

G Mustard Grower

Mustard is a Must

AGM EDITION 2014

- 2 Annual General Meeting
- 3 Management Report
- 4 New Sask Mustard Directors Acclaimed
- 5 Crop Production Week
- 7 Mustard Buyers List



Chairman's Message

By Patrick Ackerman, PAg

Demand continues to remain constant to slightly up. These are all reasons for mustard prices to remain constant.

My message to producers is to attend our Annual General Meeting in Saskatoon during Crop Production Week to see what we have been working on and what the future holds for mustard. For details see page two of this newsletter.

We say goodbye to three dedicated directors. Erroll Simington, David Pederson and Rene de Moissac were among SMDC's original/founding directors. These individuals have made very valuable contributions to the commission. Their contributions of time and energy will

continue into mustard's future for many years.

We welcome three new directors and are excited to work with them. Meet them on page 4.

See you in Saskatoon!

Merry Christmas!

What a year this has been! Many producers enjoyed some of the largest mustard yields in their history! But this was not the case everywhere. Hail, lack of rain, excess moisture, disease, and insects all contributed to very low to average yields.

In a time of falling commodity prices and poor delivery opportunities, mustard has enjoyed consistent prices and stable delivery. Mustard acres have declined almost every year for the past decade. This has decreased supply and chewed through carryout.



Mustard on the Menu

Apple, Rhubarb and Mustard Compote

2 cups	rhubarb wine
1 cup	rhubarb
1 cup	green apple
½ cup	onions
½	cup sugar
2 tbsp	mustard seed
6 ea.	Thai basil leaves
1 tbsp	coarse sea salt
2 tbsp	oil
	Pinch of pepper

Saute onions in oil until translucent.

Add apples, rhubarb and mustard seeds to the onions and stir until warmed through.

Add sugar and wine to mixture.

Cook mixture until apples are soft and liquid has reduced by three-quarters.

Season with salt and pepper.

Cool mixture and use on pork tenderloin or other cuts.

Six servings.

SMDC 2014 AGM Agenda Thursday January 16, 2014

Ballroom C, Saskatoon Inn – Saskatoon, Saskatchewan

- 8:30 a.m. **Registration**
\$20 registration at the door
- 9:00 a.m. **Greetings from Saskatchewan's Minister of
Agriculture**
Honorable Lyle Stewart
- 9:10 a.m. **Chairman's Address**
Patrick Ackerman
- 9:20 a.m. **The Next Five Years of Mustard Research**
Pete Desai, Mustard 21 Canada Inc.
- 10:00 a.m. **Utilizing Chile as a Winter Nursery**
Daryl Males, Mustard 21 and Agrisoma
- 10:30 a.m. **Coffee**
- 11:00 a.m. **Progress on Better Herbicide Options**
Eric Johnson, Agriculture and Agri-Food Canada
- 11:20 a.m. **The Certified Seed Advantage**
Vern Turchyn, CPS Canada Inc.
- 12:00 p.m. **Lunch**
- 12:45 p.m. **SMDC Annual Business Meeting**
- 1:15 p.m.* **Mustard Market Outlook**
Kevin Dick, All Commodities Trading Ltd.
- 2:00 p.m.* **Resonance Carinata Production in 2014**
Patrick Crampton, Agrisoma
- 2:40 p.m.* Adjourn

*May be earlier, if the annual business meeting does not require the allotted time.

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

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



Management Report

By Kevin Hursh, Executive Director
and
Adele Buettner, General Manager

SMDC's efforts to encourage chefs, others in influential roles and consumers to use more mustard in daily menus got a boost, November 8.

Chef Moe Mathieu created Apple Rhubarb and Mustard Compote at Saskatoon's Gold Medal Plates Gala, a celebration of Canadian Excellence in cuisine, wine, the arts and athletic achievement.



SMDC was pleased to sponsor Chef Moe, who established the Great Saskatchewan Mustard Festival in Regina several years ago and now teaches at SIAST's Kelsey Campus and operates White Birch Catering in Saskatoon.

If you'd like to try the compote, you will find the tasty recipe on page two of this newsletter.

Looking ahead, SMDC has identified children, youth and families as the target audiences for fresh informational materials.

With a grant from the Industry Organization Development Fund under Growing Forward 2, two educators have been contracted to create colorful, fun and educational activities for children.

The content of 'Teaching Children about Mustard from Field to Fork' is expected to link to the curriculum for such subjects as science, social studies, math, health, and language arts.

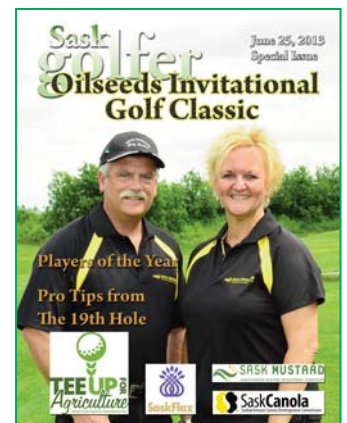
SMDC is also planning a new cookbook to encourage families to cook together while experimenting with mustard in its prepared, powder and seed forms.

This publication serves as a way to enable children and youth to join their parents in developing healthier family lifestyles by using flavourful cholesterol-free mustard seed.

The cookbook, which has yet to be named, will be distributed far and wide to chefs, professionals who influence buying and eating habits, and consumers.

These two new initiatives build on such marketing efforts as participation in Culinary Institute of America forums focused on educating key decision-makers from major restaurant chains and educational institutions, chefs and health care professionals including physicians and dietitians.

After the successful premier of the 'Oilseed Invitational Golf Classic,' Sask Mustard is making plans to collaborate again with SaskCanola and SaskFlax on this celebration of Saskatchewan-grown oilseeds.



In addition to bringing industry representatives together, the first such tournament raised \$20,000 for Agriculture in the classroom. The tentative date for the 2014 event is June 24 at the Dakota Dunes Links.



New Sask Mustard Directors Acclaimed

Three new directors have been elected by acclamation to the Saskatchewan Mustard Development Commission board. They will officially assume their positions at the annual meeting, January 16, 2014.



DEREK DEWAR

Derek is farming full-time with his family at Hazlet. The family farm has been expanded to approximately four thousand acres since its establishment in 1910. Its mustard acres have increased over the years to an annual production of 1000 acres. The family has been producing both Oriental and Yellow mustard since the late 90s.

Derek is looking forward to the learning experience of serving as a member of the mustard commission. He obtained an Agriculture degree in Soil Science from the University of Saskatchewan, and has participated on committees and boards including the Credit Union, Co-ops and Saskatchewan Wheat Pool, the CWB Advisory Committee, and the Grain Standards Committee of the Canadian Grain Commission.

There are many issues facing producers of all agricultural commodities. Derek is particularly concerned about the potential loss of the right of farmers to save farm grown seed. He does support producer check off dollars going toward research to improve the mustard types that are currently grown, however is opposed to any monopolization of genetic material to private interests.

MURRAY HORKOFF



Murray is a fourth generation farmer from the Kamsack area. He operates a grain farm along with his wife and parents. Together they grow cereals, pulses and oilseeds in rotation along with raising leafcutter bees for alfalfa seed production. Murray is a counselor in the RM of Cote #271 as well as being the VP of the local co-op retail store and VP for a farmer marketing co-op based in Regina. Murray is eager to be a part of the Saskatchewan Mustard Development Commission and looks forward to contributing to its positive growth and sustainability.



RICHARD MARLEAU

Richard farms in the southwest part of Saskatchewan near Aneroid. He is a University of Saskatchewan College of Agriculture graduate. Richard has served on the boards of several agriculture-based organizations like the Saskatchewan Institute of Agrologists and Saskatchewan Agriculture in the Classroom, and currently sits on the Saskatchewan Soil Conservation Association board of directors.

Richard started growing Yellow mustard in 2011 and has grown it by itself and as part of an intercrop with field peas. He looks forward to sitting on the Saskatchewan Mustard Development Commission board of directors and representing growers' interests going forward.

Crop Production Week

January 11 to 18, 2014

Crop Production Week, will see some significant format and venue changes for 2014. The popular week-long meeting schedule will now be split between the Saskatoon Inn and TCU Place.

Sask Mustard events will remain at the Saskatoon Inn. Below is a glimpse of some of the meetings taking place. Please see the website for full details, www.cropweek.com.

Saturday January 11

Sask Ag Grads at TCU Place

Monday January 13

Saskatchewan Winter Cereals Development Commission, Saskatoon Inn and
Canaryseed Development Commission of Saskatchewan, Saskatoon Inn

Tuesday January 14

CropSphere (Pulse, Canola, Flax and Oats), TCU Place

Wednesday January 15

CropSphere (Pulse, Canola, Flax and Oats), TCU Place; and
Saskatchewan Seed Growers Association, Saskatoon Inn
Saskatchewan Mustard Development Commission 10th Anniversary Reception, Saskatoon Inn

Thursday January 16

Saskatchewan Seed Growers Association, Saskatchewan Soil Conservation Association, Sask Mustard
and Crop Production Week Special Session, Saskatoon Inn

Friday January 17

CWB, Agri-Arm and Saskatchewan Fruit Growers, Saskatoon Inn

Saturday January 18

Saskatchewan Fruit Growers, Saskatoon Inn



2013 SMDC Board of Directors

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Fax: 306.477.8931 (Saskatoon)
e.simington@shaw.ca

Marvels of Mustard

· RECEPTION ·



Wednesday, January 15, 2014
7:00 pm to 9:00 pm

Saskatchewan A, Saskatoon Inn
2002 Airport Drive, Saskatoon, SK

*From Marvelous Morsels to
Mustard Martinis*

RSVP by January 10, 2014
info@saskmustard.com

Business Casual Attire

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and



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Mustard Buyers List

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.

Box 30029
Regina SK S4N 7K9
Tel: 306-525-4490
Fax: 306-525-4463

Besco Grain Ltd.

PO Box 166, 30 Railway Avenue
Brunskill MB R0G 0E0
Tel: 204-736-3570
Fax: 204-736-3575

Broadgrain Commodities Inc.

18 King Street East, Suite 900
Toronto ON M5C 1C4
Tel: 416-504-0070
Fax: 416-504-0080

Canadian Exotic Grains Ltd.

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

Diefenbaker Seed Processors

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

Farmer Direct Co-operative Ltd.

1536 Victoria Avenue
Regina SK S4P 0P5
Tel: 306-352-2444
Fax: 306-352-2443

Goals Marketing Inc.

Box 142
Eston SK S0L 1A0
Tel: 306-962-4529
Fax: 306-962-4994

Grain Millers Inc.

301 - 10400 Viking Drive
Eden Prairie MN USA 55344
Tel: 800-328-5188 x277
Fax: 952-983-1339

Ilta Grain Inc.

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

Montana Specialty Mills LLC

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

Mountain States Oilseeds

Box 428
Pocatello ID USA 83211
Tel: 208-226-2041
Fax: 208-2226-9916

Olds Products Co. of Illinois

10700 - 88th Avenue
Pleasant Prairie WI USA 53158
Tel: 403-393-8180

Paterson Grain

333 Main Street, 22nd Floor
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

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

Seaboard Specialty Grains & Foods

201, 2595 Quance Street East
Regina SK S4V 2Y8
Tel: 306-565-3911
Fax: 306-565-3912

Schluter & Maack, GmbH

Box 415
Pilot Butte SK S0G 3Z0
Tel: 306-781-4987
Fax: 306-352-4665

Sunrise Foods International Inc.

2162 Airport Drive
Saskatoon SK S7L 6M6
Tel: 306-931-4576
Fax: 306-931-6770

Toepfer International, Western Grain & Processing Division Ltd.

9 - 2155 Airport Drive
Saskatoon SK S7L 6M5
Tel: 306-657-3455
Fax: 306-657-3450

Victoria Pulse Trading Corp.

600 - 850 West Hastings Street
Vancouver BC V6C 1Z1
Tel: 604-733-1094
Fax: 604-733-1097

Viterra Inc.

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

Westland Agro Ltd.

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.

Office Hours

Monday to Friday
8:30a.m. to 4:00p.m.

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G Mustard Grower

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The Saskatchewan Mustard Development Commission

The Saskatchewan Mustard Development Commission (SMDC) was established in 2003 to represent the province's mustard growers.

The SMDC vision is "Investing in the future for mustard grower profitability", and the SMDC 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 (SMDC). *Mustard Grower* is committed to truth and accuracy; however if any errors occur the SMDC disclaims any responsibility for any such errors or omissions. Articles, opinions and comments expressed in *Mustard Grower* are not necessarily supported by the SMDC.

