



Canadian Mustard Branding Project

Presentation to
Saskatchewan Mustard Development Commission
January 2008





Presentation Outline

- Rationale behind mustard branding project
- Mustard Branding Working Group
- Brand Architecture and Industry strengths
- Sector readiness and gaps
- Work plan for 2008-2009



Rationale

- **Recent market challenges:**
 - increase in foreign mustard production;
 - European Union regulations that deem mustard as an allergen;
 - new traceability and quality assurance demands of selected buyers;
 - transportation issues;
 - need to move away from a commodity market and maintain mustard acreage in Canada as the growing demand for bio-fuels provides incentive to producers to grow other crops such as canola.



Rationale (continued)

- Opportunity to solidify industry leadership position, fend off aggressive competition, and most importantly maintain prices for mustard.
- Enhance marketability of the Canadian crop.
- Address international buyers and consumer concerns over GMO and food safety.
- Explain why Canadian mustard seed may “command” a higher price (quality systems, R&D)



Building Blocks for Branding Canadian Mustard

- Agriculture and Agri-Food Canada (AAFC)
Brand Canada tools
- Recent Mustard Benchmarking Study
commissioned by AAFC
- Results of the Mustard Identity-Preserved Pilot
Project.
- Mustard 21 Initiative



Mustard Branding Working Group

Different members and expertise working together

- Viterra – grain handling
- GS Dunn – mustard ingredient processing
- Saskatchewan Mustard Development Commission
- Canadian Special Crops Association
- Canadian Grain Commission
- Canadian International Grains Institute
- AAFC Saskatoon Research Center
- AAFC Market and Industry Services Branch
- Saskatchewan Agriculture and Food



Mustard Branding Working Group Mandate

- Assess opportunities and competitive advantages accruing to mustard producers, processors and traders by incorporating the Canada Brand in their production and marketing decisions;
- Identify and address the gaps and critical factors that could prevent the successful execution of a branding strategy for Canadian mustard; and
- Develop a strategy and tools to more actively market Canadian mustard in North American and off-shore markets, taking advantage of Canada's strong reputation as a country.



Mustard Brand Architecture - Four benefits

•BENEFITS	•FEATURES
Superior products	<ul style="list-style-type: none">•Unique varieties of mustard seed•Uniform and consistent quality•GMO free products•Identity-preserved characteristics to meet customer needs (backed by Canadian Identity Preserved Recognition System of the CGC)•Traceable product (CIPRS provides record back to farm)•Quality Management Systems throughout the supply chain
Trustworthy suppliers	<ul style="list-style-type: none">•Strong supplier-customer relations•Honest, responsive suppliers•Capacity to meet customer specifications•Key handlers and processors have verified food safety and QMS systems established•Strong technical support and education
•Health-enhancing products	<ul style="list-style-type: none">•Consistent with healthy diet - low sodium, low cholesterol, great flavour, high anti-oxidant value•Natural preservative
•Multiple uses	<ul style="list-style-type: none">•R&D offers varieties with specific characteristics for particular uses•Food and non-food uses – i.e. mustard oil



Need to work on gaps and improvements

•BENEFITS	•GAPS •(Mustard)	•Systems, infrastructure, •improvements
Superior products	<ul style="list-style-type: none"> •Only 50% of growers currently use certified seed •Verified quality management programs not established in all grower operations •Some growers and exporters do not participate in CIPRS 	<ul style="list-style-type: none"> •Grower education program to encourage use of certified seed, implementation of a quality management programs with 3rd party audit, obtain CIPRS certification. •GOAL- move to 100 % certified seed within 3 years
Trustworthy suppliers	<ul style="list-style-type: none"> •Some are in it for the “quick buck” •Challenge to ensure stable acres cultivated year over year •Inadequate transportation capacity (exacerbated by bio-fuels/canola upswing) •Verify technical support is sufficient 	<ul style="list-style-type: none"> •Grower education – certified seed •Encourage growers to consider mustard in the crop rotation •Participation in transportation study
•Health-enhancing products	<ul style="list-style-type: none"> •Need for more proven information on health benefits of mustard •Obstacles for recognition of health claims 	<ul style="list-style-type: none"> •Mustard 21 research project will provide information on health benefits
•Multiple uses	<ul style="list-style-type: none"> •Mustard termed “allergen” in Europe, could reduce applications •Uncertain future of research program 	<ul style="list-style-type: none"> •Trade advocacy re: allergens rule •Mustard 21 project will provide information to support new uses •Attention to offering technical support



Work Plan for 2008

- Refine brand architecture, complete background material to promote strengths of the mustard supply chain
- Define strategies to overcome branding gaps
 - Food safety and quality systems at each link
 - Expand use of certified seed
 - Scientific evidence and data on health benefits
 - Document new uses (food and non food)
- Conduct brand outreach and education
 - mail-out to targeted food manufacturers
- Develop a “control or monitoring” to protect the brand



Proposed communication and outreach activities for 2008-2009

In Canada

- Communications with mustard industry organizations and growers
- Mail-out to Canadian food processing companies (ingredients and consumer products)
- Mail-out to selected food industry associations (and members)
- Branding seminar to bring together Canadian food processors

External Markets

- Mail-out to selected foreign food processing companies
- Participation to trade missions and foreign trade shows



How producers can contribute to success of the branding strategy

- Expand use of certified seed
- Food safety, quality assurance and identity preservation practices.
 - Expand documentation of food safety and quality assurance practices



How other members of the supply chain can contribute to brand success

- Grain handlers:
 - Implement identity-preserved production systems and obtain CIPRS certification. Key mustard handlers already certified.
- Mustard ingredient processors and food manufacturers
 - Expand food safety and quality assurance capacity
 - Promote quality advantage and strengths of the Canadian mustard supply chain.



All links working together
for market success



Thank you