnipeg MB R2N 4K1  
Tel: 204-339-8001  
Fax: 204-339-8002

**Alliance Pulse Processors Inc  
DBA A G T Foods Canada**

6200 East Primrose Green Dr  
Regina SK S7V 3L7  
Tel: 844-248-4AGT

**Besco Grain Ltd**

PO Box 1390  
Carman MB R0G 0J0  
Tel: 204-745-3662  
Fax: 204-745-2965

**Broadgrain Commodities Inc**

900 - 18 King St E  
Toronto ON M5C 1C4  
Tel: 226-921-1125  
Fax: 416-504-0080

**Canpulse Foods Ltd**

100 - 318 Wellman Lane  
Saskatoon SK S7T 0J1  
Tel: 306-931-7775  
Fax: 306-931-7850

**Diefenbaker Spice & Pulse**

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

**Grain Millers Inc**

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

**Hanse Seed Canada Corp**

Suite 2300 Bentall 5  
550 Burrard St PO Box 30  
Vancouver BC V6C 2B5  
Tel: 954-217-0964

**Ilta Grain Inc**

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

**Manitou Holdings Inc**

322 Crean Cres  
Saskatoon SK S7J 3X2  
Tel: 306-716-6216

**Montana Specialty Mills LLC**

PO Box 2208  
Great Falls MT 59403  
Tel: 406-761-2338  
Fax: 406-761-7926

**Mountain States Oilseeds LLC**

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

**Olds Products Co**

10700 88th Ave  
Pleasant Prairie WI 53405  
Tel: 403-3939-8180

**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

**Sakai Spice (Canada) Corp**

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

**Schluter & Maack**

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

**Seaboard Special Crops**

201-2595 Quance St E  
Regina SK S4V 2Y8  
Tel: 306-565-3904  
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

**Westland Agro Ltd**

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

# Mustard Grower

## SASKATCHEWAN MUSTARD DEVELOPMENT COMMISSION

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Saskatoon, SK S7H 5H9

P 306-975-6629 F 306-244-4497  
info@saskmustard.com

Follow us on Twitter (@GrowMustard)

[www.saskmustard.com](http://www.saskmustard.com)

### Office Hours:

Monday to Friday, 8:00 am to 4:00 pm

Return undeliverable Canadian addresses to the above address.

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.

