

Canadian pulse industry vision focused on health, nutrition and the environment

February 19, 2009 (Saskatoon, SK) – The Canadian pulse industry today released a vision focused on collaboration and innovation for the next four years. Canada’s pulse industry has become a world leader in pulse production, research and exports in less than 20 years. Moving forward, the industry vision is to become a respected leader in health, wellness and the environment, while continuing to be the preferred supplier of peas, beans, lentils and chickpeas.

“Creating more sustainable food production systems and increasing pulse consumption by promoting their health benefits will strengthen the contribution that agriculture makes to the health of Canadians and the environment,” says Barry Grabo, Pulse Canada Chair and board member of Alberta Pulse Growers. “There is value to the pulse industry in addressing health and environment challenges – pulses have the potential to meet these consumer interests.”

Research has shown that eating pulses not only contributes to overall health, it can help combat chronic diseases such as heart disease, diabetes and obesity, which are all on the rise. Pulses also have a unique environmental value, creating their own nitrogen and producing less than half the greenhouse gas emissions of other crops. Pulses leave a reduced environmental footprint, providing excellent agronomic returns and value to Canadian agriculture.

“Finding food and ingredient-based solutions to improve the health of Canadians and people around the world is a top priority,” says Mike Donnelly-Vanderloo of the Ontario Coloured Bean Growers Association. “As an ingredient, pulses are a prescription for good health and we need to get that message out far and wide.”

Value chain partners, such as retailers, food companies and restaurants, have already shown strong interest in the potential of using pulses as a food and feed ingredient. There is a world of opportunity to develop new markets associated with health, nutrition and the environment, while continuing to serve existing markets and build the Canadian pulse brand.

“The path to success requires a united industry to get us there quickly,” adds David Nobbs, Vice Chair of Pulse Canada and director of Saskatchewan Pulse Growers. “Through partnership and collaboration across the industry and with government, we will make the pulse industry in Canada an even greater success story.”

Pulse Canada is the national association representing pulse growers, processors and traders. Direction and funding is provided by Alberta Pulse Growers Commission, Saskatchewan Pulse Growers, Manitoba Pulse Growers Association, the Ontario Bean Producers Marketing Board, Ontario Coloured Bean Growers and the pulse processors and exporters that are members of the Canadian Special Crops Association (CSCA).

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