

ESSENTIAL FATTY ACIDS FOR LIFE



Bioriginal
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ORGANICS IN DEMAND

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ORGANIC FLAXSEED IN WESTERN CANADA

- 2003 -2005 Production 73000-80000acres-85% IN Sask
- 2005 Over production-yields 2-2.5 times above normal
- Prices have ranged from \$50/bus in 2003 to 2006 average of \$16/bus
- Primary uses are EFA and baking industries
- Customers demand very high quality standards for the products

PRODUCTS OF ORGANIC FLAXSEED

- Milled flaxseed-whole seed milled
- Either consumed as stand alone product or added to cereal or salad
- Highest quality seed
- Bottled flaxseed oil
- Consumed as a stand product
- Highest quality seed
- Capsules-a blend with other EFAs-borage evening primrose and fish oils

QUALITIES OF ORGANIC FLAXSSEED

- Seed for milling and bottling
- Good visual appearance-no dark brown seeds
- The flaxseed must pass taste test requirements
- The fatty acid composition(FAC) must meet the customer labeling standards
- These conditions are affected by environment and variety.
- Seed for capsules are less restrictive on visual and taste but FAC is important for labels.

MARKETS

- North America
- Largest market for organic flaxseed products
- Milled, bottled oil and capsules
- Europe
- Capsules and baking product
- Sources for highest quality –North American production
- Sources for capsules and baking –North America, China and Argentina

PRODUCTION TOOLS

- Production practises have changed dramatically over the pass 5 years to achieve better yields and high quality seed
- Problem areas-fertility, weeds and insects
- Fertility-many growers have four year rotations-legume-flax-cereal(wheat)-cereal(oats).
- After the legume-excellent N and weed control for flaxseed

PRODUCTION TOOLS

- Weeds-delayed seeding with early tillage to stimulate weed growth and second operation before seeding.
- Many are trying to reduce tillage with one pass
- Insects-grasshopper biggest problem
- Some bio products for USA but limited
- Culture control

BENEFITS OF ORGANIC FLAXSEED TO PROCESSORS

- Traceability and food safety
- The standards require traceability from field to end use.
- Every level is audited on regular basis.
- The consumer demand for high quality is reinforced with the regulations
- Quality control
- Now with Canadian Standards –new markets will open

IMPACT ON THE GENERAL FLAXSEED MARKET

- With capsule blends of non organic items- opportunities have opened for regular seed
- The market is small
- The same standards apply good visual and taste, FAC requirements and variety specific
- Traceability is an important for this market
- The market will grow as flaxseed is seen as pure plant source of Omega-3 than fish oil-it will take time for the opportunities.