

Pulse Canada receives \$1.6 million to highlight health and environmental benefits of Canadian pulses

August 22, 2019 (Montreal, Quebec) – Today, the Honourable Marie-Claude Bibeau, Minister of Agriculture and Agri-Food, announced a contribution of \$1.6 million to Pulse Canada under the AgriAssurance Program to highlight the quality attributes of Canadian pulses and position Canada as a preferred supplier. The funding announcement took place at the 2019 Pulse and Special Crops Convention in Montreal, which attracted more than 325 delegates from 25 countries around the world.

Through this funding, Pulse Canada will develop tools and data that highlight the consistent quality, nutritional density and environmental benefits of Canada’s pulse industry and, ultimately, facilitate sustained demand from food and ingredient companies around the world. The project will identify standard methods to measure quality and characterize ingredients, collect quality data for processing, and measure the sustainability impact of using Canadian crops and ingredients in food applications.

“The Canadian pulse industry will remain a global leader in supplying pulses to discerning markets around the world. Positioning the specific advantages of sourcing pulses from Canada for their functional and sustainability attributes is emerging as a key quality consideration,” said Gordon Bacon, CEO of Pulse Canada. “We want to position the unique advantages of Canadian pulses and credit Canadian producers, who are leaders in mitigating agriculture’s contribution to climate change and reducing the footprint of foods formulated with pulses.”

Pulse Canada has developed a ‘25 by 2025’ strategy to diversify its market base and meet the needs of innovative food brands that have placed sustainability high on their list of brand commitments.

“We have set an aggressive target to foster innovative uses for two million tonnes of pulses or 25 per cent of Canadian production by 2025,” said Allison Ammeter, Chair of Pulse Canada’s Board of Directors. “Our ‘25 by 2025’ strategy will market pulses for high-value applications with potential for significant volume use by supplying uniquely Canadian quality, nutrition and sustainability advantages to ingredient and food companies around the world.”

Pulse Canada is the national association of growers, traders and processors of Canadian pulse crops, which includes peas, beans, lentils and chickpeas. Canada is the world's largest supplier of pulses, with annual exports reaching more than 130 countries.

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