*Don Shepert, APG Chair*

# CHAIR'S REPORT

## A BOLD NEW VISION: PULSES ON EVERY FARM, ON EVERY PLATE

Three million acres of pulses by 2025! That would be amazing, and the Alberta Pulse Growers' Board of Directors is confident that it is achievable.

It will take a lot of dedication and hard work to have three million acres planted to pulses each year, but I know we can do it. My fellow APG Directors agree. That's why it is an important target that we have identified in our new five-year strategic plan that launched on August 1.

The Board and staff worked for two years to develop a new plan to guide the organization from 2020 to 2025. I'm really pleased with what we have developed, and I am confident that it will benefit our member farmers and the industry.

The new plan is captured in APG's new vision: Pulses on every farm, on every plate. I think that statement summarizes what we aim to do over the next five years within the strategic themes of Grow, Move and Use.

With acreage hovering around the two million mark for several years, reaching three million acres planted to pulses will demonstrate that we have reached the next stage of growth for pulses in Alberta. An important component of getting to three million acres is the commitment to 10% resource investment in new crops so that there is a pulse for every field as part of a one in four crop rotation. This will entail proactively looking at new crop research and market investment to provide additional options for Alberta farmers. This research will look at the suitability of potential crops like faba beans, mung beans and lupins as possible options for Alberta farmers. New crop options would really help combat root rot and give us a more diverse rotation.

Another major component of this commitment to research on behalf of growers is that while we work to address issues like Aphanomyces, we are also working to make sure all Alberta farmers have the best soil possible. This means that even if they can't grow peas due to diseases, they have opportunities to grow other pulses. The best way to stay up to date on our progress is to sign up for the APG app.

As a farmer, I am really excited about all the progress in the Grow theme of the strategic plan, but I recognize that the Move and Use themes are also vital to our success.

As far as transportation goes, CN and CP moved record grain this year and and that has been great for us.

But we are in a unique situation with the economy since COVID-19. Once the situation normalizes, challenges are expected. Growth in production continues for grain and getting it to port in 'normal' years has been a challenge. Industry will need to continue being vocal about service.

Three new processors of pulses by 2025 would really help the Grow part too. When I was in Germany in 2015, the Fraunhofer Institute had developed vanilla soft serve ice cream on a base of fractionated lupin and it was phenomenal. You couldn't tell it was vegan and not regular ice cream. This innovative product is an example of a delicious end use we could be producing here where we have 6,500 farmers growing pulses.

The Board and I are excited to see success under the new plan.