

BUILDING ON SUCCESS

The
Canadian

Pulse

Industry



A WORLD LEADER

Canada is a world leader in the production and export of pulse crops. Over the last two decades, the pulse industry has grown from a fledgling producer to become the world's dominant supplier to the global market. This was achieved because the Canadian pulse industry shares a common vision to build on its strengths and capture new market opportunities.

Initial success was achieved largely due to advancements in plant breeding and agronomy. This built a base for growth and a very competitive industry. A focus on market development expanded global sales opportunities for Canadian pulses. Growth has also been achieved by focusing on efficiency and addressing transportation issues to ensure timely delivery. Going forward, the journey builds on the success of the past by positioning pulses as a cornerstone ingredient for healthier foods and a more sustainable environment.

BEANS, PEAS, CHICKPEAS AND LENTILS ARE USED IN EVERYTHING FROM SNACK FOODS, FLOURS, DIETARY FIBER, LIVESTOCK FEED, FISH MEAL, PET FOOD AND MUCH MORE.





CREATING VALUE

Pulses play an important role in crop production in Canada. They have not only demonstrated consistent returns and grown the Canadian agricultural sector; pulses are good for the land. By creating their own fixed nitrogen, pulses require half the total energy inputs of other crops. This leaves a reduced environmental footprint and provides excellent agronomic returns and value to Canadian agriculture.



Pulses also create value for Canadians and a health-conscious world. With excellent health and nutritional benefits and the potential to help prevent chronic diseases and other issues, pulses are a prescription for healthy living delivered through the grocery cart.

Building on Success

Journey to 2013

WHO: The Canadian pulse industry

WHAT: A journey to 2013, building on leadership and past success

WHERE: To be the world's most respected pulse producer and food ingredient nation

WHEN: By 2013

WHY: We are the world leader in pulse production, research and exports and can be a respected leader in health, wellness and the environment.

HOW: We'll navigate the journey using two maps:

- A map for being efficient and cost effective in everything we do
- A map to create more demand by providing value to more people

TRAVEL PLANS AND THE DRIVING STRATEGY

1. Build on core strengths of breeding and agronomy. We always have to be competitive.
2. Reduce costs, such as transportation and access barriers. We always have to be lean.
3. Serve the existing market. We have to look after customers paying the bills today.
4. Look to areas of growth in health. We have to recognize the opportunities in front of us.
5. Capitalize on the environmental opportunity. Being at the forefront of a global movement offers us great opportunities.

EARLY SIGNS OF SUCCESS

We'll need signs along our journey to ensure that we are headed in the right direction. We already see a few of those signs.

Signals along the route

- Interest from value chain partners like retailers, food companies and restaurants.
- Regulators and health professionals providing strong encouragement.
- Producers recognizing the value in following the roadmap and the leadership opportunity it provides the industry and their business.
- Health systems agree on the need for greater focus on health and wellness prevention and protection.

Signals from other drivers

- Obesity recognized as a global problem with calls for action on every continent.
- Commercialized food product introductions focusing on health and environment.
- Pulse industry and government heading in the same direction; traveling together can get there safely and on time.

HEALTHY PEOPLE. HEALTHY PLANET.

**HEALTHY PEOPLE –
A PRESCRIPTION FOR HEALTHY LIVING**

Finding food and ingredient-based solutions to improve the health of Canadians and people around the world is of paramount importance. With an increasing and aging population, chronic diseases and health issues like heart disease, obesity and diabetes are on the rise. As a food ingredient, pulses have enormous potential to help prevent and combat these health issues and contribute to overall good health. The same health and nutritional benefits that pulses offer people can also be provided to animals to improve the health of pets and livestock, opening up new markets for Canadian pulses.



**HEALTHY PLANET –
GROWING GREEN**

Concerns for the environment and protecting Canada's precious resources will only grow in the future. As part of the legume family, pulses supply their own nitrogen and produce less than half the greenhouse gas emissions of other crops – good progress for Canadian producers. And with a positive impact on climate change, fossil fuel use and water, soil and biodiversity, pulses allow environmentally-conscious consumers to reduce their environmental footprint through their shopping choices.



GROWING FORWARD

Combined, the health and environmental benefits of pulse crops and commitment to continue to be the preferred pulse supplier makes a very powerful story. By building on our strengths, we will continue to maintain and enhance current markets for Canadian pulse crops. And by working together as an industry, there is tremendous opportunity to grow the pulse sector by creating and capturing new demand. Whether it's promoting pulses as nutritious, healthy food ingredients or products contributing to environmental sustainability, the future is very exciting.

THERE IS A WORLD OF OPPORTUNITY AND THE CANADIAN PULSE STORY HAS JUST BEGUN. JOIN US IN OUR JOURNEY FORWARD.

Pulse Canada 

1212-220 Portage Avenue
Winnipeg, MB R3C 0A5

(204) 925-4455

www.pulsecanada.com