



PROTECT YOUR INVESTMENT BY KEEPING IT CLEAN THIS GROWING SEASON

By Pulse Canada

Keep it Clean!

With over 85% of Canada's pulses going to export markets, Canadian pulse producers know that maintaining market access is critical to protecting their investments and growing our industry. Growers have a key role to play in keeping the doors to pulse export markets open.

Why Keep it Clean?

Growers work hard to maintain Canada's reputation as a global supplier of safe, high-quality crops. The pulses grown in Canada must meet the quality expectations of our end customers, as well as the regulatory standards of importing countries – including their tolerances for crop protection product residues. Both growers and members of the trade must pay close attention to the Maximum Residue Limits (MRLs) in place in our export markets. With heightened public sensitivity surrounding pesticide residues and enhanced residue testing in many of our industry's major markets, it is paramount that all members of the pulse value chain work together to ensure the pulses grown in Canada do not exceed international MRLs.

For this reason, the Canadian pulse industry has enhanced its support for the *Keep it Clean!* initiative. *Keep it Clean!* is a joint effort between Pulse Canada, Cereals Canada and the Canola Council of Canada that provides growers with the information they need to ensure their crops are market-ready. The

objective of *Keep it Clean!* is to provide accurate, relevant and timely information to Canadian growers that will help them make informed crop protection product choices.

2019 Pulse Grower Advisory

As part of *Keep it Clean!* the Canadian pulse industry also produces an annual advisory that informs growers of current market considerations associated with various pulse crop protection products. The advisory is produced by Pulse Canada with input from a range of experts including members of the provincial pulse associations, pulse agronomists and members of the pulse trade.

Pulse Canada encourages all growers to read the advisory carefully prior to making their crop protection plan for the 2019 growing season. The 2019 Pulse Grower Advisory can be found on the following pages of this magazine, and is also available for download on keepingitclean.ca.

Follow the label to keep markets open

Maintaining market access starts at the farm level. In addition to consulting the 2019 Pulse Grower Advisory, growers can protect their own investments and do their part to keep markets open for all by always reading and following crop protection product labels. The label outlines how a product can

legally be used – including proper rate, timing and registered crops. Improper or off-label use of crop protection products may result in unacceptable residue levels that can jeopardize a producer's marketing options, as well as market access for all Canadian crops.

Growers should also remember that glyphosate can only be applied to pulse crops when seed moisture content is below 30% in the least mature part of the field. Applying glyphosate too early or too late could have serious negative implications on product residue levels. Glyphosate is registered for pre-harvest weed control, and should not be used as a desiccant.

Prior to using any crop protection products, growers should also consult with their exporter or processor about which products are acceptable in international markets. Exporters typically have a good sense of which markets may be sensitive to specific products.

More information at keepingitclean.ca

For more information about how to ensure crops are ready for market, visit keepingitclean.ca. Growers can also get the latest *Keep it Clean!* updates by following @KICCanada on Twitter, or stopping by the *Keep it Clean!* booth at agricultural events such as CanolaPALOOZA in Lacombe on June 26, Ag in Motion and the Crop Production Show.