



SaskFlax

LOOKING BACK AT ANOTHER YEAR

Our Board has been busy focusing on our priority areas for flax

Shane Stokke, Board Chair

As I write this, another year has come and gone and we are just about to start our flax harvest for 2017. Conditions this fall look promising; quality is going to be excellent and harvestability will be good, as the flax crop is ripening nicely and we are expecting some warm days still in September to help with cutting and thrashing. Around the province yields look average-to-above-average and with prices hovering around \$12 a bushel it looks like 2017 will be another profitable year for flax.

It has almost been a full year since I became Chair of SaskFlax and the past ten months have been busy with me adjusting to the new role and trying to fill the very big shoes from Erwin Hanley's exceptional work in his term as Chair. Our Board has also been busy. Overall, we are focused on many different areas but there are three in particular.

The first is working with Dr. Helen Booker, who leads the Crop Development Centre's flax breeding program, to develop new and improved flax varieties for Saskatchewan producers. While yields are always important for new varieties, ease of harvest is becoming increasingly important as well. We feel we are making great progress in this area, with the combination of the excellent work Dr. Helen Brooker does and the expertise and knowledge that comes from around our Board table.

The second major area of focus for our Board is market development. In the last few years we have been focused on promoting flax in Mexico and China, for its uses as an ingredient for both human and animal food and for its traditional industrial uses. In March of this year, SaskFlax Board member Greg Sundquist and Executive Director Wayne Thompson were in Mexico with a Saskatchewan Trade and Export (STEP) tour, which had them promoting flax and its

"Our Board is always working hard to make sure the flax levy dollar is spent wisely to help develop our industry and help you grow a more profitable crop."

diverse uses in three major cities. This was our fourth year in a row doing this type of work in Mexico and we have seen major progress over this time, as buyers and the industry there are now recognizing flax as a healthy ingredient in their diet. Wayne was also able to participate in a STEP tour this fall to China, one of the leading importers of Canadian flax. Flip to Pg. 4 for an update on his trip and the huge potential we see for Canadian flax in the Chinese market.

Finally, the third area of focus for our Board is agronomy research that will help producers grow more profitable

flax crops. We have been investing in this type of research for several years already and as a result have lots of information available for producers in the form of results and conclusions. You can find this information on our website under the "research" section. We are constantly updating this as new results become available.

Our Board is always working hard to make sure the flax levy dollar is spent wisely to help develop our industry and help you grow a more profitable crop. If you have any questions about the work we are doing, feel free to contact our Executive Director, Wayne Thompson. We also encourage you to attend our annual general meeting in early January at CropSphere (see more information about this on Pg. 2).

I wish you all a safe harvest and profitable flax crop and I hope to see and talk to you in the New Year.

Shane Stokke



CROSPHERE 2018

January 9-10, 2018, TCU Place, Saskatoon

The fourth annual CropSphere agricultural conference will be held in Saskatoon January 9-10, 2018, with host group AGMs taking place Monday January 8.

CropSphere 2018 will be held at TCU Place, in downtown Saskatoon (same venue as 2014-2016). The organizing committee had planned to stay at Prairieland Park for 2018 but, in light of the facility's current space constraints

and delayed expansion plans, they are not able to host us for 2018.

The CropSphere committee feels that a move back to TCU is in the best interest of the event for 2018. This space will give attendees and sponsors the best experience in terms of location, space, speakers and sessions, food and beverage, and networking opportunities.

The CropSphere committee's long-term goal is to comfortably bring as many

Crop Week events under the same roof as possible. We will continue to work in partnership with Prairieland Park and other agriculture groups to achieve this goal. In the meantime, the number one priority is offering our attendees and sponsors the highest quality event possible.

For more information on registration, agenda and more, visit www.cropsphere.com

SASKFLAX AGM

January 8, 2018, Gallery B, TCU Place, Saskatoon

SaskFlax's 2017 annual general meeting (AGM) will take place Monday, January 8, 2018 from 3-4:30PM in Gallery B, TCU Place, Saskatoon

Please note, if you are attending the AGM and are NOT registered for CropSphere, please stop at the Conference Registration Desk on your way in to pick up your "AGM ONLY" attendance pass.



IDEAS, INNOVATION AND KNOWLEDGE

January 9 and 10, 2018

NEW LOCATION in 2018: TCU Place, Saskatoon (35 - 22nd St E)

Hosted by: SaskBarley, Saskatchewan Pulse Growers, SaskFlax, SaskCanola, SaskOats, and Sask Wheat

<p>FEATURING SPEAKERS:</p> <p>Dr. Brynn Wineguard Award winning professor and expert in business brain science and "neuroleadership"</p> <p>Howard Yana-Shapiro Chief Agricultural Officer of Mars Inc. and Senior Fellow, Plant Sciences, University of California, Davis</p> <p>Darrell Bricker Canadian author, pollster, public speaker and political commentator. CEO of IPSOS Public Affairs</p>	<p>REGISTRATION:</p> <p>Early registration: \$150 - Available from November 1 to November 30, 2017</p> <p>Regular registration: \$200 - Available from December 1, 2017 to January 5, 2018</p> <p>Registration at the door: \$250</p> <p>One-day registration: \$150</p>
--	---



@CropSphere

For more information, visit:
CROSPHERE.COM



CROP

PRODUCTION SHOW
Growing with you.

WESTERN CANADA'S PREMIER GRAIN INDUSTRY EVENT

- Over 240,000 square feet of trade show
- Bayer CropScience Information Theatre

CropSphere



PrairieLand Park

January 8 - 11, 2018
PrairieLand Park
Saskatoon, Saskatchewan

PRESENTED BY



cropproductiononline.com

SAVE THE DATE FOR

SASKATCHEWAN OILSEED PRODUCER MEETINGS



4 MEETINGS

4 LOCATIONS

4 DAYS



NOVEMBER 15

IPLEX
SWIFT CURRENT



NOVEMBER 17

DEKKER CENTRE
NORTH BATTLEFORD

NOVEMBER 14

HERITAGE INN
MOOSE JAW



NOVEMBER 16

CIVIC CENTRE
ROSETOWN



Oilseed partners invite you to attend a producer meeting in your area. Featuring marketing advisor, Stan Jeeves, weed research scientist, Hugh Beckie, and agronomy information. For full agenda and to pre-register, please visit: www.saskcanola.com or call 1-877-241-7044.

CHINA MARKET OFFERS GREAT POTENTIAL FOR CANADIAN FLAX

SaskFlax Executive Director Wayne Thompson discusses takeaways from his recent tour of China

Wayne Thompson

In August of this year, I joined the Saskatchewan Trade and Export Partnership (STEP) on a trade mission to China.

This tour offered many fascinating insights into country's flax production and market demand and I learned a lot about the future direction of the country in these areas.

Here are a few major takeaways for the Canadian flax industry.

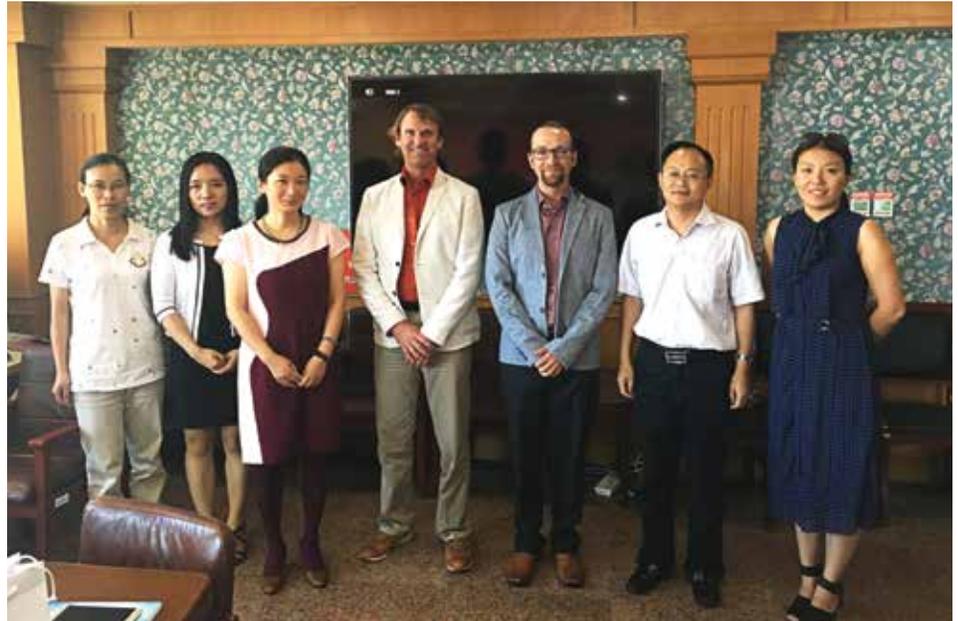
Chinese consumer interest in flax is growing

It is clear that the Chinese market for flax is growing and there is an increasing interest amongst consumers in flax as a healthy food product.

From a market perspective, Canadian flax imports have usually been used in the industrial market for oil in paint and the meal for livestock. In the flax growing regions of China, the domestic production is understood to be crushed for the oil and used for baking and food. But that is changing. One of the fascinating changes I noticed on this trip was the shift to discussing the health benefits of flax, outside of the traditional flax consuming regions.

During the tour, I was able to present at the China International Pulse Import & Export Industry Conference in Nanjing. The Nanjing area, located up the river from Shanghai and in Jiangsu province, is not a traditional market for Canadian flax but conference organizers wanted to add flax to their agenda because the area is seeing a growing interest in the crop and all its health benefits.

While in Nanjing, STEP also arranged two meetings prior to the conference. The first meeting was with government officials from the Jiangsu Provincial Agriculture Technology Promotion Station and the Jiangsu Agriculture Bureau, who provided an overview of agriculture in the Jiangsu province. The Jiangsu province, situated along the



Participants in the STEP tour through China included (from left) Ms. Ji Chunmei, Senior Agronomist, Jiangsu Provincial Agriculture Technology Promotion Station; Ms. Camille Sang, Manager/Trade Commissioner, Canadian Trade Office in Nanjing, Government of Canada; Ms. Wang Yin, Deputy Director and Senior Agronomist, Jiangsu Agriculture Bureau; Wayne Thompson, SaskFlax Executive Director; Tim Hill, Commodity Trader, North West Terminal; Mr. Wang Longjun, Deputy Director, Jiangsu Provincial Agriculture Technology Promotion Station; Jingjing Xu, STEP. Photo credit: STEP



Wayne Thompson meets with government officials in Jiangsu province, China, where there is growing interest in importing flax as a healthy consumer food. Photo credit: STEP



Wayne Thompson presents at the China International Pulse Import & Export Industry Conference in Nanjing. Conference organizers added flax to the agenda as the area is seeing a growing interest in flax and all its health benefits. Photo credit: STEP

coast, has two major crops: wheat and rice. Several other crops are grown in the province, although not flax. The region sees significant disease pressure and often processors will import the same commodities grown in the area to blend in higher quality production. There is growing interest in importing flax to the region.

The second meeting was with the China Council for the Promotion of International Trade Jiangsu Sub-Council. This meeting provided an opportunity to discuss potential trade of Canadian agricultural commodities with companies in the Nanjing area. The buyers in the area are already importing Canadian pulses and are interested in importing Canadian flax.

After Nanjing, I was also able to present at the China Pulses & Linseed Conference in Qingdao, north of Shanghai, on the topic of Canadian flax production. In my presentation, I was able to explain why flax fits into a daily diet, a topic that was surprisingly raised in other flax presentations as well.

It was understood that some of the interest in flax as a health food is being driven by the Chinese government promoting better eating habits and the consumption of food with health benefits. Of course, flax fits into this discussion.

The Chinese government may not be specifically promoting flax in its National Nutrition Plan 2017-2030, but flax traders are seeing the opportunities in developing the consumer market. This is something that we at SaskFlax can also focus on going forward.

Russia/Kazakhstan may be a growing competitor for flax imports

Although Canadian flax is still desired in the Chinese market, it is also clear that Russian/Kazakhstan flax production is making inroads into the country and being viewed favourably.

The China Pulses & Linseed Conference in Qingdao also featured a session on flax imports into China, which was very informative. I learned that, as the Kazakhstan and Russian flax crop has grown in recent years, China is increasing its imports from these areas. It is estimated that China is currently importing about 100,000 tonnes of flax per year from these two countries.

However, these imports are still in an exploration phase in China, and we will have to wait and see if they will take a more sustainable place in the Chinese market. Early indicators imply that buyers are happy with the Russian/

“Some of the interest in flax as a health food is being driven by the Chinese government promoting better eating habits and the consumption of food with health benefits.”

Kazakhstan flax crop quality and that it offers a cost advantage over Canadian flax, due to lower costs of transportation.

The Russian/Kazakhstan flax crop production may easily double the Canadian crop production estimate of 500,000 tonnes in 2017, which may put Russia/Kazakhstan in a good position to supply the Chinese market.

Overall this tour was valuable in that it offered new insights into the opportunities for Canadian flax in the Chinese market and how we might pursue these opportunities. In summary, the Chinese market for flax is rapidly evolving and Canada is in a good position to benefit if we have the supply.

U OF S GRAD STUDENT ATTRACTED TO 'NOVEL' ASPECTS OF FLAX

Moria Petruic has been studying how to better manage weeds in flax. Here's what she has learned so far.

Moria Petruic

Flax can be a challenging crop and it's also a crop that hasn't received as much attention as other oilseed crops.

However, that's what initially attracted me to study this crop when I started my Master's degree in the Department of Plant Sciences at the University of Saskatchewan (U of S). Few other people were working with flax so to me what I was doing would be 'novel' in a sense.

Through the generosity of our funding agencies, such as the Saskatchewan Flax Development Commission, our research group at the U of S has been able to conduct several experiments to help us understand how to better manage weeds in flax.

The two experiments I have been directly involved in are an integrated weed management (IWM) trial and a herbicide screening trial.

The goal of the IWM experiment was to evaluate the effect of different seeding dates, crop height, seeding rates, and herbicide rates on the competitive ability of flax. CDC Sorrel represented our tall variety, while Prairie Grande served as our short variety. Treatments were seeded in early and late May, at 400 and 800 seeds per metre squared (m²). Those treatments that required a herbicide application were done as an in-crop treatment. To establish an even weed population across all replications wild oat was seeded across the trial as well. Wild oat was a key species of weed we were aiming to control in this trial. It's a highly competitive weed and is frequently found in many fields (not just flax) in the prairies. Hence, if we could find a way to improve wild oat management in flax, then we would potentially be developing an IWM protocol that could be adopted for other crop species as well.

This IWM trial encompassed 10 site-years of research from across Alberta, Saskatchewan and Manitoba. We found that seeding a tall cultivar, at a seeding rate of 800 seeds m², in early May and

"By adopting production practices that help to generate an early, even crop population we are giving flax a distinct advantage over weeds as well as adding diversity to weed management systems."

using an in-crop herbicide had a positive effect on crop establishment, crop biomass production and reduced weed biomass production, and also helped to improve crop yields. We also observed that in the presence of a herbicide, crop height and seeding rate did not have an effect on yield. However, in the absence of herbicides seeding a tall cultivar at 800 seeds m² helped to increase crop yields.

The biggest takeaway from this research was to not focus so much on crop yield, but look at what effect seeding date, seeding rate, crop height and herbicide rate have on crop growth, development, and competitive ability. By adopting production practices that help to generate an early, even crop population we are giving flax a distinct advantage over weeds as well as adding diversity to weed management systems.

Herbicides are extremely effective tools. However, there is a need to shift how we view herbicides in weed management systems. They are a component of IWM systems and should not be the only tool we use to manage weeds. In flax there are only three modes of action registered for safe in-crop use: Group 1, Group 4, and Group 6. To add further complication, Group 1-resistant weeds such as wild oats and green foxtail have been identified in the prairies.

Hence, there is a need to identify novel modes of action that, when paired with other weed management techniques, can improve the control of weeds in flax. In our herbicide screening trial we evaluated the tolerance of flax to Group 14 (PPO inhibitors), Group 15 (Very Long Chain Fatty Acid Inhibitors), and Group 27 (HPPD inhibitors) herbicides. These modes of action are novel to the prairies; they're largely registered for use in the United States on corn and

soybeans. Specifically, we evaluated the tolerance of flax to the following PRE- and POST- emergence herbicides/ herbicide tank mixes:

- a. Fluthiacet-methyl (Group 14 – POST) (Not currently registered in Canada)
- b. Fluthiacet-methyl + MCPA (Group 14 + Group 4 – POST)
- c. Pyroxasulfone (Group 15 – PRE) (Trade name: Focus)
- d. Pyroxasulfone + sulfentrazone (Group 15 + Group 14 – PRE) (Trade name will be Authority Supreme)
- e. Flumioxazin (Group 14 – PRE) (Trade name: Valtera)
- f. Topramezone (Group 27 – POST) (Trade names: Impact or Armezon)
- g. Topramezone + bromoxynil (Group 27 + Group 6 – POST)
- h. MCPA (Group 4 – POST)
- i. MCPA/bromoxynil (Group 4 + Group 6 – POST) (Trade name: Buctril-M)
- j. Sulfentrazone (Group 14- PRE) (Trade name: Authority)

MCPA, MCPA/Bromoxynil, and sulfentrazone are all industry standards currently registered for use in flax. In this trial, differences in site characteristics (i.e. moisture, soil type, climate, etc.) influenced the safety of these herbicides. For instance, at Carman, Manitoba, the higher spring moisture and soil organic matter could explain why we observed higher rates of phytotoxicity from our PRE- treatments. Out of all the herbicides evaluated, flumioxazin was the only product to cause severe crop injury that ultimately reduced crop establishment and yields when there was high soil moisture.

Tank mixes of fluthiacet-methyl + MCPA and topramezone + bromoxynil did cause

initial, transient crop injury. However, the majority of treatments did not result in significant yield reductions or notable delays in maturity.

Despite the recovery observed there were only several modes of action we feel confident moving forward with. Fluthiacet-methyl, pyroxasulfone, and topramezone have excellent crop safety, making them the most promising products

for further evaluation. Moving forward, it will be important to further investigate the spectrum of weed control provided by these herbicides in flax. We have a fair amount of experience with pyroxasulfone. However, identifying the control spectrum of fluthiacet-methyl and topramezone will enable us to provide specific recommendations to producers.

Through this research we have found

the competitive ability of flax can be influenced through adjustments in seeding date, seeding rate, crop height and herbicide rate, and that flax is able to tolerate fluthiacet-methyl, pyroxasulfone, and topramezone. These effective tools will enable the development of diverse IWM systems to help improve weed management in flax.

BOARD DIRECTOR PROFILE

Board Member Dave Sefton shares some wisdom from his extensive experience in the flax industry and growing flax on his own farm

As SaskFlax's longest-standing Board member, Dave Sefton has seen a lot of ups and downs within Saskatchewan's flax industry.

But he still believes that, with the right amount of support and nurturing, the crop will have a bright future.

"We need to look after flax as well as we looked after canola," says Dave, who was involved with the canola industry for many years before his 15-year tenure with SaskFlax.

"There's a lot more to learn than what we know."

Dave has grown flax on his family farm at Broadview for more than forty years, and has been a member of the SaskFlax Board Director since 2002. During that time, he was also involved with the Flax Council of Canada, including a stint as the representative for producers on the Triffid Committee. He learned a lot from being involved in this issue, he says.

"I learned that when there's trade issues, it's a lot more about politics than it is about the actual issue," he says.

He also learned just how impactful market access can be on a smaller acreage crop. In 2009, Canada's biggest export market for flax, Europe, banned imports of Canadian flax after finding traces of Triffid in incoming shipments.

"It shut our trade down with the European Union," Dave says. "Literally shut it down – it was at zero."

After that, the industry began the long and difficult process of rebuilding itself from the ground up. Dave was a part of

this process, which included working with regulatory agencies in Europe to ensure them of the safety of Canadian crops, working with Canadian government safety agencies to get approvals, and working with producers to have them test their own crops.

To this day, Europe still does not accept Canadian flax into its food system, instead importing from Eastern European countries, the former Soviet Union and Kazakhstan.

"I expected it would have changed by now," Dave says. "Maybe someday, but I've given up waiting for that day."

And while the industry has made progress in rebuilding – Saskatchewan planted 900,000 acres of flax in 2017 – it still faces two other major challenges, Dave says.

The first is that flax needs to become competitive with other crops, which will require both better agronomic practices and improved varieties for growth in Saskatchewan.

Some of the agronomic questions that need to be answered involve determining optimal fertility programs, rotations, and weed control practices for the crop. Another major factor will be learning how producers can effectively manage flax straw.

"These are all science questions that will take some time to answer," Dave says.

The second issue involves developing consumer markets for flax. Previously flax was primarily used in industrial markets, for products such as paint and linoleum, but those applications are

not currently growing areas of demand. The real potential going forward lies in the consumer health industry, as we already know that flax has several health benefits. Now the challenge is to use those proven benefits to grow consumer markets in North America and elsewhere, Dave says.

"If we could get every person in North America eating two tablespoons of ground flax a day, we won't be able to grow enough," he says. "That's really where the challenge is, and also where the opportunity is. That may also be where we get the breakthrough in Europe."

Overall, the flax commission still has many challenges ahead, but with the right focus Dave believes we can make this a successful industry.

"Sometimes we get discouraged when we don't end up where we were hoping to end up," he says. "I hope we don't get discouraged with flax, because it's got a lot going for it."

ADVICE FOR GROWING FLAX

Being a long-time flax producer, Dave offers the following production advice to fellow producers: "Getting the crop in early is probably one of the most important issues we need to deal with. The earlier you get it in, the better the potential is for it."



SaskFlax

SaskFlax was established in 1996 and represents 6,600 registered flax producers in Saskatchewan. Directed by flax producers, SaskFlax operates via a mandatory but refundable producer levy on flaxseed and straw. These dollars are leveraged whenever possible to execute programs ultimately geared to increase net returns to its producers members and advance Saskatchewan's flax industry.

SASKATCHEWAN FLAX DEVELOPMENT COMMISSION

A5A -116 -103rd Street East,
Saskatoon, SK S7N 1Y7

Phone: 1.306.664.1901

Fax: 1.306.664.4404

Email: saskflax@saskflax.com

Web: www.saskflax.com

Twitter: @SaskFlax



FLAX COUNCIL OF CANADA

FLAX COUNCIL OF CANADA

465 -167 Lombard Avenue,
Winnipeg, MB R3B 0T6

Phone: 1.204.982.2115

Fax: 1.204.982.2128

Email: flax@flaxcouncil.ca

Web: www.flaxcouncil.ca



MANITOBA FLAX GROWERS ASSOCIATION

465-167 Lombard Avenue,
Winnipeg, MB R3B 0T6

Phone: 1.204.982.3990

Fax: 1.204.982.2128

Email: mfga@mymts.net

Web: www.mfga.ca

Return Undeliverable Canadian Addresses to;
Saskatchewan Flax Newsletter
Saskatchewan Flax Development Commission
A5A – 116 – 103rd St. E. Saskatoon, SK S7N 1Y7