



Pulse and Special Crops Industry Partners with AAFC to Achieve Aggressive Growth Targets

July 11, 2019 (Airdrie, Alberta) – Today, the Honourable Marie-Claude Bibeau, Minister of Agriculture and Agri-Food, announced a \$5,824,897 contribution to Pulse Canada and the Canadian Special Crops Association through the Canadian Agriculture Partnership’s AgriMarketing Program (AMP). This funding will support the Canadian pulse and special crop industry’s aggressive strategy to develop and diversify its market base, to address barriers to growth and to hit bold targets set by its Board of Directors.

Pulse Canada has developed a “25 by 2025” strategy which aims to move 25% of Canadian pulse production, or 2 million tonnes of pulses, into new markets and use categories by the year 2025. The strategy is focused on developing inroads into the food and pet food manufacturing, processing and foodservice industries in markets with the greatest volume potential for pulse ingredients. *“Finding new opportunities for Canadian pulses is critical given the uncertainty we face in markets we’ve relied on for decades. The growing demand for plant protein and interest in sustainability in markets like the US and Europe presents exciting new opportunities for Canadian pulses”* says Allison Ammeter, Chair of the Pulse Canada Board of Directors.

In addition to supporting the industry’s market diversification strategy, AMP funding also will support the industry’s efforts to remove barriers to trade. *“Market disruptions in key export markets like India underscore the impact that loss of access in even one market can have on the profitability of growers and the trade,”* says Quinton Stewart, President of the CSCA. *“Our partnership with AAFC will allow us to proactively address issues before they become barriers and to respond to emerging challenges so we can restore access as quickly as possible”* says Stewart.

Support through AMP also will enable the industry’s strategy to enhance its brand as a consistent and reliable supplier. The AMP funding will support the ongoing efforts of the CSCA and its partners in the Ag Transport Coalition to measure the performance of the transportation system. *“The partnership between the growers and the trade from the pulse and special crop, canola and wheat industries has allowed us to create a system that monitors the capacity and service provided to the sector on a daily basis,”* says Gordon Bacon, CEO of Pulse Canada and the CSCA. *“With detailed evidence of system performance, we can focus on the changes needed to bring about measureable improvements in getting product to market”* says Bacon.

In addition to the partnerships formed within the Ag Transport Coalition, the CSCA also works with the Canadian Mustard Association, the National Sunflower Association of Canada and the Canaryseed Development Commission of Saskatchewan to facilitate a suite of special crops applications to AMP. Today’s announcement also includes funding for each industry to take on activities that’ll help overcome challenges, take advantage of new opportunities and ultimately, strengthen Canada’s position as a premier supplier of special crops to the world.

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Pulse Canada is the national association of growers, traders and processors of Canadian pulse crops. Canada is the world’s largest supplier of pulses, with annual exports reaching more than 130 countries.

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