

# SASK MUSTARD

SASKATCHEWAN MUSTARD DEVELOPMENT COMMISSION

# **Putting Mustard on the Map**

***2015 - 2016***

***Management &  
Communications Report***

**Sask Mustard has invested in:**

Global Marketing Plan  
Global Communications Plan



# **2016 Government Investment**

2016-17 AAFC's Agri-Marketing Program  
funding approved for up to \$117,700

\$10,000 from the Industry Organization Development Fund  
to revamp the [SaskMustard.com](http://SaskMustard.com) website

# Social Media

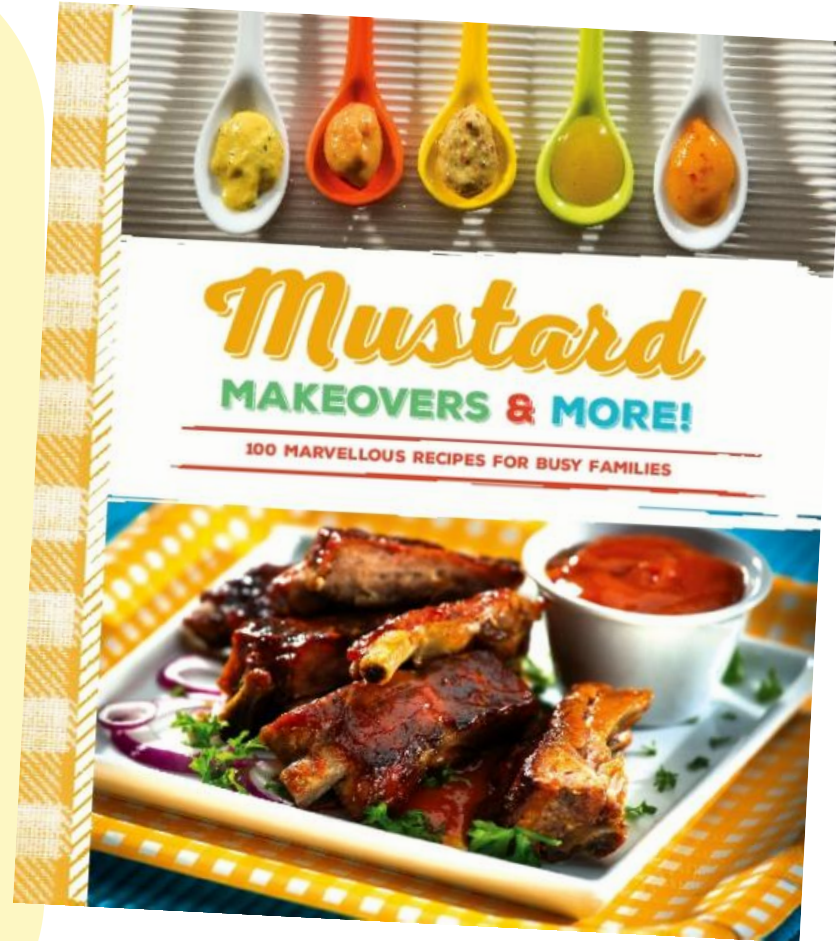
- Twitter
  - 1,647 followers
- Instagram
  - 545 followers
- Pinterest
  - 37 followers



# Mustard Makeovers & More:

*100 Marvellous Recipes for Busy Families*

- Available:
  - Amazon.com and Amazon.ca
  - McNally Robinson's Saskatoon & Winnipeg locations
  - SaskMade Marketplace
  - The Book Manager's PubStock database
- Distribute through US and Canada food related associations.





# “Saskatchewan Cooks”

## Recipe Book



### INGREDIENTS

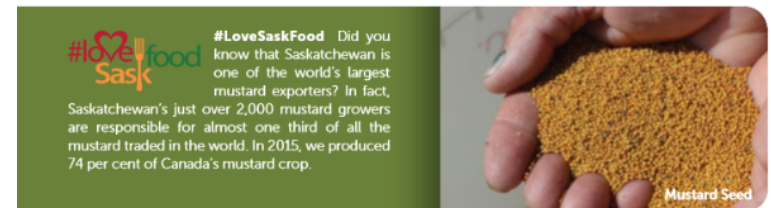
- 4 small beets, peeled, quartered
- 3 carrots, peeled, cut into 4 pieces diagonally
- 3 parsnips, peeled, cut into 4 pieces diagonally
- 1 small rutabaga, cut into 12 wedges
- 1 medium onion, peeled, cut into 6 wedges
- 6 cloves garlic, skinned

- ½ cup water 125 mL
- ¼ cup whole grain prepared mustard 60 mL
- 2 Tbsp canola oil 30 mL
- 2 Tbsp maple syrup 30 mL
- 2 tsp chopped fresh rosemary or thyme 10 mL
- salt and pepper to taste

### PREPARATION

1. Preheat oven to 400°F (200°C)
2. In small roaster, combine beets, carrots, parsnips, rutabaga, onion and garlic.
3. In measuring cup, combine water, mustard, canola oil, maple syrup, rosemary, salt and pepper. Stir well. Reserve 2 tbsp (25 mL) dressing. Drizzle remainder over vegetables.

4. Cover roaster with lid or foil. Bake 1 hour. After 30 minutes remove lid, mix vegetables, return to oven. Roast until soft when pierced with a fork and starting to brown, about 20 minutes. Turn vegetables into serving bowl, drizzle reserved mustard dressing over top and toss.



# TV Promotion

## Local

- Chef Darren Craddock on Global Saskatoon's "Food for Thought", 18,000 viewers
- Chef Darren and Adele Buettner also featured on John Gormley Live which airs to 35,900 across the province
- Chef Malcolm Craig on CTV Regina's "Wheatland Café with CJ Katz"
- Food Pavilion at Canadian Western Agribition.





# 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

- Healthy Kitchens, Healthy Lives
- Flavour, Quality & American Menus





# THE GREAT SASKATCHEWAN MUSTARD FESTIVAL

- Regina event celebrates Sask-grown mustard
- 1,381 attended in 2016





# Chef's Series

at Taste of Saskatchewan

- Taste of Saskatchewan attendance is 100,000
- 14 local chef's
- 6 days of competitions
- Approximately 1,300 attendees
- Mustard featured on 2 days of the competition
- Mustard facts and cooking techniques shared





# Food Influencer Farm Tour

*Farm & Food Care Saskatchewan*



sweetsugarbean

@sweetsugarbean\_



Follow

@FarmFoodCareSK I am impressed with the passion the farmers, producers, chefs, and scientists all show Sask food. Inspiring!

#lovesaskfood

RETWEETS

6

LIKES

15



3:09 PM - 15 Sep 2016



6



15



# Supporting Agriculture in the Classroom

## *'Burgers & Fries' Ranch*

- Joint project between AITC and Sask Ministry of Agriculture
- 1,200 school kids across Sask got hands-on experience on a farm





# What to look forward to in 2017...

- Increased involvement with our provincial Chef's associations
  - Both Regina and Saskatoon – ongoing opportunities high profile events throughout the year
- Enhancing mustard use through SaskPoly's Culinary Arts program
  - Very keen to work with Sask Mustard - in discussions now
- Creation of a series of 'Cooking with Mustard' videos
  - February – working with Saskatoon Chef's and a food writer
- Continue to work with Judie Foodie, but also looking at possibly engage the expertise of Patricia Chewy (Vancouver), Marilyn Smith (Toronto)
- Researching expanding our US network
- Increase Social Media Reach
- Time for another cook book!

Remember.....

## ***Mustard is a Must***

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