

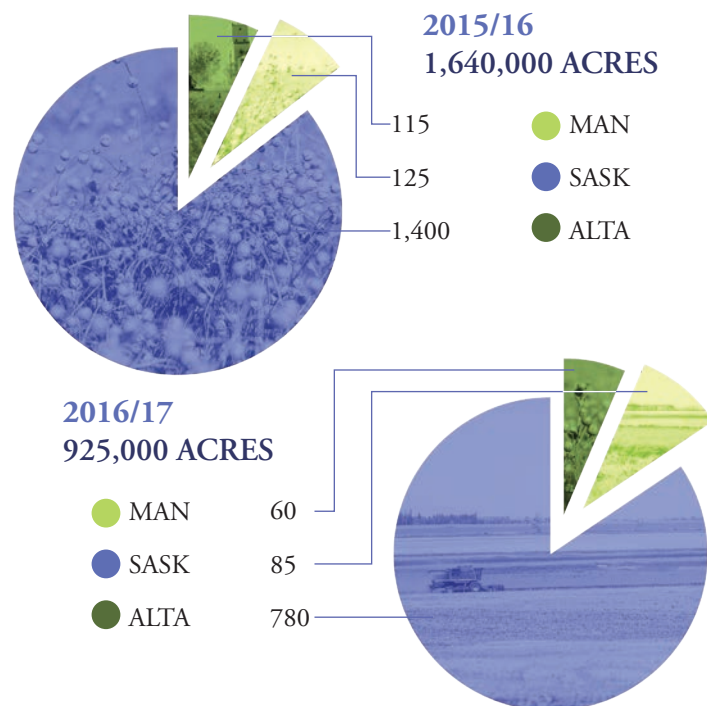
flaxfocus

October 2016



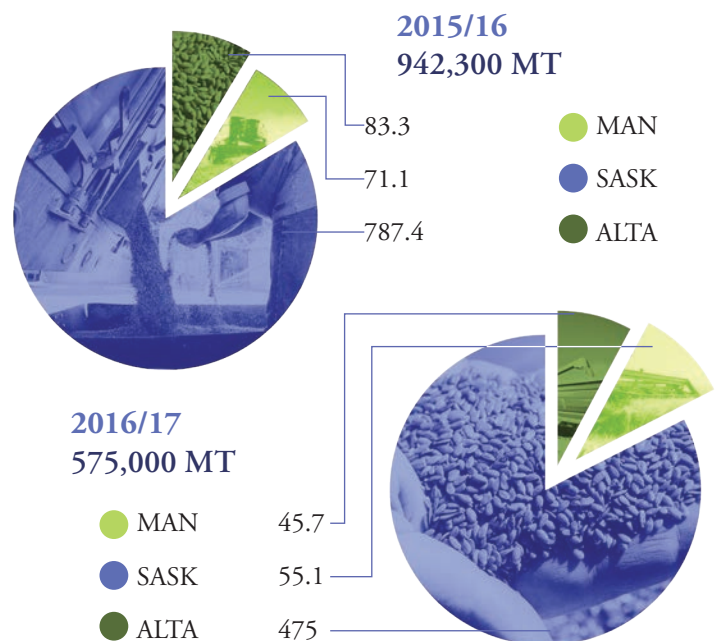
FLAX COUNCIL OF CANADA

STATISTICS CANADA ACREAGE



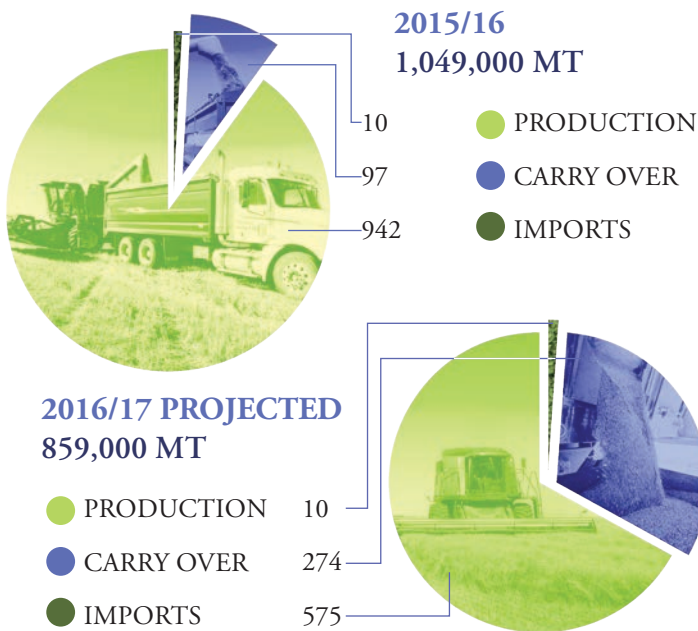
- Statistics Canada reported Acreage June 29th showing a 44% reduction in Canada
- Manitoba acres were down 32% to 85,000 vs last year 125,000 with soybean acres continuing to grow up 17% or 240,000 acres year over year
- Alberta acres were down 48% to 60,000 from 115,000 and Saskatchewan down 45% to 780,000 from 1,400,000 with corresponding increases in lentil acreage up almost 2 million acres

PROJECTED PRODUCTION 2016/17



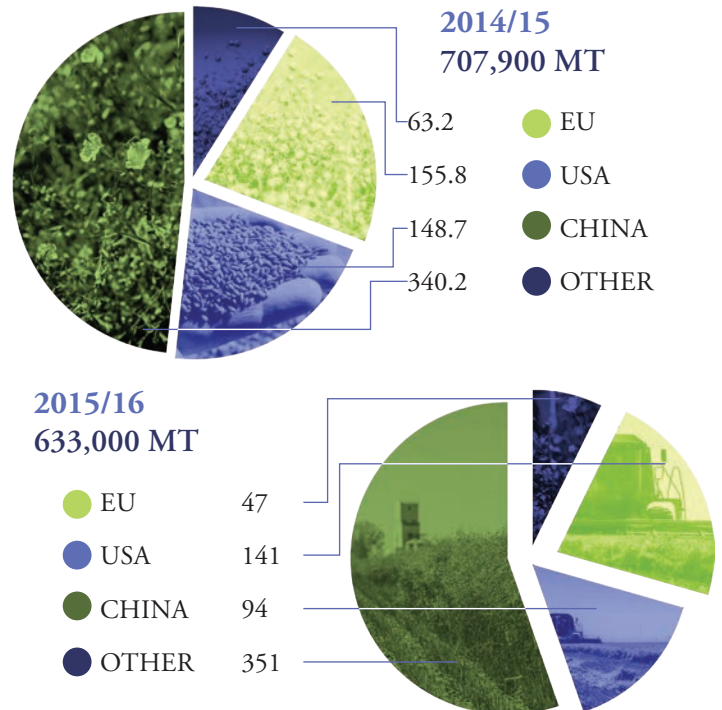
- Statistics Canada estimated Flax production on August 23rd at 575,800 metric tons vs 942,300 metric tons in 2015/16
- Estimated yield is 24.5 bu/a
- With harvest yet to come the weather will play an important role in the final outcome

TOTAL SUPPLY 2016/17 (PROJECTED)



- On September 6th Statistics Canada reported stocks of Flax as of July 31st 2016 at 274,000 metric tons vs 97,000 as of July 31st 2015
- This higher carryover from the 2015/16 crop will offset the lower production this year and result in an overall supply situation which should be adequate to meet demand based on last year
- This is contingent upon the final outcome of the crop of course

CANADIAN FLAXSEED EXPORTS



- Exports in 2015/16 are 633,000 MT, down from 707,900 in 2014/15 due to reduced shipments to Europe and a dramatic drop to the U.S.
- Exports to our largest customer, China, will be unchanged as the demand is expected to continue and grow

KEY ISSUES FOR THE 2016/17 CROP YEAR

- **WHAT WILL BE THE FINAL PRODUCTION**
 - Harvest is underway
- **WILL PRICES BE EFFECTED BY THE LOWER SUPPLY**
 - Farmers may not be willing sellers
- **WILL EXPORT DEMAND INCREASE**
 - Lower crop in the U.S.
 - Demand in smaller markets

healthyflax.org



HealthyFlax.org is the source of information on the health benefits and uses of whole flaxseed, ground flaxseed and flaxseed oil. Our website includes recipes, nutritional evidence, facts and news about flaxseed in all its forms. HealthyFlax.org is supported by Canada's flax growers, processors, food manufacturers and governments.

Visit for:

- Recipes
- Nutrition Info
- Articles
- News
- Helpful Videos
- Health Benefits



Visit or search Healthy Flax on Youtube for regular, great content.



Sign up to follow us on our new Youtube Channel.

That way you won't miss any of our videos. Our August video featured the Frozen Yogurt Fruit Bark with Flax recipe.

It was featured on all of our social media channels this month, including Youtube:

<https://www.youtube.com/watch?v=oPInjcAWkTg>



DIETITIAN'S KEEP UP TO DATE ON FLAX

Today's Dietitian's August Continuing Education article featured a comprehensive write up on flax by Jessica Cording, MS, RD, CDN. The article reviewed research related to flax and discussed flax's place in a balanced diet to help meet fibre and omega-3 fatty acid recommendations. Further, it looked at the potential benefits of flax in regard to a variety of health conditions.

Article: The Role of Flax in the Diet — Learn About Its Nutritional Content and Potential to Help Prevent and Manage Various Medical Conditions



SUPER SEEDS ARE SMALL BUT MIGHTY

Flaxseed was one of nine super seeds featured in the August issue of Food & Nutrition Magazine. This magazine has a readership of 77,000+ print readers including all members of the Academy of Nutrition and Dietetics.

Article: 9 Super Seeds are Small but Mighty

DIETITIAN PATRICIA CHUEY TALKS FLAX ON CTV MORNING LIVE IN VANCOUVER

Patricia shared nutritional information about ground flax. She also suggested easy ways to add ground flaxseed to your diet and explained how to make an egg replacer with ground flax on a recent CTV Morning Live Vancouver show. #2TbspFlax #AddFibre **[Check out the video.](#)**

HOME ECONOMIST JUDY SCOTT WELDEN SHARES FLAX TIPS ON CTV MORNING LIVE IN OTTAWA

Judy discussed how to buy, grind and store flaxseed recently on a CTV Morning Live Ottawa show. She also shared ways to add ground flax to your cereal, smoothie or yogurt. Judy also talked about our #2TbspFlax Muffin recipe from the HealthyFlax website!

[Check out the show.](#)

FLAX FEATURED ON SASKATCHEWAN FARM TO FORK MEDIA TOUR

Thanks to SaskFlax's sponsorship of Farm & Food Care SK Food Media tour flaxseed was one of the key ingredients featured on the tour. The tour visited local farms, featured flaxseed on the menu and was an opportunity to engage with close to 30 chefs, dietitians, food writers and media about flaxseed.



HEALTHYFLAX.ORG IS ON THE ROAD TO FNCE IN BOSTON

HealthyFlax.org is exhibiting at the Food and Nutrition Conference and Expo in October in Boston. This conference is one of the largest meetings of food and nutrition experts in the world with more than 10,000 registered dietitian, nutrition science expert and industry leaders attending each year. The conference is organized by the Academy of Nutrition and Dietetics.



FLAX BITES FEATURED IN OUR SEPTEMBER SOCIAL MEDIA

Snacking is one of the latest food trends. Our September social media push feature newly developed Flax Bite recipes perfect for snacking. The recipes are also available on the website. We will also be releasing a Five Easy Ways to Add Ground Flaxseed video.



Ingredients:

- 1 3/4 cups (425 mL) rolled oats
- 1/4 cup (60 mL) ground flaxseed
- 1/2 cup (125 mL) cinnamon twist flax nutbutter
- 1 cup (250 mL) dried cranberries
- 1/3 cup (75 mL) honey
- 1 tsp (5 mL) vanilla extract
- 1/2 cup (125 mL) fine chopped pecans

Instructions:

- In a food process blend oats until fine, add flaxseed, nutbutter, cranberries, honey and vanilla extract. Process until it forms a thick paste. Scraping down the sides with a spatula a couple times.
- Take 1 Tbsp (15 mL) of the mixture, form into balls and roll in pecans. Chill for 30 minutes and serve

Makes 20 energy balls.

Note: Store, covered, in the refrigerator for up to 5 days.

Yield: 20 energy bites

Serving Size: 2 energy bites. Each serving contains 1 Tbsp (15 mL) ground flax

Nutritional Analysis

Calories	240
Total Fat	9 g
Saturated Fat	1 g
Cholesterol	0 mg
Carbohydrates	37 g
Fibre	5 g
Sugar	21 g
Protein	4 g
Sodium	10 mg
Potassium	113 mg

SOUTH KOREAN FLAXSEED DELEGATION IN CANADA

The Flax Council of Canada recently participated in hosting a Korean delegation in Canada to produce a film and newspaper article featuring Canadian Flaxseed. One key component of the film of course was to capture harvest activity which was somewhat of a challenge in a very short time line. However, on October 1st, the weather cooperated and the group was fortunate to capture some great footage of a flax harvest in Arborg, Manitoba.

The group also visited a processing plant which provided another key element in their filming in a demonstration of how flax is prepared in Canada for shipment to various destinations throughout the World. South Korea has become an important market for Canadian flax with imports last year up 477% primarily due to the growing awareness of the health and nutritional benefits of flax.

Flax in South Korea has become widely known as a 'Super Food'.

A third component of the visit was a visit to the Richardson Centre for Functional Foods and Nutraceuticals located at the University of Manitoba. This gave the group the opportunity to interview experts who were highly qualified to speak to the nutritional benefits of flax and answer a number of health related questions.

There is no doubt that there will be continued interest in our crop from this country and more opportunities to cooperate in expanding our relationship with South Korea in the future.





CropConnect
Conference



The Flax Council of Canada is the
Opening Day Nutrition Sponsor
2017 CropConnect Conference
February 15 & 16, 2017

Visit our new website cropconnectconference.ca for more information.

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