

GMustard Grower

Mustard is a Must

Summer Edition 2016

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Chairman's Message

by Richard Marleau, Chair SMDC

I am penning this letter on the eve of the 2016/17 marketing year. The 2015/16 market year certainly saw good marketing opportunities and there were good pricing opportunities for 2016/17 production offered as well. However, the market has softened somewhat in the past few weeks. 2016 yields look to be up for all crops except for the areas impacted by too much moisture or disease.

There may be growers like myself who did not have the most effective weed control, whether due to conditions or

operator error, and are considering using a pre-harvest herbicide application.

As per the mustard production manual "Round-up Weather Max" is registered for mustard. Growers should refer to the manual for details and contact their buyers to see if there are any maximum residue limits (MRL) tolerances or issues. <http://saskmustard.com/production-manual/>

In July, Derek Dewar, Ivan Costley and I attended the Institute of Food Technologists Annual Meeting and Food Expo in Chicago (IFT16). IFT16 included over 1,000 exhibiting companies and more than 21,000 food professionals. We were led by Dr. Carol Ann Patterson of The Pathfinders Research &

Management Ltd. in an effort to gain a better understanding of the issues and topics being faced and discussed up the supply chain and how they might relate to mustard growers.

There are going to be four openings for the SMDC board this year. Three are due to expired terms and one is a vacancy. If you are interested in learning more about the duties, responsibilities and time requirements to be a director please contact myself or any other director to discuss. Nominations forms are included with this copy of your newsletter.

Have a safe and bountiful harvest.

Sask Mustard AGM Moving to Prairieland Park

The Sask Mustard annual meeting remains on the Thursday of Crop Production Week in Saskatoon, but the venue is changing.

The meeting will be Thursday, January 12 but the location is moving from the Saskatoon Inn to Hall E of Prairieland Park. Of course, Prairieland is home to the Western Canadian Crop Production Show.

Watch for further information in the December newsletter and on the www.saskmustard.com website, but in the meantime please note the January 12 date and the Prairieland location.

*Mustard on the Menu***Mustard Herb Beef Stew**

With harvest around the corner, this terrific tasting stew is sure to fill you up after a hard day's work.

Prep time: 2 hours

Serves: 6

Flour Mixture:

- ⅓ cup / 75 ml all-purpose flour
- 1 tbsp / 15 ml dry mustard powder
- 1 tbsp 15 ml chopped fresh Italian (flat-leaf) parsley
- 1 tsp / 5 ml chopped fresh thyme or ½ tsp / 2 ml crushed dried thyme
- 1 tsp / 5 ml black pepper
- 1 tsp / 5 ml salt
- 1½ lb / 680 g boneless beef chuck, cut into 1 – 1½ inch (2.5 cm-4 cm) pieces

Remaining Ingredients:

- 2 tbsp / 25 ml olive oil
- 1 medium onion, peeled and cut into wedges
- 2 carrots, peeled and cut into 1 inch (2.5 cm) pieces
- 1 cup / 250 ml mushrooms (halved if large)
- 2 medium potatoes, cut into 1 inch (2.5 cm) cubes
- 3 tbsp / 45 ml tomato paste
- ¼ cup / 60 ml Dijon mustard
- 1 bay leaf
- 1¾ cups / 300 ml no-salt-added beef broth
- 2 cups / 500 ml water

Instructions

1. In large bowl mix together flour, mustard powder, parsley, thyme, pepper and salt. Dredge beef in flour mixture, reserving leftover flour mixture for step 3.
2. In large pot (6 quart/6 L), heat oil over high heat to sear beef. Stir in onions, carrots, mushrooms and potatoes. Cook for 3 minutes. Stir in tomato paste, mustard, bay leaf and broth.
3. Stir water into remaining flour mixture (from step 1) before adding into the cooking pot. Bring to a boil. Reduce heat to low. Cover and simmer for 1 hour or until beef and potatoes are tender.
4. Serve hot.

Per serving (255.08 g): 285.79 Calories, 27.59 g protein, 21.04 g carbohydrate, 3.47 g fibre, 4.16 g sugar, 9.52 g fat, 2.47 g saturated fat, 0 g trans fat, 69.73 mg cholesterol, 764.85 mg sodium



This recipe appears in the new Mustard Makeovers & More cookbook.

Report on SMDC Marketing Initiatives

By Adele Buettner, General Manager

Recent and Upcoming Events:

Taste of Saskatchewan

Sask Mustard was once again featured at the second annual Chef's Series Stage at A Taste of Saskatchewan in Saskatoon this past July. Saskatoon's top local chef's showed curious consumers how to cook with mustard in its many forms. This year we partnered with The French's Food Company to help promote mustard and its cooking versatility. Local media personalities emceed the event and shared facts and stats about Saskatchewan's mustard industry with captivated audiences. Mustard was also featured as an ingredient in four of the 'black boxes' in the Top Chef Saskatchewan competition and the participants had to incorporate it into their dishes. The Chef's Series was a partnership with Farm & Food Care Saskatchewan and SaskTel Centre.

Great Saskatchewan Mustard Festival

This festival has been growing in size and popularity over the last ten years and its rising success has prompted a change in venue this year. On August 21, 2016, Wascana Park will be overflowing with mustard enthusiasts enjoying live music, mustard-themed activities and marvellous mustard dishes offered by about 20 different chefs. The Great Saskatchewan Mustard Festival continues to grow in size and support and the expected attendance for this year is over 3,000 people.

Flavor, Quality & American Menus Conference

The Culinary Institute of America hosts this conference for 125 of the top corporate and executive chefs and other foodservice menu decision-makers from major universities and hospitality industry businesses. Sask

Mustard's objective in attending this event is to encourage increased use of our versatile, tasty mustard in menus for major restaurant chains, hotels and educational facilities across North America. Last year, many attendees were intrigued by the diverse uses of mustard and expressed a growing interest in using seed and sprouts.

This year, Sask Mustard has increased our support for this quality event that will take place August 25 – 27th at the Culinary Institute of America in Napa Valley, California. Along with product tastings, our additional funding gives us the opportunity to give a presentation to the attendees which will cover Saskatchewan mustards versatility and promote it as a flavourful addition to any dish.

Farm Tours for Chefs and Media

Mustard will once again be one of several Saskatchewan-grown products highlighted in the Farm & Food Care Saskatchewan Food Influencers farm tours for chefs and media this September. Along with many other producer groups in the province, SMDC sponsored this high profile event that hosts national and international food writers, culinary academics, local chefs and other food experts. This three day tour, September 13 – 15, will take visitors on an exciting enlightening tour to a number of farms, restaurants, educational and processing facilities in the Saskatoon area to experience how food is produced in Saskatchewan. The intent of this tour is to educate people who influence consumer perceptions and purchasing patterns to gain a better understanding of modern farming practices and the food they eat.

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.

Website Remodel

As you may have noticed, the SMDC website has recently undergone an overhaul to modernize its look and content. We are immensely pleased with the new product and hope you enjoy the newly accessible Mustard Growers portal. The new website is compatible for viewing on multiple devices and, with its updated content and user-friendly design, we expect it to generate more traffic flow.

Social Media

This year we have stepped up our social media efforts with the creation of a Pinterest page and an Instagram account. We have also increased our Twitter engagements in the last year, gaining a following of over 1,100 people.

Our Pinterest activities include 14 boards with 249 pins of the best mustard recipes the internet has to offer. The account has

an average of 483 monthly viewers and the most viewed pin is the Super Supper Monte Cristo Sandwich.

The SaskMustard Instagram profile is also growing in popularity. After launching in the spring we have generated 77 posts and gained 143 followers. The infographics, tasty recipes, and colorful images help to promote the culinary applications of mustard to our interested foodie followers. We have also used it as a platform to promote the cookbook.

Update on the Mustard Cookbook

In August 2015, SMDC released its new family-friendly mustard cookbook called *Mustard Makeovers and More – 100 Marvellous Recipes for Busy Families*. This vibrant compilation of mustard recipes is full of all kinds of nutritious wholesome meals and tips to help get kids in the kitchen. So far the majority of our

distribution efforts have been through local stores such as the SaskMade Marketplace, McNally Robinson (both Saskatoon and Winnipeg locations), and the Western Development Museums. We have been spreading the word through social media, on-air with a few celebrity endorsements (Judie Foodie), as well as used them as giveaway prizes at events like Taste of Saskatchewan.

Recently, SMDC joined the Saskatchewan Publishers Group (SaskBooks) and gained access to their 2017 book catalogue that prints 40,000 copies for province wide distribution. The cookbook is now listed in The Book Manager's database which allows 300+ retail stores across North America access to our bibliographic details for ordering. The next step is a cost/benefit analysis of listing the cookbook on Amazon to help share these marvellous creations across the country.

Sask Mustard Director Nominations Open

A total of four director positions are coming open for the Saskatchewan Mustard Development Commission. One director position was not filled last year. Three of the existing directors are ending their first three-year term, so those positions are also open. The board is made up of six directors.

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.

The nomination form is included within this newsletter. There is also a designated voting rep form that must be completed for farms that are incorporated. Both forms are also available at www.saskmustard.com.

Completed forms need to be received by the Returning Officer (Levy Central) no later than 12:00 noon on Friday, October 28, 2016.

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

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

New directors will begin their term at the annual Sask Mustard meeting on January 12.

Directors are not paid a salary, however, they do 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 total time commitment is typically fewer than nine days per year.

A Sask Mustard board meeting is scheduled for November 4 in Saskatoon. Any producers who have let their name stand for election are welcome to attend this board meeting as observers to gain a better understanding of commission activities and processes. Contact Sask Mustard executive director Kevin Hursh at kevin@hursh.ca for further information.

Remember, noon on Friday, October 28 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.

(forms on pages 4 and 5)


SASK MUSTARD

SASKATCHEWAN MUSTARD DEVELOPMENT COMMISSION

Nomination Form For Director

I, _____ will allow my name to stand for election to the Board of Directors of the Saskatchewan Mustard Development Commission (SMDC). I am a producer registered with the SMDC.

As per the SMDC regulations a "registered producer" means a producer who:

- (i) is registered with the commission pursuant to section 20;
- (ii) has paid a levy pursuant to subsection 22(1) in at least one of the last three years for which he or she has not received a refund pursuant to section 23.

My nomination is supported by the following 5 or more registered mustard producers.

Signature	Name and full address under which Mustard was sold (PLEASE PRINT)
1.	
2.	
3.	
4.	
5.	
6.	
7.	

Nominated Candidate's Signature: _____

Address: _____

Telephone: _____

Fax: _____

Email: _____

Nomination form must be received by the Returning Officer by 12:00 noon Friday, October 28, 2016:

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



SASK MUSTARD

SASKATCHEWAN MUSTARD DEVELOPMENT COMMISSION

Designated Representative Appointment Form

As _____
(Title, e.g. President, Secretary, etc.)

of _____
(Name of corporation, partnership, association, society, trade or farm)

(CWB Permit Book Number of corporation, partnership, association, society, trade or farm)

I, _____
(Print Your Name)

(Sign Your Name)

hereby appoint _____ to be
(Print Name)
the designated representative for the above corporation, partnership, association, society, or
person carrying on business under a corporate name, trade name or farm name, as
registered with the Saskatchewan Mustard Development Commission. This appointment
entitles the designated representative to hold office, sign a nomination form and vote.

Oilseed Meetings in November

Sask Mustard is working with SaskCanola, SaskFlax and the Saskatchewan Ministry of Agriculture to again present a series of oilseed information meeting across the province during the week of November 14.

The meeting November 18 in Swift Current will include agronomic and marketing information relevant to mustard producers. Watch the www.saskmustard.com website for more details as they arise.

**2016 SMDC
Board of Directors****RICHARD MARLEAU****Chair**

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icostley@hotmail.com

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Cell: 306.628.7936
pa.gill@sasktel.net

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Kamsack SK S0A 1S0
Tel: 306.542.2259
Cell: 306.542.7674
Fax: 306.542.3365
mhorkoff@imagewireless.ca

Levy Central

Sask Mustard and many other producer commissions rely on Levy Central for the timely collection of producer levies from buyers. We asked Levy Central for an overview of their service.

Levy Central began with one producer organization in 1991 and steadily expanded to take on the agricultural levy collection for other agricultural organizations. The collection of agricultural levies has been the core business of Levy Central for over 23 years. To date, for the 2015-2016 year ending July 31, 2016, Levy Central has collected in excess of \$15 million from almost 600 buyers which collectively represents grain delivered by over 67,000 Western Canadian agricultural producers. The solid foundation of the Levy Central program is largely due to the high quality of these core services, our stellar reputation with existing clients, and our proven track record of expedient and efficient service.

Levy Central was initially created to assist Canadian agricultural organizations with the important task of accurately recording and collecting agricultural levy check-off. We are committed to ensuring that the maximum check-off levy is collected following each of our client partner's unique regulatory requirements and our pledge is to do so in the most efficient and cost-effective manner possible. Over time, other professional services have also been added to meet client requirements and requests.

While we are undertaking these services for our clients, they can focus their energies and resources where they are most effective – increasing the bottom line for their producers through research and development and the promotion and marketing of their commodities.

Currently, Levy Central collects 13 separate agricultural check-off levies for 12 Western Canadian producer organizations. Our current client partner producer organizations are:

- Alberta Oat Growers Commission
- Canaryseed Development Commission of Saskatchewan
- Manitoba Oat Growers Association
- Manitoba Wheat and Barley Growers Association
- Saskatchewan Barley Development Commission
- Saskatchewan Canola Development Commission
- Saskatchewan Flax Development Commission
- Saskatchewan Mustard Development Commission
- Saskatchewan Oat Development Commission
- Saskatchewan Wheat Development Commission
- Saskatchewan Winter Cereals Development Commission
- Winter Cereals Manitoba Inc.

Levy Central offices are located in Saskatoon.



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: 204-736-3570

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: 306-352-2444

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: 406-761-2338

Mountain States Oilseeds

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

Olds Products Company of IL

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

Paterson GlobalFoods Inc

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

S S Johnston 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 Specialty Grains & Foods

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.

Kevin Hursh

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Mustard Grower

SASKATCHEWAN MUSTARD DEVELOPMENT COMMISSION

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Follow us on Twitter (@SKMustard) and Facebook.

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Office Hours:

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

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above address.

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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 SMDC disclaims any responsibility for any errors or omissions. Articles, opinions and comments expressed in *Mustard Grower* are not necessarily supported by the SMDC.

