

Federal investment fosters innovation and improved market access in pulse industry

April 8, 2010 (Lloydminster, SK) - Minister of Agriculture and Agri-Food Gerry Ritz announced today that the Government of Canada will invest up to \$8.3 million in funding to support the Canadian pulse industry. This funding will help improve productivity and access to international markets by supporting research, innovation and the reduction of market access risks.

"On behalf of Canadian pulse farmers, processors and exporters, I want to thank the federal government for their continued support and investment in our industry," said Barry Grabo, Chair of Pulse Canada. "This funding will allow us to foster innovation through research on everything from pulse production to increased utilization in food products and it will help us ensure competitive market access for Canadian pulses in markets around the world."

A total of \$7 million in funding will allow Pulse Canada to lead research by more than 100 scientists from industry, government and universities across Canada. Funded through the Pulse Cluster, this research will study ways to increase the productivity and nutrition of pulse crops, improve the rotational benefits to other crops and grow markets through new ways of processing and using pulses.

"Research drives innovation," says Gordon Bacon, CEO of Pulse Canada. "This announcement reflects the partnership between government and industry to ensure the Canadian pulse industry remains competitive on the production side and continues to build demand through a wide range of work, including processing pulses for use in a variety of food products."

Another \$1.3 million of funding provided under the Agricultural Flexibility program will allow Pulse Canada to develop access strategies for new utilization opportunities for pulses and ensure competitive access to world markets. Over 75 per cent of Canadian pulse production is exported to more than 150 countries, accounting for 40 per cent of the global pulse trade.

"As the world's leading pulse supplier, this investment will also allow us to be more proactive in identifying market access risks and developing strategies to deal with those risks before they become major issues," adds Grabo. "By addressing market access issues, the industry-government partnership will help keep doors open for Canadian exports."

Pulse Canada is the national association representing growers, traders and processors of pulse crops – peas, beans, lentils and chickpeas. Canada is the world's largest pulse exporter and one of the largest pulse producers.

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For more information, visit www.pulsecanada.com or contact:

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