



PULSE CANADA WORKS ON MANY FRONTS TO IMPROVE MARKETS FOR CANADIAN PULSES



By Greg Cherewyk, President, Pulse Canada

As we welcome the arrival of the spring season, we know it is crucial for growers to gear up for the tasks that lie ahead to ensure a successful and prosperous year for Canada's pulse industry. With the promise of new growth and opportunities, it's also a reminder to uphold the highest standards of agricultural practices that Canada has become known for, especially when it comes to maintaining the integrity of our world-class crops.

Pulse Canada has once again teamed up with Cereals Canada and the Canola Council of Canada to deliver the Keep it Clean Initiative. For 2024, we will continue to emphasize the importance of adhering to the Keep it Clean tips in



order to keep Canada's crop market-ready. By following its guidelines diligently, we not only safeguard our crops here in the domestic market but also guarantee that they meet the stringent quality standards expected by our international customers. This not only preserves our reputation as reliable suppliers but also ensures that our peas, beans, lentils, faba beans and chickpeas remain market-ready and competitive. Be sure to keep an eye out for more information on the Keep it Clean program in this issue of *Pulse Crop News*.

In February, a delegation from Pulse Canada led by Chair Kevin Auch (who is also an Alberta Pulse Growers director for Zone 2) made strides in strengthening our foothold in international markets through a mission to India. Pulse Canada's commitment to India has been critical to ensuring that industry to industry and business to business ties remain healthy even when diplomatic ties are strained. When opportunities present

themselves, the Canadian pulse industry must be and be seen to be a strategic partner that delivers.

Opportunities to work together have also arisen with India's removal of tariffs and restrictions on pea imports, which now applies through October 31, 2024. This represents the first meaningful access for peas into India in over six years. Canadian growers and the Canadian pulse trade have stepped up and executed on over 800,000 MT so far; an incredible feat given that the market only opened on December 8, 2023.

As you hit the fields this 2024 season, know that Pulse Canada staff and directors continue to work hard on your behalf to keep markets open and grow new markets for Canadian pulses and pulse ingredients. If you have questions on any initiatives currently underway, please do not hesitate to get in touch with us directly. Here's to a safe and productive 2024 season.