



# Choose **Canadian** For **Quality** And **Consistency**

Facts about Canadian  
sunflower seed  
and mustard

**CSCA** 

CANADIAN SPECIAL  
CROPS ASSOCIATION  
ASSOCIATION CANADIENNE  
DE CULTURES SPECIALES



# SUNFLOWERS

**Over the past 10 years, production of Canadian sunflower seed has more than doubled to meet international demand.**

Sunflower seed has been grown commercially in Western Canada since the 1940's but it has only been in the past ten years that Canadian confectionary sunflower production and export has increased dramatically. There is a growing international demand for Canadian-grown confectionary and oilseed varieties of sunflower seed. This demand is driven not only by the high overall quality of Canadian sunflower seed but also by the excellent reputation enjoyed by Canada's food and beverage industry as a leader in food safety and quality.

Advantages provided by Canadian sunflower seed:

- **Secure supplies** – Canadian production is steadily increasing to meet the needs of a growing demand from domestic and international customers.
- **Stable quality guaranteed** – The Canadian industry has been recognized for consistent high quality sunflowers of both the in-shell confectionary variety, and the dehulled kernel for the baking industry.
- **Exclusively non-GMO crops** – There are no registered GMO sunflower hybrids grown in Canada.
- **Emerging NuSun type hybrids** – NuSun hybrids have medium levels of oleic acid content in the seed (oil) for reduced trans fats for a healthier vegetable oil.





# MUSTARD

A world leader in mustard production and export, Canada accounts for about 75 – 80% of all mustard exports worldwide. Thanks, in part, to a climate that provides ideal growing conditions, Canada produces and exports several varieties of premium mustard, including brown mustard, yellow mustard (also known as white mustard) and oriental mustard.

**Western  
Canada:  
home to the  
world's best  
mustard seed  
producers.**

Advantages provided by  
Canadian mustard seed:

- **Secure supplies –**
  - As the world's leading exporter of mustard, Canada is consistently able to meet demand (Canada produces 180,000 – 240,000 hectares of mustard seed annually).
  - Canada is recognized internationally as being among the best in the world in terms of ensuring food safety and quality.
- **Consistent superior quality –**
  - Canadian brown and oriental mustard are known to be the most consistent in their hotness principles.
  - Canadian yellow mustard (also known as white mustard) and oriental mustard are recognized for their consistent bright yellow colour.
- **Exclusively non-GMO crops –**
  - There are no GMO varieties of condiment mustard registered for production in Canada.





# CSCA

The Canadian Special Crops Association establishes trade rules and serves as a forum for exporters, dealers, brokers and processors involved in the industry of trading Canada's special crops: dry peas, lentils, mustard seed, canary seed, dry beans, chickpeas, faba beans, sunflower seeds, safflower seeds, and buckwheat.

**Canadian Special Crops Association members are committed to deliver integrity, innovation and value to consumers throughout the world.**



CANADIAN SPECIAL  
CROPS ASSOCIATION  
ASSOCIATION CANADIENNE  
DE CULTURES SPÉCIALES

## **Canadian Special Crops Association**

1215 – 220 Portage Avenue Winnipeg, Manitoba R3C 0A5  
Phone: (204) 925-3780 Fax: (204) 925-3785

[office@specialcrops.mb.ca](mailto:office@specialcrops.mb.ca)  
[www.specialcrops.mb.ca](http://www.specialcrops.mb.ca)

Content of this publication can only be reproduced with the permission of the CSCA.

This project was made possible by financial contributions from Agriculture & Agri-Food Canada