# Grower

Mustard is a Must

Mustard AGM Thursday, January 11, 2018 Prairieland Park. Hall A

#### \$20 registration at the door / no charge for registered Mustard producers

8:30	Registration
8:50	<b>Chairman's Address</b> Richard Marleau
9:00	New mustard varieties with improved yields Bifang Cheng, Mustard Breeder, AAFC
9:30	Planning for mustard hybrid varieties Pete Desai, Mustard 21 Canada Inc.
10:00	Weed control in mustard Matthew Bernard, Provincial Oilseed Specialist
10:30	Coffee
10:45	Intercropping with mustard Lana Shaw, South East Research Farm, Redvers
11:15	Spreading the Mustard Adele Buettner, Sask Mustard General Manager
11:45	Mustard on Dragon's Den Val Michaud, Gravelbourg Mustard
12:15	Lunch
12:45	Annual General Meeting
1:30*	Mustard grading factors Judy Elias, Canadian Grain Commission
2:00*	Mustard Market Outlook

Chuck Penner, Leftfield Commodity Research

\*could be earlier or later depending on length of annual meeting

PLEASE NOTE that the Sask Mustard meeting is in Hall A of Prairieland Park. (Last year, it was in Hall E.) Access to Hall A is through the main doors that also service the Crop Production Show. However, those only attending the Sask Mustard meeting will not have to pay the fee to attend Crop Production Show.

#### Winter Edition 2017

- 2 Recipe: Mozzarella Stuffed Turkey Meatballs in a Lemony Mustard Pesto Sauce
- 2 Marketing & Communications Update
- 3 Mustard Market Outlook
- 4 Mustard 21 Canada Inc. (M21) Update
- 5 Sask Mustard Election Results
- 6 New Mustard Processing plant in Swift Current
- 6 Introducing Director Markus Caswell
- 7 Mustard Buyers List



Musiard on the Menu



#### **Mozzarella Stuffed Turkey Meatballs** in a Lemony Mustard Pesto Sauce

Bursting with flavour, these meatballs have a lovely surprise of melted mozzarella in the centre. The bright flavours of the pesto are the perfect complements to the ground turkey. Serve with your favourite pasta as a main course, or as a small bite appetizer.

Prep Time: 30 minutes Cooking Time: 30 minutes Makes 14-16 meatballs (Serving: 7-8 as an appetizer, 4 as a main course)

LOIO	
2	garlic cloves
<sup>1</sup> / <sub>4</sub> cup (60 mL)	sliced almonds, toasted
	grated zest and juice of half a lemon
	pinch salt and pepper
1 cup (250 mL)	
1/3 cup (75 mL)	extra virgin olive oil
1/4 cup (60 mL)	grated Parmesan cheese
1 tsp (5 mL)	whole grain Dijon mustard
MEATBALLS:	
1 lb (500 g)	ground turkey
1 cup (250 mL)	Panko breadcrumbs
$\frac{1}{3}$ cup (75 mL)	pesto (from above recipe)
$\frac{1}{3}$ cup (75 mL)	grated Parmesan cheese
1/4 cup (60 mL)	minced onion
	darlic clove minced

1 tsp (5 mL) dry mustard powder 2 large eggs, lightly beaten 1 4-oz (130 g) container baby bocconcini cheese, about

2 Tbsp (30 mL) extra virgin olive oil, for drizzling 1 tsp (5 mL) yellow msutard seeds, for garnish

#### INSTRUCTIONS:

To make the pesto sauce:

- Combine the garlic, almonds, lemon juice and zest, salt and pepper in a food processor or blender and process until smooth.
- Add the basil, olive oil, Parmesan cheese, mustard and 1-2 Tbsp (15-30 mL) of water and blend until smooth.
- Season to taste with salt and pepper.
- To make the meatballs:
- Combine the turkey, breadcrumbs, pesto, Parmesan, onion, garlic,
- substant and encorrect or background of the set of the Preheat oven to 375F.
- Drizzle the meatballs with the olive oil and bake for about 30 minutes, flipping them over halfway through
- Serve hot, with the remaining pesto sauce and garnish with the mustard seeds on top of each meatball.
- Serve alongside your favourite cooked pasta and tomato sauce, or rice, quinoa or lentils. Stick a toothpick in each and serve as an appetizer.

#### Substitutions:

Can use ground chicken instead of turkey. Can cube mozzarella instead of using the baby bocconcini.

Nutrient analysis per serving (161 g): 360 calories, 22 g protein 10 g carbohydrates, 2 g dietary fiber, .75 g total sugars 26 g fat, 7 g saturated fat, 0 g trans fatty acid, 108 mg cholesterol, 179 mg sodium

> This recipe appears in the new #MyMustard cookbook.



## Marketing & Communications Update

Sask Mustard is very pleased to announce our new Spread the Mustard brand and family of logos we will be using on consumer related initiatives. As Sask Mustard is a regionally specific name limited to Canadians and those familiar with Saskatchewan, we recognized a need for a consumer facing brand that highlights more our primary goal, which is to spread the mustard across the globe, rather than within our geography.

As the logo and brand standards have been created and our social media presence updated to reflect the new face and voice of Saskatchewan mustard, we are now researching a consumer facing web presence. More information will follow. We will be using Spread the Mustard in more of our culinary and food marketing efforts going forward.

NSTANT

**BLING!** 



#### **#SPREAD**MUSTARD

The Sask Mustard logo and brand will continue to be a part of our daily operations and will be used in conjunction with our producer related events and materials.

Activity Report: Sask Mustard has been very busy throughout 2017 working to strengthen our relationships with the culinary industry, chefs, food writers, dietitians and influencers across North America. With the help of the Spread the Mustard brand we are building recognition of the culinary uses of mustard through our connection to prominent culinary groups, such as: the International Foodservice Editorial Council (IFEC), Culinary Institute of America (CIA), International Association of Culinary Professionals (IACP), Women Chefs & Restaurateurs (WCR) and local chefs associations.

We attended the International Foodservice Editorial Council conference in Boulder, Colorado in October to promote our favourite spice to this group of communications professionals and restauranteurs. As well as the Culinary Institute of America's Flavour Quality & American Menus symposium in August, which brings together menu planners, executive chefs and hospitality representatives from across North America.

These events provide an opportunity to elevate and encourage usage of mustard in the eyes of a very influential audience of food influencers and menu decision makers. As with our other programming, this event compliments our objective to be aligned with decision makers in the food industry.

Sask Mustard joined the Women Chef and Restaurateurs association whose membership includes many influential chef and food professionals. Their annual conference in September was an excellent opportunity to network and explore opportunities to collaborate with some of its more notable guests.

We supported The Great Saskatchewan Mustard Festival again this year, an obvious fit for Sask Mustard. This event was held on the shores of Wascana Lake on August 20, 2017. Close to 1,500 attendees enjoyed the festival at which 20 Regina restaurateurs featured a range of tapas-sized samples, each of which incorporated mustard as a key ingredient.

New to our programing this year was another local event, the YXEats Food Festival in the eclectic Saskatoon neighbourhood of Riversdale. Sask Mustard sponsored the eloquent Gold Table Dinner and the 'Mad for Mustard' Cooking School which took place in September. CONTINUED ON PAGE 7

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 is a Must

## Mustard Market Outlook

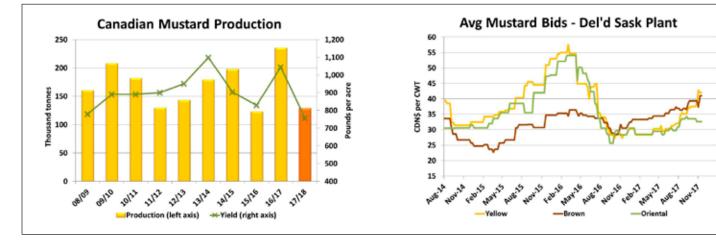
#### Chuck Penner, Leftfield Commodity Research

Mustard markets in 2017/18 are again showing signs of life; it's amazing what a crop failure will do. Reduced rainfall in the southwest prairies cut into yields of mustard, a crop that's normally pretty resilient to drought. That was on top of 23% decline in seeded area.

Crop estimates from different sources vary slightly but all point to a much reduced crop. The original StatsCan estimate back in August showed a crop of 130,000 tonnes on a yield of 760 lb/acre and that still seems like a reasonable total, in line with the yield in Sask Ag's crop report. The final StatsCan production estimate in early December could tweak that total somewhat, but all signs are pointing to a small 2017 crop.

Price movement since harvest is confirming the smaller Canadian crop but is also demonstrating the short supplies aren't evenly distributed. Bids for all three classes of mustard started to move higher in midsummer, responding to the drought conditions in the southwest. Since then however, the strongest performance has been seen in yellow mustard, while oriental mustard bids have turned sideways with brown somewhere in the middle.

The oriental portion of the mustard market has suffered from large supplies that were carried over from the 2016 crop when seeded area nearly doubled. As a result, much of the old-crop carryover into 2017/18 consisted of oriental mustard and that, together with only a small drop in 2017 seeded area, has weighed on oriental mustard prices. That's likely to continue through much of this marketing year.



Brown mustard prices have been improving but after leading the way through 2016/17, are now trailing yellow mustard. In contrast to declines in seeded area for yellow and oriental, farmers actually planted 45% more brown mustard in 2017 than the year before. This helped offset the yield losses and kept supplies a little more comfortable in 2017/18. That's not to say there's lots of brown mustard out there, but that it's not as short as yellow mustard.

Yellow mustard has been the strongest mover this fall. It all started back in spring, when farmers cut acreage by 38% according to StatsCan. That already made the outlook bullish. Old-crop carryover didn't help much either, as supplies were very limited or were poor quality. But the lower yields caused yellow mustard production to drop 50-60% from the previous year. Those tight supplies are the major factor behind the strong prices, but not the only one.

Across the border in the US, the mustard crop was hit even harder by drought conditions. An official USDA estimate isn't available yet, but production will have fallen sharply. Because the US is Canada's major customer for yellow mustard, a drop in its domestic crop will increase its import needs. We also watch what's happening in Eastern Europe and the Black Sea region for clues about the larger global picture. Often, the concern is that production there will increase and limit European demand for Canadian brown mustard. This year, that doesn't seem to be the case, as Ukrainian mustard prices are up sharply since harvest, another positive signal for 2017/18 brown mustard prices.

All in all, the outlook for 2017/18 remains positive but variable, depending on the class of mustard. The concern for 2018/19 though, is the expected drop in pulse seeded area and how many of those acres end up in mustard. Just a heads up.

Mustard 21 Canada Inc. (M21) Update By Pete Desai

Mustard 21 Canada Inc. (M21) will complete its five year Growing Forward 2 (GF2) project support by Agriculture and Agri-Food Canada (AAFC) funding program on March 31, 2018. This AAFC funding plus mustard value chain support has enabled M21 to execute strategic research and development (R&D) priorities.

Grower

The M21 objective is to implement strategic action plans to create a "Canadian Advantage" so that mustard is a viable, sustainable business option for the grower in the drier regions of the prairies. Significant yield increase is one of the key goals that will keep the mustard crop competitive and a viable component of the growers' crop rotation.

#### **Condiment Mustards**

The past couple of years have been very exciting. AAFC's mustard breeding program in Saskatoon, led by Dr. Bifang Cheng, has made huge strides in improving the Ogura cytoplasmic male sterility (cms) hybrid system to develop hybrid varieties in brown and oriental mustard. The development of parental lines in the yellow mustard germplasm will deliver the new synthetic varieties in yellow mustard. These two breeding efforts are now preparing to deliver high yielding mustard varieties in the coming years. The development of mustard parental lines will allow growers to capitalize on broader diversity to create more robust, higher yielding varieties. All this good work will help mustard remain competitive with other crops (canola, pulses and cereals) and will also make Canadian mustard globally competitive as a viable business option to the grower. Delivering quality

mustard will allow Canada to be a reliable and sustainable supplier and maintain its global export market.

Test hybrids of brown and oriental mustard and synthetics of yellow mustard will be produced in isolation tents in the field in Chile (winter 2017) to build supply for 2018 small field trials in Canada. Hybrid seed production is very different from the traditional open pollinated certified seed production mustard growers have used for the past decades. It will take significant resource commitment to maintain the purity and quality of parental seed multiplication. Hybrid seed production is not new as we now have almost all canola growers using this as their main technology for planting seed. The challenge M21 and the value chain have is the size of the mustard market, which is very small when compared to that of canola. We therefore need to understand the production costs for a smaller hybrid mustard seed requirement. It is important that these high yielding hybrids are business options for the growers.

The 2016 and 2017 contra season seed multiplication trials in Chile and 2017 summer trials in Canada now allow Canadian field performance evaluation in the summer of 2018 to identify the best combinations of parental lines to create better hybrids suitable for Canadian conditions. Dr. Cheng will include these hybrids as part of the 2017 Chile winter field increases and the 2018 summer field trials to demonstrate as well as evaluate how these new improved mustard varieties will perform in Canada.

Developing mustard varieties is a very lengthy process, taking eight to ten years

from research to launch of a commercial variety. Dr. Cheng's work since 2009 has constantly looked at ways to shorten this time line. Our biggest challenge for fast-tracking mustard varieties has been the narrow germplasm base of Canadian mustard for the past 30 years. This has been a huge hurdle to generation of the kind of mustard varieties Canada should have to maintain its advantage in the global market. Now that we have the technology for producing hybrids, the focus will be to broaden and strengthen the germplasm base to drive yields at a much faster rate than in the past decades. This, along with utilizing new technologies and/or genomic tools like molecular markers for traits of significance (e.g. disease, oil, protein, glucosinolate), will allow the improved selection of promising lines with key traits earlier in the breeding cycle to create mustard hybrids.

#### Carinata

Carinata variety development at AAFC and Agrisoma is ready for the emerging bio-economy opportunity as a dedicated industrial oil feedstock. A lot of the work to meet the US and EU regulatory requirements has been addressed and now there is an increased understanding of how carinata oil will be an excellent feedstock for the transportation sector. Agrisoma continues to be very diligent in ensuring that annual carinata acreage is aligned with pre-committed carinata oil demand to assure that all annual production has a market.

The transportation fuel market is huge and will need production in amounts of hundreds of thousands of acres for the

### www.saskmustard.com

## Mustard is a Must

end use customers to commit to carinata oil feedstock and make it a part of their supply chain. The market for industrial oilseed is poised to grow and there will be an opportunity starting in 2018 for the growers to plant carinata, a dedicated industrial oilseed crop, in the semi-arid, brown soil regions of the prairies.

Agrisoma Biosciences Inc. (Agrisoma), M21's industrial partner, now has its own well-established breeding program. It is focused on using its large diverse germplasm collection, advanced breeding techniques such as doubled haploid (DH) technology, and hybrid seed production to develop the next generation of commercial carinata varieties. The growth in demand for carinata oil as feedstock for the emerging bio-fuel market during the past four years has been much slower than planned; however, the continued drive from EU for bio-fuels will help build carinata base acreage in the drier prairies.

AAFC's carinata breeding program is now (2017) led by Dr. Christina Eynck. Under her management, the carinata breeding activities at AAFC will focus on broadening the genetic diversity, developing germplasm with improved oil and meal traits, disease resistance, and refining the carinata hybrid system originally developed at AAFC. In collaboration with Agrisoma, AAFC has developed a large carinata mapping population that is used to identify genomic regions associated with agronomically important traits. This undertaking requires massive phenotyping and genotyping efforts and will result in the development of molecular markers that will be applied in both AAFC's and Agrisoma's breeding programs, resulting in faster and more efficient variety development. This work is also relevant to canola and condiment mustard breeding due to shared genetics among Brassica species.

#### Herbicides and Weed Management (Ken Kirkland)

**Minor Use Reminder:** Use of the existing AAFC - User Requested Minor Use Label Expansion (URMULE) program is critical to registering tools to allow the use of products that help manage pests in minor crops like mustard. Thus grower help to identify weed issues or pesticide tools needed does help to pursue registration for the benefit of the growers.

#### M 21 is Pursuing:

- 1. Quinclorac and Dicamba Update: Research continues at AAFC's Scott Research Farm in 2017 to determine the tolerance of yellow mustard to quinclorac and dicamba. Preliminary results are promising for both herbicides and future Minor Use Registrations will be pursued.
- 2. Future 2018 funding proposals include evaluation of clomazone as preemergent and pre-plant treatments alone and in combination with quinclorac post-emergent, activity of quinclorac pre-emergent, and the

evaluation of herbicide combinations to manage the problem species cleavers, kochia and wild mustard.

#### **Reminder of Registered Uses:**

- Roundup Weather Max Preharvest\* use is now registered under the URMULE program on all mustard yellow/white, brown and oriental.
- 2. Under the Growing Forward 2 (GF2) program, Authority 480 Herbicide (sulfentrazone) registration has been received through the URMULE Program\* to add control of kochia at a rate of 219 ml/ha pre-plant or pre-emergence in mustards (yellow/ white (Sinapis alba), brown/oriental (Brassica juncea) and carinata (Brassica carinata).

\*These uses are registered under the User Requested Minor Use Label Expansion (URMULE) program. The manufacturer assumes no responsibility for herbicide performance. Those who apply these treatments do so at their own risk.

M21 is grateful for the continuing support of Agriculture and Agri-Food Canada (AAFC), the Western Grains Research Foundation (WGRF), the Canadian Mustard Association (CMA), the Agriculture Development Fund (ADF) of Saskatchewan Agriculture, the Saskatchewan Mustard Development Commission (SMDC) and Agrisoma Biosciences Inc. for their funding support to implement M21's strategic plan. M21's strategy is to maximize its R&D resources by leveraging grants to secure long-term funding to sustain the development of a very productive and robust product pipeline.

## Sask Mustard Election Results

Nominations for three director positions opened on August 1 and closed on October 27. Two nominations were received by Levy Central which acted as the returning officer and both were verified and declared elected by acclamation.

Ivan Costley of Mossbank returns as director to serve a second term. New to the board is Markus Casswell of Bracken. He will take his position at director following the AGM on January 11, 2018.

## 6 Grower

#### **2017** SMDC Board of Directors

#### **RICHARD MARLEAU Chair**

Box 536 Ponteix SK S7N 1Z0 Cell: 306.380.5110 | Fax: 306.978.1718 marleaurichard@sasktel.net

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

Box 82 Hazlet SK S0N 1E0 Tel: 306.678.4917 | Cell: 306.774.3508 dewar@sasktel.net

#### **IVAN COSTLEY Treasurer**

Box 363 Mossbank SK S0H 3G0 Tel: 306.354.2356 | Cell: 306.354.7544 icostley@hotmail.com

#### **PEYTON GILL**

Box 487 Leader SK SON 1H0 Cell: 306.628.7936 pa.gill@sasktel.net

#### DEAN HAACK

Box 1087 Gravelbourg SK S0H 1X0 Tel: 306.264.3748 | Cell: 306.684.7271 sdh@sasktel.net

Kevin Hursh, Executive Director Hursh Consulting & Communications Tel: 306.933.0138 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



Bata Dorj wants to create a Saskatchewan business that can become a family legacy and, after extensive research, has settled on mustard processing as the opportunity to pursue. He's retrofitting the former Co-op creamery building in Swift Current, adding both new and used equipment purchased from near and far.

Originally from Mongolia, Bata moved to Canada in 2006. His son Barkhas is completing his Master's Degree in Food Science at the University of Saskatchewan and will become an integral part of the business known as Prairie & Sons.

Although it was built in 1970, the 32,000 square foot building near the city's downtown core features food-grade construction.

Bata has travelled extensively to establish market contacts and find high-value market niches. His plans for product lines range from processed condiment mustard to mustard oil, all in consumer-ready packaging. Some processing lines in the plant are close to completion while others still require a considerable amount of work.

"Traceability is very important to today's consumers," notes Bata, "and millennials want authenticity in their food." The processing lines and the marketing plan are geared to those trends.

Located in the heart of Saskatchewan's mustard production, the plant will have access to an ample supply of raw product. Prairie & Sons is also exploring the possibility of investment by mustard producers.

Bata recognizes that a business's story is an important part of its marketing strategy, and hopes that mustard producers will support this new venture through a co-operative effort. The co-operative business model has been used globally to bring producers together to add value to their products and enhance local capacity. Well-known co-operatives like Ocean Spray or Gay Lea Foods are producer-owned businesses that have benefitted from their members working together and developing new products close to home.

Bata hopes to work co-operatively with mustard producers in Saskatchewan to pioneer a new brand of mustard that will appeal to customers looking to buy local products. Bata contacted Co-operatives First— a business development organization in Saskatoon — to learn more about structuring this business as a co-op. To learn more, please contact Co-operatives First: aasa@cooperativesfirst.com

Sask Mustard's board of directors and management team met with Bata Dorj and toured his facility on October 3.



### New Director Markus Caswell

My name is Markus Caswell. I operate a farm with my family near the community of Bracken, in south west Saskatchewan. Our family grows oriental mustard and it has been a very big part of our rotation for over 20 years.

I look forward to furthering my knowledge in all types of mustards and contributing what I have learned about growing this unique crop.

Mustard is a Must

## Mustard Buyers List

\_\_\_\_\_

1309497 AB Ltd

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 2 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 ROG 0J0 Tel: 204-745-3662 Fax: 204-745-2965

**Broadgrain Commodities Inc** 900 - 18 King St E Toronto ON M5C 1C4 Tel: 416-504-0070 ext. 326 Fax: 416-504-0080 **Canadian Exotic Grains Ltd** PO Box 444 Eston SK SOL 1A0 Tel: 306-962-4751 Fax: 306-962-3251

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

Diefenbaker Seed Processors Ltd O/A Diefenbaker Spice & Pulse PO Box 69 Elbow SK SOH 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: 800-328-5188 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 jt@hanseseed.com To check whether a buyer is licenced and bonded by the Canadian Grain Commission, go to www.grainscanada.gc.ca.

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

**Montana Specialty Mills** 

701 2nd St S Great Falls MT 59403 Tel: 406-761-2024 / 406-761-2338 Fax: 406-761-7926

Mountain States Oilseeds L L C PO Box 428 American Falls ID 83211 0428 Tel: 208-226-2041 Fax: 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 ROC 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 G M B H PO Box 408 Pilot Butte SK SOG 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 SOH 1X0 Tel: 306-648-3273 Fax: 306-648-3611

#### Marketing & Communications Update Continued from page 2

Sask Mustard has an ongoing partnership with the Saskatchewan Polytechnic Institute's Culinary Arts program that provides us the opportunity to educate and encourage young chefs on the endless possibilities mustard brings to the kitchen. We supported the purchase of a commercial 'urban cultivator,' which is a refrigerator-sized appliance with its own watering and light cycles used to grow herbs, microgreens and vegetables. The students also undertake challenges to cook with mustard and are tasked with mustard-themed menu creations.

As a follow up to our most recent cookbook, #MyMustard, we conducted a survey with a number of food experts to evaluate the project, including size, format, images, content, etc. The feedback has been extremely positive. Based on the recommendations we are working on another collection that will feature recipes from prominent chefs who have connections to the key events we attend. It will be released in early 2018.

Our social media profiles on Twitter, Instagram, Facebook, Pinterest and YouTube have been updated to reflect the Spread the Mustard brand and continue to grow. Sask Mustard also curates an online photo gallery of food and agronomic images from our database and photos of our recipes. These graphics are promoted to the food writers, editors and bloggers we meet at events as a collection of free stock images for use in articles and promotions. We are using these photos and new recipes and videos as content for our social media accounts and encourage you to follow us online.

Twitter: @SpreadMustard Facebook: @SpreadTheMustard Instagram: @SpreadTheMustard YouTube: Spread the Mustard Pinterest: Spread the Mustard

If you would like to continue to receive updates on agronomic information, mustard field days and other producerrelated information, follow Kevin Hursh on Twitter @GrowMustard.

## Given and a start and a start a start

#### SASKATCHEWAN MUSTARD DEVELOPMENT COMMISSION

Bay 6A - 3602 Taylor Street East Saskatoon, SK S7H 5H9

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

Follow us on Twitter (@GrowMustard)

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.



