

Flax Production & Marketing - U.S. Perspective



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Reimers Seed Co.

FLAX REVIVAL



- Favorable oilseed loan rate
- Improved varieties and weed control
- One to two million acres in 50s and 60s
- Decline due to development of latex paints
- Low of 100,000 acres in 1980's
- Planted acres in 2005 - 945,000 acres, 95% in ND

ANTICIPATE INCREASE IN ACERAGE IN 2006



- Lower production costs, especially fertilizer
- Farmers having good success with flax
- Good returns compared to wheat
- Little disease pressure

TRADITIONAL USES



- Linseed oil
- Oil base paints, linoleum
- Meal for livestock feed as protein source- 34%

NEW USES

- Human consumption
- Livestock feeds
- Pet food



FOOD USES



FOOD USES



- Highest plant source of Omega-3 fatty acid, Alpha Linolenic Acid -- ALA
- Contains 40% oil, 50-55% of that being ALA
- 5 times higher than walnuts in 2nd place
- Fastest growing segment in health food markets
- Whole grain use and cold pressed flax oil
- Both organic and conventional markets

BROWN/GOLDEN FLAX



- Difference? The color



BROWN/GOLDEN FLAX



- Golden variety: Omega and new Carter
- Both were bred from brown varieties through selective breeding--not hybrid
- Revert back to being brown
- No industry standard for brown count
- Recommended to be .5 % or less
- Grower needs brown count analysis for seed stock

BROWN/GOLDEN FLAX



- Golden flax popular because of eye appeal and milder taste
- Seed coat does not contain tannins that brown flax does
- Both colors have equal nutritional value
- Brown vary slightly in color
- Food markets may have preference
- Purity standards 99.9% or better

ORGANIC MARKETS



- Processor needs to be certified, USDA or private agency
- Processor repacks seed or changes original configuration
- Re-seller does not need certification

PET FOOD MARKET

- Omega coat or skin and coat care
- Flax is key ingredient
- High standards for purity and quality – 99.9%
- Needs grinding to company specs



POULTRY INDUSTRY

- "High Omega Eggs": chickens fed 5 to 10% flax in ration
- Does not need grinding
- Purity standards may be lower: 98 to 99% pure



BEEF FEEDLOT INDUSTRY

- Studies at Kansas State University
- Reduced shipping fever, increased feed intake, carcass and grade improvement
- Results not consistent
- Further study needed
- Specialty markets for flax fed beef-- increased levels of ALA
- Needs to be ground or rolled
- Purity standards: 92 to 98%



KANSAS FEEDLOT



DAIRY INDUSTRY

- Newest market
- Increased conception rates indicated when fed flax
- Next market to attract research attention
- Needs to be ground or rolled
- Purity standards: 92 to 98 %



HORSE INDUSTRY

- Flax fed for many years
- Puts shine on coats
- Common feed ingredient at race tracks and stables
- Needs to be ground or rolled
- Some soak flax in warm water to soften seed coat
- Do not overfeed--great laxative
- Standards may be as strict as pet food market
- Know customer requirements



MARKETING PRINCIPLES

- Know customer requirement
- Handling: bulk in truck or railcar, 2000# totes, or 50# paper bags
- Special needs: not organic but no chemical residue allowed
- Cosmetics are critical in high end markets
- Weather damaged seed may work in livestock markets
- Nutritional value cannot be compromised

MARKETING PRINCIPLES

- Must have adequate year round inventory
- Cannot sell from empty wagon
- Contract with end user for 1 year demand
- Establish relationship with customer

Reimers Seed Company



Reimers Seed Company

- Family owned and operated for almost 50 years
- Market to all aspects of industry
- Do not grind
- Farm conventionally but buy and process large amount of organic flax
- Primary customer is Barlean's Organic Oils

Quality Assurance!



AMERIFLAX



- Flax grower commodity organization
- Funded by check off dollars from growers
- Funds research and promotion
- Website : www.ameriflax.com
- Listing of processors and flax handlers

www.ameriflax.com



DATABASE

Click here to visit the Flaxseed Trade and Handler's Database.



TASTY RECIPIES

Almost too good to be true. Flax recipes at your own fingertips! Click here.



FLAX FACTS BROCHURE

Find important questions and answers for improved health and nutrition.



Flaxseed for Consumers

Flaxseed for Food Manufacturers

Flaxseed in Animal and Poultry Feed

About AmeriFlax / Producer Information

Flaxseed for Industrial Use

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**Some pictures compliments of the Saskatchewan Development Commission.*

Hot Issue



- Flax is not a GM crop
- Currently fighting attempts to create PMP flax
- Danger of co-mingling; USDA has a zero tolerance in food and feed
- Ruin export markets as well as some domestic markets
- Facing same situation as rice industry

THANK YOU!
STAY HEALTHY
EAT FLAX

