

Growing Flax First: Navigating the Web

www.saskflax.com

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Flax Day 2008

www.saskflax.com

- Launched July 31, 2008
- Thanks for support from Agriculture Council of Saskatchewan (ACS) through the Advancing Canadian Agriculture and Agri-Food Saskatchewan (ACAAFS).
- *ACAAFS program is provided by Agriculture and Agri-Food Canada*



Agriculture and
Agri-Food Canada

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(FORMERLY SCCSI)

Canada

TOP 10 REASONS
BEING ON THE INTERNET
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- **10. ON THE INTERNET, YOU DON'T HAVE TO WORRY ABOUT TOO WET, TOO DRY, TOO COLD, TOO HOT TO GET THE JOB DONE.**
- **9. ONLINE, YOU CAN PLAY PAUL HARVEY'S "THE REST OF THE STORY" WITHOUT WORRY OF INTERRUPTIONS FROM COMBINE BREAKDOWNS OR A RUNAWAY COW.**
- **8. WITH A FEW CLICKS OF THE MOUSE AND SEVERAL HOURS AT YOUR COMPUTER SCREEN, YOU'RE READY TO BEAT THE NEIGHBOURS AT "ARE YOU SMARTER THAN A FIFTH-GRADER."**
- **7. IT'S A LOT EASIER TO USE THE INTERNET MEASUREMENT CONVERTER TO DO THOSE FUN METRIC CONVERSIONS AT HERBICIDE APPLICATION TIME.**
- **6. ON THE INTERNET, YOUR MOUSE IS YOUR FRIEND—NO WORRIES ABOUT THE STRYCHNINE BAN.**

TOP 10 REASONS being on the Internet is better than farming

- **5. NO ONE CALLS SECURITY WHEN YOU SWEAR AT YOUR COMPUTER ABOUT SOME POLICY ON YOUR BANK'S WEBSITE LIKE THEY MIGHT IF YOU TRY IT IN YOUR BANKER'S OFFICE.**
- **4. WHEN YOU'RE OUT IN THE FIELD AND THE SHANK BREAKS ON THE CULTIVATOR, YOU'RE DOWN AND OUT. ON THE INTERNET, JUST DOWNLOAD ANOTHER ONE.**
- **3. "UPGRADING YOUR EXISTING EQUIPMENT" TAKES ON A FUN NEW MEANING ON THE INTERNET.**
- **2. INSTEAD OF GOING TO AN RM MEETING TO DISCUSS A FENCE LINE DISPUTE, YOU COULD PLAY AN ONLINE GAME OF "GUITAR HERO" AGAINST YOUR NEIGHBOUR TO DECIDE THE ISSUE.**
- **1. THE INTERNET IS WAY MORE FUN THAN FILLING OUT ITEM 4(D), SUBSECTION 12, PART 4 ON PAGE 57 OF THE LATEST CANADA REVENUE AGENCY FORM.**

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Welcome to SaskFlax.

The Saskatchewan Flax Development Commission (SFDC) represents more than 15,000 flax producers in the province. We invest in research, communication and market facilitation activities to further develop the flax industry in Saskatchewan.

Canada is the world's largest producer and exporter of flax, with Saskatchewan producing four times as much as the next-closest flax growing province.

SFDC works to promote production and value-added processing of flax in the province alongside our partners in the flax industry and other agricultural organizations to ensure quality flax and flax products worldwide.



Quick Links

[Events](#)[Flax Recipes](#)[Buyer List](#)[Site Search](#)

See you at Flax Day during Crop Production Week 2008!

AEGP: the Saskatchewan Flax Development Commission's Agri-Environmental Group Plan on Flax Straw Management ([click for more](#))

What's New



FLAX DAY 2008 Agenda
[\[click for more\]](#)

SFDC/AEGP Effective Straw Management Workshop
You can help build the flax fiber industry [\[click for more\]](#)

From The Flax File.....



For pioneers, when appropriate winter footwear was unavailable, flaxseed proved to be an excellent insulator when a layer of seed was placed between the foot and sole of the footwear. --Source: (Flax - The genus Linum

Web Content

Keep in mind that the website is geared to two main audiences:

1. Flax Producers
2. Flax Consumers

Section: ABOUT FLAX

- This area has all the basics about our crop, including a definition of what it is, an overview of the industry, and a brief history of flax in Canada and around the world.
- There's also a couple of sections full of neat facts and legends about flax that you may not be aware of. (eg. Greek story of inhabitants of the underworld called Kallikantzaroi who could be stopped from coming into a household with a tuft of tangled flax.)

Section: ABOUT US

- Information about the Sask Flax Development Commission, including the Checkoff, how to claim a tax credit.
- You can also find out who's on the Board and how to contact them, as well as how to be a Board member yourself if you're interested.
- You might want to peruse the Annual Report or take a look at some Board position statements while you're here.

Section: PRODUCER INFO

- a wealth of information about producing flax crops. Much of this information is drawn from the book, *Growing Flax*. Which section would you like to see here? Ask me a question and see if I can answer it with the information on the website.
- There is also a section here that talks about Selling Your Flax. This is where you'll find the list of Flax Buyers and more information on selling flax straw specifically.

Section: FIBER

- The rising demand for more environmentally sustainable products has created renewed interest in products made from natural sources, such as flax fiber.
- This section provides information about some of the products flax fiber can be used in, the grades and standards being developed, and information about how fiber is processed.

Section: FLAX PRODUCTS

- Mainly geared toward consumers to give an idea of the many different products that flax is used in.
- For example, Bioproducts gives a list of some of the non-food uses for flax, such as linoleum or ink.
- Flax is being used in more food products all the time, and the website gives a Coles-Notes view of some new flax food products.

Section: NUTRITION & COOKING

- Because flax is such a healthy addition to the diet, there is a large section of information about nutrition and diet.
- For example, you can take a look at the nutrient content of flax compared to some other foods.
- Our recipe collection is one of the most popular parts of the website from people that come to it from outside Saskatchewan. Each month, we choose a feature recipe for each category—you can see that Flax Waffles are the Bread feature this month.

Section: NEWS & RESOURCES

- This is where you'll find press releases, the event calendar and copies of the Saskatchewan Flax Grower newsletter.
- We try to keep our events page up to date, so that you should always be able to see what's coming up for flax-related events.
- For example, you'll see that there is a workshop coming up to discuss Flax Straw Management on Feb.12-13.

Section: RESEARCH

- SFDC invests checkoff dollars in numerous research projects to advance the flax industry in Saskatchewan. This is where you can peruse the list of projects that have been funded.
- One of the things SaskFlax is considering for future development of the site is to create a searchable database with more information about each research project.

Questions?



www.saskflax.com

- Constant updates
- How can it serve you better?

**Contact SaskFlax
with your suggestions:**

saskflax@saskflax.com

or

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All the best in 2008



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