

Canadian pulse industry partners with Agriculture and Agri-Food Canada to drive innovation through research

July 29, 2013 (Winnipeg, MB) - Minister of Agriculture and Agri-Food Gerry Ritz announced today that the Government of Canada will invest up to \$15 million in funding, in partnership with the multi-million dollar grower check-off investment, to support the continued development of the Canadian pulse industry.

Pulses such as peas, beans, chickpeas and lentils play a significant role in Canada's agriculture portfolio. Canada is one of the world's largest producers and exporters of pulses, with nearly \$2 billion in exports reaching more than 150 countries each year.

"Research is key to ensuring Canada maintains its position as a global leader," says Nick Sekulic, Chair of Pulse Canada and Commissioner of the Alberta Pulse Growers Commission. "Consistently working to refine our product quality and improve production processes keeps us a step ahead of our competitors."

"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 Lee Moats, Vice Chair of Pulse Canada and a Director on Saskatchewan Pulse Growers' Board. "This funding will augment existing research investments to advance the sustainable production and profitability of the Canadian pulse industry."

Projects will serve to strengthen the industry by delivering:

- Improved varieties of pulses with superior agronomic, quality and disease-resistance characteristics
- Support for growers, and improved management practices resulting in maximum yield, minimum disease, efficient use of fertilizers, and farm sustainability
- Enhanced knowledge of pulse ingredient composition, functionality and use in commercial food product applications
- Increased knowledge of the health benefits of pulse consumption, including impact on satiety, food intake, blood sugar control and gut health leading to greater marketing opportunities

"Today's funding announcement is an investment in the future of the pulse industry," says Randy Froese, Treasurer of Pulse Canada and Director of the Manitoba Pulse Growers Association. "It will help propel us forward by creating new opportunities for pulses in the global food industry."

Pulse Canada is the national association representing growers, traders and processors of Canadian pulse crops (peas, beans, lentils and chickpeas). Canada is the world's largest supplier of pulses, with exports reaching more than 150 countries.