

G Mustard Grower

Mustard is a Must

Summer Edition 2018

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I hope when you have the opportunity to read this message from the Chair that your crops are growing well and marketing opportunities are abundant. The wheels have continued to turn and there are several items of interest for mustard growers to be aware of.

There will be a small scale role-out of the new hybrid brown mustard in 2019 which has shown over 20% yield increase. Details are yet to come on the program but it is likely to be

Chairman's Message

by Richard Marleau, Chair SMDC

about 5,000 acres available only to Saskatchewan producers in 2019. Initial discussions on the program have considered 80 or 100 acre allotments to allow more producers to have a chance to grow it see how it performs. One suggestion is to allocate seed on a first come first serve basis or, depending on interest, a lottery system. The SMDC board would like to hear from growers on ideas for the program.

The SMDC field day is being held in Swift Current on July 19th Come have a look at the breeding and agronomy

work happening! The field day will showcase Hybrid Yellow Mustard, which should be available by 2021. Look for more details in this newsletter.

There is still an opening on the SMDC board. If you are interested, contact any of the SMDC Directors to find out what being a board member involves. Nomination forms must be submitted by noon on Friday, October 5.

Best of wishes for a safe and healthy harvest.

Richard Marleau

*Mustard on the Menu***Shrimp & Vegetable
Cold Rolls with
Mustard Sprouts**

Prep Time: 20 minutes

Serves: 10 (1 roll/serving)

- ½ cup (125 mL) dry vermicella rice noodles
10 sheets rice paper wrapper, 6-8 inches (15-20 cm) in diameter
pinch salt and pepper
- 2½ cups (625 mL) yellow mustard sprouts
10 large cooked shrimp, peeled, deveined and cut in half
1 medium cucumber, cut into thin strips
1 carrot, cut into thin strips
1 red bell pepper, cut into thin strips
- drizzle Thai-style Mustard Dip (pg 38) or Sassy Creamy Mustard Dip (pg 38)

INSTRUCTIONS:

1. In medium pot of boiling water, cook noodles for 2 minutes. Drain and cool under cold water.
2. In large, shallow bowl of hot water, dip 1 rice paper wrapper for a few seconds. Gently shake off excess water and lay wrapper on clean countertop until softened. (Work with only one wrapper at a time.)
3. Centre and arrange noodles, sprouts, shrimp, cucumber, carrots and pepper horizontally, but do not overstuff. Drizzle mustard dipping sauce over filling.
4. Carefully roll and fold up the ends of wrapper to form tight cylinder. Set aside, seam down. Cover with plastic wrap and refrigerate if not serving immediately.
5. Serve with remaining dip.

Per serving (94.28 g): 76.39 calories, 2.62 g protein, 15.62 g carbohydrates, 0.86 g fiber, 1.79 g sugar, 0.38 g fat, 0.03 g saturated fat, 0 g trans fat, 8.89 mg cholesterol, 395.41 mg sodium

This recipe appears in the *Mustard
Makovers and more!* cookbook.

**Durum/Mustard Field Day**
July 19, 2018

Gate 4, Airport Road

Swift Current Research and Development Centre

No registration fee, but please register in advance as soon as possible by calling Saskatchewan Agriculture at 306-778-8285

(Presentation order subject to change)

- 8:30 a.m. **Registration** at the Thomson Room
- 9:00 a.m. **Opening Remarks and Welcome**
- 9:15 a.m. **Travel to the AAFC field plots**
- 9:30 a.m. **Durum Yield Trial** – Ron DePauw, SeCan
- 9:55 a.m. **Historical Durum Variety Demonstration** – Ron DePauw, SeCan
- 10:20 a.m. **Durum Variety Trial** – Yuefeng Ruan, AAFC
- 10:55 a.m. **Durum and Pulses in Rotation** – Yantai Gan, AAFC and Mitchell Japp, Saskatchewan Agriculture
- 11:20 a.m. **Chickpea and Flax Intercropping Demonstration** – Michelle Hubbard, AAFC
- 11:45 a.m. **Travel to the Thomson Room**
- 12:00 p.m. **Lunch**
- 1:15 p.m. **Travel to the AAFC field plots**
- 1:30 p.m. **Mustard Variety Trial** – Bifang Cheng, AAFC
- 1:50 p.m. **Travel to Wheatland Conservation Area field plots**
- 2:00 p.m. **Mustard Hybrid Demonstration** – Matthew Bernard, Saskatchewan Agriculture
- 2:25 p.m. **Mustard Fertility Demonstration** – Matthew Bernard, Saskatchewan Agriculture
- 2:50 p.m. **UAN and Wheat Fertility** – TBA
- 3:25 p.m. **Phosphorus Fertility and Management in Lentil** – Shannon Chant, Saskatchewan Agriculture
- 3:45 p.m. **Travel to Thomson Room**
- 4:00 p.m. **Wrap Up** and Safe Travels Home

Hosted by:

Agriculture and Agri-Food Canada • Saskatchewan Agriculture
Sask Mustard • SeCan • Wheatland Conservation Area

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.

Mustard Market Outlook

Chuck Penner, Leftfield Commodity Research

In its June acreage estimate, StatsCan surprised the trade by raising 2018 mustard seeded area to 504,000 acres. This was a sizable jump over the April intentions and an even larger 31% increase from last year's total of 385,000 acres. This means 2018 acreage will match the high water marks hit in 2014 and 2016. It turns out that even with mustard bids well off the 2016 highs, mustard was still a fairly attractive planting option compared to other alternatives like durum.

Just as important (or maybe more so) was the breakdown by type. More detailed data from StatsCan showed some big differences between the various mustard types. Not surprisingly, oriental mustard acreage was down, but only by 3%. Meanwhile, yellow mustard was up only a modest 9% from last year. The big jump occurred with brown mustard acreage which rose by 136% from last year and hit the highest total since 2004.

These differences in acreage responses means there's not one single outlook for mustard; it really needs to be split

into three parts. The most challenging outlook will be for brown mustard which will likely see a big increase in production and supplies. And with the continued threat of competition from Black Sea mustard in the European market, it may be difficult to find a home for the larger supplies. If so, that would weigh on prices.

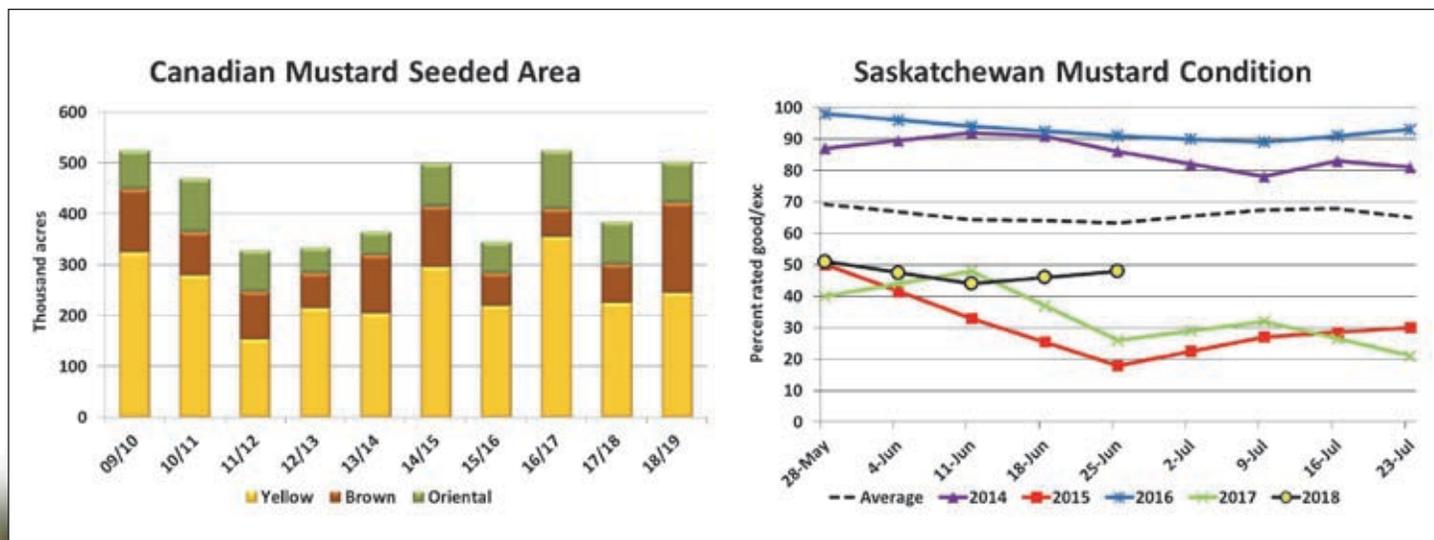
For yellow mustard, the outlook appears a little friendlier. The modest acreage response means supplies won't be too heavy, especially if yields are challenged again in 2018. Of course, the US market is the most important destination for yellow mustard and the USDA has reported 2018 acreage will be sizable again. That would suggest US demand for Canadian mustard will be moderate in 2018/19 and limit the upside price potential.

Oriental mustard could be the best price performer this year due to the lower acreage. That's especially the case if yields are reduced again. The market has been carrying too much oriental mustard for a couple of years now and the smaller 2018 crop could

finally bring those back into line again and offer some relief from lower prices.

Of course, all of this depends on the weather outlook. At the time of writing, rain had provided relief for some mustard growing areas in the southern prairies but other parts were still quite dry. As of late June, Sask Ag had indicated 48% of mustard was good or excellent, well below average but ahead of the 2017 crop. In Alberta, 55% of mustard was rated good or excellent at the end of June.

If weather conditions don't improve by mid-July, mustard yields will have a very hard time matching average levels and that would add more upside potential for prices. Again, there's less room for optimism for brown mustard and more for yellow and oriental. Mustard bids have been nearly comatose for a few months and it may take a little while for mustard bids in western Canada to respond to the lower supply scenario. Exporters and processors tend to wait until crop outcomes are more certain before adjusting their prices.



Mustard 21 Canada Inc. (M21) Update

By Pete Desai

Mustard 21 Canada Inc. (M21) completed its fifth and final year of Growing Forward 2 (GF2) “Mustard Innovation – Canadian Advantage” project on March 31, 2018. This project received significant funding from AAFC and the mustard value chain, including industrial partners, enabling M21 to execute long-term strategic research and development (R&D) priorities since 2009.

The M21 objective is to implement strategic action plans to create a “Canadian Advantage” for the mustard value chain so that mustard is a viable, sustainable business option for the grower in the drier regions of the prairies, thereby keeping the industry competitive in the global market. Significant yield increase is the key priority.

Condiment Mustards

The 2017 season was very exciting with the development of a hybrid brown mustard. AAFC’s mustard breeding program in Saskatoon, led by Dr. Bifang Cheng, has made huge strides in improving the Ogura cytoplasmic male sterility (cms) hybrid system. This research success, supported by field development trials in Chile and Canada, has enabled the pending registration of Canada’s first hybrid in brown mustard (*B. juncea*). This first brown hybrid is now planted in Canada (2018) as part of a demonstration program. The small quantity of brown hybrid seed

produced this year is destined for pre-commercial launch in 2019. This brown hybrid is truly a major breakthrough for the condiment mustard value chain with yield improvement of 15-20 % over the present varieties.

The next two developments i) oriental hybrid (*B. juncea*) and ii) yellow mustard (*S. alba*) are undergoing field evaluations as they progress through the variety development schedule. These two breeding efforts look very promising and are expected to deliver the next generation of high yielding condiment mustard varieties for the coming decade.

We encourage you to come see Dr. Bifang Cheng’s (AAFC) excellent work during the Mustard Field Day at AAFC Swift Current on July 19th starting at noon. Details on page 2.

M21 - Long-Term Plan Priorities for success

Developing a new mustard variety is a long-term process, taking eight to ten years from research to commercial launch. It also takes significant resources (\$) to develop a new variety. Now that we have the technology for producing juncea hybrids, the focus will be to broaden and strengthen the germplasm base to drive yield increase at a much faster rate than in the past decades. This focus, along with utilizing new technologies and/or genomic tools like molecular markers for traits of

significance (e.g. disease, oil, protein, glucosinolate), will allow the improved selection of promising lines with key traits earlier in the breeding cycle.

M21 is committed to secure funding by leveraging investment of SaskMustard and mustard industry value chain funds to develop the next generation of mustard varieties; better understanding of weed management / production agronomy; and development of other uses for mustard using proteins, fiber and mucilage. The four mustard priority projects are:

- two breeding projects (condiment and industrial mustard);
- development of better weed management;
- rotational production agronomy and
- utilization of mustard protein, mucilage and fibre for new value-added opportunities.

Herbicides and Weed Management Accomplishments GF2 (Ken Kirkland)

Authority 480 (sulfentrazone).

Registration has been received through the Minor Use Program to add control of kochia at a rate of 219 ml/ha pre-plant or pre-emergence in mustards (yellow/white (*Sinapis alba*), brown/oriental (*Brassica juncea*) and Ethiopian (*Brassica carinata*). Apply in spring prior to planting or up to 3 days after planting. Requires 1/4" of rainfall to activate.



Yellow mustard showed good tolerance to **Quinclorac**. Progress on registration continues. **Dicamba** applied to yellow mustard at 50-100 grams a.i. /ha resulted in small flowering delays but no reduction in yields were recorded.

Research in 2018 to evaluate **clomazone** and **quinclorac** for pre-emergent control of cleavers in mustards has been initiated.

Minor Use Reminder: Use of the existing AAFC - User Requested Minor Use Label Expansion (URMULE) program is critical

to registering tools to allow the use of products that help manage pests in minor crops like mustard. Information from growers who identify weed issues or pesticide tools required does help us pursue registration for the benefit of all growers.

M21 is grateful for the continuing support of Agriculture and Agri-Food Canada (AAFC), the Western Grains Research Foundation (WGRF), the Canadian Mustard Association (CMA), the Agriculture Development Fund

(ADF) of Saskatchewan Agriculture, the Saskatchewan Mustard Development Commission (SMDC) and Agrisoma Biosciences Inc. for their funding support to implement M21's strategic plan.

M21's long-term strategy is to maximize its R&D resources by leveraging industry funds with public grants to secure five- to ten-year funding to sustain the development of a very productive and robust product pipeline.

Nominations open for Sask Mustard board position

Nominations are now being accepted for the one open director position on the Saskatchewan Mustard Development Commission.

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. This means anyone who has sold mustard in the past three years and who has not requested a refund in the past year.

The nomination form and designated voting rep forms are available at www.saskmustard.ca. A designated voting rep form must be completed for anyone other than a single producer. This includes farms run as corporations and partnerships and is needed for the person being nominated as well as those signing the nomination form. You can call the Sask Mustard office at 306-975-6629 for further information.

Completed forms need to be received by the Returning Officer (Levy Central) no later than **12:00 noon on Friday, October 5, 2018**.

Returning Officer
Agriculture Council of Saskatchewan
2335 Schuyler Street
Saskatoon, S7M 5V1
Phone: 306-975-6853
Fax: 306-975-6850
Email: smitha@levycentral.ca

If there is more than one nomination, an election will be held by electronic ballot with the option for a mail-in ballot.

New directors will begin their term at the annual Sask Mustard meeting on January 17, 2019.

Directors 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 board has a maximum of six directors.

Remember, noon on Friday, October 5 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.

2017 SMDC Board of Directors

RICHARD MARLEAU Chair

Box 536
Ponteix SK S7N 1Z0
Cell: 306.380.5110 | Fax: 306.978.1718
marleaurichard@sasktel.net

DEREK DEWAR Vice-Chair

Box 82
Hazlet SK S0N 1E0
Tel: 306.678.4917 | Cell: 306.774.3508
dewar@sasktel.net

IVAN COSTLEY Treasurer

Box 363
Mossbank SK S0H 3G0
Tel: 306.354.2356 | Cell: 306.354.7544
icostley@hotmail.com

MARKUS CASWELL

Box 53
Bracken SK S0N 0G0
Cell: 306.293.7833
markus.r.caswell@gmail.com

DEAN HAACK

Box 1087
Gravelbourg SK S0H 1X0
Tel: 306.264.3748
sdh@sasktel.net

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

SPREAD THE MUSTARD THIS SUMMER

Spread the Mustard is the new marketing arm of Sask Mustard that was launched last fall in an attempt to better connect to the consumer market. Similar to other commodity marketing initiatives like GoBarley, Healthy Flax and Canola Eat Well, Spread the Mustard's activities are primarily digital and help us engage with consumers across the web who may not be familiar with the geographic abbreviation 'Sask'. Spread the Mustard's primary goal is to promote the culinary use of mustard ingredients by sharing easy recipes, cooking information, health and nutrition facts and fun images.

The brand rolled out in the social domain last summer by encouraging followers to help Sask Mustard #SpreadTheMustard during Canada's 150th anniversary. Shortly after, dedicated Facebook, Twitter, Instagram and Pinterest accounts were launched to help share the message of Saskatchewan's superior mustard production and increase awareness of the versatility of this ancient seed. Follow us on social media to get a taste of what this crop means to your consumers.



@SpreadMustard



Instagram: @SpreadTheMustard



Facebook: @SpreadTheMustard

New Recipe Collection coming on spreadthemustard.com

Spread the Mustard was used as the theme of our latest recipe collection, a compilation of mustard-centric recipes gathered from some of our most esteemed culinary acquaintances. These recipes will be featured on the new SpreadTheMustard.com website that will launch at the end of July 2018. The website will serve as a hub for all social media activity, feature recipes, videos, nutrition information and cooking tips and provide a connection to SaskMustard.com.

We compiled our favourite mustard recipe and production images into an online photo gallery. This gallery is marketed to food writers, bloggers, editors and other creatives as a source of free stock images for their use. All we ask for is credit. If you want to see some of our most popular mustard recipes before you tackle them, check out the gallery at SpreadTheMustard.SmugMug.com.

Spread The Mustard has many applications in the real world as well. We've taken it to some of North America's largest food and culinary conferences over the last year, including: National Restaurant Association Conference, International Association of Culinary Professionals, International Food-service Editorial Council Conference and high-profile events at the Culinary Institute of America. The visually appealing, quirky nature of the brand grabs attentions and incites conversations with trade show attendees, allowing us to make some valuable connections in the realm of food professionals.

We are pleased with the opportunities this new brand has brought for Sask Mustard and the way it has simplified our messaging and modernized mustard in the online world. When urbanites are able to engage with our posts and share our recipes without being left with questions as to what flavour 'Sask' mustard could possibly be, we are one step closer to a mustard bottle in every fridge and increased profitability for mustard producers.



Mustard Buyers List

1309497 AB Ltd

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 2 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: 204-745-3662
Fax: 204-745-2965

Broadgrain Commodities Inc

900 - 18 King St E
Toronto ON M5C 1C4
Tel: 416-504-0070 ext. 326
Fax: 416-504-0080

Canpulse Foods Ltd

100 - 318 Wellman Lane
Saskatoon SK S7T 0J1
Tel: 306-931-7775
Fax: 306-931-7850

Diefenbaker Seed Processors Ltd

O/A Diefenbaker Spice & Pulse
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: 306-352-2443

Grain Millers Inc

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

Hanse Seed Canada Corp

Suite 2300 Bentall 5
550 Burrard St PO Box 30
Vancouver BC V6C 2B5
Tel: 954-217-0964
jt@hanseseed.com

Ilta Grain Inc

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

Montana Specialty Mills

701 2nd St S
Great Falls MT 59403
Tel: 406-761-2024 /
406-761-2338
Fax: 406-761-7926

Mountain States Oilseeds L L C

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

Olds Products Company of Il

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

Paterson Grain

22nd Floor 333 Main St
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

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 Special Crops

201-2595 Quance St E
Regina SK S4V 2Y8
Tel: 306-565-3904
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

Westland Agro Ltd

PO Box 551
Gravelbourg SK S0H 1X0
Tel: 306-648-3273
Fax: 306-648-3611

G 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 (@GrowMustard)

www.saskmustard.com

Office Hours:

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

Return undeliverable Canadian addresses to the above address.

Canadian Publications Agreement Number 41057509.

The Saskatchewan Mustard Development Commission

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

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

