



APG DIRECTOR-ADVISOR MARCH MEETING FOCUSED ON PULSES ON EVERY PLATE

Alberta Pulse Growers' elected representatives and staff recently met for the annual spring Director-Advisor Meeting for the first time since the 2020 event.

Directors, Advisors and staff welcomed the opportunity to visit, share ideas and hear from a compelling slate of speakers during the March meeting at the Renaissance Edmonton Airport Hotel.

"It was great to have the time to hold conversations in person with Advisors we haven't seen in a while and meet new Advisors who joined us during the last two years," said APG Chair Robert Semeniuk. "It was also a refreshing change to have most of our speakers in person instead of all on video calls. Many of those in attendance expressed the same sentiment and welcomed the return to pre-COVID life."

Speaker presentations on the second day focused on the theme of Pulses on Every Plate, part of APG's vision. The majority were able to present in-person and included a keynote presentation from the Canada West Foundation on Understanding China.

The Canada West Foundation's Carlo Dade, Director of Trade and Investment, pointed out to the APG Directors, Advisors and staff in attendance that his organization relies on a two-way exchange of information with growers.

"We're a partner with Alberta Pulse," he explained. "You are a supporter of Canada West. That relationship isn't financial. I've actually turned down money from organizations



The Canada West Foundation's Carlo Dade, Director of Trade and Investment (top left of photograph), and Sharon Sun, Trade Policy Economist (not pictured), kicked off the Pulses on Every Plate program's speakers with their insights into trade, how to deal with China as the world's largest economy, keeping an eye on the US, trade infrastructure and farmers' right to repair their ag equipment.

that are only interested in making contributions and aren't interested in engaging in policy discussions, who won't take phone calls from us when we have questions."

Dade encouraged questions from the audience and explained how the two-way flow of information with partners is vital.

He continued: "We turn to each other with questions, we turn to each other when we have problems, when things are emerging. When CBC has a question about western Canada, one of their first phone calls is to Canada West. We need to know what you know, we need to hear about the issues that are affecting you. We can't make this stuff up so we rely on these relationships to effectively do our jobs and understand western interests, and properly articulate that in Ottawa, Mexico City, Tokyo and everywhere else."

The day also included a market outlook from Chuck Penner, Pulse Canada's Denis Tremorin discussing carbon, and a Global Edmonton session about value-added opportunities. APG staff presented to the group on wetland stewardship, carbon footprint reduction, bylaws, as well as research and extension.

It was the first March Director-Advisor Meeting for Landon Sell, who joined Zone 2 as an Advisor in November 2021.

"Attending the meeting is a great resource, being around Directors, other Advisors, and staff really creates a shared vision for the future of pulses," he said. "The highlights were the speakers and the table talk. Reflecting on ideas and brainstorming with others at the table was a great way to meet new people while focusing on the growth of the pulse industry."