



EXECUTIVE DIRECTOR'S MESSAGE

Work on APG priorities to be highlighted at fall meetings

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Spring and summer 2026 have been busy seasons for Alberta Pulse Growers (APG) directors and staff. In this edition of *Pulse Crop News*, we highlight some of the organization's key activities, including market outreach, discussions with farmers and elected officials, important industry announcements, and the behind-the-scenes work that helps shape APG's priorities for the coming year. These efforts will set the stage for our fall regional meetings and the important conversations ahead.

This spring, APG prioritized activities with Pulse Canada, the national organization representing Canada's pulse and special crops industry. A key focus was supporting market development in two of our largest export markets: India and China. This national priority included a significant trade mission involving directors, industry representatives, and staff who travelled directly to these markets. The engagement has already made an impact in several ways. Read more about APG member involvement on page 12.

Another summer highlight was APG's advocacy during the Calgary Stampede. The Stampede provides a unique opportunity to connect with elected officials and senior government staff. While APG's focus at the event is not direct public outreach, we recognize the value of engaging specifically with policymakers and decision-makers. With representatives from all levels of government attending and hosting their own events throughout the 10-day festival, the Stampede remains an important venue for advocacy and relationship building.

Summer is also a valuable time for crop walks and direct farmer engagement. APG partnered with Alberta Canola and Alberta Grains to host the Alberta Crop Diagnostic Days at Lakeland College, Western Crop Innovations, and, new this year, Lethbridge Polytechnic. Thank you to our partners, farmers, and industry participants who attended and contributed to these events. These diagnostic days

continue to be the premier commission-led crop diagnostic events of the summer and provide an excellent opportunity for producers to have challenging agronomic questions answered by industry experts.

In mid-July, APG and Saskatchewan Pulse Growers announced a significant investment in the University of Saskatchewan's Crop Development Centre lentil breeding program. Speaking at the joint announcement during Ag in Motion, former APG Chair Shane Strydhorst emphasized the importance of the partnership and the opportunities it creates for Alberta lentil producers. Lentil production in Alberta has grown steadily since 2011, supported by APG investments in research focused on expanding production into non-traditional growing areas and encouraging industry development of purchasing hubs that help farmers diversify their operations and strengthen crop rotations.

This spring, APG was also busy planning the next round of research investments. Working closely with provincial pulse partners and Pulse Canada, APG has helped to develop the National Pulse Research Strategy. Having a national research strategy supports the industry's objective to coordinate research investment and support the long-term profitability, competitiveness and sustainability of the pulse sector. It also prepares the pulse sector for future funding opportunities. The strategy will be launched to researchers from across Canada this November at the Canadian Pulse Research Workshop (CPRW 2026), hosted by Saskatchewan Pulse Growers.

With only two editions of *Pulse Crop News* published each year, it can be challenging to keep members informed about everything happening within the pulse industry. To stay connected throughout the year, we encourage members to subscribe to APG's monthly e-newsletter, Pulse Check. Register at albertapulse.com/2026/08/sign-up-for-apps-pulse-check-member-e-newsletter/ to receive timely updates directly in your inbox so you don't miss important pulse industry news and opportunities. 