UPDATE FROM OTTAWA:

CAMPAIGNS UNDERWAY TO PROMOTE FARMER INTERESTS IN TRANSPORTATION, TRADE & FERTILIZER EMISSION CONSULTATIONS

PULSE CANADA

By Greg Northey, Corporate Affairs Vice-President, Pulse Canada

With harvest in full swing, pulse growers' attention is rightly focused on getting the crop in the bin and off to markets around the world. And in 2022, with the world's focus on food and food security particularly heightened, there is no doubt we are in the midst of the most important harvest in a generation.

Transportation – The #CANADASREADY Campaign

With the ongoing war in Ukraine, many countries around the world that rely on the Black Sea region for their grain have been left scrambling. Canada's government has asked farmers to do more to help fill the need – and Canadian farmers are answering the call.

Coming off last year's drought, Canadian production is expected to rebound this year. But as growers know, grain in the bin is not the end destination. Canada's agriculture industry relies on a logistics system that stretches from the farm all the way to the end customer, sometimes half a world away. That is why Pulse Canada and like-minded agriculture groups, including the Canola Council of Canada, Cereals Canada, and the Western Grain Elevator Association, came together to launch the #CanadasReady campaign. This campaign acknowledges that more is being asked of Canadian agriculture this year, and reaffirm our commitment to be there when the world needs us. But importantly, the campaign also calls on the entire logistics system, particularly Canada's two major railways, to show they are ready to move what we know will be a much larger crop than last year.

Statistics for railcar service are in for the 2021-22 crop year, and they are not pretty. Canada's two major railways set record lows for performance, with record low demand. As we move into 2022-23 expecting more crop to move and increased demand, transparency into how the railways plan to serve Canadian farmers and grain handlers has never been more important. That is why we developed a four-point plan to help the government ensure this transparency is in place, and to ensure Canada's commitment to help meet global food security objectives is achievable. Pulse growers are encouraged to visit canadasready.ca to learn more, and to participate in the campaign by taking a picture of how they are working to feed the world and posting it online using the hashtag #CanadasReady.

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Fertilizer Emissions Reduction Consultations

With the resumption of Parliament, there are many files of importance that Pulse Canada is advancing on behalf of our members. This summer, the federal government launched consultations on its fertilizer reduction targets. Working with members, we took the concerns and ideas of pulse growers straight to Ottawa – expressing our objections with the arbitrary target while at the same time

Social media campaigns using these graphics help spread the message about the Indo-Pacific Strategy (above), and #CanadasReady (below).

demonstrating the pulse industry's ongoing commitment to reducing carbon emissions. Canada's pulse industry, and farmers specifically, have made great strides over the past decades in reducing the environmental footprint of farming while ensuing agriculture remains economically viable. While science shows that the responsible growth of the pulse industry will only further reduce the carbon footprint of Canadian agriculture, the reality is that farmers already have ample incentive to maximize the efficiency of nitrogen fertilizer, and are already investing in technologies and practices which improve nitrogen fertilizer use efficiency. The proposed fertilizer emissions targets impact every single Canadian pulse grower, which is why we will be staying very close to this file, consulting with and updating members as the process unfolds.

Indo-Pacific & Free Trade with India

Also important to our industry is the federal government's much anticipated Indo-Pacific Strategy. As you know, earlier this spring Pulse Canada, Cereals Canada, and the Canola Council of Canada jointly called for the establishment of an agricultural trade office in the Indo-Pacific. This office would serve as an in-region centre of excellence to position Canada as a trusted partner to key growing markets in the Indo-Pacific region. It would also allow Canada to provide rapid responses and proactive action towards addressing market access barriers as they arise. Together, our groups have continued the momentum behind this initiative through the summer and are anticipating this office to play a key role in the government's upcoming strategy. Pulse growers can learn more about our efforts to date at growindopacific.ca.

We continue to work with the relevant government officials to see this initiative across the goal line. At the same time, Pulse Canada is also regularly involved in discussions and updates regarding the free trade negotiations between Canada and India. The federal government has made clear that the interests of Canada's pulse industry are the interests of Canada. While the recent continuation of the reduction of India's lentil tariff through to March 2023 was welcome news, our industry needs more predictability in order to better serve this growing market. Pulses represent one of Canada's largest exports to India, and the removal of all unjustified measures, including current quantitative restrictions on peas, are a top priority for our industry in any trade agreement with India.

Pulse growers can expect updates on these and other issues as the fall session of Parliament progresses.

If you have any questions on any of the initiatives we undertake on your behalf, please do not hesitate to get in touch with me at gnorthey@pulsecanada.com. Until next time, we would like to wish all members a safe and productive harvest season.