CAMPAIGNS UNDERWAY TO CAPITALIZE ON PULSE SUSTAINABILITY & MITIGATE CONTAINER CRUNCH

PULSE CANADA

By Greg Cherewyk, President, Pulse Canada

As we begin a new year, there is tremendous optimism across Canada's pulse sector. And while pulse growers are coming off a particularly difficult growing season, this optimism is well placed thanks to strong prices and growing domestic and international demand for Canadian pulses.

This demand is certainly being noticed here in Canada, with continued investments being made in the pulse sector. In 2021 we saw a flagship location of Lovingly Made established in Calgary, Merit Functional Foods open its facility in Winnipeg, and Roquette christen the world's largest pea processing plant in Portage la Prairie. On top of these investments, in November 2021 Pulse Canada was pleased to receive an investment of $4.3 million from the Government of Canada toward diversifying markets, exploring new uses, expanding market access and ensuring timely and predictable rail service. These investments are matched dollar for dollar by Canada's pulse industry, and put us further down the path to achieve our 25 by 2025 target of having 25% of production into new uses and markets by 2025.

Capitalizing on Sustainability

Thanks to work led by Canada's pulse industry, we are the first sector to be able to quantify with real data the positive impact that our crops and ingredients have on the environment. Where at one time it may have been sufficient to say pulses are a sustainable protein source because they are plant-based, the changing consumer sentiment is leaving questions as to the full impact an ingredient or product has on our planet. The defining factor between the claims that stand out and those that falter is having strong data that accounts for multiple environmental endpoints. For agricultural products, that means data needs to be representative of farmers and built on with robust statistics and survey data. Data should also be as geographically representative as possible, especially in large countries like Canada. While pulses are naturally nitrogen fixing, their environmental credibility is bolstered by the widely adopted sustainable agricultural practices of pulse growers in Alberta and across Canada. That is the key differentiator as to why Canadian pulses are among the world's most sustainable sources of protein, and we look forward to sharing the results of this campaign as it unfolds. At the same time, pulse growers should expect to hear more about the sustainability and economic benefits of our industry through a first of its kind "Economic and Environmental Impact Report". This report will be used to demonstrate to decision makers in government, as well as to those in the food sector, the economic and environmental benefits that Canadian pulses bring to the table.

Confronting Container Challenges

There is no sugar-coating it: Transportation issues continue to threaten our competitiveness. Pulse Canada continues to lead a cross-commodity campaign to Fix the #ContainerCrunch, with specific solutions for the government to implement. The recent devastating washouts in British Columbia only further exposed the fragility of Canada's supply chain. While our thoughts must first and foremost be with those Canadians impacted on the ground, the reality is that supply chain issues were stifling our ability to get products to market well before the flooding, with rates and service conditions becoming a significant obstacle in the movement of goods to and from Canada. The flooding further exacerbated our supply chain weaknesses, and Canadian consumers, businesses, and our international customers are feeling the pinch. That is why

A campaign using social cards like the one above aims to build awareness of the positive sustainability story of Canadian pulses.

Pulse Canada is calling on the government to immediately open an investigation under section 49 of the Canada Transportation Act to investigate pressing supply chain disruptions and determine all major contributions, as well as name a Supply Chain Commissioner to lead a joint industry-government task force to bring together government departments, industry stakeholders, and international partners to effectively address supply chain disruptions. We know this is an issue that impacts Canadian businesses and consumers from coast to coast to coast, and ignoring it will not make it go away. Along with our allies, working on your behalf, we remain committed to working alongside the government to provide solutions that address the harm in the short term and resolve the underlying issues for the long term. To lend your voice to this campaign and tell Ottawa to act today, please visit www.containercrunch.ca.

In closing, Pulse Canada remains committed to maximizing value in the marketplace and improving efficiencies associated with growing, moving and marketing pulses. We want to wish you, your family and farm a prosperous 2022. If you have questions, comments or ideas related to any initiative being undertaken at Pulse Canada, please don't hesitate to get in touch.

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The 2022 Blue Book is produced collaboratively by four of Alberta's crop commissions: AlbertaBarley, Alberta Canola, Alberta Pulse Growers and the Alberta Wheat Commission.