

2019
2020

Pulse Canada
Annual Report

Pulse Canada 

Message from the CEO



Pulse Canada is a confederation of grower associations in Alberta, Saskatchewan, Manitoba and Ontario as well as the Canadian Special Crops Association. Work undertaken by Pulse Canada includes a focus on market access and domestic transportation issues. The organization also works to create new demand for pulses and determine how Canadian pulses can be positioned to fill these market needs.

In addition to the funding that comes from members, Pulse Canada leverages the grower and industry contributions with matching funds from many sources. Significant funding is provided by the Government of Canada under the Canadian Agricultural Partnership program.

Partnerships are key in delivering value and delivering results. Pulse Canada participates in various groups including the Global Pulse Confederation, Canada Grains Council, Canadian Agri-food Trade Alliance, and the Ag Transport Coalition.

A review of Canadian export destinations for pea, lentil, bean and chickpea shows that Canada is reliant upon a small number of markets that take significant tonnages. Since 2018 the organization has had the strategic goal of 25% of pulse production going to 'new uses' by 2025. A diversified market base is one element of risk mitigation from both the demand and value perspective.

Growth in demand for plant-based foods and pulse ingredients have provided added market stability and optimism about future demand growth. Significant new investments in Canada and around the world are being undertaken by the private sector. Government investments in initiatives like Protein Industries Canada have supported the positioning of Canada as an emerging pulse ingredient supplier.

The Canadian pulse industry has the opportunity to ensure that Canadian pulses are positioned to serve the interest in food that is healthy, nutritious and can demonstrate a contribution to lowering the environmental impact of dietary decisions. Pulses are part of the plan for diets that deliver healthy people and a healthy planet!

I hope that your review of Pulse Canada's 2019-2020 Annual report provides insight into the work that is done under the direction of our national Board of Directors.

I am proud to have been a part of the work that has been undertaken by staff. Thanks to staff at Pulse Canada and the provincial grower groups who have worked hard to deliver results in 2019-2020. Thanks to the member organizations who provide direction throughout the year. Working together, we are delivering results that make a difference to the Canadian pulse value chain.

Gordon Bacon
CEO



Message from the Chair



This past year has been one of extremes in so many ways, both in the agricultural sphere and the pulse sphere.

On the extremely challenging side:

Agriculturally, harvest was difficult across almost all the growing regions of Canada, with millions of acres left to be spring-threshed in 2020. This did not affect pulse crops as much, due to their generally earlier harvest time, but it certainly affected all growers.

In global trade, Canada experienced huge challenges with large partners such as China, India, and the EU as well as many smaller countries. We also saw progress on major free trade agreements, including Mercosur, CUSMA, and the TPTPP. Non-tariff trade barriers took as much attention by Pulse Canada staff as legitimate trade issues.

Nationally, Pulse Canada dealt with issues related to transportation (think protests on train tracks) and market access (India), and farmers in general lobbied for help with business risk management programs and carbon tax relief (grain drying, etc). Pulse Canada staff and board need to continue their work with government and government departments on numerous issues.

And Covid. Wow. Within an incredibly short time span, we watched as Canada (and the world) experienced complete supply chain chaos, business disruption, and a rethinking of just-in-time and sole-source supply chains. Due to our reliance on containers, it was particularly difficult for many in the pulse trade.

BUT on the extremely positive side:

Plant protein, and particularly pulse protein is experiencing not just a wave of consumer demand, but a tsunami, and Canada is positioned better than anyone in the world to supply it. Initiatives such as the PIC supercluster and Canada's Agri-food Economic Strategy Table reports are shining

a spotlight on the necessity to do more value-adding in Canada to our bountiful food production.

Pulse Canada's 25 by 25 strategy has been lauded as a positive, forward-thinking strategy by many in the industry. The Pulse Canada food team has been uniquely positioned to collaborate with industry, NGOs, and other pulse organizations to ride this amazing wave.

Sustainability continues to become more important to consumers, and again pulses are uniquely positioned to capitalize on this interest. Pulse Canada staff have worked hard to provide all the data and information needed to position us well.

And Covid. Pulses experienced a boom of consumer demand as they sought healthy, safe, nutritious, inexpensive, and shelf-stable food during the stay-at-home enforcement. In the recent words of Baljit Singh, U of C "Perhaps it takes a crisis such as the current pandemic for us to appreciate the critical nature of our agriculture industry as both a provider of our daily bread and an essential economic driver." Pulses experienced a boom of consumer demand as they sought healthy, safe, nutritious, inexpensive, and shelf-stable food during the stay-at-home enforcement.

IN SUMMARY - Our pulse industry in Canada is one of the brightest spots in agri-food right now. Our strategy of 25 by 2025 has proven to be a wise guide so far. At Pulse Canada, we are staffed and positioned well, and our role as board is to ensure our strategic direction allows them to maximize the potential growth going forward. Exciting times are ahead!

Allison Ammeter
Chair



Pulse Canada Staff and Directors

MANAGEMENT

Gordon Bacon
Chief Executive Officer

Greg Cherewyk
President

FINANCE & ADMINISTRATION

Brian Gilchrist
Vice President, Finance

Meagan Desautels
Senior Manager, Accounting & Administration

MARKETING & COMMUNICATIONS

Denise Hawryluk
Director, Events & Programming

Mary Price
Director, Digital Marketing

MARKET INNOVATION

Julianne Curran
Vice President, Market Innovation

Tanya Der
Director, Food Innovation
& Marketing

Chris Marinangeli
Director, Nutrition, Science
& Regulatory Affairs

Denis Tremorin
Director, Sustainability

Janelle Courcelles
Senior Manager, Food Innovation & Marketing

CORPORATE AFFAIRS

Greg Northey
Vice President, Corporate Affairs

Greg Bartley
Director, Crop Protection & Crop Quality

Mac Ross
Director, Market Access & Trade Policy

2019-20 BOARD OF DIRECTORS

BOARD CHAIR

Allison Ammeter Alberta Pulse Growers

VICE CHAIR

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Quinton Stewart Canadian Special
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Hailey Jefferies Manitoba Pulse and
Soybean Growers

Ben Martens Manitoba Pulse and
Soybean Growers

Adam Ireland Ontario Bean Growers

Brad Blackwell Saskatchewan Pulse Growers

Chad Doerksen Saskatchewan Pulse Growers

Shaun Dyrland Saskatchewan Pulse Growers



2019
2020

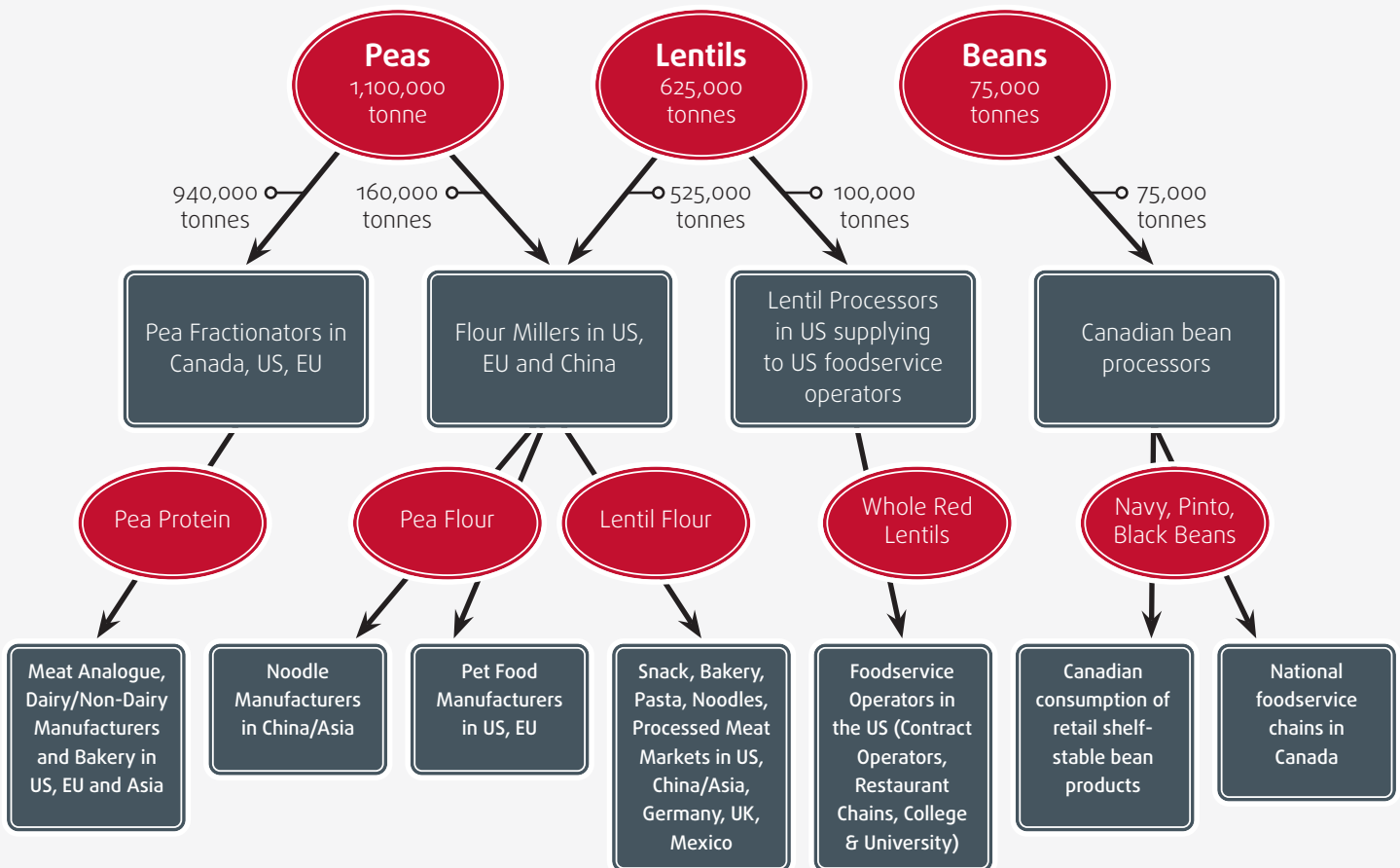
Market Innovation
Team Highlights

Market Innovation 25 by 2025 Strategy

In January, 2018, the Pulse Canada Board set a 25 by 2025 target for staff working on market diversification. The target translates to a goal of seeing 25% of Canadian pulses being used in non-traditional markets/applications by 2025. In collaboration with member associations, Pulse Canada set crop-specific targets and strategies for achieving the 25 by 2025 based on Canadian production levels, current markets, value-added formats available, processing capacity, as well as volume potential in different end-use applications (see Figure 1). Staff have transitioned into implementation of these strategies which involves both direct outreach to pulse processors and target high volume end users as well as facilitating research, industry and government initiatives that elevate the functionality, nutrition, health and sustainability benefits of pulses and Canadian industry advantages for these applications.

Overview of 25 by 25 Strategy

Figure 1



Stages of Engagement

Figure 2



For stakeholder outreach, staff have identified common stages of engagement that companies typically go through from first exposure to information on pulses to expanding knowledge throughout various departments and levels within the company, making a commitment through R&D, commercializing products or launching new menu items, and processing or sourcing ingredients derived from Canadian pulses. Staff have defined these stages as outlined in Figure 2, and are using these stages to set annual targets and track the results of outreach activities.



Market Innovation Team 2019-20 Highlights

Stakeholder Outreach and Engagement

Outreach to Increase Pulse Ingredient Processing and Demand for Pulse Ingredients

In 2019-20, Pulse Canada's Market Innovation Team staff presented technical information on the nutrition, health, sustainability and processing advantages of pulses at 12 food industry events targeting processors and manufacturers in Canada, the US, EU and Asia. An event focused exclusively on pulse flour milling in Minneapolis was also co-hosted by Pulse Canada, Buhler and the USADPLC in 2019, attracting more than 80 participants.

Market Innovation Team staff had opportunities to engage with several manufacturers and processors in 2019-20, tracking the conversion and increased levels of interest in pulse processing, ingredients, and sourcing from Canada. Digital marketing outreach will become a major focus for staff in 2020-21, allowing a small team to have broader reach.



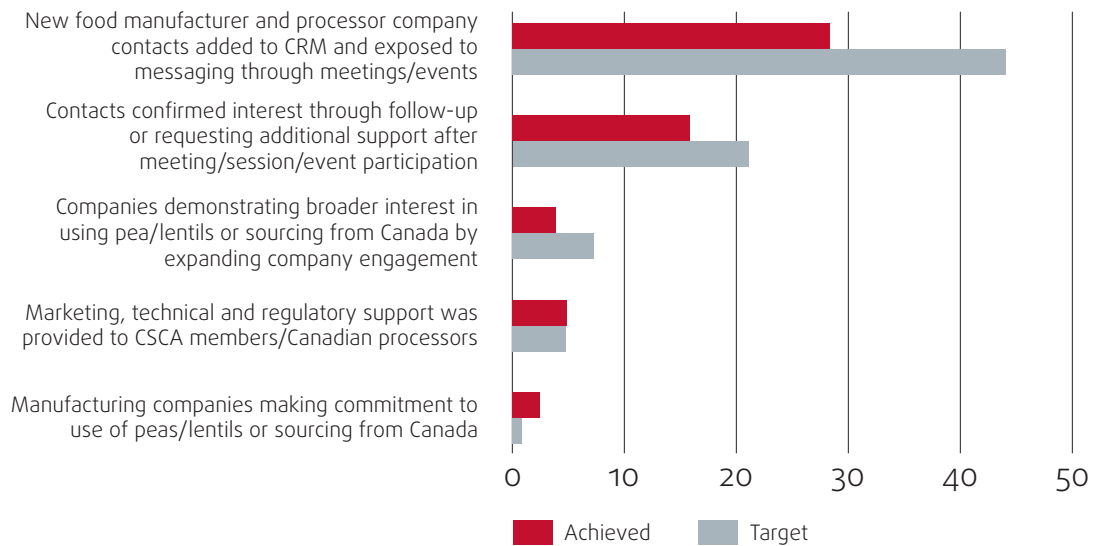


Figure 1. Conversion Resulting from Food Manufacturer and Processor Outreach

Growth in pulse ingredient use in high volume, high value end use categories is being tracked annually to determine whether the industry is on track to meet 25 by 2025 targets. Available data suggest pea protein demand is growing. Continued work to increase demand for all pulse ingredients, and expanding use of Canadian pulses in ingredient processing activity will be critical to ensuring high volumes of Canadian pulses and pulse ingredients are being used for value-added applications.

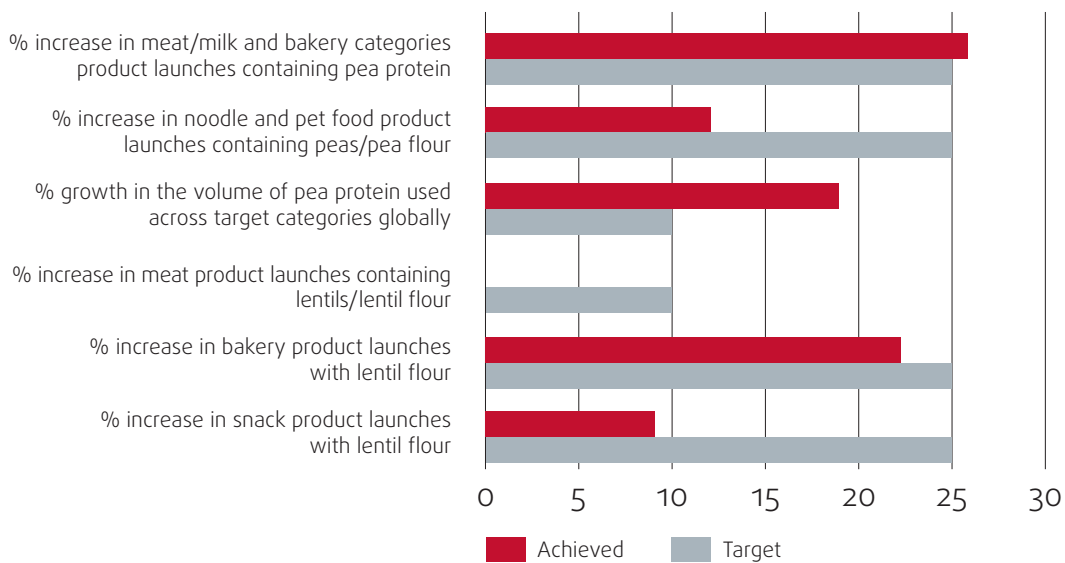


Figure 2. Annual increases in pulse ingredient use from 2018 to 2019 compared to Pulse Canada's targets



Outreach to US Foodservice Operators

In 2019-20, Pulse Canada's Market Innovation Team presented information on the nutrition, health, sustainability and operational advantages of lentils at 13 foodservice industry events targeting operators in the U.S. In addition, seven custom culinary training programs were executed in-person with college/university dining teams to learn hands-on how to work with lentils and expand menu innovation.

Market Innovation Team staff had opportunities to engage with several non-commercial and commercial foodservice operators in 2019-20, tracking the conversion and increased levels of use of lentils on menus. Meeting and outreach will continue into 2020/2021 with a greater emphasis on virtual meetings and engagement through contractors residing in the U.S.

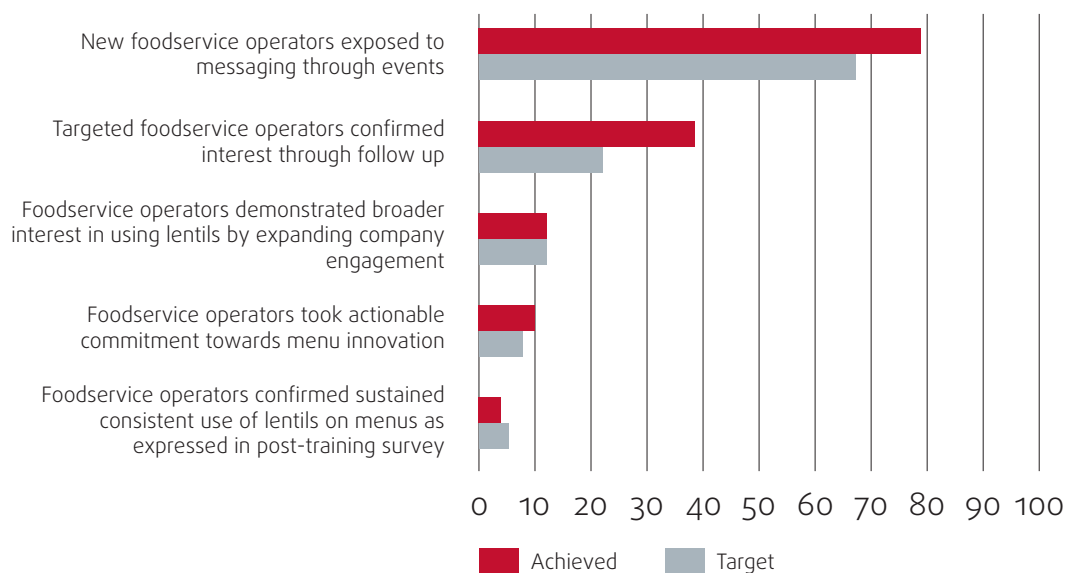
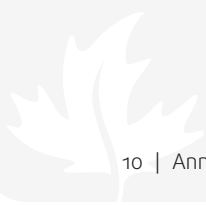


Figure 3. Results of US foodservice engagement efforts in 2019-20

Tools and Resources to Support Marketing Efforts for the Canadian Pulse Industry

Three market insights reports were commissioned in 2019-20. The reports explored opportunities for pulses in European foodservice, processed meat/meat alternative applications in the Europe, and for pulse flours in Asia. Highlights from these reports will be shared with Canadian companies during sessions being planned for 2020. Some technical white papers on pulse ingredient use in food applications were also commissioned in 2019-20. The applications covered include: meat, noodles, pasta, snacks, bakery. These white papers will also be made available to Canadian companies as marketing tools. A study on the use of Canadian beans within domestic processing and foodservice supply chains was completed to determine opportunities to create more linkages to domestic producers and increase Canadian bean use in Canada.



Technical Projects to Support Marketing Messages

Collecting Canadian Pea Quality Data for Attributes Relevant to Ingredient Processors

A multi-year project to collect quality data on 11 Canadian pea varieties grown in 10 locations across the prairies was initiated in 2019-20. Based on 2019 results, some varieties had significantly different compositional values across all locations compared to others. For example, Figure 4 below shows varietal differences in fat content, a quality attribute that can impact processing. The commercial significance of these differences still needs to be determined. There was considerable variation in compositional attributes between all the samples, however when data for a particular variety was combined across all locations, or data for all varieties produced in a single location was combined, this variability decreased (see Table 1). The same effect would be achieved when grain shipments are blended.



Photo: Saskatchewan Pulse Growers



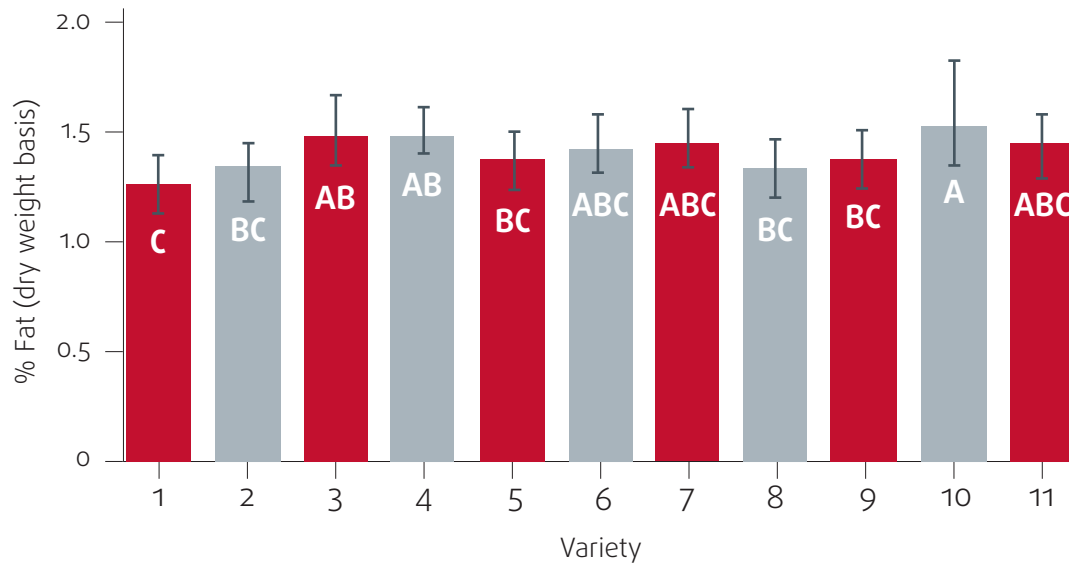


Figure 4. Fat content¹ of 10 pea varieties grown across Western Canada in 2019.

¹Values represent the Mean ± Standard Deviation for each variety at 10 locations (3 reps/location)

Table 1. Composition of 11 varieties of Canadian peas grown across 10 locations in Western Canada in 2019 (3 reps/location).

Parameter	Range Type					
	All Samples		Varieties		Locations	
	Min	Max	Min	Max	Min	Max
Moisture (%)	5.4	11.7	7.6	9.5	6.2	10.9
Protein (% db)	18.2	28.0	21.8	24.4	20.1	25.3
Ash (% db)	2.4	3.5	2.8	3.0	2.6	3.1
Fat (% db)	1.0	2.0	1.2	1.6	1.3	1.6
Amylose (% starch)	19.0	34.1	25.8	27.9	25.1	28.6



Project to Determine How Milling Techniques Influence Pulse Flour Functionality and Performance

A project facilitated by the Market Innovation Team involving IMPROVE, a France-based technical institute was conducted in 2019-20. One of the key findings was that pulse flours milled to the same granulation can function differently. Figure 5 shows starch damage levels of lentil flour milled using a short vs long mill configuration. A longer mill flow generated flour streams with lower starch damage 5% compared to a shorter mill flow (7%). With roller milling technology, streams collected at different milling stages, can have starch damage ranging from as low as 2% and high of 18%. This data helps the miller understand the extent that milling technology can be used to customize pulse flours to the specifications needed by different customers.

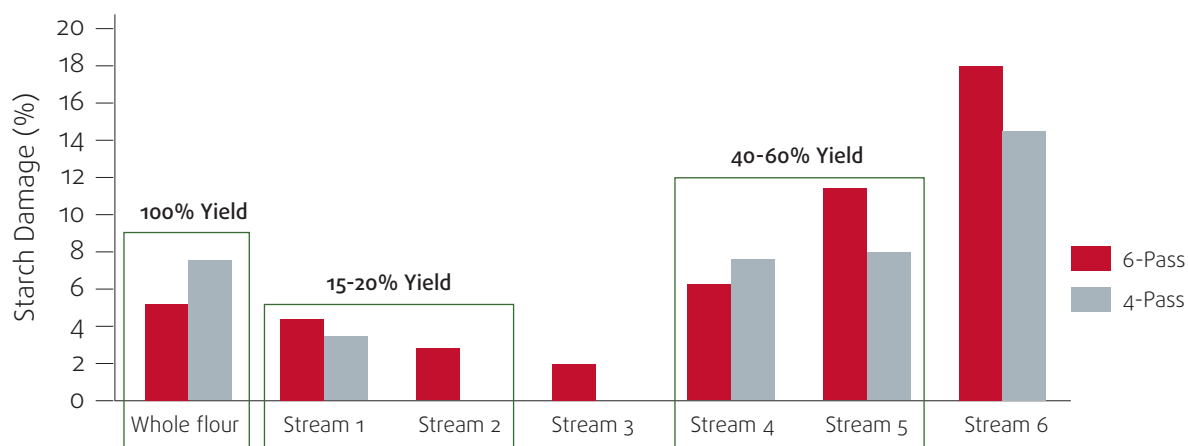


Figure 5. Green lentil starch damage of roller mill streams: 6 pass versus 4 pass



Highlighting the sustainability benefits of Canadian pulses and ingredient derivatives

In 2019-20, a project focused on the life cycle assessments of Canadian peas and lentils was initiated. Over 700 pea and lentil growers participated in two surveys which provided the dataset necessary to conduct a life cycle assessment. An initial survey led by UBC and promoted by Pulse Canada and its members failed to deliver the target number of grower participants, and a secondary survey led by Stratus Research was utilized to reach this target. The level of detail achieved in this Canadian dataset is strong compared to other production regions, and is also unique for most life cycle assessment inventories. The large number of participants in this survey allows for an in-depth assessment of whether there are differences in environmental impacts between production regions, and why these differences exist. The data from this survey will provide Canada a unique position as food industry searches for data regarding the environmental footprint of new pulse ingredients entering the marketplace.

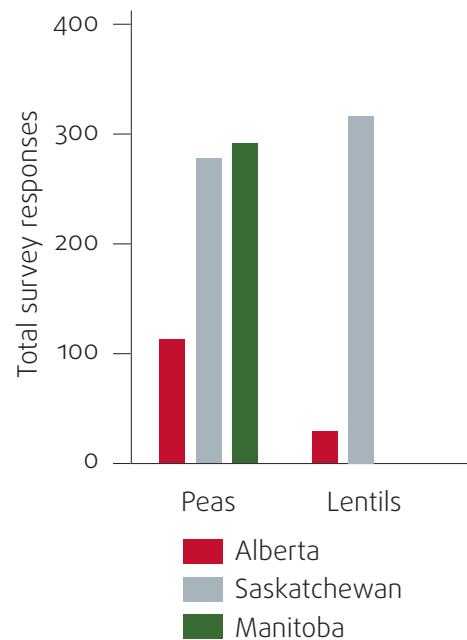


Figure 6: Number of farmer participants in two surveys for life cycle assessment of Canadian peas and lentils



Photo: Saskatchewan Pulse Growers



In 2019-20, a study was conducted on the environmental and nutritional impacts of reformulating beef burgers with 33% cooked lentil puree. The study used data specific to the Canadian lentil production region, as well as data representing both Canadian and US beef production. This study provides evidence that this blended beef/lentil application reduces the environmental footprint (greenhouse gas, water and land use footprints) by 33%, and the nutrient density of the reformulated lean beef burgers is improved by ~20%, all while reducing costs for the foodservice industry. The results of this study are being utilized in a marketing campaign targeting foodservice in the US, and the results will be published in a manuscript in 2020-21.

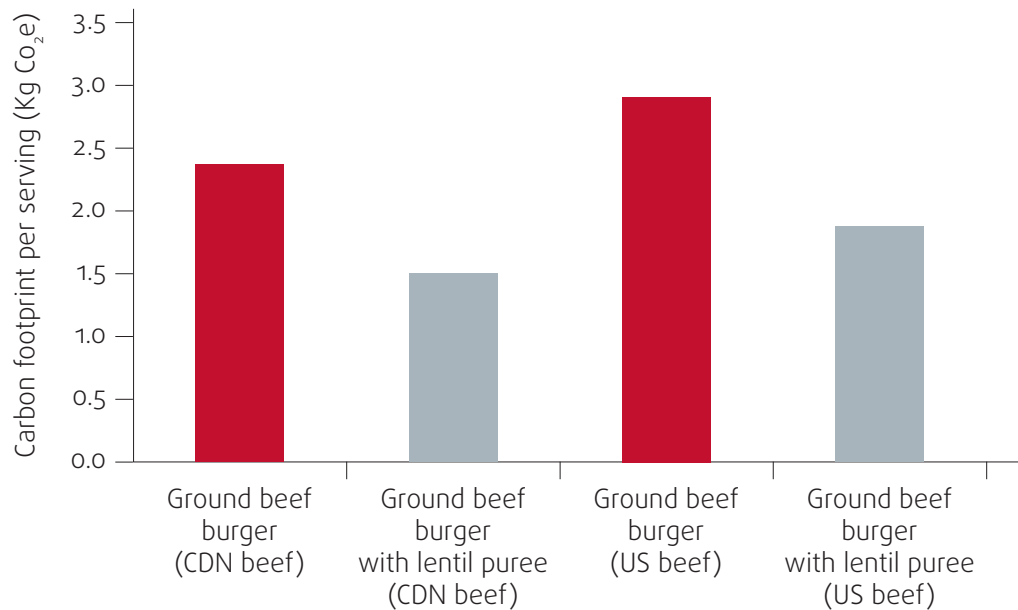


Figure 7: Carbon footprint of beef burgers reformulated with 33% lentil puree

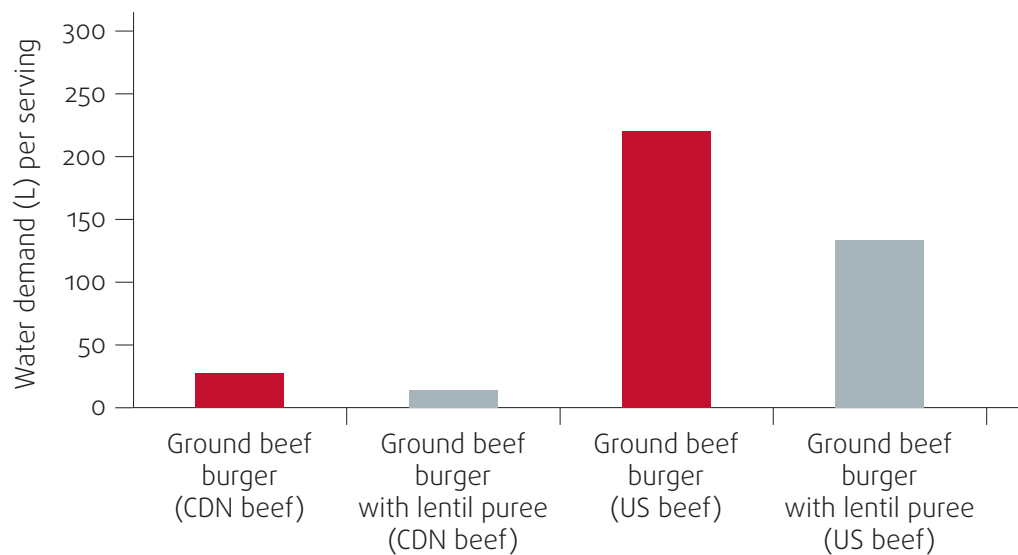


Figure 8: Water footprint of beef burgers reformulated with 33% lentil puree



Project to Support Regulatory Modernizations for Protein Claims

Current Canadian regulations make it challenging for plant and cereal based products to use claims that highlight the amount of protein they contain. To inform a regulatory change, data is needed to demonstrate there is a low risk to the population of inadequate protein intake if regulations were to be modified. Pulse Canada co-funded a study in 2019-20 in collaboration with Loblaw's Companies LTD., and the Helderleigh Foundation, to determine the protein quality of Canadian diets. The majority of Canadians consumed 25-49.9% protein from plant-based protein sources on any given day. As expected, as the amount of plant-based protein intakes increase, the quality of protein decreases. However, only a very small proportion of Canadians are consuming 75-100% of their protein from plant-based sources. This study showed that consumption of up to 75% of protein in the diet from plant-based sources, provides adequate protein content and quality.

Table 2. Plant-Protein Intakes Among Canadians

Protein Intake	Proportion of plant protein (%)			
	Quartile 1 0-24.9% (n=1942)	Quartile 2 25-49.9% (n=3328)	Quartile 3 50-74.9% (n=1009)	Quartile 4 75-100% (n=219)
Absolute Protein Intake (g/day)	110.31 ± 5.3***	84.68 ± 1.1	69.41 ± 1.45***	57.14 ± 2.34***
Absolute Protein Intake (g/kg BW/day)	1.44 ± 0.07***	1.13 ± 0.03	0.97 ± 0.02***	0.82 ± 0.03***
Absolute Protein (% energy)	20.24 ± 0.79***	15.72 ± 0.18	13.03 ± 0.15***	11.41 ± 0.38***
Total Day Corrected Protein*				
PDCAAS	0.99 ± 0.001***	0.96 ± 0.004	0.87 ± 0.006***	0.71 ± 0.018***
Corrected protein (g)	107.96 ± 5.29***	80.6 ± 1.21	58.16 ± 1.46***	37.13 ± 1.88***
Corrected Protein by body weight (g/kg BW)	1.41 ± 0.07***	1.07 ± 0.03	0.81 ± 0.02***	0.54 ± 0.03***
Proportion of energy from corrected protein (%)	19.93 ± 0.8***	15.21 ± 0.21	11.2 ± 0.19***	7.73 ± 0.45***

Abbreviations: PDCAAS, protein digestibility corrected amino acid score

Mean ± SEM value was significantly different from quartile 2 (25-49.9% plant protein): * P<0.05, ** P<0.01, *** P<0.0001.

* Assumed total N digestibility of 0.8 for all protein sources



2019 2020

Corporate Affairs Team Highlights

The Corporate Affairs team supports the Canadian pulse industry's global competitiveness and growth strategy by maintaining and expanding access to international markets for both pulse commodities and higher-value ingredients. This work focuses on identifying and addressing the risks and opportunities the sector faces by ensuring:

- Unimpeded access to food and ingredient markets for pulses and pulse ingredients by eliminating both tariff and non-tariff barriers, and working toward harmonized regulatory approaches to safety, quality, and label information.
- Canadian pulse production is globally competitive through timely access to production technologies, and consideration of how those technologies contribute to the ability to trade safe food locally, nationally, and globally.
- Cost-effective, consistent and reliable supply chains with optimized capacity and service that enables the timely execution of pulse and special crops sales programs so product gets to market 365 days a year in a timely and competitive way.

Corporate Affairs Team 2019-20 Highlights

Policy and Advocacy work to ensure emerging trade barriers are resolved

Pulse Canada's joint work with Government of Canada on country specific strategies combined with real-time updates on emerging market access issues in markets of importance for Canadian pulses and special crops help the Canadian Pulse sector navigate potential disruptions to trade. Significant market access issues requiring focused resources and a strategy emerged in 8 countries (not including India) in 2019/20, including Peru, Pakistan, Algeria, Saudi Arabia, Costa Rica and Vietnam. The effort needed to resolve issues varied from country to country. For example, Pulse Canada worked with the Canadian Food Inspection Agency (CFIA) to implement a country-specific container sampling program to address ongoing concerns communicated by the Plant Protection Department of Vietnam over their detection of creeping thistle (*Cirsium arvense*) in grain imports from Canada.

75% of emerging market access issues have been addressed and are now being proactively monitored to ensure the issue does not arise again. ✓

World Pulse Day Event

A Memorandum of Understanding (MoU) was signed between Global Pulse Confederation (GPC) members and Indian government officials from the National Agricultural Cooperative Marketing Federation of India Ltd. (NAFED) in June 2019. The MOU provides a framework for cooperation between GPC and NAFED particularly as relates to improving information sharing, production, consumption, research, promotion and trade of pulses. As a first step in this newfound co-operation, Pulse Canada and GPC worked with NAFED to hold an event and policy workshop with industry and Government of India (GoI) officials in New Delhi on World Pulse Day 2020 (February 10).

The 1-day event was attended by approximately 300 people, the majority of which were Government of India representatives and members of the Indian pulse trade. The event was also attended by global pulse trade representatives/GPC members. ✓



Glyphosate MRL related trade risk for South Korea is resolved

The establishment of a glyphosate import tolerance in South Korea will continue to allow access to this important market for the dry bean industry. Activities like this that identify crop protection products that have the potential for non-renewal in key markets allows the pulse industry to react in time to establish an import tolerance and ensure no disruption to production of pulse crops in Canada. Pulse Canada works with product registrants to raise pulse and special crop market access concerns of missing or misaligned MRLs in key export markets and advocates for the establishment of risk-based MRLs or import tolerances in these key export markets to facilitate trade.

A glyphosate import tolerance was established for all pulse crops in South Korea.

Keep It Clean Program

Keep It Clean (KIC) plays an important role in ensuring farmers and agronomists have the information they need to produce crops that meet the demands of our domestic and export customers. Pulse Canada played an active role, along with Cereals Canada and the Canola Council of Canada, in program direction, development and oversight. Each KIC campaign that was launched during the growing season was reviewed multiple times by Pulse Canada, and included critical feedback from member organizations during the review process to ensure the campaigns remained relevant. By successfully implementing the KIC program to reach farmers and agronomists, Pulse Canada can reduce the risk of market access issues related to the use of crop protection products and agronomic practices at the farm level, thus protecting Canada's reputation as a safe and reliable supplier of high-quality pulse crops to our domestic and export customers around the world.



KIC messaging reached over 500,000 circulated print copies of media plus digital impressions.

A series of KIC webinars were attended by over 300 retailers and agronomists.

The KIC website received over 80,000 page views, including over 2,000 downloads of KIC resources.

**CANADA EXPORTS OVER
85% OF ITS PULSES TO
FEED THE WORLD.**



Identifying potential key markets for swine feed for Canadian peas

Swine feed is the largest potential market for animal feed use, and Canadian pulses are well positioned to compete with traditional feeds such as soymeal or feed grains. Pulse Canada contracted a study identifying key markets for swine feed, global growth markets for swine feed, current values of main ingredients along with freight considerations, and markets where Canadian peas could be the most competitive. The study also identified key feed manufacturers in markets with potential for Canadian peas and will inform future projects involving direct engagement with feed manufacturers.



Countries identified to have high potential for feed pulse exports were Mexico, Vietnam, the Philippines, China, and the EU (Spain, France, the Netherlands, Poland, Germany, and Denmark).

Providing industry support during FDA investigation into the role of pulses in dilated cardiomyopathy in pets

Over the course of 2019-2020, Pulse Canada closely tracked the FDA investigation into the use of pulse ingredients in dog food and the incidence of canine dilated cardiomyopathy (DCM). Pulse Canada maintained regular contact with academic experts and disseminated new information to stakeholders as it became available. Research on this topic is ongoing and Pulse Canada continues to work closely with the USA Dry Pea and Lentil Council, where new data and science regarding canine DCM is shared between organizations.

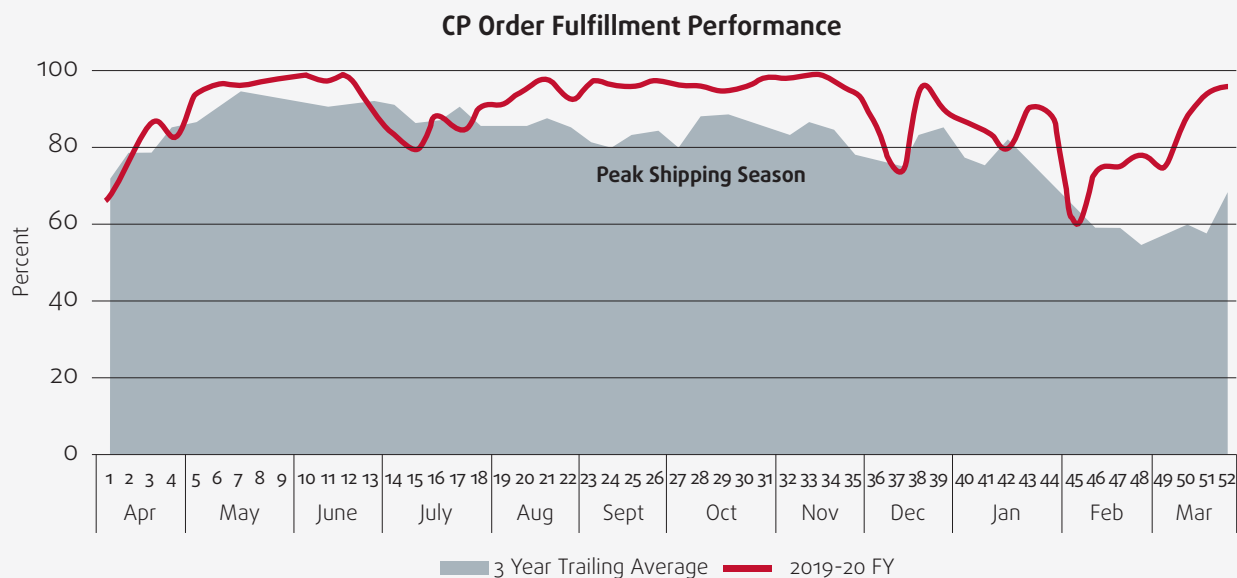
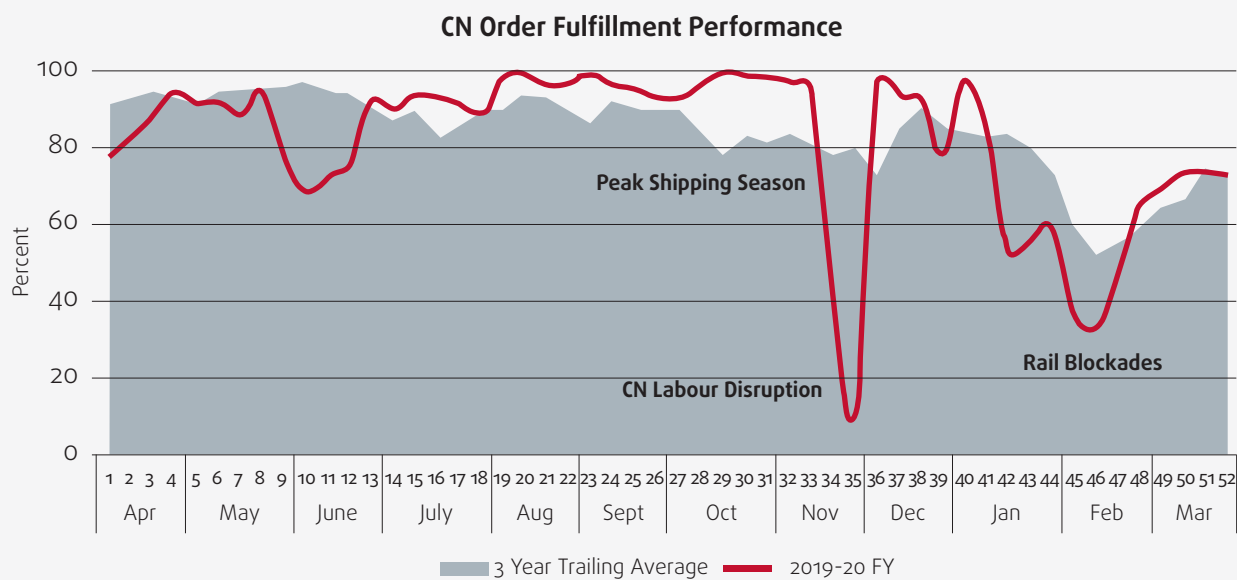


Rail Transport Performance Review for 2019/20

As a member of the Ag Transport Coalition (ATC), Pulse Canada is focussed on measuring the service performance of Canada’s rail carriers. The 2019/20 grain year was a difficult one due to a series of significant disruptions, including labour disputes and blockades. Two key ATC performance metrics are summarized for the past year to provide a sense of overall system performance experienced in 2019/20.

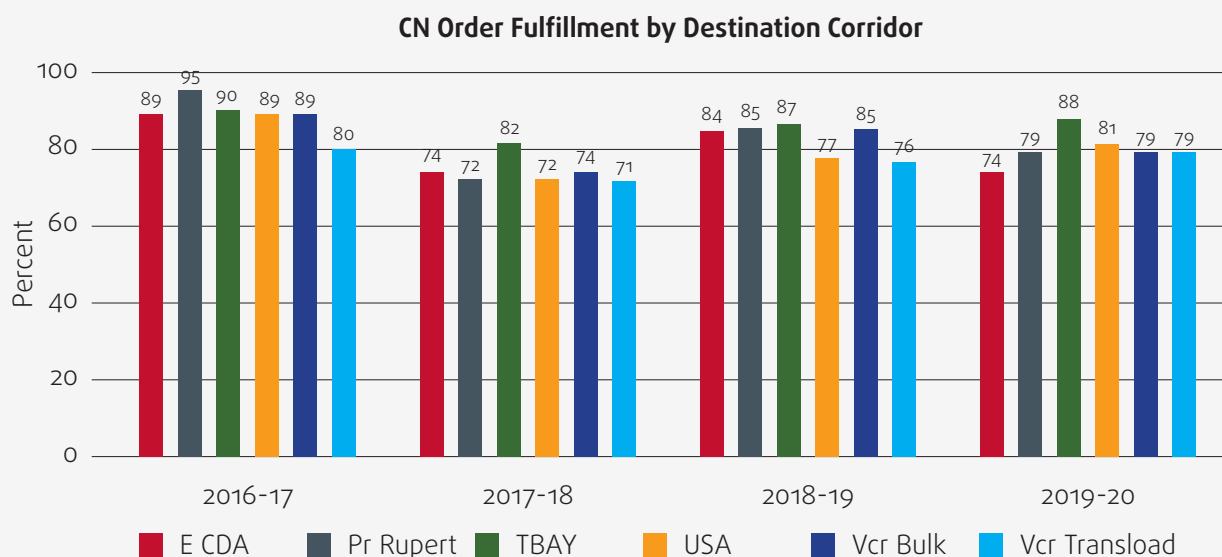
Order Fulfillment Performance

- CN - Performance in November 2019 and January/February 2020 was significantly impacted due to labour disruption and rail blockades.
- CP - Performance is historically less variable than CN throughout the year and the traditional performance downturn in the January – February period was shorter than in previous years.



Order fulfillment performance by Destination Corridor

- CN - Regardless of corridor, order fulfillment performance has declined since 2016/17 and 2019/20 continues this pattern.
- CN - Eastern Canada saw the worst performance during the 2019-20 fiscal year driven largely by the rail blockades on CN's network during the months of January and February.
- CP - The most recent fiscal year showed the most consistent performance across corridors in the last four years.
- CP - The US and Vancouver Transload corridors lagged the bulk corridors in performance but when compared to the previous years, both corridors experienced their best overall order fulfillment performance in 2019/20.



In addition to working with the ATC on the performance measurement program, Pulse Canada was actively involved in important transportation policy initiatives, including chairing the Crop Logistics Working Group Performance Measurement Subcommittee. The Crop Logistics Working Group is a joint industry-government forum created by the Federal Minister of Agriculture to discuss transportation policy issues and direction.

Pulse Canada also participated in the Canadian Transportation Agency's (CTA) Investigation into the Vancouver service issues experienced in winter 2019. This investigation was undertaken by the CTA under their new "own Motion" investigation powers and Pulse Canada utilized ATC data to present to the CTA on the experience of the pulse and special crop sector. Based on its investigation, the Agency ordered CN to provide a detailed plan for each of the next three years "to respond to surges in traffic that occur in the Vancouver area towards the end of the calendar year with a view to avoiding or minimizing the use of embargoes and maintaining the highest level of service reasonably possible."



2019-2020 Selected Financial Information

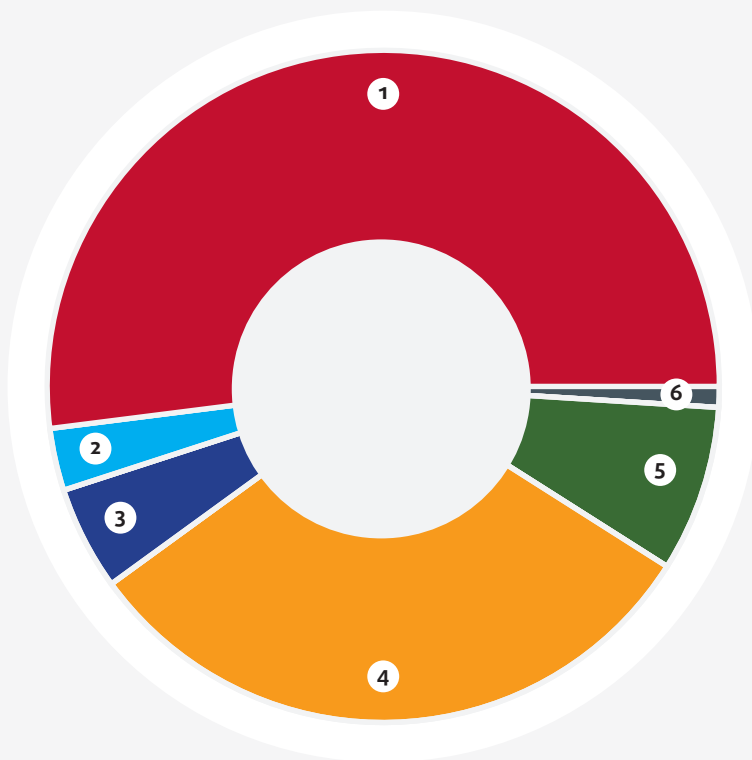
Scarrow and Donald conducted the annual audit for the fiscal year ended March 31, 2020. The financial statements were prepared in accordance with Canadian Generally Accepted Auditing Standards. This report contains selected summarized information from those financial statements.

Total revenue at March 31, 2020 was **\$6,313,916**, and total expenses of **\$5,818,505** for a net surplus of **\$495,411**.

Revenues

Pulse Canada's revenue comes from three primary sources: Funding from Pulse Canada Members (Alberta Pulse Growers, The Canadian Special Crops Association, Manitoba Pulse & Soybean Growers, Ontario Bean Growers and Saskatchewan Pulse Growers), targeted funding from other industry associations, and funding from Agriculture and Agri-Food Canada under Agri-Marketing and Agri-Assurance Funding Programs.

	2020	2019
Pulse Canada Member - Base	\$ 3,304,000	\$ 3,304,000
Pulse Canada Member - Targeted	178,584	176,573
Other Industry Association - Targeted	287,500	384,550
Government of Canada - AgriMarketing Program	1,953,882	1,300,857
Government of Canada - AgriAssurance Program	505,588	-
Other Revenue	84,362	2,550
	\$ 6,313,916	\$ 5,168,530



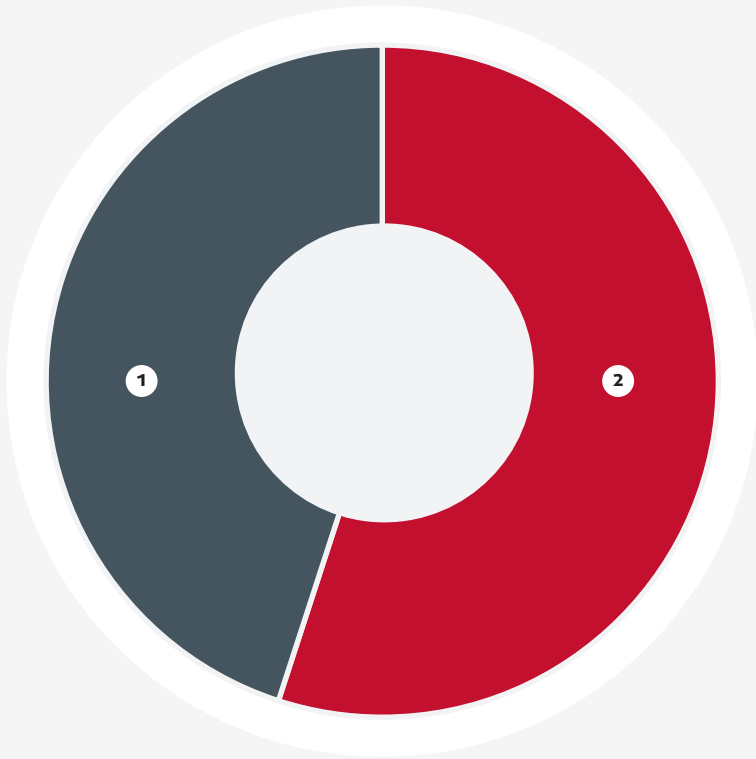
1	Pulse Canada Member - Base	52%
2	Pulse Canada Member - Targeted	3%
3	Other Industry Association - Targeted	5%
4	Government of Canada - AgriMarketing Program	31%
5	Government of Canada - AgriAssurance Program	8%
6	Other Revenue	1%



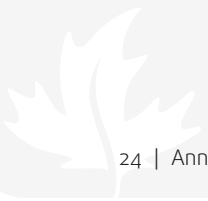
Program Expenditures

Direct program investments are made into activities designed to maximize revenue opportunities for the industry under the 25 by 2025 strategy (Market Innovation), and to optimize costs associated with market access and transportation (Corporate Affairs).

	2019-20	2018-19
Corporate Affairs	\$ 1,977,724	\$ 1,519,883
Market Innovation	2,438,101	1,288,518
	\$ 4,415,825	\$ 2,808,401



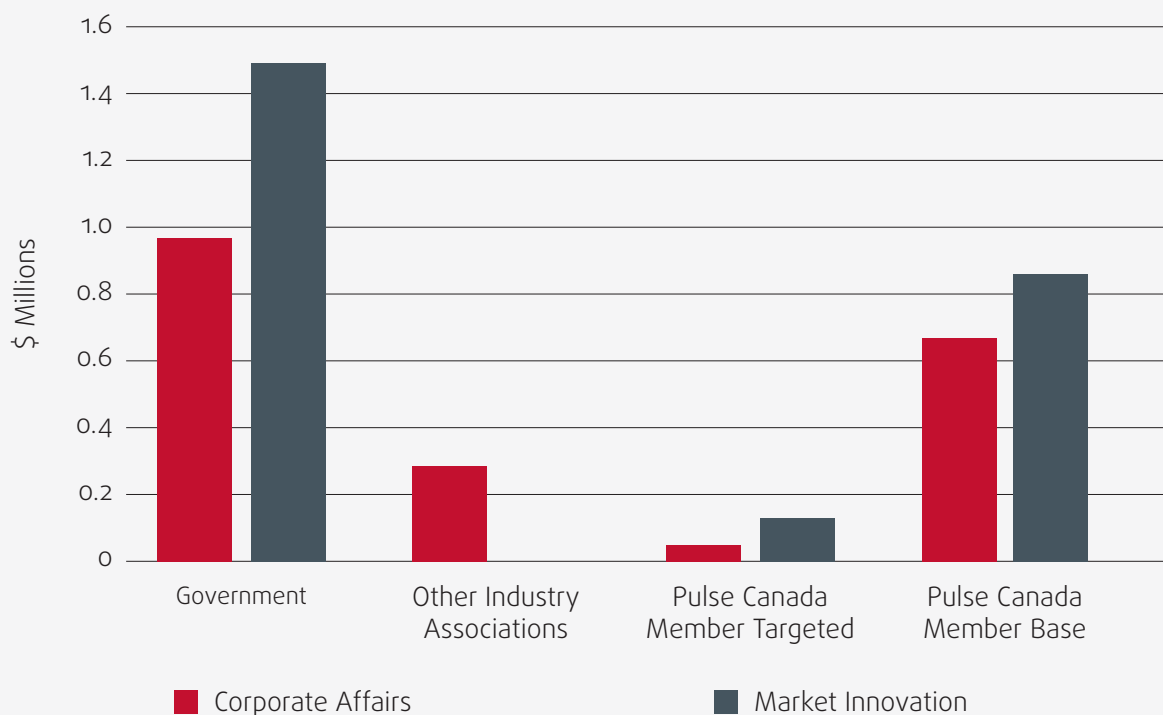
- 1 Corporate Affairs 45%
- 2 Market Innovation 55%



Program Expenditure

Pulse Canada's direct program expenditures are comprised of government funding, targeted funding from other industry associations, targeted funding from Pulse Canada Members and base funding from Pulse Canada Members. For the 2020 fiscal year, the amount contributed to each program area is as follows:

	Government	Other Industry Associations	Pulse Canada Member Targeted	Pulse Canada Member Base	Total
Corporate Affairs	\$ 990,069	\$ 287,500	\$ 44,228	\$ 655,927	\$ 1,977,724
Market Innovation	1,473,402	-	125,440	839,259	2,438,101
	\$2,463,471	\$ 287,500	\$ 169,668	\$1,495,186	\$4,415,825





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