

Pulse Canada Supports the Plan to Unleash the Ag Food Sector’s Growth Potential

February 7, 2017 (WINNIPEG) – Yesterday the Advisory Council on Economic Growth released its second wave of recommendations to the Government of Canada. Canada’s ag food sector ranks high with the potential for substantial growth and export improvement. In setting the tone for unleashing the growth potential for the ag sector, the Council offers a bold vision that Canada will become the trusted global leader in safe, nutritious and sustainable food for the 21st century.

To achieve the vision, the Council recommends a more integrated, collaborative approach to sector growth and one where the private sector is engaged to lead strategy development. “The Canadian pulse industry welcomes the opportunity to work with government to define the action plan, lead ag food pilots and revamp the approach to value chain roundtables to establish both top down and bottom up category targets, says Lee Moats, Chair of Pulse Canada. “And the approach we take has to go beyond addressing obstacles. The approach must also focus on opportunities that will foster growth through innovation. The opportunity for Canadians is to fulfil the urgent need for an integrated agenda that connects food to health and sustainability along with economic prosperity,” says Moats.

The Canadian pulse industry is an advocate of a multi-disciplinary, multi-stakeholder approach in order to take full advantage of future food opportunities where measures of diet quality will include social indicators like health outcomes, environmental indicators like greenhouse gas emissions and economic indicators such as affordability. “The next generation brand will deliver on a range of societal values and economic returns. Consumers and the food industry are looking for food and ingredients that are healthy, sustainable and affordable. That’s not a fad – for a growth segment of the market that’s an expectation that the ag food industry can meet. And meeting that expectation creates new business,” says Gordon Bacon, CEO of Pulse Canada.

“When we successfully reach the goals set out in the report we will have done so because we are viewed as the trusted global leader in safe, nutritious, sustainable and affordable food and ingredients. The pulse industry vision is aligned with the vision laid out in the Council’s report. We encourage the Government of Canada to begin working with industry immediately to develop and implement the growth strategy,” says Moats.

- 30-

Pulse Canada is the national association representing growers, traders and processors of Canadian pulse crops (peas, beans, lentils and chickpeas).

Contact: Courtney Hirota, Director of Strategic Communications, chirota@pulsecanada.com, (204) 925-3782 (office)/(204) 791-8919 (cell)



Pulse Canada

Pulse Canada is the national industry association that represents growers, processors and traders of pulse crops in Canada. Direction and funding for Pulse Canada is provided by the Alberta Pulse Growers Commission, Saskatchewan Pulse Growers, the Manitoba Pulse Growers Association, the Ontario Bean Growers, and the processors and exporters of Canadian peas, lentils, beans and chickpeas that are members of the Canadian Special Crops Association (CSCA).

Created in 1997, Pulse Canada's focus is on international market development and market access. Initiatives are focused on human health and nutrition as well as the development of measurements for sustainability for cropping systems and food products.