

# SASK MUSTARD

SASKATCHEWAN MUSTARD DEVELOPMENT COMMISSION

## Investing in the Future

*2015 - 2016 Management  
& Communications Report*





Back in 2010,  
Sask Mustard invested in:

- Global Marketing Plan
- Global Communications Plan





# 2015 Government Investment

- \$60,062 from AAFC's Agri-Marketing Program
- \$6,600 from GF2 / Saskatchewan Ministry of Agriculture's Market Development Program
- Significant in kind investment from Sask Ministry of Agriculture to develop a new revised Mustard Production Manual



## Mustard Production Manual

SASKATCHEWAN MUSTARD DEVELOPMENT COMMISSION

Menu

### Pests of seedlings

Flea beetles – The main flea beetle species in Saskatchewan are crucifer (*Phyllotreta cruciferae*), striped (*P. striolata*) and hop (*Psylliodes punctulata*). Flea beetles overwinter as adults and emerge in the spring, feeding on the cotyledons, leaves, apical bud tissue and stems of mustard plants. In July, larvae feed on root hairs. Adults emerging later in the season may "de-bark" seed pods.

The effect on the crop varies with the intensity of pest pressure, the part of the plant where damage occurs and the growing conditions. Flea beetles are more active with higher temperatures. Seedlings are most susceptible to serious flea beetle damage. Damage is most severe when the beetles attack the growing point of the plant. In cool moist conditions, scouting should include observing the underside of cotyledons for pitting and the stem for notching or girdling. Feeding on pods can result in premature shattering and grade loss.

Management: Seed treatments containing an insecticide are an effective method for controlling flea beetles. Current seed treatments require the insect to consume plant tissue for control. Seed treatments have a limited time in which they are effective. If the seedlings are growing slowly or flea beetle pressure is high, a foliar insecticide spray may be required. An action threshold of 25 per cent cotyledon surface removed is the recommended level of damage when a spray may be necessary to protect the seedling.



## Mustard Production Manual

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### Potassium

Potassium (K) aids in water uptake and starch production. Adequate levels are required for disease, drought and frost tolerance. As with N, a major symptom of K deficiency is the yellowing of the leaf margins. Potassium deficient plants will have reduced growth, smaller leaves and thinner stands.

The majority of soils in Saskatchewan have sufficient K levels. Grey and sandy soils, however, can be deficient. Use a soil test to determine the rate required to correct any deficiency.

< Previous: [Fertility: Phosphorus](#)

> Next: [Fertility: Sulphur](#)

Menu

[Mustard Production Manual](#)  
[Mustard Grower Site](#)  
[Mustard Consumer Site](#)



# New mustard production manual

- Joint project with Sask Ministry of Agriculture
- Now online:  
[www.saskmustard.com](http://www.saskmustard.com)



# Mustard Makeovers & More

*100 Marvellous Recipes for Busy Families*

- Cost: \$115,000
- Federal AMP program covered \$50,000
- Completed August 2015
- Promoted in Canada and US



# Many top chefs have *Mustard Makeovers*



**John Besh**  
chef, TV  
host,  
restaurateur,  
cookbook  
author

**Aarón  
Sanchez**  
chef and  
star of  
*Chopped!*



**John  
de Lucie**  
New York  
chef and  
restaurateur



**Giada De Laurentiis**  
chef, cookbook author and  
host on Food Network and  
*NBC Today*



**Michael Symon**  
chef and host on *Iron Chef America*



**Michael-Ann  
Rowe**  
'Fashionista' and host of  
TV's *Off the Beaten  
Palate*





# THE GREAT MUSTARD FESTIVAL

- Regina event celebrates Sask-grown mustard
- 1,300 attended in 2015



Photo: Michael Bell, Leader-Post



Photo: Michael Bell, Leader-Post

# Supporting Agriculture in the Classroom

## *'Burgers & Fries' Ranch*

- Joint project between AITC and Sask Ministry of Agriculture
- 600 school kids across Sask got hands-on experience on a farm





# Promoting mustard with local chefs



*Farm to Table  
Harvest  
Luncheon*

*Gold Medal Plates*



*photo: Retrospect Photography*

# TV Promotion

## Judy Scott Weldon ('Judy Foodie')

- Promotions on CTV's "News at Noon"
- Reaches 50,000 throughout southwestern Ontario





# Support for the National Mustard Museum *(Middleton, WI)*

Interactive educational display featuring the place where a lot of the world's mustard is grown: here in Saskatchewan!





# Culinary Institute of America





# 'Mustard Month' at CIA



# HKHL and FQAM





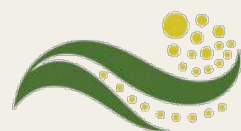


FARM & FOOD  
*Care* SASKATCHEWAN

# Food Influencer tour



# Agribition Food Pavilion



**SASK MUSTARD**

SASKATCHEWAN MUSTARD DEVELOPMENT COMMISSION



# What to look forward to in 2016...

- Distribution of *Mustard Makeovers & More*
- Continued dialogue with North American food writers, chefs, culinary professionals
- Attend HKHL in February and FQAM in August
- Working with Judy Foodie for more TV demonstrations
- Support for food influencers tour
- Increased social media work
- Online resources for use with social media and print brochures suitable for food shows





Remember.....

# ***Mustard is a Must***

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