

# flaxfocus

February 2017



FLAX COUNCIL OF CANADA

## CHAIRMAN'S MESSAGE

With seeding around the corner, flax is an excellent crop to consider as a rotation crop. Over the past two years the Flax Council, along with the Saskatchewan Flax Development Commission and the Manitoba Flax Growers Association, have developed Best Management Practices. Flax agronomy trials at five locations in Manitoba have examined treatments like row spacing, seeding rate, seeding date and fertility rate, which are standing out as key management considerations for increased yields and improved quality.



Brian Johnson

Growers who are using Best Management Practices are seeing real results and in many cases, significant yield increases. Rachel Evans, Extension Agronomist, has had a busy season attending grower conferences presenting these practices. Get in touch with Rachel with any questions. She can be reached at 204-982-3996 or by e-mail [evansr@flaxcouncil.ca](mailto:evansr@flaxcouncil.ca).

I encourage growers to visit the Flax Council's website [www.flaxcouncil.ca](http://www.flaxcouncil.ca) and sign up for TIPS ([http://flaxcouncil.ca/newsroom/tips\\_article/](http://flaxcouncil.ca/newsroom/tips_article/)) which is updated regularly focusing on Best Management Practices.

With good exports, new emerging markets and projected low carry over, flax is a great crop to grow in 2017!

## FLAX CROP 2016 OVERVIEW

The final production report issued by Statistics Canada estimated the total Western Canadian flax crop to be 579,100 metric tonnes down from 942,300 in 2015. The Provincial numbers were 50,800 Manitoba, 473,700 Saskatchewan and 54,600 Alberta.

With a rather large carry over from 2015 estimated to be 274,000mt this provides a total supply of 863,000 metric tonnes or about 200,000mt lower than last year. Given the higher carry over from last year the overall supply should allow for a normal domestic usage and still meet exports projections similar to what was achieved in 2015/16 crop year.

### Canadian Flax Supply & Disposition

	12/13	13/14	14/15	15/16	16/17
Seeded acres, 000's	980	1,070	1,585	1,640	935
Harvested acres, 000's	950	1,043	1,534	1,595	836
Yield (bu/acre)	20.3	27.6	22.4	23.3	27.3
<b>Supply ('000 tonnes)</b>					
Carry-In	137	71	92	97	274
Production	489	731	873	942	579
Imports	15	14	11	11	10
<b>Total Supply</b>	640	815	975	1,050	863
<b>Disposition ('000 tonnes)</b>					
Seed	18	27	28	26	24
Other Domestic	71	80	143	136	126
Exports	481	616	708	615	580
<b>Total Disposition</b>	569	724	879	777	730
<b>Ending Stocks</b>	71	92	97	274	133
<b>Stocks/Use</b>	12%	13%	11%	35%	18%

Source: Statistics Canada with LeftField projections in bold

## FLAX CROP 2016 OVERVIEW (continued)

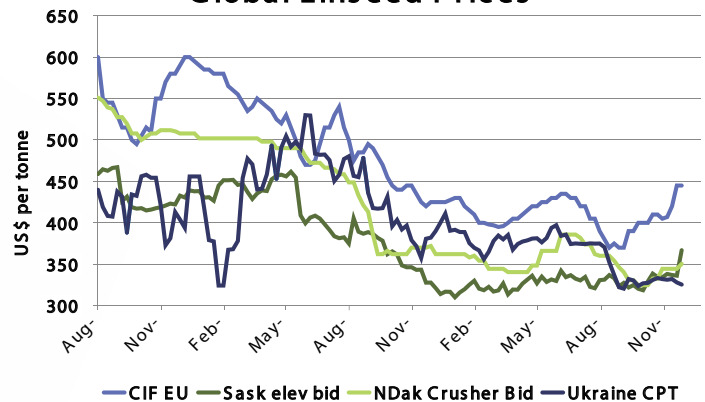
However, there are two factors which could impact this year's disposition. The first, which could be a quality concern due to the carry over supply and also this year's crop (a large portion was left in the field and subsequently harvested later than normal in November). Due to the late harvest Saskatchewan Ag is projecting the 1cw grade component to be as low as 64% of the total crop. This means a high proportion of 2cw and even lower grades which will need to be consumed over the next year.

The second factor was reported recently in Reuters and it relates to the fact that there have been shipments of flax rejected in Europe which originate from Russia and Kazakhstan. The reason for the rejections is due to higher than acceptable levels of a chemical herbicide called Haloxyfop. This product is used in Eastern Europe but is not registered for use in Canada and therefore it could mean an increase in demand from Europe for Canadian flaxseed. Europe is a 700,000 tonne market

for flaxseed and Canada currently supplies only about 150,000 tonnes so there would certainly be potential for increased exports.

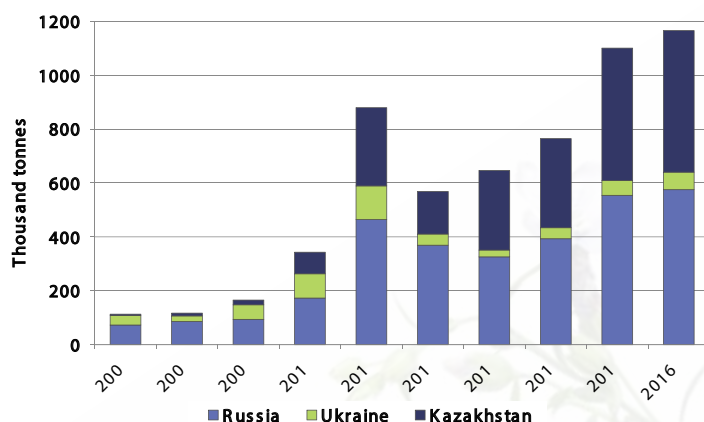
With the triple threat of a lower crop, quality issues and the potential for increased exports to Europe this could be an interesting year for flaxseed.

**Global Linseed Prices**

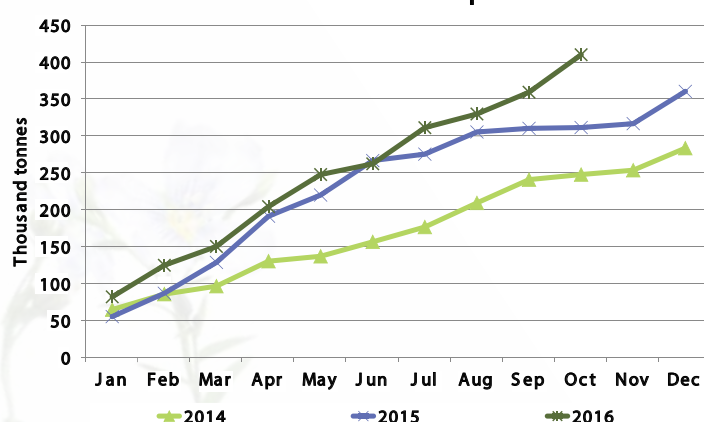


# FLAX MARKET SNAPSHOT

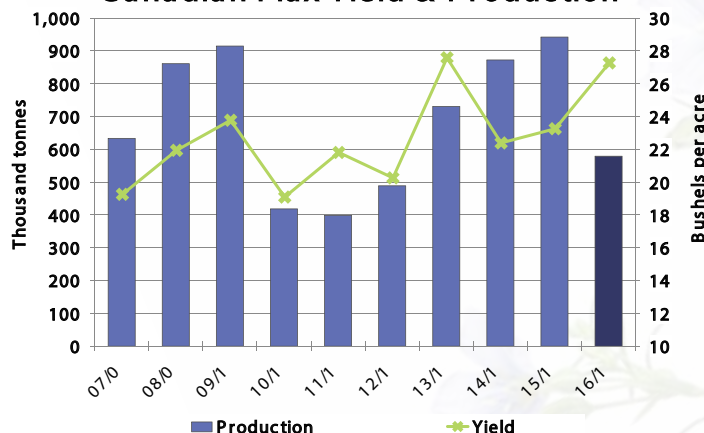
## Black Sea Linseed Production



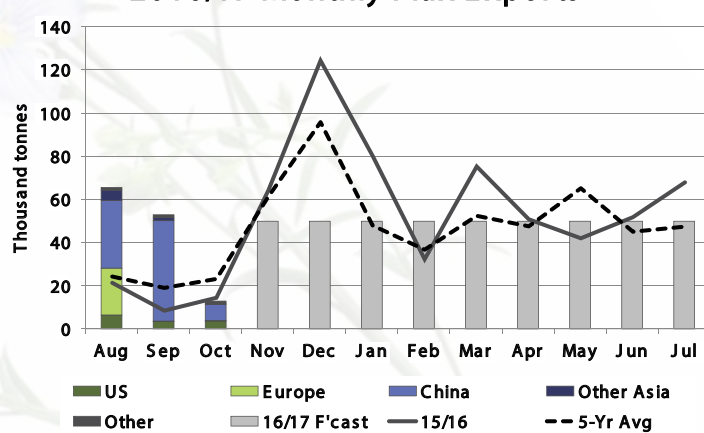
## Chinese Linseed Imports



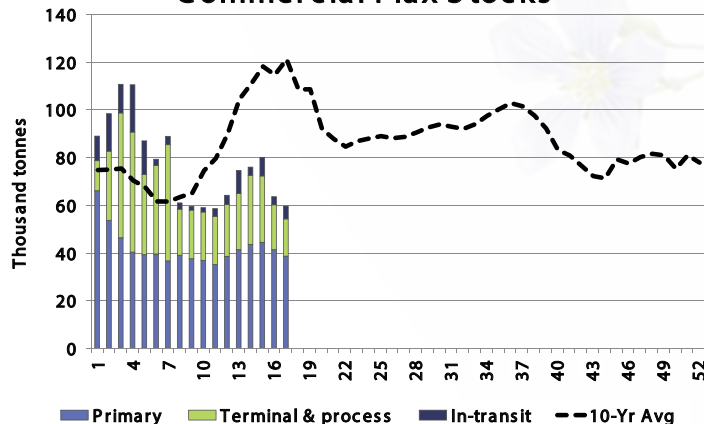
## Canadian Flax Yield & Production



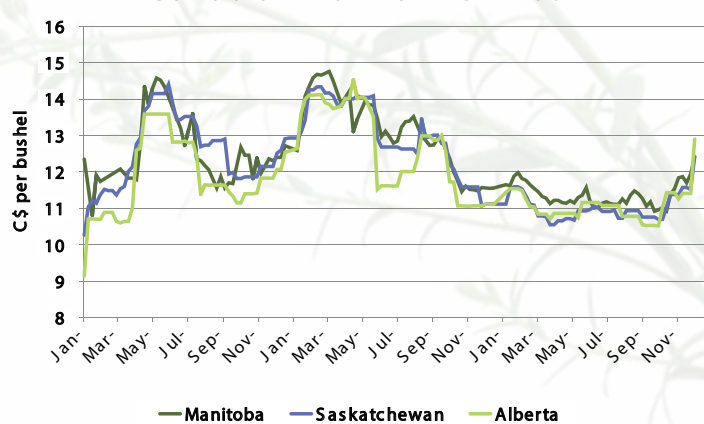
## 2016/17 Monthly Flax Exports



## Commercial Flax Stocks



## Canadian Flax Farmer Bids





# ARTICLES

## DIETITIAN ZANNAT REZA DISHES FLAX ON MORNING TV IN DECEMBER

Dietitian Zannat Reza talked healthier holiday baking on 2 separate television spots in Toronto. HealthyFlax.org partnered with Reza to develop recipes and highlight ground flaxseed as one of her baking heroes in the spots.

Zannat appeared on CHCH Morning Live. [View Segment](#) Zannat also appeared on CBC News and spoke with CBC's Michael Serapio about snacking smarter during holiday party season. Her tips include adding ground flax to your holiday baking.



[See full interview.](#)

Here are links to the four 'healthier' holiday recipes Zannat developed using ground flaxseed:

1. [Chocolate Peanut Butter Balls](#)
2. [Pistachio Cranberry Biscotti](#)
3. [Carrot Gingerbread Loaf](#)
4. [Fully-loaded Holiday Bark](#)

## HEALTHYFLAX AT FNCE

In October, HealthyFlax.org exhibited at the Food and Nutrition Conference and Expo in Boston. This conference is one of the largest meetings of food and

nutrition experts in the world with well over 10,000 registered dietitian, nutrition science experts and industry leaders attending each year. The conference is organized by the Academy of Nutrition and Dietetics.

There was a lot of traffic to our booth and dietitians were interested in taking our resources to pass along to their clients. The main questions and comments we received this year included:

- interest in the flax egg for vegan and egg allergies,
- is grinding necessary?
- comparison of chia, hemp and flax,
- differences between brown and yellow seed,
- cross contamination with gluten containing crops,
- interest in hair gel,
- and general nutrition questions.

Dietitians were also looking for recipes and resources to give out to clients. Shelley Case, RD and Celiac specialist indicated that the CDN Grains Council was investigating gluten cross contamination in specialty crops. She is going to follow up with more information. We also expanded our list of media dietitians and investigated various subgroups including SCAN, Food and Culinary and Hispanic Dietitians. Based on interested in the flax egg, we reorganized our social media calendar to develop content and push out information on flax eggs in January.



## HEALTHYFLAX ONLINE

HealthyFlax.org continues to grow its following on several social media platforms. In January, we featured a new video – How to make a Flax Egg – which has received almost 10,000 views on Facebook and YouTube so far. We also developed 5 new baking recipes that utilized a flax egg which were also featured on our website and social media platforms during January. Here is the collection:

- [Lemon-Pear Bundt Cake](#)
- [Four Fruit and Coconut-Oat Crumble](#)
- [Hearty Cinnamon-Apple Pumpkin Muffins](#)
- [Salted Pistachio and Chocolate Chunk Cookies](#)
- [Sweet Hometown Corn Muffins](#)

We average about 6,500 to 7,500 visits to our website each month with about 85 % being new users. Most visitors are from the US, then India, then Canada and the United Kingdom.



## MAIRLYN SMITH'S FIBRE MONTH CHALLENGE

In November, we provided support for a Fibre Challenge featured on Cityline's Morning Show with Mairlyn Smith. Mairlyn Smith is a well-known home economist who is frequently featured on television in the Toronto area. Mairlyn is also the self-proclaimed Queen of Fibre and a huge fan of flax. Fibre month lasted the entire month of November and we were able to garner a lot of social media from the event. Flax was featured in recipes, segments and as the tip for day one of the challenge on the Cityline morning program and their social media channels. Thank you to CanMar Grain for providing packages of ground flax for the studio audience. Coverage included:

Fibre Challenge:

<http://www.cityline.ca/video/fibre-challenge-day-1/>

Video:

<http://www.cityline.ca/video/perfect-recipe-for-your-daily-fibre-intake/>

Video:

<http://www.cityline.ca/video/fibre-licious-snacks-and-food-tips-to-keep-your-body-healthy/>

Recipe:

<http://www.cityline.ca/recipe/breakfast/high-fibre-banana-chocolate-chip-muffins/>

## SOCIAL MEDIA LINKS:

FACEBOOK:

<https://www.facebook.com/healthyflax>

TWITTER:

<https://twitter.com/HealthyFlax>

INSTAGRAM:

<https://www.instagram.com/healthyflax>

PINTEREST:

<https://www.pinterest.com/healthyflax>

YOUTUBE:

<https://www.youtube.com/channel/UCBhHFKwKpnp0fkU4tx1waUQ>