

# **Mustard Marketing 2005 - 2006**

## **Steve Foster Senior Merchandiser**



# What's going on in Mustard

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- What happened to the Prices/Market?
- Quality, Good or ??
- Demand factors Vs Supply Factors.
- Changing times ahead
- Market going forward in 2006.



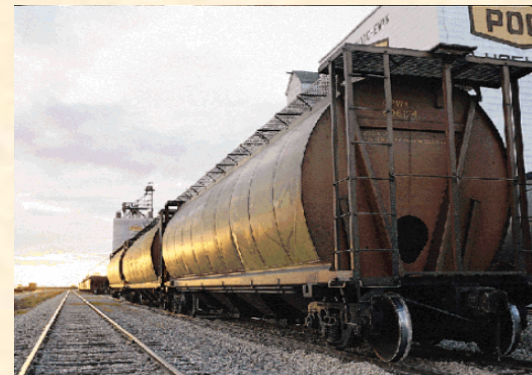
# Mustard Supply & Demand

Acres _____	2002	2003	2004	2005	2006
Mustard	715,000	840,000	783,000	532,000	425,000
Yields (lbs)	476	593	860	843	750
Production MT	154,300	226,100	305,500	203,400	145,000
Carry In	45,000	60,000	92,000	194,000	210,000
Stocks	199,300	286,100	397,500	397,400	355,000
Export/Usage	139,300	194,100	203,500	187,400	191,000
Carry Over	60,000	92,000	194,000	210,000	164,000

# Canadian Mustard Exports



(000's)mt	2004	2005	2005/06 Projection
<i>Pacific Rim</i>	18	29	31
<i>W. Europe</i>	41	45	44
<i>USA</i>	57	57	58
<i>Other</i>	3	1	2
<b>Total</b>	<b>119</b>	<b>132</b>	<b>135</b>



# Demand factors

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- Population Growth
- Consumers want more spice
- Consumers want variety
- End use customers IP requirements
- GMO Issues
- MRL
- Food Safety
- Security of Supply

# Supply Factors

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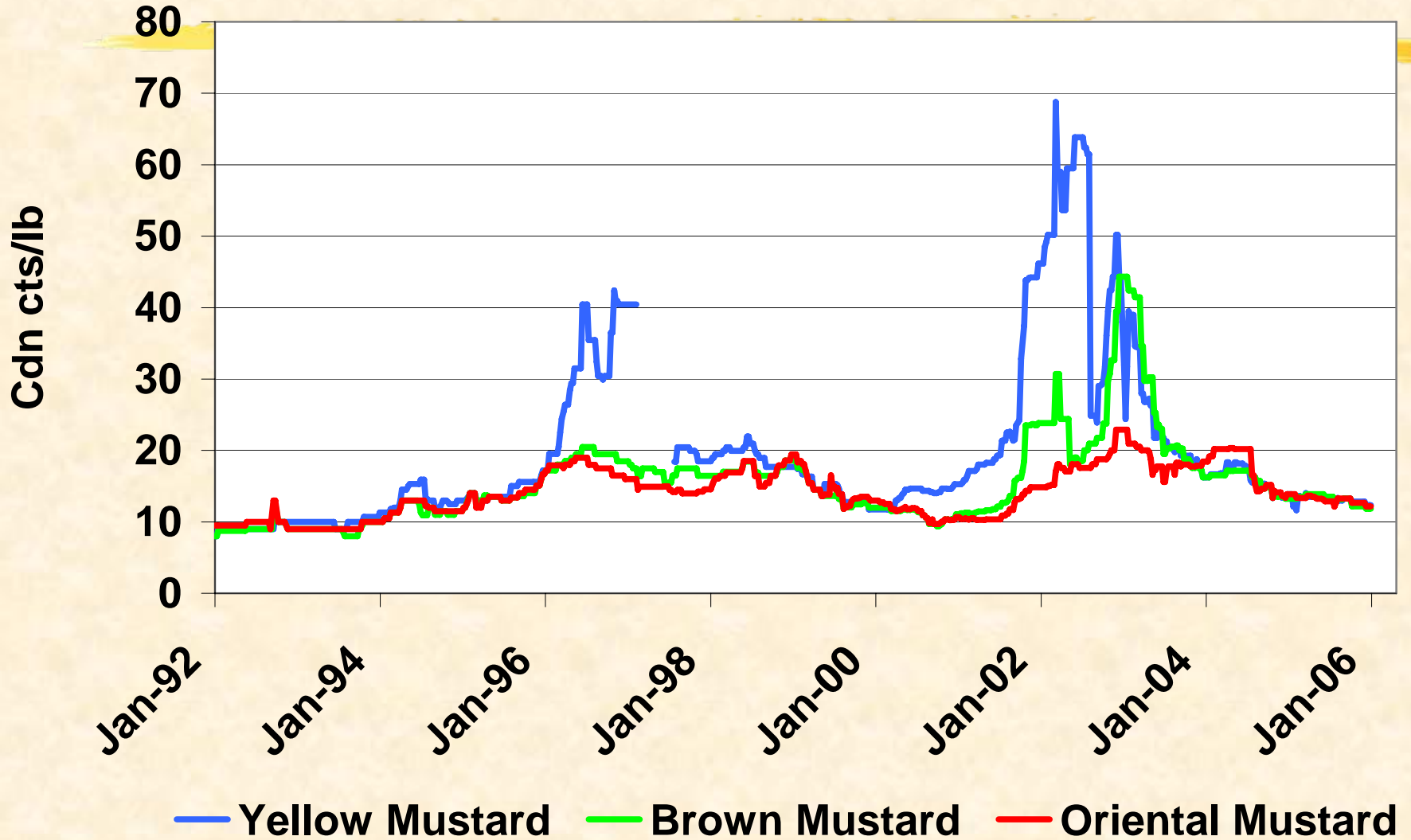
- Inventories
- Seeding Intentions ( ROI)
- Yield Prospects
- Rotations
- Logistics
- Special requirements

# Changing Times Ahead

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- Traceability
- Food Safety
- Gmo
- Grower Knowledge
- Captive market ?? USA/Europe
- Competitive Markets

# Cash Price Saskatchewan Plants - Mustard



# Market Going Forward 06

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- Spot market for mustard
- Movement in coming months
- Watch your mustard in the bins.


## **New Crop programs/prices**

- Oriental
- Brown
- Yellow

# Factors to Focus on

- What will growers plant in 05/06.
- Will end use customers buy additional tonnes if values are cheaper.
- Traceability and Food safety will continue to be a major factor in the Mustard Industry.





All the best in 2006 I hope  
Mustard is in your plans for  
the coming crop year.  
Thanks for your interest  
today. Enjoy the rest of the  
Show this week.