

BUCKWHEAT PRODUCTION
IN CANADA

Market Report

Prepared for

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September 09, 2002

Francois Catellier
Greg Cherewyk

North American Buckwheat Promotional Committee
Winnipeg, Canada

Dear Mr. Catellier and Mr. Cherewyk:

As you requested in the project assigned July 09, 2002, I have researched some aspects of Canadian buckwheat industry.

This report contains information latest production and processing indicators, as well as analysis of buckwheat consumption and opportunities for Canadian producers.

The majority of information was obtained from the Statistics of Canada, Food and Agriculture Organization of the United Nations and Agriculture and Agri-Food Canada official websites and printed materials as the most up-dated sources of information. However, some of the important data I have get from different provincial web-sites and other sources of information. Also I have included information from the survey of industry participants.

Thank you for the opportunity to conduct this research. I enjoyed the opportunity to learn about Canadian buckwheat industry, and I have found many attractive opportunities in this sector. I worked hard to conduct this research and contribute my knowledge of specific areas.

In the meantime, if you have any questions about this report, please, call me at 925-3783 or send e-mail to admin@specialcrops.mb.ca

Sincerely,

Victoria Umin

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EXECUTIVE SUMMARY

Buckwheat production in North America represent slightly more than 1 percent of world production. In 2001 Canada produced 17, 000 tonnes, and the USA – 65, 000 tonnes of buckwheat. However, both Canada and the U.S. are world's largest buckwheat exporters. Canada export about 50 percent of its annual production, and the U.S. exports 15-20 percent. The main destination for North American buckwheat export is Japan. Presently Japanese market is narrowing down to 1,500 tonnes per year. Manitoba is the largest buckwheat producer in Canada since mid-70-th. Buckwheat is produced extensively also in Ontario in Canada, and North and South Dakota, and Minnesota in the U.S.

At the domestic market buckwheat is primarily used for human consumption. There are no official records of the U.S. or Canada buckwheat products processing. But research shows that the majority of buckwheat in North America is milled into flour, or processed into groats.

Buckwheat flour has numerous uses in Canada and the U.S. It is widely used in pancake mixes as well as in various breads. It is often blended with wheat flour for use in bread, Japanese style pasta products, and some breakfast cereals. Although the overwhelming majority of buckwheat soba noodles are imported to North America from Japan, there are several buckwheat noodles producers at the domestic market. The largest of them is Canadian *Sobaya* from Quebec.

Groats (or dehulled seeds) are widely used in North America in cereals and milled into grits. Roasted groats, which are called kasha, are sold in whole and granulated forms. Kasha is very popular product among ethnic European people and Jews. Wolff's kasha, which is the brand name of the *Birkett Mills*, is sold in all kosher food stores in North America. The bulk of roasted buckwheat groats that is sold throughout ethnic food stores is imported to Canada and the U.S. from Russia, Ukraine and Poland.

Buckwheat products are distributed mainly through health or special food stores, ethnic food stores (Japanese for soba noodles, European and Kosher for kasha), large supermarket chain and wholesalers, who supply buckwheat products to restaurants.

Although current buckwheat use is limited to soba noodles, pancake mixes, and kasha, the potential for including buckwheat in other products (e.g. pasta, ready to eat cereals, extruded snacks, and specialty breads) is tremendous. The nutraceutical characteristics of buckwheat offer substantial dietary benefits to people with high blood pressure and other ailments.

The nutritional characteristics of buckwheat place this crop in an excellent position to be included in a variety of food products. New developments in medical research are providing new avenues for consideration in advancing the utilization of buckwheat.

In summary, buckwheat is a popular food among different market segments in North America. Continued integration of research across production, processing, and marketing levels will greatly assist in developing the future for buckwheat.

BUCKWHEAT PRODUCTION IN CANADA GENERAL OVERVIEW

The statistic of buckwheat production, area and yield in Canada for period 1991-2001 is shown in Figure 1.

Figure 1. Canada. Buckwheat Production (1990-2001)

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
Production (Tonnes '000s)	23.3	10.8	7.60	12.4	21.2	22.2	16.5	14.8	12.5	13.6	17.5
Area (Harvested acres '000s)	53.9	42.5	22.4	26.5	41.7	38.7	37.2	35.7	32.7	36.7	33.0
Area (Harvested hectares '000s)	21.8	17.2	9.4	10.7	16.8	17.1	15.0	14.4	13.2	14.8	15.0
Yield (Tonnes/acre)	0.43	0.25	0.32	0.47	0.51	0.52	0.45	0.40	0.36	0.36	0.40
Yield (Tonnes/hectare)	1.07	0.63	0.81	1.16	1.26	1.30	1.10	1.0	0.95	0.92	1.13

Canadian buckwheat production is on average 13-20 thousand metric tonnes per most year. Statistics Canada reported production of 17,500 tonnes of buckwheat in 2001. Agriculture and Agri-Food Canada, however, indicate 18,100 tonnes were produced. One of the factors that could explain this variation is the fact that farmers, who grow buckwheat as a manure crop, may not always report figures of buckwheat production.

1991 was the year of highest buckwheat production in Canada (see Figure 2).

Figure 2. Buckwheat Production in Canada 1991-2001

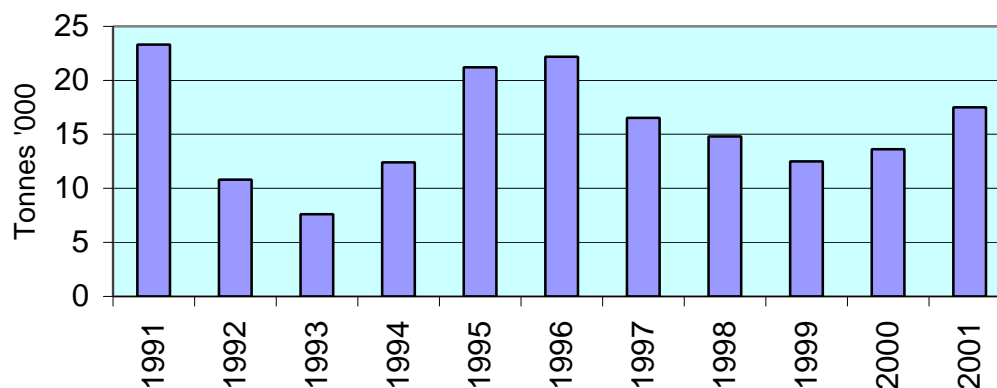


Figure 3 shows that Canada produces only about 0.25 percent of the world's buckwheat production.

Figure 3. Canada. Buckwheat Production (1991-2001) (Tonnes '000s)

	Years										
	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
Canada	23.3	10.8	7.60	12.4	21.2	22.2	16.5	14.8	12.5	13.6	17.5
World	2,985.4	3,866.6	3,254.3	2,860.5	2,763.9	2,595.3	2,933.2	2,513.0	2,348.2	3,153.8	3,261.4

Source: FAOSTAT, <http://apps.fao.org/page/collections?subset=agriculture>.

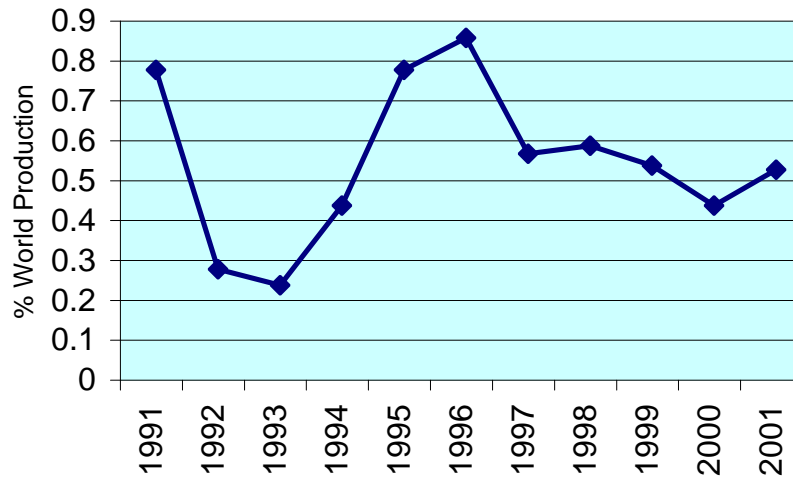
In comparison with the world buckwheat production, Canadian figures don't look very impressive. However, Canada is among world biggest buckwheat producers and exporters (see Figure 4 and Appendix A1) (<http://apps.fao.org/page/collections?subset=agriculture>).

Figure 4. World Largest Producers of Buckwheat (Tonnes)

2001	
1	China 1,700,000
2	Ukraine 650,000
3	Russian Federation 570,000
4	Poland 66,877
5	United States of America 65,000
6	Brazil 50,000
7	Japan 28,500
8	France 25,000
9	Kazakhstan 25,000
10	Canada 17,000
11	Lithuania 15,000
12	Latvia 12,400
	World - Total 3,261,403

Source: FAOSTAT, <http://apps.fao.org/page/collections?subset=agriculture>

Figure 5. Buckwheat Production in Canada 1991-2001 (Percentage/World Production)



Canadian buckwheat producers harvested about 15,000 hectares in 2001. In the year 1991, with the highest production, the acreage was 21,800 hectares (see Figure 6).

Figure 6. Buckwheat. Harvested Area 1991-2001 (Hectares '000)

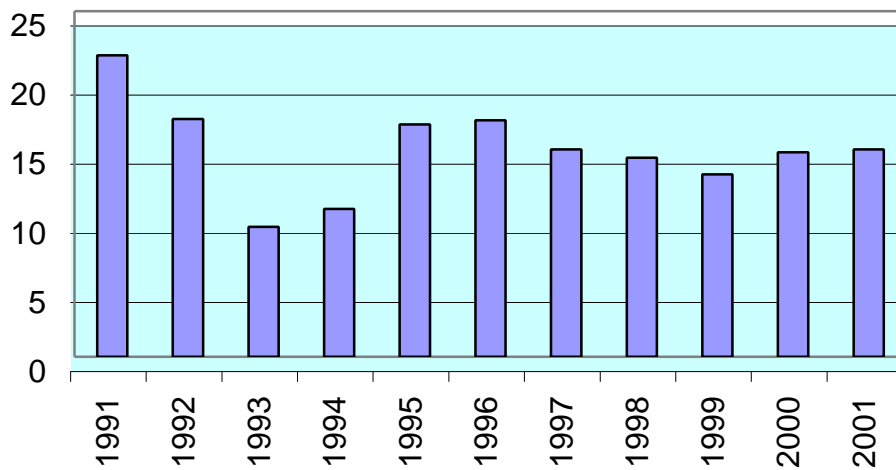
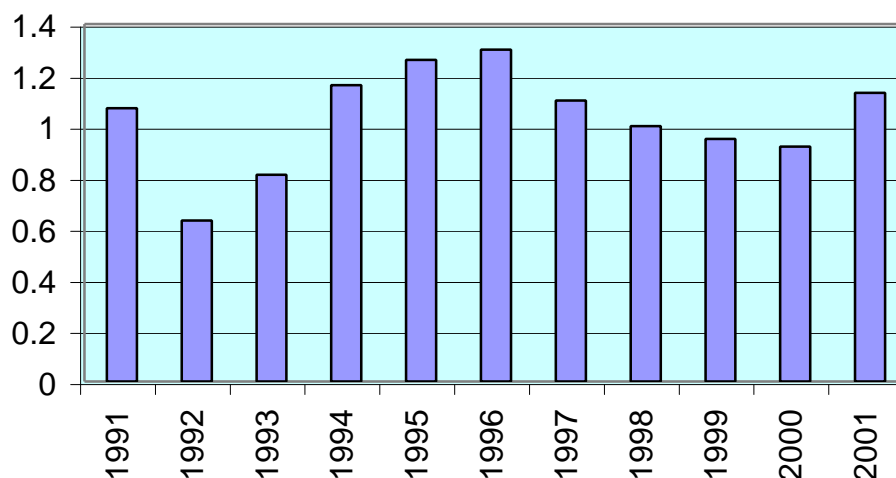


Figure 7 indicates that 1996 was the year with the largest yield of buckwheat.

Figure 7. Buckwheat. Yield 1991-2001 (Tonnes/Hectare)

According to Figure 8, Canada consumed nearly 50 percent of buckwheat domestically. Two periods represent very low domestic consumption: 1991-1993 and 1997.

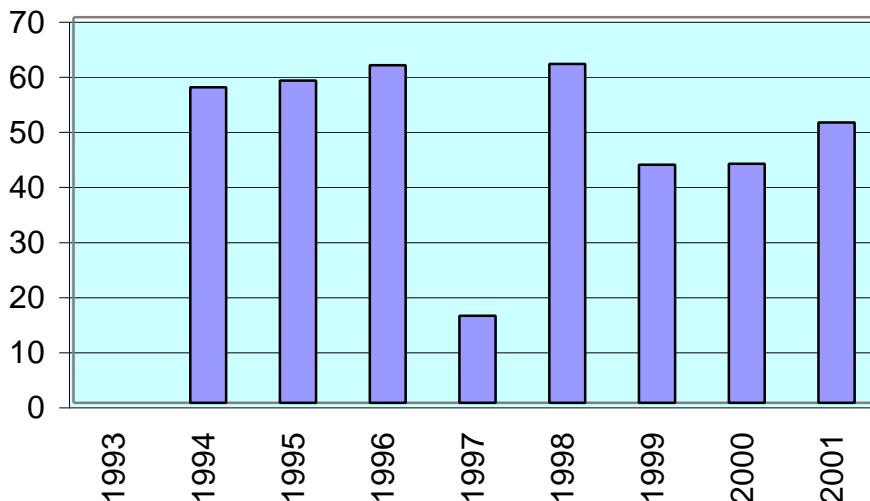
Figure 8. Canada. Buckwheat Domestic Consumption (1990-2001)

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
Production (Tonnes '000s)	23.3	10.8	7.60	12.4	21.2	22.2	16.5	14.8	12.5	13.6	17.5
Exports- Qty (Tonnes '000)	16.7	17.2	7.7	5.3	8.8	8.6	13.9	5.7	7.1	7.7	8.6
Export Value (Cdn\$, millions)		5.3	2.9	2.9	4.6	4.2	6.4	2.8	3.5	4.2	3.8
Imports- Qty (Tonnes '000)	0.001	0.001	0.002	0.001	0.001	0.001	0.001	0.001	0.003	0.001	0.001
Import Value (Cdn\$ '000)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	736.2	181.9	218.9
Domestic Consumption	-	-	0.1*	7.1	12.4	13.6	2.6	9.1	5.4	5.9	8.9
Domestic Consumption, % production	-	-	0.23*	57.3	58.5	61.3	15.8	61.5	43.2	43.4	50.9

- 1991, 1992, 1993

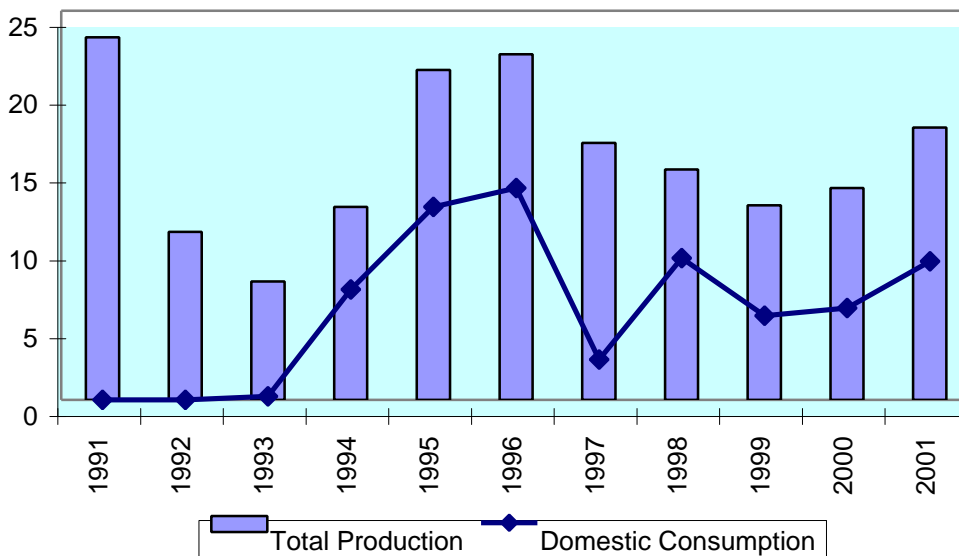
Figure 9 shows changes in buckwheat domestic consumption in Canada. From 1994 until 2001, an average of 49 percent of buckwheat was consumed domestically.

**Figure 9. Buckwheat Domestic Consumption in Canada (1993 - 2001)
(Percentage/Production)**



Periods with the lowest domestic consumption are 1991-1993 and 1997. It is interesting to point out that, according to Figure 10 production indicators in these periods are high.

Figure 10. Buckwheat Production and Domestic Consumption in Canada (Tonnes '000s)



BUCKWHEAT EXPORT AND IMPORT IN CANADA

Canada exported annually an average of 51 percent of its buckwheat. According to FAOSTAT, Canada, in 2000, was the world's fourth largest world buckwheat exporter (see Appendix B1 and Figure 11)(<http://apps.fao.org/page/collections?subset=agriculture>).

Figure 11. World Largest Buckwheat Exporters (Metric Tonnes)

1992

1	China	87,969
2	United States of America	19,988
3	Canada	17,234
4	Netherlands	5,272
5	Hungary	361
6	Belgium-Luxembourg	316
7	Russian Federation	188
	World	137,195

1996

1	China	102,144
2	Ukraine	29,000
3	United States of America	15,222
4	Kazakhstan	9,982
5	Canada	7,995
6	Netherlands	6,876
7	Belgium-Luxembourg	2,295
	World	180,613

2000

1	China	105,533
2	United States of America	12,190
3	Netherlands	9,376
4	Canada	9,158
5	Poland	6,053
6	Russian Federation	6,769
7	Czech Republic	2,517
	World	158,167

Source: FAOSTAT, <http://apps.fao.org/page/collections?subset=agriculture>.

About \$3.8 million of buckwheat was exported in 2001, being shipped to Japan, the U.S., Sri Lanka, France and Denmark (see Appendix B2)(strategis.ic.gc.ca).

However, Figure 12 illustrates significant changes in countries of destination for Canadian buckwheat through 1992-2001.

Figure 12. Total Buckwheat Export (Tonnes)

	1992	1993	1994	1995	1996	1997	1998	1999	2000
Japan	7,142	2,108	6,667	2,918	5,731	5,802	5,327	4,558	3,465
United States	0,863	0,562	1,303	1,227	2,073	1,424	1,286	1,882	4,941
France	19	-	40	-	-	-	-	124	-
United Kingdom	66	62	4	4	-	-	-	-	-
Netherlands	87	54	181	4,288	2,235	1,333	-	204	-
Austria	-	-	-	-	-	64	-	-	-
Switzerland	53	-	-	-	175	-	-	-	-
Chile	-	-	21	-	-	-	-	-	-
Belgium	-	-	-	-	-	-	-	483	-
Sweden	5	4	-	-	-	6	-	-	-
Romania	-	-	-	-	-	65	-	-	-
Germany	-	55	67	389	75	-	-	-	-
Italy	5	18	17	-	-	-	-	-	-
Guatemala	-	-	-	21	-	-	-	-	-
Australia	-	-	-	18	-	-	-	-	-
Venezuela	-	-	-	21	-	-	-	-	-
Costa Rica	-	21	-	-	11	-	-	-	-
Argentina	-	-	-	137	-	-	-	-	-
Dominican Republic	-	-	8	-	-	-	-	-	-
Spain	-	41	-	-	-	-	-	-	-
USSR (former)	n/a	-	-	-	-	-	-	-	-
TOTAL	17,200	7,700	5,300	8,800	13,9	5,700	7,900	7,700	8,648

Source: *Canadian Grain Industry Statistical Handbook, 2001.*

Figure 13. Buckwheat Export to Japan by Years

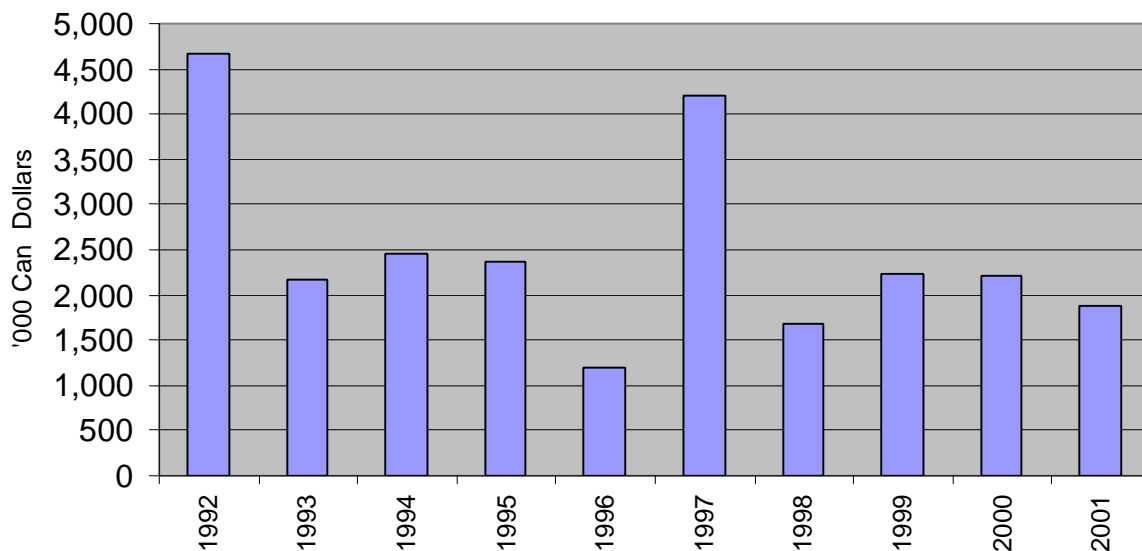


Figure 14. Buckwheat Export to the U.S.A. by Years

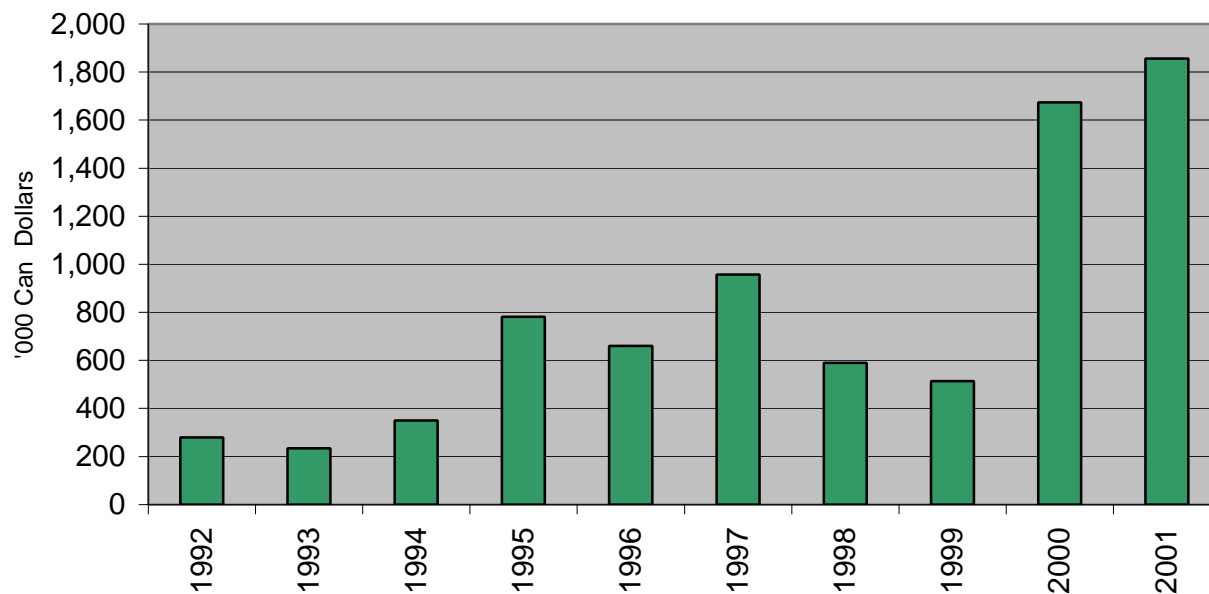


Figure 15. Buckwheat Export to Japan and the U.S.

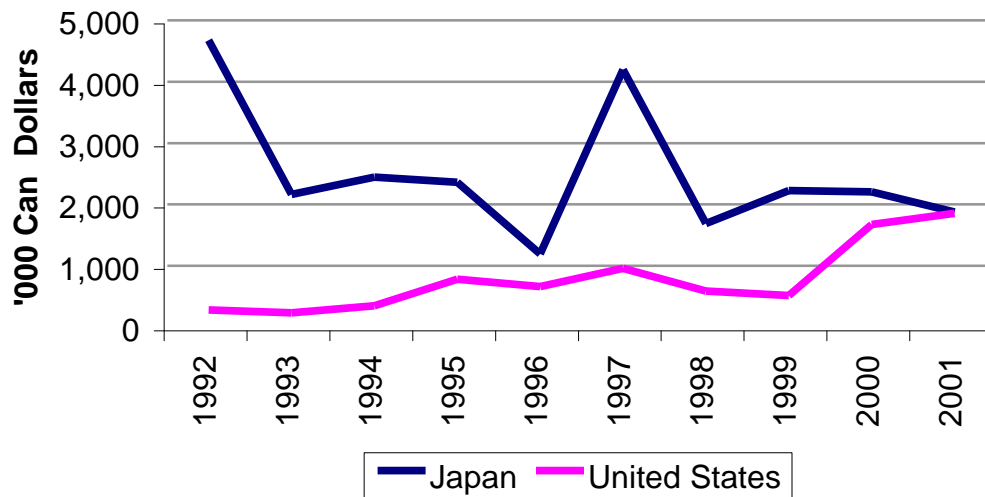
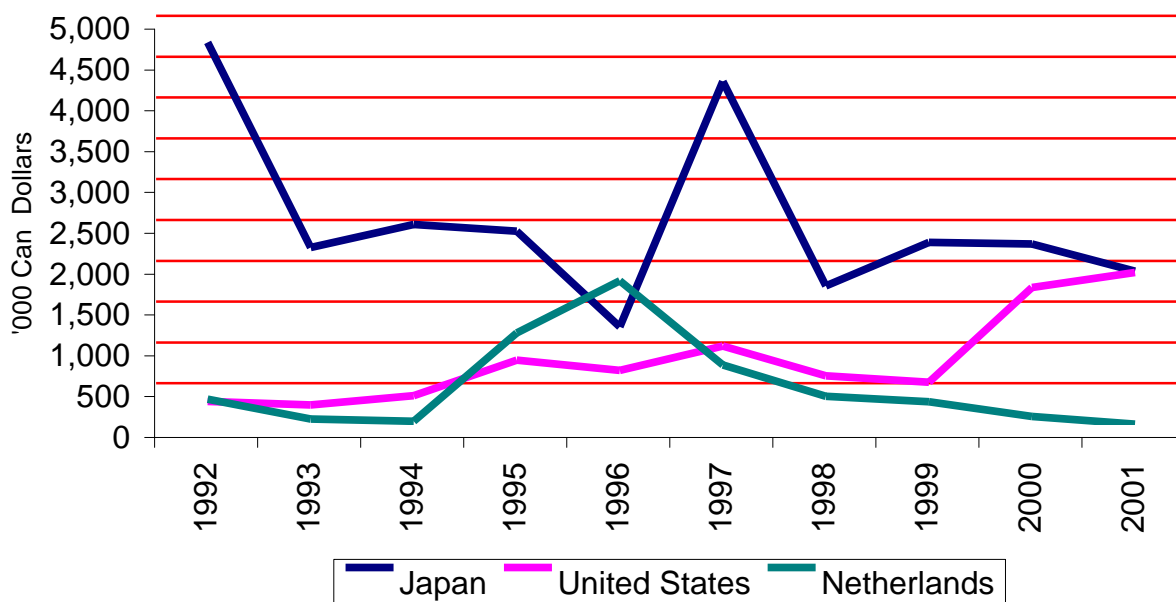
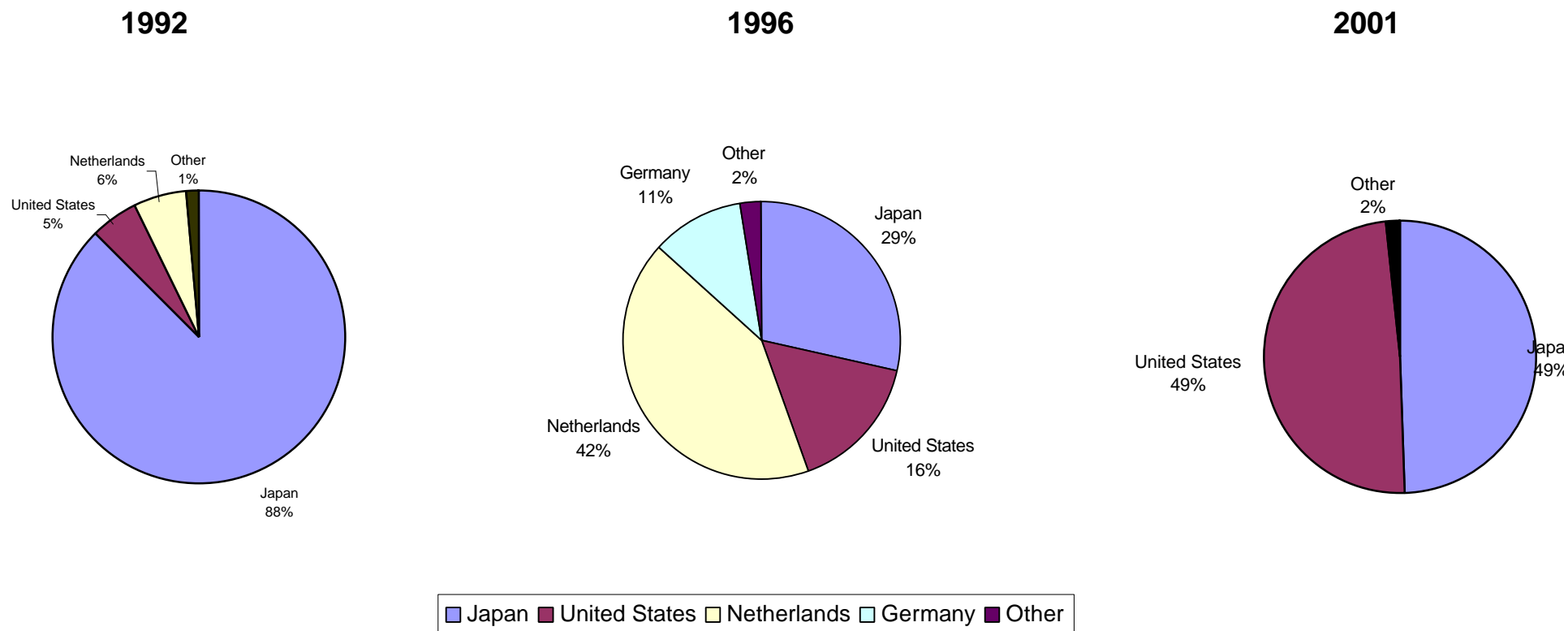


Figure 16. Buckwheat Export to Japan, the U.S. and Netherlands



In 1992, the largest importer of Canadian buckwheat was Japan (88 percent of total export). In 1996, Netherlands and Germany accounted for 53 percent. However, it is necessary to emphasize that Netherlands and Germany are only ports of entry for the Canadian products in Europe. Therefore, this figure includes all imports into several European countries.

Figure 17. Canada. Buckwheat Export (1992, 1996, 2001)



According to Statistics Canada, there is a very small amount of buckwheat imported into Canada. However, there is some evidence, that these figures are not fairly represented. For example, Ukraine, the U.S., and Poland indicate in their export figures some volume of buckwheat export to Canada (see Appendix B3)(www.statcan.ca).

Moreover, Canadian resources don't provide any export data of buckwheat products from Canada. On the other hand, the U.S. import officials indicated some figures of buckwheat products were imported to the U.S. from Canada. According to Appendix B 4 (www.ita.doc.gov), approximately 74 tonnes of buckwheat flour were imported from Canada.

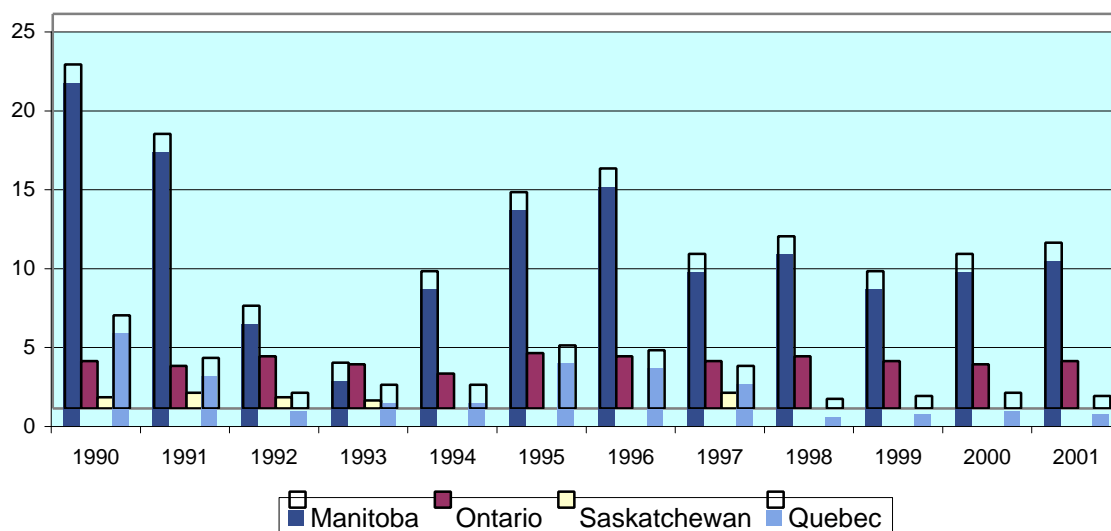
BUCKWHEAT PRODUCTION IN CANADA BY PROVINCE

Figure 18 shows the distribution of buckwheat production in Canada by provinces.

Figure 18. Buckwheat Production by Province (Tonnes '000)

	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
Manitoba	21.8	17.4	6.5	2.9	8.7	13.7	15.2	9.8	10.9	8.7	9.8	10.5
Ontario	3.0	2.7	3.3	2.8	2.2	3.5	3.3	3.0	3.3	3.0	2.8	3
Saskatchewan	0.7	1.0	0.7	0.5	-	-	-	1.0	-	-	-	n/a
Alberta	-	0.122	-	-	-	-	-	-	-	-	-	n/a
Quebec	5.9	3.2	1.0	1.5	1.5	4.0	3.7	2.7	0.6	0.8	1.0	0.8
Prince Edward Island	-	-	-	-	-	-	-	-	-	-	-	n/a
Nova Scotia	-	-	-	-	-	-	-	-	-	-	-	n/a
New Brunswick	-	-	-	-	-	-	-	-	-	-	-	n/a
British Columbia	-	-	-	-	-	-	-	-	-	-	-	n/a
TOTAL	31.4	24.42	11.5	7.7	12.4	21.2	22.2	16.5	14.8	12.5	13.6	14.3

Figure 19. Buckwheat Production in Canada (1990-2001) by Province.



Manitoba is the major buckwheat-producing province in Canada. In Manitoba, the largest concentrations of acreage are located in the south along the U.S. border and in the central part of the province (see Appendix C1)(www.mmpp.com). The Census of Agriculture 2001 reported 44, 876 harvested acres in Canada in 2001, 30,223 acres (or 67 percent) in Manitoba (see Appendix C2)(www.statcan.ca).

During the 2000/2001 cropseason, around 10,500 tonnes of buckwheat was produced in Manitoba. This represents 73 percent of total Canadian buckwheat production.

Ontario and Quebec accounted for approximately one third of total Canadian buckwheat production in 2001.

Only a small amount of buckwheat was grown in Saskatchewan in 1990-1993 and 1997.

The Census reported 333 farms that harvested buckwheat in Manitoba in 2001, 287 farms in Ontario, 178 in Quebec (see Figure 20).

Figure 20. Buckwheat. Harvested Area by Province ('000 Hectares)

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
Manitoba	14.2	6.1	8.1	12.1	12.1	10.1	12.1	10.1	12.1	12.2
Ontario	2.0	1.7	1.2	2.0	2.2	1.8	1.8	2.4	2.0	2.4
Saskatchewan	-	-	-	-	-	1.2	-	-	-	1.7
Alberta		0.2	0.2	0.3	0.3	0.2	0.2	0.2	-	0.1
Quebec	1.0	1.3	1.4	2.7	2.8	1.9	0.5	0.7	0.7	1.4
Prince Edward Island	-	-	-	-	-	-	-	-	-	0.02
Nova Scotia	-	-	-	-	-	-	-	-	-	0.04
New Brunswick	-	-	-	-	-	-	-	-	-	0.3
British Columbia	-	-	-	-	-	-	-	-	-	0.02
TOTAL	17.2	9.3	10.9	17.1	17.4	15.2	14.6	13.4	14.8	18.18

However, for the purpose of our report, it is very important, that the Census reported 64 farms that harvested buckwheat in Saskatchewan, 30 farms in British Columbia, 29 in New Brunswick, 17 in Nova Scotia. Provincial statistical sources of information don't provide any figures for buckwheat production, but this Census appears to be a more competent source of data. However, in these provinces farmers use buckwheat mainly as a green manure crop to improve soil health. For example, Cornelius Thiessen from Smiling Hobo Farms,

Alberta, indicated: “ I grew a small amount last year to develop some seed stock, ... my primary goal was to use buckwheat as a green manure crop”.

Figures about buckwheat export show us that provinces without officially declared buckwheat production have some export volumes.

Figure 21. Buckwheat Export. Distribution by Province ('000, Canadian Dollars)

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
Manitoba	4,343.8	2,554.9	1,899.8	2,909.5	3,128.5	4,798.9	1,821.2	1,999.2	2,512.3	1,659.4
Ontario	153.6	99.9	121.1	207.2	147.4	209.9	273.6	371.3	468.5	546.3
Saskatchewan	707.2	138.8	3.6	805.3	514.1	261.1	342.8	843.1	868.2	1,272.7
Alberta	-	-	11.6	330.5	2.9	59.6	52.5	130.5	24.7	113.7
Quebec	135.5	115.2	50.9	34.5	7.8	129.8	140.9	82.3	170.8	33.7
Prince Edward Island	-	-	-	-	-	-	-	-	-	-
Nova Scotia	-	-	-	-	-	-	-	-	-	-
New Brunswick	-	-	-	-	-	-	-	3.7	-	-
British Columbia	-	-	910.2	270.7	360.5	910.7	96.2	29.8	135.6	170.3
TOTAL	5,340.1	2,908.8	2,997.1	4,557.7	4,161.1	6,369.9	2,727.2	3,459.7	4,180.0	3,796.0

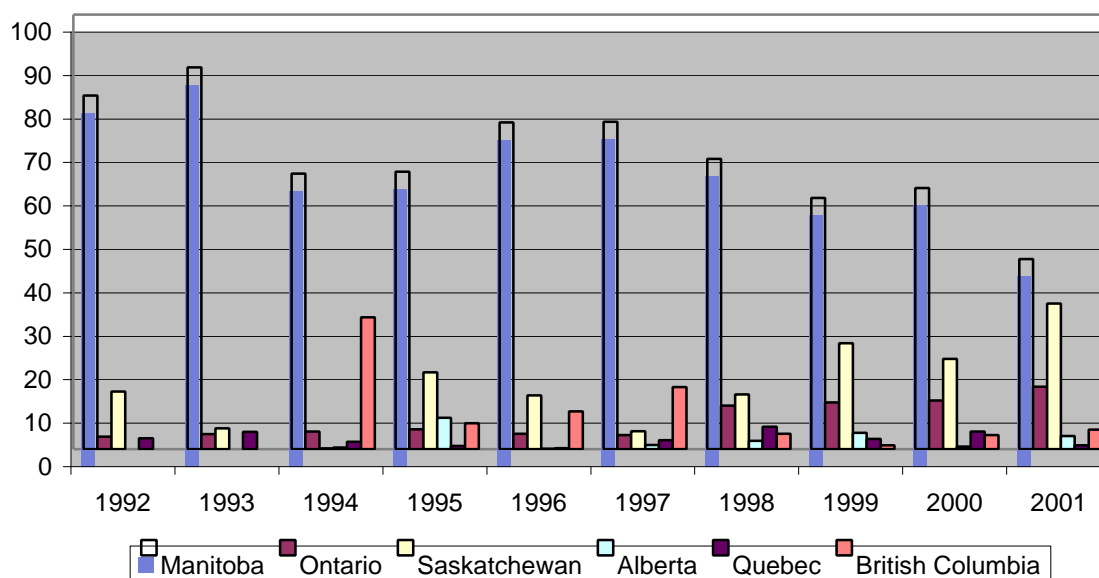
Source: <http://www.strategis.gc.ca>

Figure 22. Buckwheat Export. Distribution by Province (Percentage)

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
Manitoba	81.34	87.83	63.39	63.84	75.19	75.34	66.78	57.78	60.1	43.71
Ontario	2.88	3.43	4.04	4.55	3.54	3.23	10.03	10.73	11.21	14.39
Saskatchewan	13.24	4.77	0.12	17.67	12.35	4.1	12.57	24.37	20.77	33.53
Alberta	-	-	0.39	7.25	0.07	0.94	1.93	3.77	0.59	2.99
Quebec	2.54	3.96	1.7	0.76	0.19	2.04	5.17	2.38	4.08	0.89
Prince Edward Island	-	-	-	-	-	-	-	-	-	-
Nova Scotia	-	-	-	-	-	-	-	-	-	-
New Brunswick	-	-	-	-	-	-	0.11	-	-	-
British Columbia	-	-	30.37	5.94	8.66	14.3	3.53	0.86	3.24	4.49
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: <http://www.strategis.gc.ca>

Figure 23. Buckwheat Export. Distribution by Province (Percentage)



Yields generally range from 0.46 tonnes/hectare in 1992 in Manitoba to 1.9 tonnes/hectare in 2001 in Ontario.

Figure 24 shows that most of the commercial buckwheat crops produced in Manitoba since 1992 recorded below average yields.

Figure 24. Buckwheat. Yield by Province (tonnes per hectare)

	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
Manitoba	1.08	1.11	0.46	0.48	1.07	1.13	1.25	0.97	0.9	0.86	0.81	1.0
Ontario	1.07	0.91	1.65	1.65	1.83	1.75	1.5	1.67	1.83	1.3	1.4	1.9
Saskatchewan	-	-	-	-	-	-	-	-	-	-	-	-
Alberta	-	-	-	-	-	-	-	-	-	-	-	-
Quebec	1.37	1.01	0.95	1.15	1.07	1.48	1.32	1.42	1.2	1.1	1.4	1.3
TOTAL-Average	1.12	1.07	0.62	0.79	1.16	1.26	1.30	1.11	1.03	0.90	0.9	1.2

BUCKWHEAT PRODUCTION IN THE U.S.A. GENERAL OVERVIEW

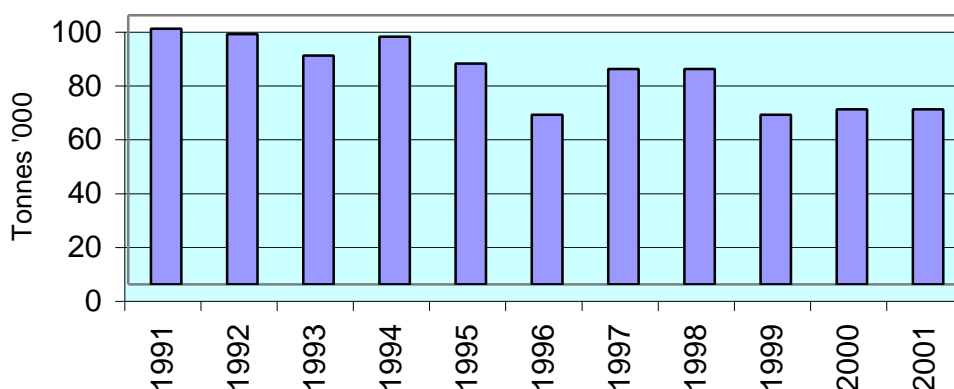
According to the US National Agricultural Statistics Service, buckwheat production in 2001 totalled 93,200 tonnes (205 million pounds), down 40 percent from 1991. There were 65,000 hectares of buckwheat harvested in the U.S. in 2001 (see Figure 25).

Figure 25. U.S.A. Buckwheat Production (1991-2001)

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
Production (Tonnes '000s)	95.0	93.0	85.0	92.0	82.0	63.0	80.0	80.0	63.0	65.0	65.0
Area (Harvested hectares '000s)	95.0	93.0	85.0	92.0	82.0	63.0	80.0	80.0	63.0	65.0	65.0
Yield (tonnes/hectare)	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

Average production during the period 1991-2001 was 86,300 tonnes. North Dakota is traditionally the largest producing province. According to Figure 26, the period between 1998-2001 is characterized by a slight decrease in the U.S. buckwheat production.

Figure 26. Buckwheat Production in the U.S.A., 1991-2001



American buckwheat producers harvested about 65,000 hectares in 2001 (see Figure 27). 1991 is the year with the largest harvested area for both the U.S. and Canada as well.

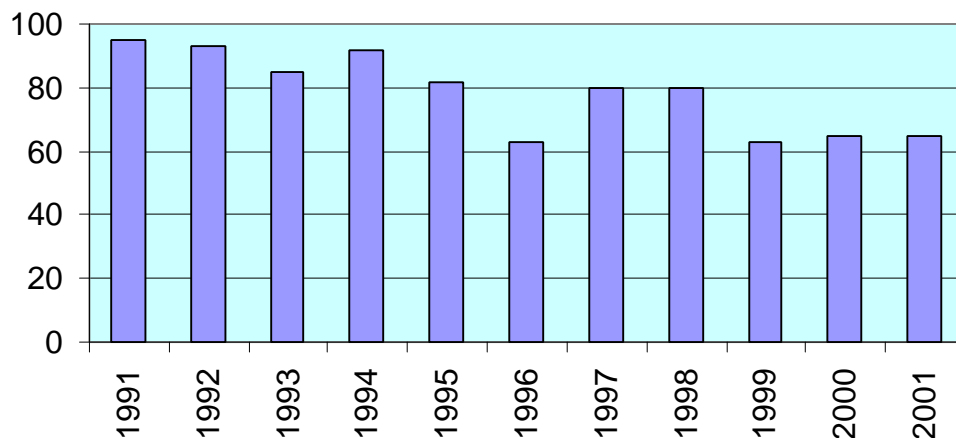
Figure 27. Buckwheat. Harvested Area 1991-2001 (Hectares '000)

Figure 28 shows, that the U.S. was the world's fifth largest producer of buckwheat in 2001.

Figure 28. U.S.A. Buckwheat Production (1991-2001) (Tonnes '000s)

	Years										
	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
U.S.A.	95	93	85	92	82	63	80	80	63	65	65
World	2,985.4	3,866.6	3,254.3	2,860.5	2,763.9	2,595.3	2,933.2	2,513.0	2,348.2	3,153.8	3,261.4

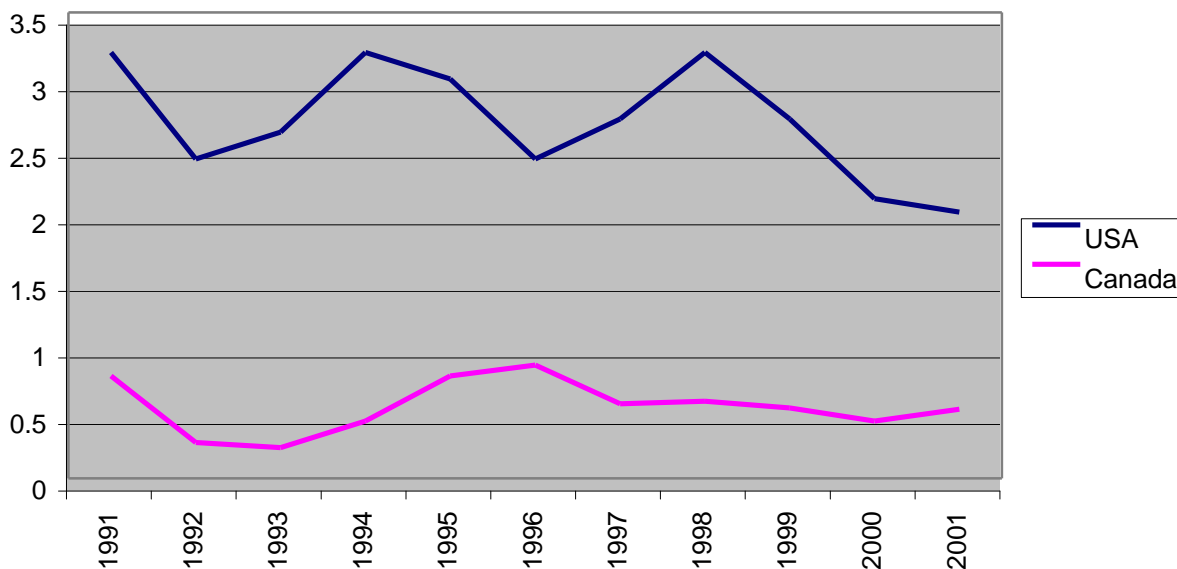
Source: FAOSTAT, <http://apps.fao.org/page/collections?subset=agriculture>

Figure 29. World Largest Producers of Buckwheat (Million Tonnes)

2001		
1	China	1,700,000
2	Ukraine	650,000
3	Russian Federation	570,000
4	Poland	66,877
5	United States of America	65,000
6	Brazil	50,000
7	Japan	28,500
8	France	25,000
9	Kazakhstan	25,000
10	Canada	17,000
11	Lithuania	15,000
12	Latvia	12,400
	World - Total	3,261,403

Source: FAOSTAT, <http://apps.fao.org/page/collections?subset=agriculture>

Figure 30. Buckwheat Production in Canada and the U.S. 1991-2001 (Percentage/World Production)



According to Figure 31, average 80 percent of buckwheat is consumed domestically in the U.S.

Figure 31. U.S.A. Buckwheat Domestic Consumption (1990-2001)

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
Production (Tonnes '000s)	95	93	85	92	82	63	80	80	63	65	65
Exports-Qty (Tonnes '000)	26.5	20.0	18.4	14.7	18.3	15.2	7.0	9.5	10.2	11.3	17.3
Export Value (US\$, millions)	7.1	5.3	5.7	6.0	6.3	5.3	2.3	3.2	3.4	6.3	6.4
Imports- Qty (Tonnes '000)	3.6	1.6	1.0	12.1	2.3	1.7	3.2	2.1	1.8	5.5	6.2
Import Value (US\$, millions)	0.7	0.3	0.3	1.3	1.0	0.7	1.3	0.9	0.8	1.8	2.2
Domestic Consumption (Tonnes '000)	72.1	74.6	67.6	89.4	66.0	49.5	76.2	72.6	54.6	59.2	53.9
Domestic Consumption (% production)	75.9	80.2	79.5	97.2	80.5	78.6	95.2	90.7	86.7	91.1	82.9

Source: www.fas.usda.gov

However, according to Figure 32, buckwheat consumption per capita is more than 40 percent higher in Canada.

Figure 32. Buckwheat Consumption in Canada and the U.S. in 2001 (per capita)

	Population	Production (Tonnes)	Domestic Consumption (Tonnes)	Consumption (kilogram/person)
Canada	31,592,805	17,500	8,900	0.28
USA	278,058,881	65,000	53,900	0.19

Source: *The World Factbook 2001*. CIA. <http://www.cia.gov/cia/publications/factbook/>.

**Figure 33. Buckwheat Domestic Consumption in the U.S. (1991 - 2001)
(Percentage)**

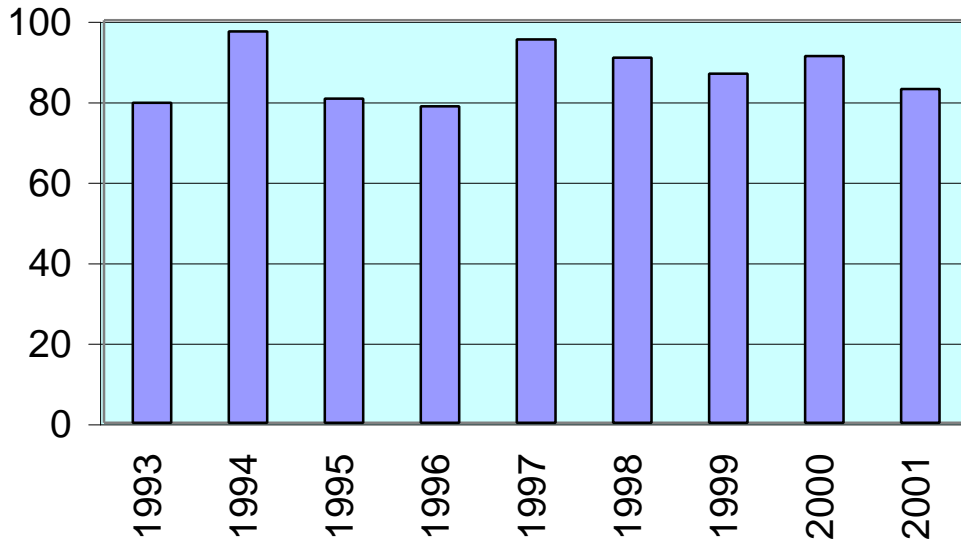


Figure 34. Buckwheat Production and Domestic Consumption in the U.S. (Tonnes '000s)

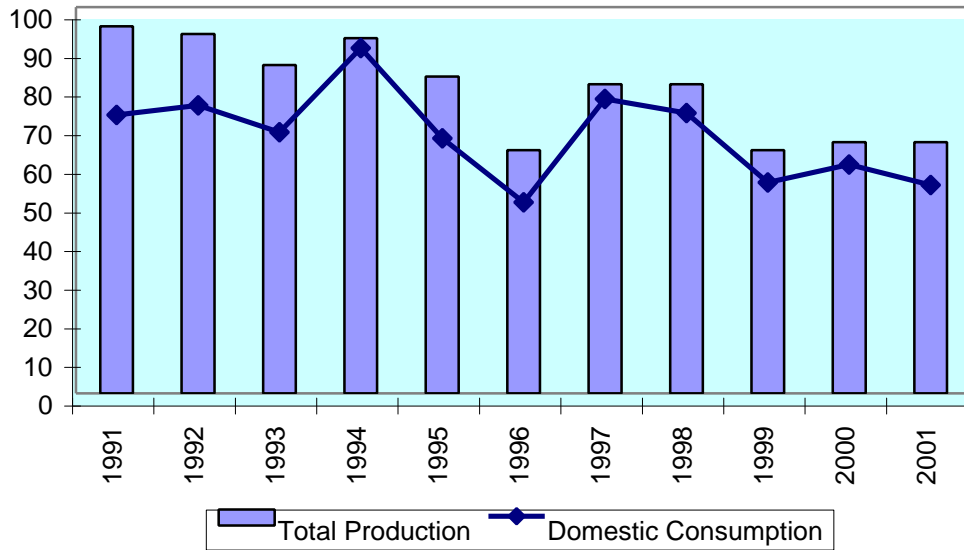
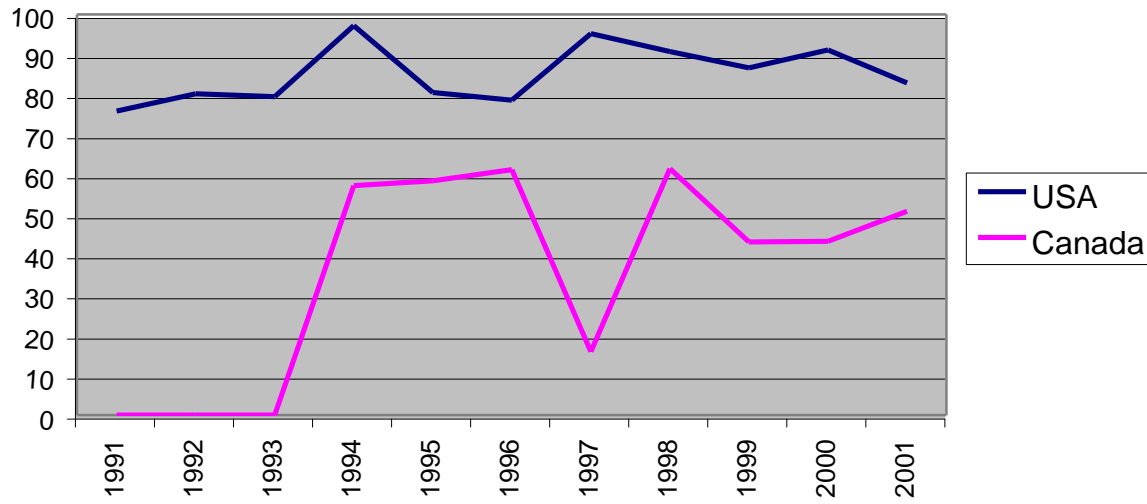


Figure 35. Buckwheat Domestic Consumption in Canada and the U.S. 1991-2001 (Percent)



BUCKWHEAT EXPORT AND IMPORT IN THE U.S.A.

According to FAOSTAT (see Figure 36), the U.S. is the world second largest buckwheat exporters after China.

Figure 36. World Largest Buckwheat Exporters (Metric Tonnes)

2000		
1	China	105,533
2	United States of America	12,190
3	Netherlands	9,376
4	Canada	9,158
5	Poland	6,053
6	Russian Federation	6,769
7	Czech Republic	2,517
	World	158,167

Source: FAOSTAT, <http://apps.fao.org/page/collections?subset=agriculture>.

Figure 37. U.S.A. Total Buckwheat Export (000 Tonnes)

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
Japan	25.1	18.5	13.1	12.7	15.1	8.8	1.2	2.5	2.5	2.5	1.3
Mexico	-	-	-	-	0.1	0.1	0.3	0	0.3	0	0
China	-	-	-	-	0.2	-	-	-	-	-	-
Netherlands	0.2	0.6	1.8	0.6	1.2	4.3	0.5	0.3	0.3	0	0
Belgium	0.4	0.0	0.0	0.0	0.2	0.7	-	-	-	0.2	0.1
Canada	0.8	0.8	1.8	1.3	0.4	0.5	0.1	0.1	0.1	0.1	0.1
El Salvador	-	-	1.3	-	-	0.1	-	-	-	-	-
Germany	-	-	0.4	0.0	0.1	0.2	0.1	0.1	0	0.1	0.1
Italy	-	-	-	-	-	-	-	-	-	0.1	-
Haiti	-	-	-	-	0.9	-	-	-	-	-	-
Israel	-	-	-	-	-	0.1	-	-	0.1	-	-
Bangladesh	-	-	-	-	-	-	-	-	-	-	1.3
Taiwan	-	-	-	-	-	0.3	-	-	-	-	-
Russian Federation	-	-	-	-	-	-	-	-	-	3.2	3.5
Other*	0.1	0.1	0	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0
TOTAL	26.6	20.0	18.4	14.7	18.3	15.2	2.3	3.2	3.4	6.3	6.4

*less than 100 tonnes

Source: <http://www.fas.usda.gov>.

Figure 38. U.S.A. Total Buckwheat Export by Years (1991-2001)

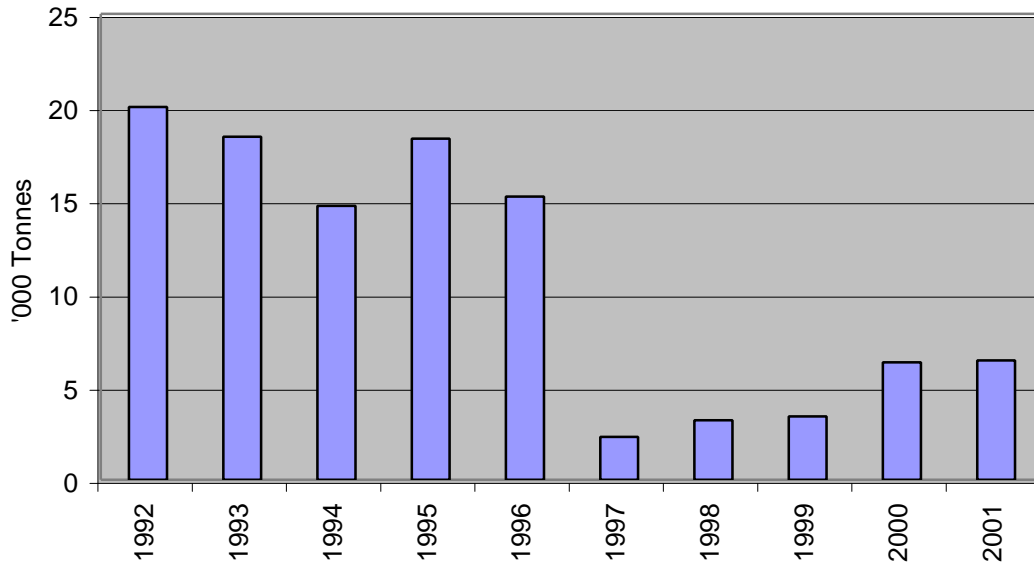


Figure 39. U.S.A. Buckwheat Export to Japan (1991-2001)

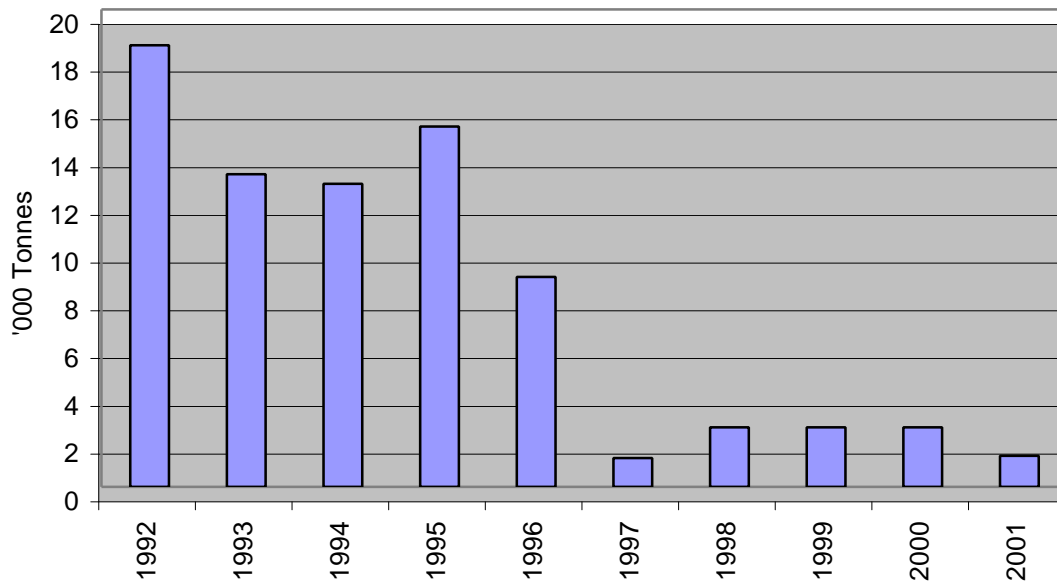


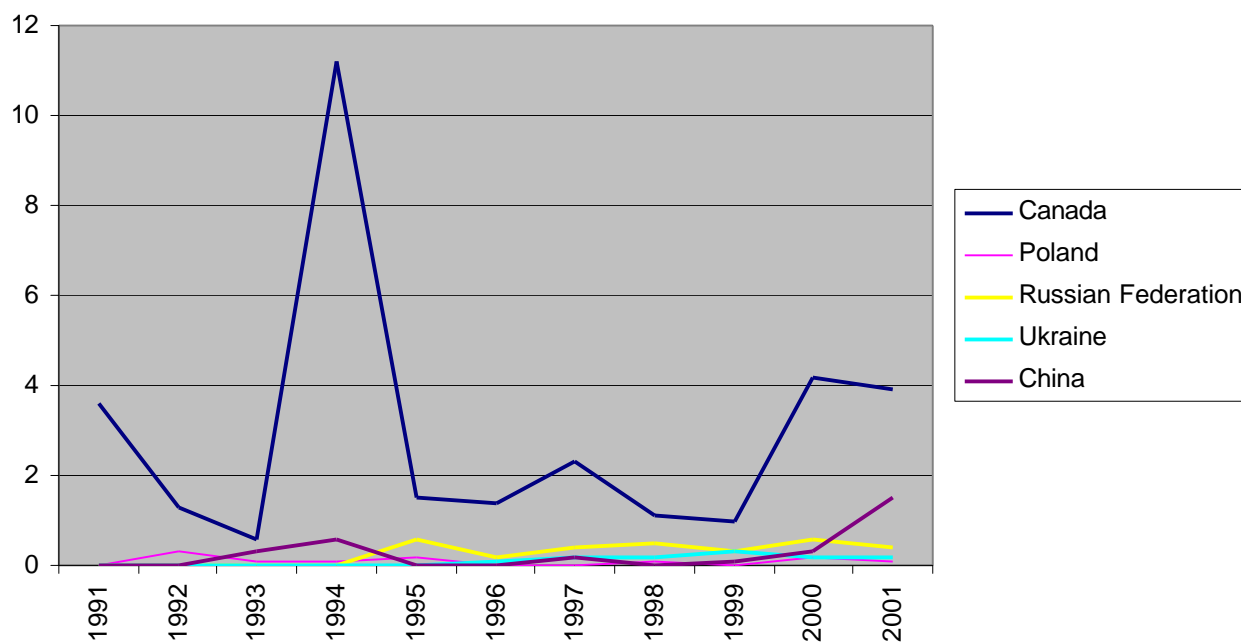
Figure 40. Total Buckwheat Import to the U.S. A. by Country ('000 Tonnes)

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
Canada	3.6	1.3	0.6	11.2	1.5	1.4	2.3	1.1	1.0	4.2	3.9
Poland	0.0	0.3	0.1	0.1	0.2	0.0	0.0	0.1	0.0	0.2	0.1
Russian Federation	0.0	0.0	0.0	0.0	0.6	0.2	0.4	0.5	0.3	0.6	0.4
Ukraine	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.2	0.3	0.2	0.2
China	0.0	0.0	0.3	0.6	0.0	0.0	0.2	0.0	0.1	0.3	1.5
Other*	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.2	0.1	0.0	0.1
TOTAL	3.6	1.6	1.0	12.1	2.3	1.7	3.2	2.1	1.8	5.5	6.2

*less than 100 tonnes

Source: <http://www.fas.usda.gov>.

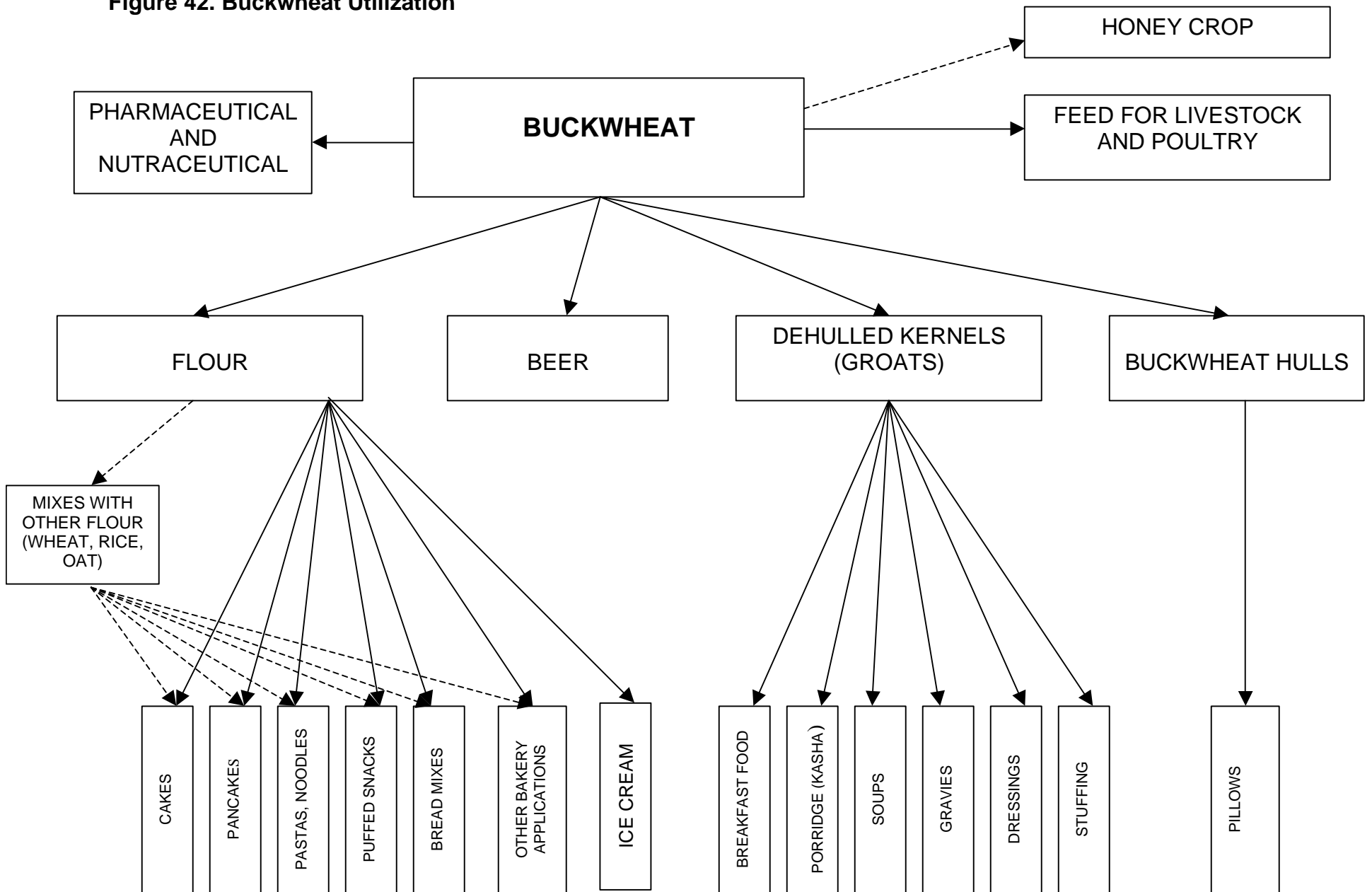
Figure 41. Buckwheat Import to the U.S. A. by Country



BUCKWHEAT UTILIZATION IN NORTH AMERICA

Buckwheat can be milled into flour or processed into groats. It can be used for human food, as well as feed for livestock and poultry. There are several other buckwheat applications, such as an ingredient for beer production, nutraceutical products and so on (see Figure 42).

Figure 42. Buckwheat Utilization



Buckwheat Flour in North America

In Canada most of buckwheat grain is used as human's food and in the USA is marketed in the form of flour. Buckwheat flour is used in pancake and waffle mixes and for buckwheat noodles – soba production. Buckwheat groats in North America are also used for cereals (as kasha or groats) and insignificant amount – as other buckwheat products (e.g. beer).

The dark flour, ground from unhulled groats, is grey with black specks and has more fibre and flavour than the light. Buckwheat flour can be light in colour if hulls (one-fourth of the grain in weight) are completely removed before grinding the groats.

Buckwheat flour gives a robust, earthy taste to other flours and is best when added in small amounts (10-20 percent). Commercial food processors mix buckwheat flour with other flours to make pancake mixes, breakfast cereals, breads, turkey stuffing, waffles, crepes, and buckwheat noodles. These prepared mixes may contain buckwheat mixed with wheat, corn, rice, or oat flours and a leavening agent.

There are only few mills in Canada that mill buckwheat into flour. Judging from various data we have, we can estimate that buckwheat flour production volume in Canada does not exceed 300-350 tonnes per year.

As it was shown in the “Buckwheat Production by Province” Chapter the majority of buckwheat is grown in Manitoba, but there is no buckwheat mill in this province. The majority of buckwheat mills in Canada are located in Quebec, maybe, due to the fact, that pancake mixes with buckwheat flour are still a very popular product in this province.

In the U.S. there are two major producers of buckwheat products: *Minn-Dak Growers* (Grand Forks, North Dakota) and *Birkett Mills* (Penn Yan, New York). However, even *MinnDak*, which has the largest dedicated buckwheat milling facility in North America, exports 95 percent of its total buckwheat production as a raw product. According to Mohammad Badaruddin, Chief Agronomist and Director of Research and Development: “*MinnDak* started making buckwheat flour since 2000...We do not make flour other than produced as by-product during groat manufacturing”. *MinnDak* wholesales their essentially pure buckwheat flour to food processors, so there is no a *MinnDak* label on store shelves.

The Birkett Mills sells the widest variety of buckwheat products. Its buckwheat flour is being sold under the *Pocono* brand name.

The rest of the U.S. buckwheat mills are small mills that handle a variety of products, including buckwheat. They buy the buckwheat from various farmers, clean and mill it in, then use the flour in several products. Among other buckwheat mills the most significant are *Bob' Red Mill*, *Arrowhead Mill* and *Bouchard Family Farm*.

Buckwheat flour is distributed to food processors and through the health food stores, health products section in large chain stores, and on-line stores. Buckwheat flour is used by food processors for pancake and waffle mixes production, soba and other noodles production.

Buckwheat products are widely promoted as organic. The demand for organic foods in Canada and the US is growing. Newer chain stores, such as IGA, Supersotre, have long counters stocked with organic foods.

All chain stores, as well as large number of health food stores sell a wide variety of organics. Spokesman of Metro chain Annie Langlois said organics' higher prices stop some shoppers, but demand is growing (<http://www.purefood.org/Organic/OrganicBoomCAN.cfm>). Pierre Labelle, grocery vice-president of Sobeys, which supplies IGA outlets, says customers are demanding organics.

Buckwheat Mills in Canada

Grainworks Inc.

Box 30, Vulcan, Alberta
T0L 2B0

Phone : 1-800-563-3756
403-485-2808

Fax : 403-485-6459

E-mail: smith@grainworks.com

Web-site : <http://www.grainworks.com/>

Meunerie Du Moulin Bleu

420, Route 341
St-Roch-de-L'Achigan
Quebec

Phone : 450-588-2660

E-mail: moulinb@cam.org

Millstream Flour Mills Ltd.

118 Lady Smith Street,
Victoria BC V8V 1J4

Phone : 250-384-3613

Fax : 250-386-3613

Minoterie Les Brumes

122, Picardie, C.P. 10,
Batiscan, Quebec G0X 1A0

Phone : (819) 295-5252

Fax : (819) 295-1010

e-mail: Minoterie@LesBrumes.com

Web-site: <http://216.82.39.21/farie.html>

Moulin Aux Abenakis
Abenakis Milling Inc.

114 St. Jean North
Saint-Claire, Quebec
G0R 2V0

Phone: (418) 883-3688

Fax: (418) 883-2662

Nunweiler's Flour Co.

#106 - 1219 Commercial Way,
Penticton, British Columbia V2A 3H4

Phone: 1-888-PANCAKE

Email: nunwlr@shaw.ca

Port Royal Mills

240 Industrial Parkway South
Aurora, Ontario
L4G 3V6

Phone: 905 713-1712
Fax: 905 713-0074

Buckwheat Mills in the U.S.A.

Arrowhead Mills (brand name)

The Hain Celestial Group, Inc.

734 Franklin Ave, # 444
Garden City, NY 11530

Phone: 516 237-6200

E-mail: consumeraffairs@hain-celestial.com

Web-site: <http://www.arrowheadmills.com/index.html>

The Birkett Mills

163 Main Street
Penn Yan, NY 14527

Phone: 315-536-3311

E-mail: service@thebirkettmills.com

Web-site: <http://www.thebirkettmills.com/>

Bouchard Family Farm

RR#2 Box 2690,
Fort Kent, Maine 04743

Phone: 207-834-3237 or 1-800-239-3237

Fax: 1-800-834-7422

E-mail: bouchard@ployes.com

Web-site: <http://www.ployes.com/>

Bob's Red Mill Natural Foods

5209 SE International Way
Milwaukie, OR 97222

Phone: (800) 349-2173

Fax: (503) 653-1339

Web-site: <http://www.bobsredmill.com>

Bridgeton Mill

7975 E. Chandler Av.
Terre Haute, IN 47803

Phone: 765-548-0106
Fax: 812-877-9550
E-mail: bridgetonmill@bridgetonmill.com
Web-site: <http://www.bridgetonmill.com/index.htm>

Brownville Mills

P.O. Box 145
Brownville, Nebraska 68321

Phone: 1-800-305-7990
E-mail: JM62006@navix.net
Web-site: <http://www.skyport.com/brownvillemills/index.html>

Butte Creek Mill

PO Box 561
402 Royal Ave. N.
Eagle Point, OR 97524

Phone: (541) 826-3531
Fax: (541) 830-8444
E-mail: info@buttecreekmill.com
Web-site: <http://www.buttecreekmill.com>

Cane Creek Grist Mill

232 Cane Creek Road
Hohenwald, TN. 38462

Phone: (931) 796-7200
1-866-796-7200
Fax: (931) 796-7200
Email: sales@canecreekgristmill.com
Web-site: <http://www.canecreekgristmill.com>

Clifton Mill

75 Water Str., P.O. Box 100
Clifton, OH

Phone: (937) 767-5501

Fax: 937-767-7694

Web-site: <http://www.cliftonmill.com/contactpage.htm>

Daily Grind® Flour Mill

Division of Michigan Milling Co-op, Ltd.

4205 W. Columbia Road
P.O. Box 378
Mason, Michigan 48854

Phone: (517) 676-6620

Fax: (517) 676-1998

Email: daily@ismi.net

Web-site: <http://www.dailygrindmill.com/>

Falls Mill

134 Falls Mill Road
Belvidere, TN 37306

Phone: (931)469-7161

Web-site: <http://fallsmill.com/store.html>

Fairhaven Cooperative Flourmill

1115 Railroad Ave.
Bellingham, Washington 98225 USA

Phone: (360) 734-9947

Frankferd Farms Foods

717 Saxonburg Blvd.
Saxonburg, PA 16056

Phone: 724-352-9500

Fax: 724-352-9510

Web-cite: <http://www.frankferd.com/FLO.html>

Geenfield Mills Inc.

7560 N 1050 E
Howe, IN 46746-9661

Phone: (219) 367-2394

Giusto's Speciality Foods Inc

344 Littlefield Ave
South San Francisco, CA 94080

Phone: 650-873-6566

Fax: 650-873-2826

Email: Leslie@giustos.com

Web-site: <http://www.giustos.com/>

Hodgson Mill

Division of Siemer Milling Company

1203 Niccum Ave.
Effingham, IL 62401

Phone: (800) 347-0105

Fax: (217) 347-0198

E-mail: customerservice@hodgsonmill.com

Web-site: <http://www.hodgsonmill.com>

Kenyon's Grist Mill

Usquepaugh,
West Kingston, RI 02892

Phone (401) 783-4054
Fax (401) 782-3564
E-mail: millstone@kenyonsgristmill.com
Web-site: <http://www.kenyonsgristmill.com/>

Meachem Mills

1265 Port Way, P.O.Box 144,
Clarkson, WA 99403-0144

Phone: 509-758-0412
Fax: 208-798-1682

Minn-Dak Growers

Highway 81 North, PO Box 13276,
Grand Forks ND 58208

Phone: 701-746-7453
Fax: 701-780-9050
E-mail: info@minndak.com
Web-site: <http://www.minndak.com>

Natural Way Mills

RR 2 Box 37
Middle River MN 56737

Phone: 218-222-3677

New Hope Mill

5983 Glen Haven Rd.
Moravia, NY 13118
Phone: 315-497-0783
Fax: 315-497-0810

Nora Mill

7107 S. Main Street
Helen, GA 30545

Phone 800.927.2375
Fax 800.927.1280
E-mail info@noramill.com
Web-page: <http://www.noramill.com>

Paul's Grain

2475-B 340th St.
Laurel, IA 50141-9513

Phone: (641) 476-3373
E-mail: CustomerSupport@paulsgrains.com
Web-site: <http://personal.adiis.net/paulsgrains/index.htm>

Purity Foods

2871 W. Jolly Road
Okemos, MI 48864

Phone: (517) 351-9231
Fax: (517) 351-9391
E-mail: purityfoods@voyager.net
Web-site: <http://www.purityfoods.com>

Wade's Mill

55 Kennedy
Raphine, Virginia, 244721

Phone: 800-290-1400
Fax: (540) 348-1401
Email: info@wadesmill.com
Web-cite: <http://www.wadesmill.com>

War Eagle Mill

11045 War Eagle Road
Rogers, Arkansas 72756-7544

Phone: (479) 789-5343
Fax: (479) 789-2972
Web-site: <http://www.wareaglemill.com>

Willow Creek Mill

PO Box 66
Valders, WI 54245

Phone: 800-791-4049
E-mail: sales@willowcreekmill.com
Web-site: <http://www.willowcreekmill.com/>

Below are represented North American companies, that buy buckwheat flour in bulk quantities and repackage into small bags under own brand name, or use buckwheat flour in production of buckwheat pancake mixes or other products. Some of these companies in addition are distributors and/or processors of other buckwheat products.

Azure Farm
Azure Standard

79709 Dufur Valley Road,
Dufur, OR 97021

Phone: 541-467-2230
Fax: 541-467-2210
E-mail: david@azure@azurefarm.com
Web-site: <http://www.azurefarm.com>

Byrd Mill Co.

P.O. Box 1775
Ashland, Virginia 23005

Phone: (800) 247-8357
Fax: (804) 798-3736
Email: byrdmill@byrdmill.com
Web-site: <http://www.byrdmill.pointshop.com/default.asp>

CLIC Import Export

2025, Boul. Fortin
Laval, Québec, Canada
H7S 1P4

Phone: 1 800 510-CLIC
(450) 669-2663
Fax: (450) 667-6799

E-mail: clic@clicfoods.com
Web-Site: <http://clicfoods.dotcom.qc.ca/clic.htm>

Escott W.H. Company

95 Alexander Avenue.
Winnipeg, MB. Canada. R3B 2Y8

Phone: 204.942.5127
Fax: 204.943.5320
E-mail: info@whescott.mb.ca
Web-site: <http://www.whescott.mb.ca>

Glory Bee Foods

120 N. Seneca Road,
Eugene, Oregon 97402

E-mail: sales@glorybee.com
Web-site: <http://www.glorybee.com/>

Glutino

3750 Francis Hughes,
Laval, Quebec
H7L 5A9 Canada

(800) 363-DIET (3438)
(450) 629-7689
E-Mail: info@glutino.com
Web-site: <http://www.glutino.com>

Golden Malted Pancake & Waffle Flour

P.O. Box 71,
Buchanan, MI 49107

Phone: 1-800-253-0590
219-574-2270
Fax: 574-247-2280
E-mail: newcarbon@qtm.net
Web-site: <http://www.goldenmalted.com>

Kettle Foods

P.O. Box 664
Salem, OR 97308-0664

Phone: 503-364-0399
Fax: 503-371-0882

Web-site: <http://www.kettlefoods.com>

Kinnikinnick Foods

10306-112 Street
Edmonton, Alberta, Canada

T5K 1N1
Phone: 780-424-2900
1-877-503-4466
Fax: 780-421-0456

Web-site: <http://www.kinnikinnick.ca>
E-mail: info@kinnikinnick.com

Liv-N-Well Distributors Ltd.

#1-7900 River Road
Richmond B.C.
V6X 1X7 Canada
Phone: (604) 270-8474
1-877-270-8479

Fax: (604) 270-8477
E-mail: sales@liv-n-well.com
Web-page: <http://www.liv-n-well.com>

Morningside Buying Club

215 Morningside Lane,
Liberty, TN 37095
Phone: (615) 563-23

E-mail: morningsidefarm@morningsidefarm.com
Web-site: <http://morningsidefarm.com/>

Mountain Peoples Warehouse

22-30th Street NE, Suite 102
Auburn, Washington 98002
Phone: 1-800-762-0211
Fax: 253-333-5295

Web-site: <http://www.mpwnw.com>

Nature's Path/LifeStream

7453 Progress Way
Delta, BC, Canada
V4G 1E8

Phone: (604) 940-0505
Web-site: <http://www.naturespath.com>

Nelson David of Canada
Celimix Brand Gluten-Free Foods

101-193 Dumoulin Street
Winnipeg Manitoba R2H 0E4
Canada
TEL: 204-237-9161
FAX: 204-231-2883
E-mail: CRennie244@aol.com

The Nut House

PO Box 7507
Charlotte, NC 28241
Phone: 704-588-0400
Fax 704-588-3092
E-mail: info@tropicalfoods.com
Web-site: <http://www.tropicalfoods.com>

Ontario Natural Food Co-op

70 Fima Crescent
Etobicoke, ON, M8W 4V9P

Phone: 4 1 6- 5 0 3 - F O O D
Fax: 4 1 6- 5 0 3 - 2 8 4 8
E-mail: info@onfc.on.ca
Web-site: <http://www.onfc.ca/>

Organic Ingredients Division
Functional Ingredients Research, Inc.

1850 Bitterroot Drive,
Twin Falls, ID 83301
Phone 208-733-6228,
Fax 208-733-6229

E-mail: marketing@organicingredients.com
Web-site: <http://www.organicingredients.com>

The Quaker Oats Company

P.O. Box 049003
Chicago, IL 60604-9003
Phone: 1-800-407-2247

The Quaker Oats Company of Canada
Quaker Park
Peterborough, Ontario
K9J 7B2
Phone: 1-800-267-6287

Simpson & Vail Inc.

3 Quarry Road PO Box 765
Brookfield, CT 06804

Phone: 800-282-8327
E-mail: staff@svtea.com
Web-site: <http://www.svtea.com/>

Sunrise Food Stores

St. Vital Shopping Centre
Winnipeg, Canada
Phone: 204-255-9213

TransEthnic Inc

162 W. Hubbard Street, 3rd Fl
Chicago, IL - 60601.
Phone: 312-527-2800
Fax: 312-923-9471

E-mail: Support@EthnicGrocer.com
Web-site: <http://www.ethnicgrocer.com/eg/aboutUs.asp>

Woodland Foods Inc.

2011 Swanson Court,
Gurnee, IL 60031
Phone: 847-625-8600
Fax 847-625-5050

E-mail: sales@woodlandfoods.com
Web-site: <http://www.woodlandfoods.com>

Vaillant Food

Box 565
Warburg, Alberta
T0C 2T0
Phone: (780) 848-2610
1-877-670-FOOD (3663)
Fax: (780) 848-7722

E-mail: vaillant@telusplanet.net
Web-site: <http://www.telusplanet.net/public/vaillant/Contact.htm>

Buckwheat Noodles in North America

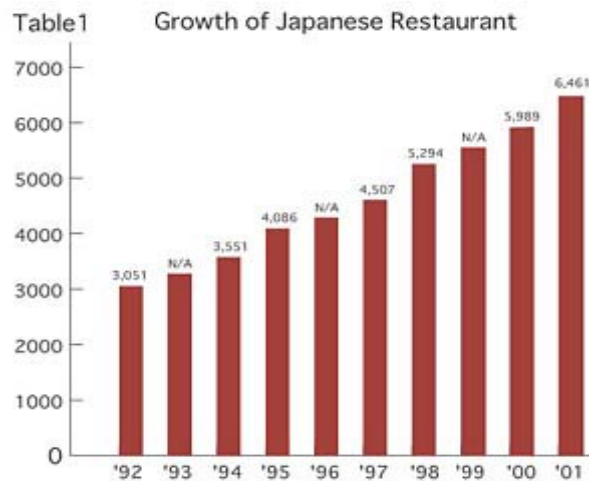
Buckwheat flour is used in production of Japanese style “Soba” noodles. *Soba* are thin brown or green noodles made from a mixture of *sobako* (buckwheat flour) and wheat flour. There are several variations of buckwheat *Soba* noodles (*jinenjo soba*, *lotus root soba*, *mugwort soba*). These noodles contain a mixture of wheat and buckwheat flour plus the ingredient for which they are named. All are delicately flavored.

Buckwheat flour could also be used in production of “Udon” noodles. They are also made in the same way as soba but are thicker and firmer.

Soba noodles are served in Japanese restaurants throughout North America, and sell in ethnic food stores. Moreover, in regions where with settlements of large Japanese communities, these noodles are served even in traditional American restaurants. For example, *Earls* restaurant chain in Vancouver uses *Soba* noodles for Miso style salad. According to the telephone survey, the sales volume of buckwheat noodles in ethnic food stores rarely exceeds 50-70 kg per month. However, taking into account the significant number of Japanese restaurants in the U.S. and Canada, we could estimate the considerable volume of *Soba* noodles sales.

Due to the increase of ethnic Japanese population in North America and the widespread of Japanese restaurants, the demand for *Soba* noodles is growing. According to the statistics, the number of Japanese restaurants in the U.S. has increased from 3,000 in 1991 to present 6,500 (see Appendix D1) (<http://www.japanese-gourmet.com/www/news0402.html>).

Table 45. Growth of Japanese Restaurant in the U.S.



Source: <http://www.japanese-gourmet.com/www/news0402.html>

There are only few *Soba* manufacturers in North America, and the largest one is Eden Food. It was established in 1968 as a natural food co-op, and in 1969 began food processing. In 2001 Eden Food purchased Sobaya, the only North American certified organic Japanese noodle company.

Traditional Italian pasta that is made of buckwheat flour is called *pizzoccheri*. However, this pasta is neither produced in North America, nor imported from Italy.

Soba noodles are distributed to grocers and specialty food retailers in the US and Canada, and to Japanese restaurants.

Buckwheat Noodles Producers in North America

Sobaya

201 Miner St., P.O. Box. 40,
Cowansville, Quebec, Canada J2K 3H1

Phone: (450) 266-8808

Fax: (450) 266-4750

E-mail: info@sobaya.ca

Web-site: <http://www.sobaya.ca>

Eden Foods, Inc.

701 Tecumseh Road
Clinton, Michigan
U.S.A. 49236

Phone: 1+888 441-EDEN

517 456-7424

Fax: 517 456-6075

<http://www.edenfoods.com/contact.html>

Mutual Trading

431 Crocker Street
Los Angeles, CA 90013

Phone: 213-626-9458
Fax: 213-626-5130
Web-site: <http://www.lamtc.com/>

Peking Noodle Company

1514 San Fernando Road,
Los Angeles, CA 90065

Phone: (323) 223-2023
Fax: (323) 223-3211
E-mail: info@pekingnoodle.com
Web-site: <http://www.pekingnoodle.com/products.htm>

Purity Foods

2871 W. Jolly Road
Okemos, MI 48864

Phone: (517) 351-9231
Fax: (517) 351-9391
E-mail: purityfoods@voyager.net
Web-site: <http://www.purityfoods.com>

Westbrae Natural Japanese Products (brand name)

The Hain Celestial Group, Inc.

734 Franklin Ave, # 444
Garden City, NY 11530

Phone: 516 237-6200
E-mail: consumeraffairs@hain-celestial.com
Web-site: <http://www.westbrae.com>

The Largest Distributors of Buckwheat Soba Noodles in North America

Great Eastern Sun

92 McIntosh Road
Asheville, NC
Phone: 828-665-7790
Fax: 828-667-8501

Web-site: <http://www.great-eastern-sun.com>

Haddon House

*250 Old Marlton Pike
Medford, New Jersey 08055*

Phone: 609-654-7901
Fax: 609-654-1407
Web-site: <http://www.haddonhouse.com/>

Horizon Distributors

8335 Winston Street
Burnaby, BC
Canada V5A 2H3

Phone: 604.420.6751
Fax 604.420.0178
Email: general@horizondistributors.com
Web-site: <http://www.horizondistributors.com/>

JFC International Inc

P.O. Box 7251
San Francisco, CA 94120

Phone: 1-800-633-1004
Fax: 1-650-952-3294
E-mail: info@jfc.com
Web-site: <http://www.jfc.com/>

Liberty Richter

Tree of Life Inc.

400 Lyster Avenue,
Saddle Brook, NJ 07663

Ph: 201.843.8900

Fax: 201.368.3575

E-mail: info@libertyrichter.com

Web-site: <http://www.libertyrichter.com>

Koyo Foods Inc.

393 Ste-Croix, Suite A
St-Laurent, Quebec, Canada
H4N 2L3

Phone 514-744-1299

Fax 514-744-0882

E-mail: koyo@koyofoods.com

Web-site: www.koyofoods.com

Mountain Peoples Warehouse

22-30th Street NE, Suite 102
Auburn, Washington 98002
Phone: 1-800-762-0211
Fax: 253-333-5295

Web-site: <http://www.mpwnw.com>

Nishimoto Trading Co., LTD

5065 Buford Highway, Suite 100
Norcross, Georgia 30071-2708
Phone: 678-966-0950
Fax: 678-966-0410

CANADA OFFICE

3411 McNicoll Avenue, Suite 14
Scarborough, Ontario M1V 2V6

Phone: 416-298-4454
Fax: 416-298-4484

CANADA OFFICE
13811 Bridgeport Road
Richmond, B.C. V6V 1X1
Phone: 604-303-8620
Fax: 604-303-8640

Web-site: <http://www.ntcltdusa.com/p/prod/>

Sakura Noodle Inc.

620 E. Seventh St.
Los Angeles, CA 90021

Phone: 213-623-2396

Buckwheat Kasha

While buckwheat may be used in various forms of flour and in the Japanese manufacturing of buckwheat noodles, buckwheat grains may also be utilized in the form of groats. Kasha is the name given to roasted buckwheat, whole or ground, which is a popular staple in Russia and throughout the Balkan region of Europe. Technically, kasha is a porridge made from buckwheat groats. Kasha and groats can be baked, steamed or boiled may be used as a substitute for less nutritious foods such as potatoes, rice and other side dishes.

In Canada and the U.S. today, buckwheat groats are eaten mostly by people of Eastern European stock, and Jews. Traditionally, kasha has been relegated to specialty or health-food stores. Many native Americans eat buckwheat cereals as mixes with other grains.

According to the survey of ethnic European stores, all kasha that they sell is imported from Poland, Russia, or Ukraine. European people don't like North American buckwheat kasha. The sales volume of these stores differs from 50 to 200 kg per month.

All kosher food stores, as well as kosher sections of large superstores, sell *Wolff's Kasha* that is produced by the Birkett Mills. The annual sales volume of average kosher food store is 2-4 tonnes/year. According to the GAIN Report (see Appendix D2)(<http://www.koshertoday.com>), the potential for kosher food market in Canada is slightly less than 800,000 consumers. In the USA, Menachem Lubinsky of *Integrated Marketing Communications Inc.* announced 9 million kosher consumers in 2000. However, estimated figure by 2020 is 36 million peoples.

Below are represented North American companies that process buckwheat groats, cereals or pack and distributed imported products.

Grainworks Inc.

Box 30, Vulcan, Alberta
T0L 2B0

Phone : 1-800-563-3756
403-485-2808

Fax : 403-485-6459

E-mail: smith@grainworks.com

Web-site : <http://www.grainworks.com/>

Arrowhead Mills (brand name)

The Hain Celestial Group, Inc.

734 Franklin Ave, # 444
Garden City, NY 11530

Phone: 516 237-6200

E-mail: consumeraffairs@hain-celestial.com

Web-site: <http://www.arrowheadmills.com/index.html>

The Birkett Mills

163 Main Street
Penn Yan, NY 14527

Phone: 315-536-3311

E-mail: service@thebirkettmills.com

Web-site: <http://www.thebirkettmills.com/>

Bob's Red Mill Natural Foods

5209 SE International Way
Milwaukie, OR 97222

Phone: (800) 349-2173

Fax: (503) 653-1339

Web-site: <http://www.bobsredmill.com>

Brownville Mills

P.O. Box 145
Brownville, Nebraska 68321

Phone: 1-800-305-7990

E-mail: JM62006@navix.net

Web-site: <http://www.skyport.com/brownvillemills/index.html>

Daily Grind® Flour Mill

Division of Michigan Milling Co-op, Ltd.

4205 W. Columbia Road
P.O. Box 378
Mason, Michigan 48854

Phone: (517) 676-6620
Fax: (517) 676-1998
Email: daily@ismi.net
Web-site: <http://www.dailygrindmill.com/>

Kofman Barenholtz Foods Ltd.

69 Viceroy RD.
Concord, Ontario L4K 2L6

Phone: 905-669-5393
Fax: 905-669-6983

Giusto's Speciality Foods Inc

344 Littlefield Ave
South San Francisco, CA 94080

Phone: 650-873-6566
Fax: 650-873-2826
Email: Leslie@giustos.com
Web-site: <http://www.giustos.com/>
(see Appendix D)

Products:

Buckwheat flour
Buckwheat raw
Buckwheat unhulled
Cereals

Distribution:

Health food stores

Notes:

Organically certified

Minn-Dak Growers

Highway 81 North, PO Box 13276,
Grand Forks ND 58208

Phone: 701-746-7453
Fax: 701-780-9050
E-mail: info@minndak.com
Web-site: <http://www.minndak.com>

Montana Milling, Inc.

2123 Vaughn Road
Great Falls, MT 59404

Phone: (800) 548-8554
Web-site: <http://www.montanamilling.com/index.htm>

Paul's Grain

2475-B 340th St.
Laurel, IA 50141-9513

Phone: (641) 476-3373
E-mail: CustomerSupport@paulsgrains.com
Web-site: <http://personal.adiis.net/paulsgrains/index.htm>

Azure Farm
Azure Standard

79709 Dufur Valley Road,
Dufur, OR 97021

Phone: 541-467-2230
Fax: 541-467-2210
E-mail: david@azure@azurefarm.com
Web-site: <http://www.azurefarm.com>

Escott W.H. Company

95 Alexander Avenue.
Winnipeg, MB. Canada. R3B 2Y8

Phone: 204.942.5127
Fax: 204.943.5320
E-mail: info@whescott.mb.ca
Web-site: <http://www.whescott.mb.ca>

Glutino

3750 Francis Hughes,
Laval, Quebec
H7L 5A9 Canada

(800) 363-DIET (3438)
(450) 629-7689
E-Mail: info@glutino.com
Web-site: <http://www.glutino.com>

Mountain Peoples Warehouse

22-30th Street NE, Suite 102
Auburn, Washington 98002
Phone: 1-800-762-0211
Fax: 253-333-5295

Web-site: <http://www.mpwnw.com>

Nature's Path/LifeStream

7453 Progress Way
Delta, BC, Canada
V4G 1E8

Phone: (604) 940-0505
Web-site: <http://www.naturespath.com>

Sunrise Food Stores

St. Vital Shopping Centre
Winnipeg, Canada
Phone: 204-255-9213

Woodland Foods Inc.

2011 Swanson Court,
Gurnee, IL 60031
Phone: 847-625-8600
Fax 847-625-5050

E-mail: sales@woodlandfoods.com
Web-site: <http://www.woodlandfoods.com>

Vaillant Food

Box 565
Warburg, Alberta
T0C 2T0
Phone: (780) 848-2610
1-877-670-FOOD (3663)
Fax: (780) 848-7722

E-mail: vaillant@telusplanet.net
Web-site: <http://www.telusplanet.net/public/vaillant/Contact.htm>

Grain Millerstm

315 Madison Street
Eugene, OR 97402-5034

Phone: 1(800) 443-8972

E-mail: info@Grain Millers.com
Web-site: <http://www.grain-millers.com/milling/contact.htm>

Kashi Company

P.O. Box 8557,
La Jolla, CA 92038-8557

Phone: 858-274-8870
Web-site: <http://www.kashi.com>

Paul's Grain

2475-B 340th St.
Laurel, IA 50141-9513

Phone: (641) 476-3373

E-mail: CustomerSupport@paulsgrains.com

Web-site: <http://personal.adiis.net/paulsgrains/index.htm>

Aliments Trigone Inc.

100 Aqueduc St.,
Francois, Quebec, Canada G0R 3A0

Phone: 418-259-2417

E-mail: biograin@globetrotter.net

Soofer Company

2828 S. AlamedaStreet
Los Angeles, CA. 90058
TEL: 1-800-852-4050
FAX: 1-323-234-2447
E-mail: info@sadaf.com
Web-site: <http://sadaf.com>

S&F Food Importers

215 Jardin Dr.,
Concord, Ontario
Phone: 1-905-669-9930

Ciranda Inc.

221 Vine Street
Hudson, WI 54016 - USA
Tel.: +1-715-386-1737
Fax: +1-715-386-3277
E-mail: info@ciranda.com
Web-site: www.ciranda.com

American Health & Nutrition, Inc

3990 Varsity Dr.
Ann Arbor, MI 48108

Phone: 734.677.5570

Fax: 734.677.5572

E-mail: ahn@organictrading.com

Web-site: <http://organictrading.com/>

Buckwheat Beer

Buckwheat is widely used in Japan for beer production. In North America, there are only 3 breweries that produce buckwheat beer. Among them, only Rogue produces a significant amount. However, the majority of this beer is exported to Japan, and only a small number is sold in the U.S.

The Rogue Official Description: Buckwheat (*Fagopyrum esculentum* Moench) is a broadleaf crop in the same family as rhubarb. Buckwheat seed is ground and used in similar ways to grain, yet Buckwheat is gluten free since it is not a grain! Kasha, the roasted Buckwheat seed, is what Rogue's Buckwheat Ale is brewed with (about 35 percent Kasha and 65 percent malt.) Buckwheat Ale is Rogue's answer to fruit beer, a smooth and sophisticated beer with a soft nutty flavor. While soft on the palate, and delicate in body when compared to other Rogue elixirs, Buckwheat Ale has 34 IBU's of hop which are masterfully blended with the grain and kasha. Available in the classic 22-ounce bottle, a 64-ounce jug, or on draft (<http://www.rogue.com/brews.html#buckwheat>).

Buckwheat Beer Breweries in North America

Rogue Beer

2320 OSU Drive
Newport, OR 97365
Phone: (541) 867-3660
Fax: (541) 867-3260
E-mail: brewery@rogue.com
Web-site: <http://rogue.com/>

Brasserie Le Cheval Blanc **Membre des Brasseurs RJ**

5585 de la Roche
Montréal, Qc,
H2J 3K3
Tel: 514 274-4941
Fax: 514 274-6138

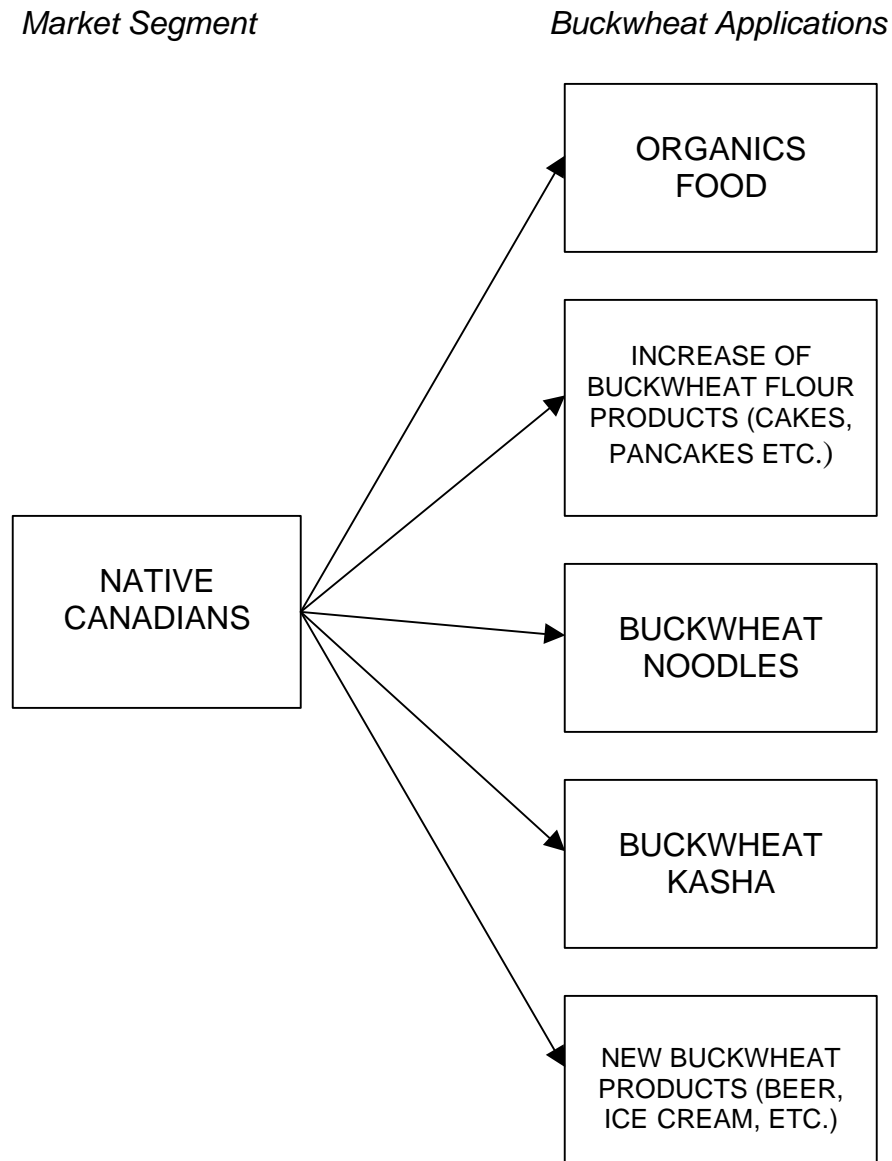
Bieres de Nouvelle-France

Saint-Paulin QC J0K 3G0
Phone: 514-522-0211

MARKET OPPORTUNITIES

There are several alternatives for market development for buckwheat products in Canada. Figures 46-48 - analyzes three possible market segments.

Figure 46. Market Segment #1 – Native Canadians



Future research for this segment:

1. Size of organic market
2. Distribution system for buckwheat flour (pancakes mixes, cakes etc.)
3. Health advantages
4. New (for this segment) recipes for buckwheat products
5. Buckwheat as health food

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