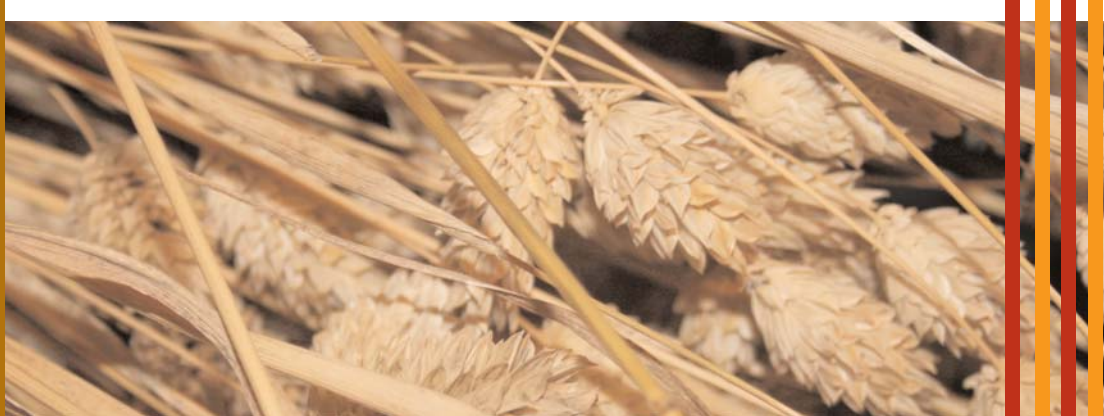


# Canaryseed News

News from the Canaryseed Development Commission of Saskatchewan (CDCS)  
& the Canaryseed Association of Canada (CAC)



## Message from the Management Team

Kevin Hursh,  
Executive Director  
and  
Adele Buettner,  
General Manager

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We hope everyone will attend our 2010 Annual General Meeting, which is scheduled for the Monday afternoon (January 11) of Crop Production Week in the Courtyard Room of the Saskatoon Inn. (See CDCS AGM Agenda on Page 5.)

Bill May, Crop Management Agronomist at the Agriculture and Agri-Food Canada Indian Head Research Farm, is a leading expert on weed control and fertilizer use in canaryseed. This widely-published scientist recently completed a three-year study with funding from CDCS on the response of canaryseed to KCl. He will open the meeting presenting practical agronomic advice and answering producer questions.

A major goal of the CDCS is acquiring human food approval for canaryseed and, eventually, a market niche. The project to help us

realize this goal is piloted by Dr. Carol Ann Patterson. (See report on Page 6 ). In addition to an update on the safety assessment and marketing components of her work, Dr. Patterson will report on her research into existing human food uses. Canaryseed is actually being used as a medicinal tea by some people.

Even with the drop in 2009 production, canaryseed prices have not exactly zoomed higher. What's happening in the marketplace? We're pleased to have Greg Kostal of Kostal Ag Consulting in Winnipeg to provide a market outlook. In addition to canaryseed, his presentation will examine the outlook for other crops such as durum and barley.

Check out [www.cropweek.com](http://www.cropweek.com) for the agendas on all the Crop Week meetings. We're working on our own canaryseed website. It will be [www.canaryseed.ca](http://www.canaryseed.ca). We will keep you posted.



# The Canaryseed News

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## DIRECTOR PROFILE

### Kurtis Nunweiler

I have been farming with my father for the past 11 years. We seed a variety of crops including durum, lentils, peas, canola, and canaryseed. The last few years we have been continuous cropping, seeding 7000 acres.

Our family farm began in 1911 and I am the fourth generation. My grandfather, Rienhold Nunweiler was involved with Allstate Grain Company which was instrumental in bringing canaryseed into the province, selling it as seed, and buying it back from farmers. Allstate was sold in 1986. We began seeding canaryseed in 1973, and in 1975 we had nearly 2500 seeded acres of canaryseed, much of which became seed for other farmers.

The farm began in Eatonia, and later, land in Kindersley and Elrose was added. After many years of moving machinery back and forth, it proved to be easier to set up two separate farms. Our current farm is located between Elrose and Rosetown, and my uncle remains farming in Eatonia and Kindersley.

Before I started farming, I received diplomas in business administration and marketing and I worked at different seed plants and elevators until I started farming full time. These experiences really sparked an interest and passion in carrying on the family farm.

I have been a director for the Canaryseed Commission of Saskatchewan since its inception, and I am also a councillor for the RM of Monet.

Three years ago I married Susan, who is a teacher. We both enjoy travelling when we have the opportunity to do so.



# What's dry for canaryseed?

By Kevin Hursh

With the extremely late harvest in many areas, a number of producers have been asking what moisture content is considered dry for canaryseed.

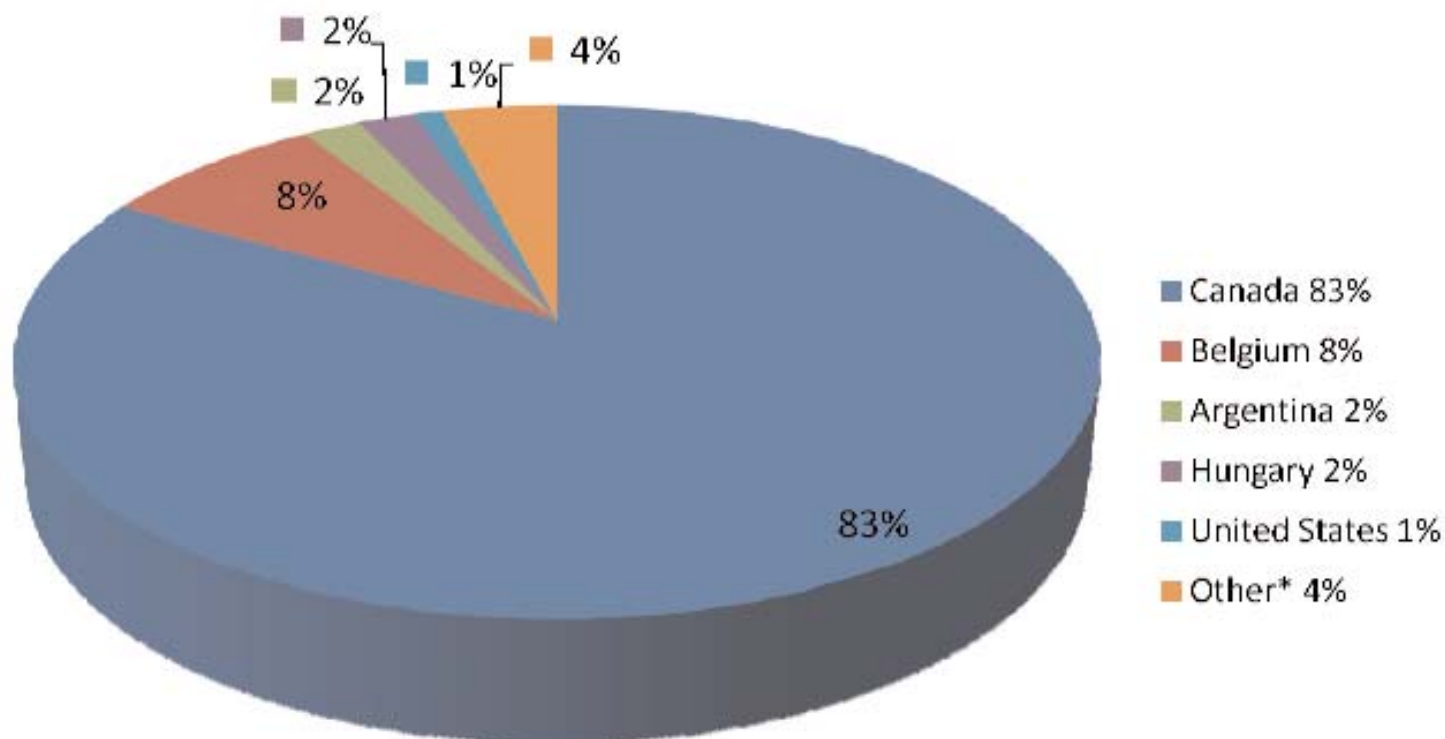
Many years ago, there was no official conversion table for canaryseed on the standard moisture testers. At that time, a flax chart was sometimes used.

In more recent times, the Canadian Grain Commission has published a canaryseed conversion table as a service to the industry. The table is accurate, but since the Canadian Grain Commission doesn't regulate canaryseed, there's no stipulation as to what's dry, what's tough and what's damp.

In its publication on harvesting specialty crops, the Saskatchewan Ministry of Agriculture lists 13 per cent for safe storage of canaryseed. While this is a useful guideline, it's important to know what your buyers want. They may have parameters that differ from the 13 per cent guideline.

## Canada's Share of World Canaryseed Exports 2008

Source: *Statistical Overview of the Canadian Special Crops Industry 2008*,  
Special Crops Section, Agriculture and Agri-Food Canada



\*: Based on most recent information available.

Source: *Global Trade Atlas*, May 2009

# Changes at Levy Central

Producers won't see any differences, but behind the scenes there's a change happening in the levy collection of many crops including canaryseed. Early in the new calendar year, Levy Central operations will move from the Saskatchewan Canola Development Commission to the Agriculture Council of Saskatchewan.

SaskCanola has run Levy Central for many years, collecting the levy from grain buyers and submitting it to the respective development commissions. In addition to the Canaryseed Development Commission of Saskatchewan, Levy Central has performed this role for Canola, Flax, Winter Cereals, Mustard and Oats.

Saskatchewan Pulse Growers does their own levy collection and has not been using the services of Levy Central. For wheat and barley sold through the Canadian Wheat Board, the Western Grains Research Foundation deducts a levy from final payments.

SaskCanola doesn't want to administer Levy Central anymore. It's not the core function of a development commission. That sent all the commissions including Canola looking for a way to continue the service. Obviously, it makes sense to have one organization doing levy collection for a number of commissions. If each commission tried to do its own, the cost would be horrendous. The necessary computer software itself is a big expense.

All the executive directors from the various commissions got together to ponder the options. We couldn't come up with any private sector companies that would want to take the project as a business. Setting up a separate organization with ownership by each of the commissions would involve a great deal of development and detract from the research and development work the commissions need to be doing.

In a stroke of brilliance, Linda Braun, executive director of the Saskatchewan Flax Development Commission came up the idea of approaching Agriculture Council of Saskatchewan. ACS is best known for being the funding conduit for government programs. It is currently administering the new CAAP (Canadian Agricultural Adaptation Program). Previously it administered ACAAF funding.

ACS is a non-profit industry organization made up of 35 provincial agriculture and agri-food organizations. They were looking for additional work and they had the physical space to accommodate staff from Levy Central.

To make a long story short, the current staff from Levy Central will move across the street from the SaskCanola office in Innovation Place to the offices of ACS. The database and specialized software program will also be transferred.

The cost of levy collection should remain about the same and the same knowledgeable people have been retained to work with buyers on levy collection and submission.

## Canaryseed Development Commission of Saskatchewan

### Annual General Meeting Monday January 11, 2010 Courtyard Room, Saskatoon Inn Agenda

1:00p.m.	Registration	2:45p.m.	Coffee
1:30p.m.	<b>Weed Control and Fertilizer Use</b> Bill May, Agriculture and Agri-Food Canada, Indian Head SK	3:15p.m.	<b>New Uses Project</b> Dr. Carol Ann Patterson, The Pathfinders Research & Management Ltd., Saskatoon SK
2:00p.m.	<b>History of Canaryseed as a Human Food</b> Dr. Carol Ann Patterson, The Pathfinders Research & Management Ltd., Saskatoon SK	4:00p.m.	<b>Market Outlook: Canaryseed vs. Competing Cereals</b> Greg Kostal, Kostal Ag Consulting Winnipeg, MB
2:15p.m.	<b>Canaryseed Annual Business Meeting</b>	4:45p.m.	<b>Canaryseed Association of Canada Meeting</b>

## Crop Production Week

Saturday January 9 to Saturday January 16, 2010

*(All events at the Saskatoon Inn unless otherwise noted.)*

Saskatchewan Ag Grads Association - January 9 & 10  
75th Anniversary Reunion TCU Place

Saskatchewan Flax Development Commission  
January 11 - Flax Day 2010  
*"Industrial Sustainability - The Path Ahead"*

Saskatchewan Winter Cereals Development  
Commission - January 11

Canaryseed Development Commission of  
Saskatchewan - January 11

Saskatchewan Pulse Growers - Pulse Days 2010  
**AGM & Poster Session- January 11**  
Prairieland Park, Hall B

**"Tools for Success" - January 12**  
Saskatoon Inn (Live) and Prairieland Park (Video)

Saskatchewan Oat Development Commission -  
January 12

Saskatchewan Seed Growers Association -  
January 12 & 13

Saskatchewan Mustard Development Commission -  
January 13

**Canola Days**  
SaskCanola - January 13

Saskatchewan Canola Growers Association -  
January 14

Canadian Wheat Board Day - January 15

Saskatchewan Fruit Growers Association  
January 15 & 16

**Special Session - Prairieland Park - Hall B**  
Wednesday January 13 - Everyone Welcome!  
Beef on a Bun - 5:30 to 6:30 p.m.  
Tickets at the Door - \$14.75

**Special Session Presentation-7:00 p.m. (No Charge)**  
Speaker Sponsored by RBC Royal Bank  
**The Politics and Policy Affecting Grain Prices**  
John Phipps - U.S. Ag Journalist and Farmer

## Trends in the Food Market

by Dr. Carol Ann Patterson

**W**hile the work forges ahead to prove canaryseed safe for human consumption, another challenge is looming ahead for the potential canaryseed "food" industry: will there be demand for a new cereal grain in the market?

That is one of the questions the CDCS is trying to answer. Hodgins and Company is investigating potential food markets for glabrous canaryseed to determine what consumers and industry players are looking for in terms of new ingredient benefits and characteristics. A good understanding of the trends in the food market is critical to targeting potential niche markets.

So what are some of these trends?

Consumers are now demanding healthier products, value for money, and novel or new products. Another trend becoming prevalent in the food industry is the convergence of food, health and the environment.

Consumers are looking to the food industry for solutions to health problems such as obesity and rising chronic disease such as diabetes, heart disease and cancer. They want healthier foods for themselves and for their children but

also want assurances their favourite products are benefiting employees, the economy and the planet. Think how popular the term "carbon footprint" is becoming!

Product trends prevalent in 2009 will continue to dominate the market in the next few years.

**Health and Wellness:** Breads, grains, enriched breakfast cereals, health enhanced teas and energy drinks and healthy snack foods are the main health and wellness food products in North America. But consumers are unwilling to sacrifice taste so regardless of how healthy a food is, if it doesn't taste good, a consumer will not buy it again.

**Convenience:** Busy lifestyles translate to consumers wanting foods that can be consumed on-the-go...for all meal occasions.

**Weight Management:** Diet-related foods are increasing in popularity due to the rising incidence of obesity. Beverages, formulated as meal replacements, and bars, to alleviate mid-day/evening hunger, are rapidly gaining market share.

**"All Natural":** In the mind of the consumer "natural" is synonymous with "healthy". Many food companies are reformulating foods and adopting market strategies based

on this concept to assure consumers that products are healthy and safe.

**Environmental Sustainability:**

Consumers not only want foods to be healthy but want the product and food company to be proactively reducing their carbon footprint. Agricultural sustainability, reduced use of water and electricity, transportation and participation in free trade supply chains are important issues for consumers wanting "green" products.

**Scientific Credibility:** It is expected that new healthy food ingredients will have strong scientific credibility. The challenge lies in communicating and marketing that science effectively--to consumers, and for ingredient suppliers, --to their customers.

As summarized succinctly in the Hodgins market report to the CDCS the "...new expectation [in the food industry] is an interconnected supply chain that is committed to food safety, sustainability, innovation, new product development and satisfying customer interests".

*Dr. Carol Ann Patterson of The Pathfinders Research and Management Ltd. is piloting the novel food project for the CDCS.*

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# The Canaryseed News



## **THE CANARYSEED DEVELOPMENT COMMISSION MISSION:**

*To coordinate research and market use expansion for the advancement of the canaryseed industry for the benefit of growers and other stakeholders.*

The Canaryseed Development Commission of Saskatchewan was established in 2006 under the Agri-Food Act, 2004

**CANARYSEED DEVELOPMENT COMMISSION OF SASKATCHEWAN (CDCS)  
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