

GMustard Grower

Mustard is a Must

Summer 2013

- 3 Management Report
- 4 Mustard Field Day 2013
- 5 New Mustard Varieties
- 7 Mustard Buyers List



Well. It has been a long time since we have released a newsletter, due to various reasons, which will become clear at the end. So, we have a lot to catch up on. This is a LONG story so grab an extra coffee.

I find myself sitting at the kitchen table enjoying a fresh homemade cinnamon bun and a hot cup of joe. Looking out at the world early in the morning all is quiet except for the birds chirping and the wind lightly blowing (finally). I think: Boy it doesn't get any better than this! Then, the alarm clocks in the house start going off, the dog barks at a cat sitting on the deck, a cloud bank rolls in, the wind starts a small hurricane and it seems like my peaceful morning has ended as all hell breaks loose. This is what the SMDC has felt

Chairman's Message

By Patrick Ackerman, PAg

and been slapped with over the last several months.

Now for some background: The SMDC has been very successful at running a positive and balanced budget for many years. Your hard earned levy dollar has been leveraged at a 1:3.50 rate from project grants so SMDC can support long-term mustard breeding programs to develop higher yielding varieties. Our management team and directors have developed successful relationships with industry, government and other outside sources to ensure our breeding, research and marketing programs are successful and that we have been fiscally responsible when doing so.

In early January, we were informed of a travel restriction on AAFC (Ag Canada) researchers. This led to some problems for our breeder to travel to Chile to evaluate new breeding lines. This was a major concern, as the trip needed to happen ASAP. The SMDC decided

to send me. I travelled to Chile with the breeding team members from Agrisoma and M21. In return for helping them with their notes and evaluations they would do the condiment mustard evaluations. A great team approach. This gave us (SMDC) a chance to evaluate our Chile program, which is now in its third year, to help shorten the development time of mustard varieties by two years, and upon my return we had some meetings with M21 and the Ag Canada breeders and administration to develop long-term goals and plans.

M21 (which as you know is a partnership of SMDC and CMA - Canadian Mustard Association) will lead the breeding team and ensure that everyone who has work in Chile will get evaluations done in cooperation so we end up with more people on the ground and more data for less. A great team effort in the end.

Continued on Page 2

Mustard on the Menu

Cucumber Fennel Slaw

1/2	cucumber, peeled, seeded and diced
1	medium fennel bulb, white part only, sliced very thinly
1 tbsp (15ml)	chopped fennel frond
2 tbsp (25ml)	very thinly sliced yellow onion
2 tbsp (25ml)	finely chopped green onion
3 tbsp (45ml)	plain yogurt
2 tbsp (25ml)	sour cream
1 tbsp (15ml)	mayonnaise
1 tbsp (15ml)	white wine vinegar
	kosher salt, to taste
1tbsp (15ml)	freshly squeezed lime juice
1 tbsp (15ml)	freshly squeezed lemon juice
1/8 tsp (.5ml)	Asian chili sauce
1/2 tsp (2ml)	whole grain Dijon-style mustard
1	medium tomato, sliced

Combine all ingredients except tomato. Season the slices with salt and pepper. Serve fennel slaw on top of tomato slices.

Serves 4 people.

Chairman's Message *Continued from Page 1*

Then the second bomb! In February at the Oilseed Recommending Committee meetings in Saskatoon, we were informed AAFC was no longer covering the costs of co-op trials and one of the companies that supplied land, equipment and personnel to do co-ops would no longer be available for this. Without the necessary number of site years we cannot register new varieties. This all occurred after we had recommended two new yellow mustards for registration. So, long story short. No notice given, no chance to budget for it, and no chance to add this to our Growing Forward II application, we at SMDC together with CMA have agreed to cover these costs this year with the chance to apply for funding next year to help with the costs.

Third: AAFC Growing Forward II application (GF II). M21 has applied for GF II funding for two key projects. The GF II program approval was to be announced in April, then into May, still nothing! The M21 team has breeding program projects that had to continue. SMDC and CMA once again, agreed to prepay our commitment for next year, while waiting for GF II approval, to enable the program to continue so that we do not lose a year of breeding. Many meetings and calls were held to emphasize that planting time is here and commitments to ensure suitable land is available to do breeding work is past due. This was to no avail. We have, as we go to press, received approval for our GF II mustard breeding project. The second project is now under going AAFC approval review process.

All of this background information is important for you as mustard growers and owners of SMDC to know. Without the support of your levy contributions we would not be releasing two new yellow varieties (which yield more than the current varieties). We would not have a breeding program this year, which has some new double haploid brown varieties which have shown to be 120-160 percent over the checks. Market development would be stalled, no major companies wanting to do cooking shows highlighting mustard, doing TV commercials highlighting Saskatchewan's mustard and a Mustard Festival.

Your board of directors and management team have been diligent to ensure your levy dollars are used effectively and efficiently. This has paid huge dividends this year. Our association and cooperation with M21, CMA, Ag Canada and industry partners has allowed us to form a dedicated team of people who work together to ensure our goals are met. I have lost count of the number of meetings that have occurred over the last five months. Many hours have been spent to ensure the programs continue despite the last minute bomb drops and inefficiencies beyond our control. We have remained focused and committed thanks to your levy contributions.

Continued on Page 6

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

The next time you receive a Mustard newsletter it will be fall, and we will be calling for nominations to the SMDC board. Please consider putting your name forward or encourage another registered mustard grower to get involved.

Based on the regulations governing the commission, many of the current directors have generously served their maximum time so are unable to continue participating. As a result, new directors are needed.

So, what does being a director involve?

The SMDC annual meeting during Crop Production Week in January is an important time for the commission and a busy time for directors. The board typically has short business meetings the day before and following the daylong Mustard information meeting that's open to all growers and industry players.

Throughout the rest of the year, there are usually three or four face-to-face board meetings and sometimes a conference call or two. As with many other professional agricultural organizations, Directors are reimbursed for their expenses and receive a small per diem for the days they devote to SMDC business.

Saskatchewan is a world leader in mustard exports, which is an

exciting place for producers. Serving on the SMDC Board provides you with a unique opportunity to expand your knowledge of the mustard industry and get to know the researchers, marketers and end-users.

Those end-users encompass consumers and those who influence their buying and eating behaviour.

The latter involves the chefs and medical professionals informed by SMDC at 'Healthy Kitchens, Healthy Lives,' presented by the Culinary Institute of America and the Harvard School of Public Health in March. At this conference that bridges nutrition science, health care, and the culinary arts, SMDC's representative worked to increase awareness of Saskatchewan mustard by developing relationships with a key international audience.

Back at home, a May event educated chefs-in-training at SIAST campuses by challenging them to use mustard in its prepared, seed and powder form during the 'Mastering Mustard Culinary Team Competition.' Each four-member team discovered the many ways the ancient spice instills flavour and texture, as they pursue careers as culinary professionals.

Meanwhile, Sask Mustard reached consumers more directly, when nutritionist and home

economist Judy Scott Welden (aka Judy Foodie) offered a mustard-related food demonstration on the CTV Kitchener news in May. In addition to sharing two summer-time recipes, Judy talked about mustard's flavour, versatility and nutritional value, and Saskatchewan's leadership in mustard seed exports. Her presentation is available for viewing on the SMDC website

Shortly after Judy's TV presentation, SMDC received requests for further information. To fulfill people's desire for recipes, we recently did a third printing of the 'Inspired by Mustard' cook book featuring recipes using mustard in its prepared, powder and seed forms. This publication has been distributed at provincial, national and international events, and sent to those requesting copies. Those seeking recipes will also find it on the SMDC website.

The Seed Bread recipe from 'Inspired by Mustard' drew people's attention to the versatility of mustard, when well-known local food writer Amy Jo Ehman shared it in her StarPhoenix column. By promoting her column via Twitter, she also created awareness for mustard, which enabled us to demonstrate broader interest in the ancient spice on Twitter and Facebook.

Continued on Page 6



Field Day 2013

Wednesday, July 17

The field day for the Scott Research Farm will have a focus on mustard. We hope you are able to attend what promises to be a very interesting and educational event.

10:00 a.m. Registration

Morning Agenda

Topics

- Advances in plant breeding of condiment and industrial mustards.
- Opportunities for Ethiopian mustard (*Brassica carinata*) as an industrial oil feed stock.
- Agronomy and weed control in mustard species
- Demonstration of different mustard species grown around the world.

Afternoon Agenda

Topics

- Weed control in cereals and pulses
- Disease management in cereals, pulses and oil seeds.
- Impact of crop inputs on pea yields.
- Corn and soybean varieties.

Lunch will be served and a beer garden tent will be set up after the field day in the Town of Scott.



*The Town of Scott is on the east side of Hwy no. 374, while Scott Research Farm is on the west side of Hwy no. 374.

- The Scott Research Farm is located 0.5 mile south of the Town of Scott on the west side of Highway 374. The Town of Scott is on the east side of Highway 374.
- From Wilkie, go 9 km (5.4 miles) west on Highway 14 and 5.0 km (3.0 miles) south on Highway 374.
- From Unity, go 22 km (13 miles) east on Highway 14 and 5.0 km (3.0 miles) south on Highway 374.
- From Battleford, go 47 km (28 miles) southwest on Highway 29 to Wilkie, 9 km (5.4 miles) west on Highway 14, and 5.0 km (3.0 miles) south on Highway 374.
- From Saskatoon, go 160 km (96) miles west on Highway 14 West to Wilkie, 9 km (5.4 miles) west on Highway 14, and 5.0 km (3.0 miles) south on Highway 374.
- At the Scott Research Farm, volunteers will assist by guiding you to a parking place.

Two new yellow mustard varieties

Calanto and Adagio

By: Dr. Bifang Cheng
Agriculture and Agri-Food Canada
Saskatoon Research Centre

Two yellow mustard breeding lines, YM06-POM and YM08-YCMO were developed by Bifang Cheng, Gerhard Rakow*, Philip Raney*, Todd Olson, Richard K. Gugel and David J. Williams at Agriculture and Agri-Food Canada - Saskatoon Research Centre. These two lines were accepted for variety registration at the annual meeting of the Prairie Recommending Committee for Oilseeds (PRCO) on February 28, 2013.

Calanto: Calanto is the suggested variety name for line YM06-POM. Calanto was derived from a cross between the elite breeding line SA00-PYM and the variety Ace via recurrent selection for high yield, high mucilage content, low oil content and high protein content. Calanto was entered into the Mustard Co-op Test in 2008. It has significantly higher yield (3.8%), higher mucilage content (75.7 cS*ml/g seed), lower oil content (29.3%) and higher protein content (33.97%) than the check variety AC Pennant. It also has similar seed size and glucosinolate content, and similar levels of blackleg and white rust resistance as the check variety.

Adagio: Adagio is the suggested variety name for line YM08-YCMO. Adagio was derived from the crosses between the yellow-seeded low mucilage breeding line SA00-PYM and the high mucilage brown-seeded S. alba. Adagio was entered into the Co-op Mustard Test in 2009. It yields similarly to Andante but has significantly higher mucilage content (96.8 cS*ml/g seed) than that of Andante (65.2 cS*ml/g seed) or any other registered variety. This very high mucilage content of Adagio is of special value to the wet miller. Adagio has similar oil content and similar levels of blackleg and white rust resistance as the check variety AC Pennant. Adagio has smaller seed size and lower protein content than the check variety AC Pennant.

Calanto and Adagio are well adapted to all mustard growing areas of western Canada.

Mustard 21 in collaboration with SMDC, CMA and AAFC will commercialize Adagio and Calanto in 2015. Production of Breeder Seed of Calanto and Adagio is underway in 2013 and certified seed will be produced in 2014. Commercial launch of Calanto and Adagio is planned for 2015.

* deceased



Follow us on
Twitter (@SKmustard) and
Facebook.



2013 SMDC Board of Directors

PATRICK ACKERMAN

Chair

Box 101
Chamberlain SK S0G 0R0
Tel: 306.638.3177
Fax: 306.638.6219
patrick.ackerman@yahoo.com

RENE DEMOISSAC

Vice Chair

Box 1748
Biggar SK S0K 0M0
Tel: 306.948.2774
Fax: 306.948.2769
demoissacfarms@gmail.com

DAVID PEDERSON

Treasurer

Box 69
Hawarden, SK S0H 1Y0
Tel: 306.855.4716
Fax: 306.855.4716
davidp@yourlink.ca

TOM BURWELL

113 - 803 Heritage Crescent
Saskatoon SK S7H 5R4
Tel: 306.373.3938
Fax: 306.249.2431
tomburwell@shaw.ca

BAINE FRITZLER

Box 2
Govan, SK S0G 1Z0
Tel: 306.484.4612
Fax: 306.484.4612
fritzagltd@aski.ca

ERROLL SIMINGTON

Box 1
Kincaid SK S0H 2J0
Tel: 306.477.0383 (Saskatoon)
Tel: 306.264.3213 (Kincaid)
Fax: 306.477.8931 (Saskatoon)
e.simington@shaw.ca

Chairman's Message Continued from Page 2

I would like to thank Kevin Hursh, Adele Buettner, Pete Desai, CMA, Ag Canada researchers, Agrisoma and your directors for their commitment and dedication. Now for some great news! We have two new yellow mustard varieties registered. Higher yielding and some different qualities which industry has asked for. We have the new double haploid brown varieties close at hand, new yellow synthetics, new herbicides coming, and new interest from across Canada to feature Saskatchewan Mustard in cooking channels.

One final plug for levy. Yes, it is refundable. But, I ask you this. Before you fill out your request for refund, remember that without your levy we would not be where we are today and the future would not look as bright.

Enough from me. Want to hear more, attend the Mustard Field Day in Scott, SK on July 17 and track me down.

Have a great summer and be safe out there!

Management Report Continued from Page 3

Sask Mustard began using social media to extend our reach, last fall. Our Twitter handle is @SKmustard, and people find us on Facebook at Saskatchewan Mustard Development Commission.

People interested in tasting the possibilities mustard offers have an opportunity at the 'Great Saskatchewan Mustard Festival,' featuring dishes by top chefs, scheduled from 11 a.m. to 4 p.m. Sunday September 15 at The Willow on Wascana in Regina. As planning progresses, further details will be available on our website.

In the meantime, we thank all of those who accepted the challenge to 'Tee-up for Agriculture' by registering in the inaugural 'Oilseeds Invitational Golf Classic.' The participation of golfers and generous sponsors will enable Sask Mustard, SaskCanola and SaskFlax to donate \$20,000 to Agriculture in the Classroom (AITC).

The three commissions collaborated on the tournament to salute oilseed producers in the province and support AITC, which ensures Saskatchewan students develop awareness regarding modern agriculture and the benefits it brings to our province, country and consumers around the world.

While celebrating the success of this sold-out event, SMDC continues to actively promote top-quality Saskatchewan mustard to build markets, domestically and internationally.



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: 306-244-5645
Fax: 306-244-5643

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

Grain Millers Inc.

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

Hanse Seed (Canada) Corp.

Suite 2300, Bentall 5
550 Burrard Street, Box 30
Vancouver BC V6C 2B5
Tel: 954-394-4692
Fax: 954-217-6885

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 59403-2208
Tel: 406-761-2338
Fax: 406-761-7926

Mountain States Oilseeds

334 Buchanan Street
American Falls ID USA 83211
Tel: 208-226-2041

Olds Products Co. of Illinois

10700 - 88th Avenue
Pleasant Prairie WI USA 53405
Tel: 800-223-8064 x637
Fax: 262-947-3517

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

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

Viterra

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: 306-648-2232
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.

SMDC Office:

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
www.saskmustard.com

Mustard Grower

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 (@SKmustard) and
Facebook.

www.saskmustard.com

Return undeliverable Canadian addresses to the
above address.

Canadian Publications Agreement Number
41057509.

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.

