

EXECUTIVE DIRECTOR'S MESSAGE

APG IS 'PLANTING OPPORTUNITIES' FOR THE FUTURE OF THE ORGANIZATION AND THE PULSE INDUSTRY



Leanne Fischbuch, Executive Director

Another planting season has come around and farmers are watching the indicators of how the crop year will unfold. Planting decisions are almost locked in, and inputs are getting close to being tied up. The Alberta Pulse Growers Commission (APG) meeting season is also unfolding with the completion of three board meetings and a successful Annual General Meeting. APG is also on the way to 'planting' our opportunities for the future.

In March, APG held its annual director-advisor meeting which was themed 'Planting Opportunities.' This meeting allows the organization to bring in elected advisors from across the province alongside directors to network, support the culture of the organization and discuss current issues, as well as plan for the future.

This year, the objective was to consider some significant changes that have taken place over the past five to 10 years and think about the future. Thinking strategically about agriculture, pulses and Alberta Pulse Growers is important as the organization will be embarking upon a revision of the five-year strategic plan. Strategic planning takes time. This summer, APG will begin the task addressing internal and external viewpoints, the current environment

for agriculture, policy, research, and discuss where to next, all with an aim to have a revised plan in place August 1, 2025.

For the growing season, APG is predicting increased pulse acres, namely planting of field pea, lentil and dry bean acres are anticipated to be increased slightly this year. Much of last year's crop has moved in the system, and globally, the world will be looking for more pulses. For producers, the recent snow/moisture events occurring in areas that had a moisture deficit are providing a brief point of optimism this year. APG welcomed news that India extended the tariff elimination and restriction exemption for yellow peas to October 31, 2024, even with depleted stocks in the countryside. Pulses have complex trade challenges, but APG and our partners continue to work to alleviate issues and make sure the crops farmers grow can be shipped domestically as well as internationally to meet demand.

Provincially, zones are already discussing their plans for the summer including various opportunities for crop walks and exploration. The organization will also be on the road for our final board meeting of the fiscal year heading to the Peace region and

meeting in Grande Prairie in July. Directors and staff are looking forward to meeting with pulse growers in Zone 4 and continuing to learn more about the challenges and opportunities in the region.

To keep updated with all the events and opportunities to engage with APG, and others, in pulse conversations, continue to check out the APG app. Information will be posted on the APG app alongside other tools and information relevant to pulse growers. During the growing season, farmers can also reach out to APG and ask questions through the "Ask an Expert" feature on the app.

Reach out to APG if you have questions or concerns regarding Alberta Pulse Growers - the board and staff are working for you. Have a safe and productive #Plant24.