

Mustard 21 Canada Inc. (M21)

SaskMustard 2019 AGM

Howard Love
M21

Saskatoon, SK
January 17, 2019

Pre-Launch of Hybrid Brown Mustard 2019

AAC Brown 18

Objectives

Access

Nuts & Bolts

Timelines

Pre-launch Objectives

- **Raise Mustard Producer awareness**
- **Fair access to limited seed - 2000 acres**
- **Gain experience with hybrid production**
- **Add to Production Information Database**

Pre-launch Objectives

- **Raise Value Chain awareness**
- **Maximize Down Stream uptake**
- **Strengthen End User <>Research ties**
- **Maximize Industry Value**

Pre-Launch Access

- **~50% M21 based on Supplier input**
- **~50% eligible mustard growers by request
If excess then M21 allocated by lottery**
- **See SMDC Newsletter- detail & form**

Pre-Launch Nuts & Bolts

- **Need to be registered producers with Sask Mustard**
- **Ie Paid a mustard levy in past 3 years**
- **See SMDC Newsletter- detail & form**

Pre-Launch Nuts & Bolts

- Preference to growers of brown mustard in the past two years and who will grow the 80 acres as part of their larger overall seed acreage of brown mustard
- Ie Centennial Brown comparison
- See SMDC Newsletter- detail & form

Pre-Launch Nuts & Bolts

- **80 acre allocations based on 6 lb per acre**
- **Helix Vibrance seed treatment only**
- **Germination**
- **TGW**
- **Free Delivery to Supplier of choice**
- **Cost \$7.50/lb prior to shipping**

Pre-Launch Nuts & Bolts

- **Normal Fertility per soil test**
- **Normal Weed control practices**
- **Growers will be contacted 3-4 times per year by phone or site visit.**
- **Harvest samples – may request a sample if end use processor wants bulk quantities.**
- **to be acquired by M21 <>Hybrid + Check**

Pre-Launch Timelines

- **January 31, 2019 - Forms, Supplier choices**
- **February - Notification to Producers**
- **>Payment to M21 <> triggers Delivery<**
- **March. Seed Delivery to Supplier locations**
- **AAC Brown 18 in your hands this year!**



Mustard 21 Canada Inc.

Research & Development Arm of SMDC and CMA

THANKS TO

*** Agriculture and Agri-Food Canada (AAFC)**

“Science and Innovation”

“Growing Canadian Agriculture Innovation”

**Advancing Canadian Agriculture and Agri-Food
(ACS - Agriculture Council of SK)**

Industry Partners

Saskatchewan Agriculture

Western Economic Diversification (WED)

FOR THEIR SUPPORT

Mustard 21 Canada Inc.

THANK YOU