



2014 ANNUAL GENERAL MEETING

VICTORIA INN HOTEL AND CONVENTION CENTRE

February 18, 2014





**Annual General Meeting
Victoria Inn, Winnipeg
Tuesday, February 18, 2014
1:50 pm – 2:30 pm**

Agenda

Time	Item	Presenter	Action
1:50 pm	Call to order	Kyle Friesen	
1:50 pm	Approval of Agenda	Kyle Friesen	Motion to approve
1:55 pm	Minutes of the 2013 Annual Meeting	Sandy Robinson	Motion to adopt
2:00 pm	Election Procedure Approval	Kyle Friesen	Motion to approve
2:00 pm	Nominating Committee Report	Jason Voth	
2:05 pm	Financial Report 2013	Lorna George	Motion to adopt
	Appointment of Auditors	Kyle Friesen	Motion to appoint
	Budget 2014	Sandy Robinson	Motion to adopt
2:15 pm	Board and Manager's Report	Frank Labelle	
2:25 pm	Election of Directors	Kyle Friesen	
2:30 pm	Other Business	Kyle Friesen	
2:30 pm	Adjourn		Motion to adjourn

2013 Board of Directors

Kyle Friesen	President, GGC	Altona
Jason Voth	Vice President, Edible Bean Committee Chair	Altona
Randy Froese	Pulse Canada Rep	Winkler
Albert Turski	Soybean Committee Chair	LaSalle
Murray Chorney	KAP Rep, MASC Chair	East Selkirk
Andrew Knowles		St Andrews
Joni Sawatzky	MCVET Rep	Altona
Rick Vaags	Pulse Canada alt.	Dugald
Frank Prince	Pea Committee Chair	Deloraine
Yvonne Lawley	University of Manitoba Rep	Winnipeg
Dennis Lange	Farm Production Advisor, MAFRD	Altona
Anfu Hou	Agriculture and Agri-Food Canada Rep	Morden
Frank Labelle	Industry Rep	Carman



**Annual General Meeting
February 6, 2013
Victoria Inn Hotel and Convention Centre**

Item	Agenda Item	Presenter
1.	8:30 am – Annual General Meeting called to order	A. Saramaga
2.	AGENDA MOTION: <u>J. Voth/R. Froese</u> that the agenda for February 6, 2013 be approved as presented. –CARRIED–	A. Saramaga
3.	ELECTION PROCEDURES MOTION: <u>R. Froese/B. Vankoughnet</u> that the election procedures be approved as presented by A. Saramaga. –CARRIED–	A. Saramaga
4.	NOMINATING COMMITTEE REPORT –The nominating committee included A. Turski and F. Greig. On behalf of the nominating committee, A. Turski presented the following names for the 2013-2016 term: Joni, Sawatzky, Rick Vaags, Jason Voth, and Kyle Friesen. A. Saramaga made the FIRST CALL FOR NOMINATIONS from the floor with none forthcoming.	A. Turski
5.	MINUTES OF THE 2012 AGM MOTION: <u>A. Turski/J. Sawatzky</u> that the minutes of the 2012 Annual Meeting be adopted as read by S. Robinson. –CARRIED– A. Saramaga made the SECOND CALL FOR NOMINATIONS with none forthcoming.	S. Robinson
6.	FINANCIAL REPORT MOTION: <u>J. Froese/J. Voth</u> that the 2012 audited financial statements be adopted as presented by Lorna George of D.F. George Chartered Accountants Inc. –CARRIED–	L. George
7.	APPOINTMENT OF AUDITORS MOTION: <u>R. Froese/ A. Turski</u> that D.F. George Chartered Accountants Inc. be appointed auditors for the Manitoba Pulse Growers Association for 2013. –CARRIED –	A. Saramaga
8.	2013 BUDGET MOTION: <u>R. Froese/ J. Voth</u> that the 2013 budget is adopted as presented by S. Robinson –CARRIED–	S. Robinson
9.	BOARD AND MANAGERS REPORT –M. Reimer reviewed the 2012 Board and Manager’s report, which was included in the AGM booklet distributed to attending members.	M. Reimer
10.	A. Saramaga made the THIRD CALL FOR NOMINATIONS with none forthcoming. MOTION: <u>R. Froese /J. Voth</u> that the nominations cease. –CARRIED– Election Results: Joni, Sawatzky, Rick Vaags, Jason Voth, and Kyle Friesen were elected by acclamation for the 2013-2016 term.	A. Saramaga
11.	RESOLUTIONS COMMITTEE REPORT –A. Saramaga reported that resolutions could not be received from the floor based on the MPGA By-laws and that no resolutions were submitted prior to the deadline.	A. Saramaga
12.	CALL FOR OTHER BUSINESS –There was no other business to report	A. Saramaga
13.	ADJOURN 9:15 am MOTION: A. Turski that the 2013 Annual General Meeting be adjourned. –CARRIED–	

MANITOBA PULSE GROWERS
ASSOCIATION INC.

INDEPENDENT AUDITOR'S REPORT

FINANCIAL STATEMENTS

DECEMBER 31, 2013

MANITOBA PULSE GROWERS ASSOCIATION INC.

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INDEPENDENT AUDITOR'S REPORT

To the Members
Manitoba Pulse Growers Association Inc.

I have audited the accompanying financial statements of Manitoba Pulse Growers Association Inc., which comprise the statement of financial position as at December 31, 2013, and the statements of operations, fund balances and cash flows for the administration and research funds for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's responsibility for the financial statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's responsibility

My responsibility is to express an opinion on these financial statements based on my audit. I conducted my audit in accordance with Canadian generally accepted auditing standards. Those standards require that I comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures

that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

Opinion

In my opinion the financial statements present fairly, in all material respects, the financial position of Manitoba Pulse Growers Association Inc. as at December 31, 2013, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Carman, Manitoba
January 30, 2014

Chartered Accountant Inc.

MANITOBA PULSE GROWERS ASSOCIATION INC.

STATEMENT OF FINANCIAL POSITION
AS AT DECEMBER 31, 2013

ASSETS

	<u>Administration Fund</u>	<u>Research Fund</u>	<u>Total 2013</u>	<u>Total 2012</u>
CURRENT ASSETS				
Cash (note 3)	\$ 1,577,724	\$ 2,354,572	\$ 3,932,296	\$ 2,728,596
Investment (note 4)	104,939	-	104,939	-
Accounts receivable	36,953	-	36,953	14,293
Deposit on equipment	-	55,690	55,690	-
Prepaid expenses	70,320	-	70,320	-
	<u>\$ 1,789,936</u>	<u>\$ 2,410,262</u>	<u>\$ 4,200,198</u>	<u>\$ 2,742,889</u>

LIABILITIES AND FUND BALANCES

CURRENT LIABILITIES				
Accounts payable	<u>\$ 6,932</u>	<u>\$ 15,992</u>	<u>\$ 22,924</u>	<u>\$ 23,124</u>
FUND BALANCES				
Unrestricted	1,683,004	-	1,683,004	2,009,758
Restricted reserve (note 5)	100,000	-	100,000	-
Restricted (note 6)				
future commitments	-	1,478,110	1,478,110	-
other research	-	916,160	916,160	710,007
	<u>1,783,004</u>	<u>2,394,270</u>	<u>4,177,274</u>	<u>2,719,765</u>
	<u>\$ 1,789,936</u>	<u>\$ 2,410,262</u>	<u>\$ 4,200,198</u>	<u>\$ 2,742,889</u>

Approved on Behalf of the Board
 Director: _____
 Director: _____

MANITOBA PULSE GROWERS ASSOCIATION INC.

STATEMENT OF CHANGES IN FUND BALANCES
FOR THE YEAR ENDED DECEMBER 31, 2013

	Administration Fund			Research Fund		
	<u>Unrestricted</u>	<u>Restricted</u>	<u>Total 2013</u>	<u>Total 2012</u>	<u>Total 2013</u>	<u>Total 2012</u>
Fund Balances						
beginning of year	\$ 2,009,758	\$ -	\$ 2,009,758	\$ 1,710,961	\$ 710,007	\$ 524,323
Contribution to:						
reserve	(100,000)	100,000	-	-	-	-
future commitments	(1,478,110)	-	(1,478,110)	-	1,478,110	-
Excess (deficiency) of revenues over expenses	<u>1,251,356</u>	<u>-</u>	<u>1,251,356</u>	<u>298,797</u>	<u>206,153</u>	<u>185,684</u>
Fund Balances end of year	<u>\$ 1,683,004</u>	<u>\$ 100,000</u>	<u>\$ 1,783,004</u>	<u>\$ 2,009,758</u>	<u>\$ 2,394,270</u>	<u>\$ 710,007</u>

MANITOBA PULSE GROWERS ASSOCIATION INC.

STATEMENT OF OPERATIONS - ADMINISTRATION FUND
FOR THE YEAR ENDED DECEMBER 31, 2013

	Unaudited Budget 2013	2013	2012
	<u>2013</u>	<u>2013</u>	<u>2012</u>
REVENUE			
Administration fee (note 7)	\$ 14,000	\$ 15,992	\$ 14,293
Check-off	1,200,000	2,731,850	1,458,679
Interest	28,000	40,177	27,610
Investment - realized gains	-	905	-
- unrealized gains	-	4,034	-
Miscellaneous	-	-	300
Pulse Tour	1,200	1,200	1,200
	<u>1,243,200</u>	<u>2,794,158</u>	<u>1,502,082</u>
EXPENSES			
Check-off refunds	84,000	112,147	76,280
Administration	61,050	78,172	58,478
Travel	86,600	103,580	88,568
Employees	222,850	183,726	171,198
Research	750,000	799,500	650,000
Market development	246,500	224,037	113,045
Member relations	48,300	23,380	34,956
Memberships	42,710	18,260	8,760
Special crop symposium	2,500	-	2,000
	<u>1,544,510</u>	<u>1,542,802</u>	<u>1,203,285</u>
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	<u>\$ (301,310)</u>	<u>\$ 1,251,356</u>	<u>\$ 298,797</u>

MANITOBA PULSE GROWERS ASSOCIATION INC.

STATEMENT OF OPERATIONS - RESEARCH FUND
FOR THE YEAR ENDED DECEMBER 31, 2013

	<u>2013</u>	<u>2012</u>
REVENUE		
Interest	\$ 15,992	\$ 14,293
Research support	799,500	650,000
Crop Diagnostic School		
- registration fees	57,269	53,378
- sponsorship	2,160	4,418
Seed Trials		
- pea co-op	61,047	61,047
- soybean	63,973	78,239
Donations and grants	35,000	42,331
	<u>1,034,941</u>	<u>903,706</u>
EXPENSES		
Administration fee (note 7)	15,992	14,293
Administered projects		
- Crop Diagnostic School	53,018	44,448
- Pea Co-op trials	32,327	55,050
Seed Trials - soybean	74,800	75,164
Research projects	652,651	529,067
	<u>828,788</u>	<u>718,022</u>
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	<u>\$ 206,153</u>	<u>\$ 185,684</u>

MANITOBA PULSE GROWERS ASSOCIATION INC.

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED DECEMBER 31, 2013

	<u>2013</u>	<u>2012</u>
OPERATING ACTIVITIES		
Excess (deficiency) revenues over expenses		
Administration	\$ 1,251,356	\$ 298,797
Research	206,153	185,684
(Gain) on investment	(4,939)	-
(Increase) decrease in receivables	(22,660)	(3,938)
(Increase) decrease in prepaid expenses	(70,320)	3,305
(Increase) decrease in deposit on equipment	(55,690)	-
Increase (decrease) in payables	<u>(200)</u>	<u>2,862</u>
Cash from (to) operations	<u>1,303,700</u>	<u>486,710</u>
INVESTING ACTIVITIES		
Purchase of investment	<u>(100,000)</u>	<u>-</u>
	<u>(100,000)</u>	<u>-</u>
Change in cash during the year	1,203,700	486,710
Cash, beginning of year	<u>2,728,596</u>	<u>2,241,886</u>
Cash, end of year	<u>\$ 3,932,296</u>	<u>\$ 2,728,596</u>

MANITOBA PULSE GROWERS ASSOCIATION INC.

NOTES TO FINANCIAL STATEMENTS DECEMBER 31, 2013

1 Purpose of the Association

Manitoba Pulse Growers Association Inc. is a member organization committed to represent the interests of the pulse growers of Manitoba in matters relating to pulses, in areas of research, market development, and liaison. The association is incorporated under the Manitoba Corporations Act as a not-for-profit organization and is exempt under the Income Tax Act under section 149 (1)(e) as an agricultural organization.

2 Significant Accounting Policies

These financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations in Part III of the CICA Handbook. Outlined below are those policies considered particularly significant for the association.

Fund Accounting

The association follows the restricted fund method of accounting for contributions to the research fund and the deferral method for contributions to the administration fund.

The Administration Fund accounts for the association's program delivery and administrative activities. This fund reports unrestricted resources.

The Research Fund reports only restricted resources that are to be used for research purposes.

Revenue Recognition

Externally restricted contributions related to general operations are recognized as revenue of the administration fund in the year in which the related expenses are incurred. All other restricted contributions are recognized as revenue of the appropriate restricted fund.

Unrestricted contributions are recognized as revenue of the administration fund in the year received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

MANITOBA PULSE GROWERS ASSOCIATION INC.

NOTES TO FINANCIAL STATEMENTS
DECEMBER 31, 2013

2 Significant Accounting Policies cont.

Check-off revenue and refunds are recognized at the time of settlement.

Investment income is recognized as revenue when earned.

Seminar fees are recognized as revenue when the seminars are held.

Contributed Services

Contributed services or materials are not recognized in the financial statements.

Capital Assets

Capital asset purchases under \$5,000 are expensed in the operating statement. Capital purchases of \$5,000 or more are recorded at cost and amortized over their estimated useful lives on a straight-line basis at an annual rate of 10%.

Research Projects

Research expenses are recognized in these financial statements in the period defined in the terms and conditions of the respective agreements and when the expenses have been incurred.

Use of Estimates

The preparation of financial statements, in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reported period. Differences in actual results from prior estimates are taken into account at the time the differences are determined.

Financial Instruments

The association initially measures its financial assets and financial liabilities at fair value. It subsequently measures all its financial assets and financial liabilities at amortized cost, except for investments in equity instruments that are quoted in an active market, which are measured at fair value. Changes in fair value are recognized in the statements of operations in the period incurred. Transactions are recorded on a trade basis and transaction costs are expensed when incurred.

The financial assets subsequently measured at amortized cost include cash and accounts receivable. The financial liabilities measured at amortized cost include accounts payable. The fair value of the cash, accounts receivable and accounts payable approximates their carrying value due to their short-term nature.

MANITOBA PULSE GROWERS ASSOCIATION INC.

NOTES TO FINANCIAL STATEMENTS
DECEMBER 31, 2013

3 Cash

	<u>2013</u>	<u>2012</u>
Administration:		
Chequing	\$ 17,274	\$ 34,088
Savings 1.8% (1.95% - 2012)	<u>1,560,450</u>	<u>1,970,208</u>
	<u>1,577,724</u>	<u>2,004,296</u>
Research:		
Chequing	110,271	37,523
Savings 1.8% (1.95% - 2012)	<u>2,244,301</u>	<u>686,777</u>
	<u>2,354,572</u>	<u>724,300</u>
	<u>\$ 3,932,296</u>	<u>\$ 2,728,596</u>

4 Investment

	<u>2013</u>	<u>2012</u>
Quadrus fixed income funds	\$ 74,692	\$ -
Quadrus foreign specialty funds	<u>30,247</u>	<u>-</u>
	<u>\$ 104,939</u>	<u>\$ -</u>

5 Restricted Reserve

In fiscal 2013 the Board of Directors appropriated \$100,000 to a reserve fund from unrestricted fund balances. All transactions from the reserve fund require board approval. Reserve funds are to be used to fund any possible future wind down costs of the association.

MANITOBA PULSE GROWERS ASSOCIATION INC.

NOTES TO FINANCIAL STATEMENTS
DECEMBER 31, 2013

6 Restricted Future Commitments and Other Research

The association has entered into funding agreements for long term research projects and has committed the following amounts.

<u>Year</u>	<u>Amount</u>
2014	\$ 529,230
2015	377,405
2016	300,975
2017	<u>270,500</u>
	<u>\$1,478,110</u>

The Board of Directors have appropriated \$1,478,110 from the administration fund to the research fund to ensure the availability of funds to meet these future obligations. These internally restricted funds will be adjusted annually based on the value of future research commitments.

Other internally restricted funds of \$916,160 are a result of prior years' excesses of revenue over expenses from research operations and will be retained in the research fund to cover any future unexpected expenditures.

7 Administration Fee

Since fiscal 2000, the Administration Fund receives an administration fee from the Research Fund in an amount equal to the annual interest earned by the Research Fund.

8 Other Commitments

Pulse Canada is a national organization comprised of pulse trade and grower organizations from Alberta, Saskatchewan, Manitoba and Ontario. The association is providing program and project funding to Pulse Canada. The amount committed for 2014 is \$80,000 plus \$150,000 in targetted funding.

The association has entered a lease agreement with Manitoba Corn Growers Association Inc. for office space in the annual amount of \$18,000 and expiring July 1, 2015.

MANITOBA PULSE GROWERS ASSOCIATION INC.

NOTES TO FINANCIAL STATEMENTS
DECEMBER 31, 2013

9 Budget Figures

The Board of Directors approved the 2013 fiscal year budget on February 6, 2013. These figures are unaudited.

10 Financial Risk

The association is exposed to various risks through its financial instruments. The following analysis provides a measure of the association's risk exposure and concentrations at the balance sheet date of December 31, 2013.

Credit risk

Credit risk is the risk that the collectors of the levies (purchasers) will fail to remit to the association. The association is not exposed to significant credit risk as remittances are due quarterly and the purchasers are bound to perform such services under the Agricultural Producers Organization Funding Act. The accounts receivable were collected shortly after year end.

Liquidity risk

Liquidity risk is the risk of being unable to meet cash requirements or to fund obligations as they become due. Trade account payables are generally paid within thirty days and bank overdrafts are settled from fund transfers from savings accounts. This risk is reduced due to the high dollar value in the savings accounts.

Interest rate risk

The association is exposed to interest rate risk on its fixed interest rate financial instruments. Fixed-rate instruments subject the association to the fair value risk. The exposure to this type of risk is the result of funds in bank savings accounts. The association's revenues may be materially impacted by changes in interest rates on its deposits. The association manages exposure by placing surplus funds in savings accounts where the applicable interest rates fluctuate with market interest rates.

MANITOBA PULSE GROWERS ASSOCIATION INC.

NOTES TO FINANCIAL STATEMENTS
DECEMBER 31, 2013

10 Financial Risk cont.

Other price risk

The association is exposed to other price risk through changes in market prices in connection with its investment in pooled funds.

Commodity price risk

Commodity price risk is the risk that revenue will fluctuate due to changes in market prices affecting the dollar amount of pulse crops sold.

2014 MPGA Budget
as presented Tuesday, February 18, 2014
Victoria Inn and Convention Centre, Winnipeg, MB
1:50 p.m. – 2:30 p.m.

	<u>2014 Budget</u>	<u>2013 Actual</u>	<u>2013 Budget</u>
REVENUE			
Administration fee	\$ 16,000	\$ 15,992	\$ 14,000
Check-off	2,500,000	2,731,850	1,200,000
Interest	35,000	40,177	28,000
Investment – realized gains		905	
- unrealized gains		4,034	
Pulse Tour	1,200	1,200	1,200
TOTAL REVENUE	<u>\$2,552,200</u>	<u>\$2,794,158</u>	<u>\$1,243,200</u>
EXPENSES			
Check-off refunds	\$ 175,000	\$ 112,147	\$ 84,000
Administration	80,500	78,172	61,050
Travel	102,000	103,580	86,600
Employees	280,250	183,726	222,850
Research	1,500,000	799,500	750,000
Market development	296,500	224,037	246,500
Member relations	85,900	23,380	48,300
Memberships	42,260	18,260	42,710
Special crop symposium			2,500
CropConnect	25,000		
TOTAL EXPENSE	<u>\$2,587,410</u>	<u>\$1,542,802</u>	<u>\$ 1,544,510</u>

2013 MPGA Report

Administration

It was another year of growth for total pulse and soybean production in 2013. Soybeans continue to increase beyond the one million acre mark to 1,056,652 acres – a 15.8% increase from 2012. Edible beans and peas acres declined again this year due to high prices in other crops. The increase in total pulse and soybean acres was driven by the continued expansion of soybeans into non-traditional growing areas as well as strong global demand for soybeans which led to strong prices.

MPGA levy revenue totaled \$2,731,850 in 2013. There were a total of 90 producers who requested a levy refund, which represented 4.5% of total levy revenues.

MPGA brought on a Production Specialist on a term position for the summer. It was quickly evident that this was a benefit to all growers and the position was changed to a full time. The Production Specialist was on the ground and in the field throughout the summer and initiated The Bean Report – an email agronomy newsletter that is also featured on GoldenWest radio. The Production Specialists' role is also to manage MPGA's research portfolio.

The Board of Directors held six board meetings in 2013. In addition to the board meetings, MPGA Directors also participated in several committee meetings and conference calls. Directors attended several key meetings and conferences this year including the Croplife Canada/Grow Canada Conference, CropSphere, and FarmTech. MPGA continued its partnership with the National Sunflower Association of Canada (NSAC), Manitoba Corn Growers Association (MCGA), and Manitoba Agriculture, Food and Rural Development (MAFRD) to organize the seventh annual Manitoba Special Crops Symposium. The event was held at the Victoria Inn on February 6th and 7th. After the symposium the group was expanded to include Canola and Flax to plan for a larger program which became known as Crop Connect. MPGA also partnered with NSAC and MCGA to host a Special Crops Production Day in Brandon on March 5th to better reach our members on the western side of the province.

MPGA organized a summer Pulse Tour, which saw record attendance of approximately 120, at Morden's AAFC Research Station on August 7th. The Production Specialist also spoke at various field days throughout Western Manitoba.

Research

The trend continued in 2013 with grower organizations needing to take a leading role in supporting research. Cutbacks to agricultural programs on both the federal and provincial level are continuing and require producer organizations like MPGA to step up and fill at least some of the void in funding. MPGA is committed to ensure that researchers continue to have access to funding that provides a multitude of benefits back to Manitoba soybean and pulse growers. The MPGA firmly believes that the future sustainability and profitability of Manitoba soybean and pulse crops is tied closely to a continued investment in research. MPGA has begun funding more on farm research with field scale trials so growers can optimize production practices.

In 2013, MPGA disbursed \$799,500 to 46 research projects that focused on agronomy, pathology, variety development, and health and utilization in edible beans, peas, soybeans and faba beans. MPGA continued to collaborate on research projects with our provincial sister organizations across Canada. Collaboration helps maximize the value of each dollar spent on research by reducing overlap and utilizing the expertise that is present within each province. MPGA also continues to work with MCVET, MAFRD, AAFC and private contractors to obtain variety trial results at various locations in Manitoba. The variety trial results provide producers with valuable information on the yield, maturity, and disease resistance of edible beans, soybeans, peas, and lentils.

Market Development

Pulse Canada

MPGA continues to support Pulse Canada and all of their initiatives, including work on market access, market development, transportation, health and nutrition, and environment and sustainability. Pulse Canada's work on market access, transportation and environment and sustainability are of particular interest to the MPGA as they impact not only affect pulse crops in Manitoba, but also soybeans.

Canadian Soybean Industry Groups

The Canadian Soybean industry is in a state of flux at this time. The former Canadian Soybean Council (CSC) has been dissolved as of November 2013. MPGA is working as part of a steering committee to organize a new national association which may be launched as early as June of 2014. There are still issues to work out including location, budgets and structure. MPGA is involved from the ground level as we see benefits to Manitoba soybean growers.

Local Market Development

MPGA continues to be an active member of the foodManitoba group, and our domestic market development efforts continued in 2013 with two appearances on the popular cooking show Great Tastes of Manitoba. Demand for recipe books and nutritional information is constant, from requests to the office or when MPGA has representation at events and tradeshow.

Communication

Pulse Beat continues to be the primary medium of communications with our members and is regarded as one of the best producer group publications in Canada. Membership survey showed growers put high value in this publication and it is read by a high percentage of our membership.

New for 2013 was The Bean Report which was broadcast on 4 GoldenWest radio stations and delivered to 240 growers and 126 industry representatives via email.

MPGA maintains a twitter account (@MbPulseGrowers) with 450 followers, as a way to connect with both producers and the industry. The MPGA website (<http://www.manitobapulse.ca/>) continues to evolve and we are working to improve the ease in which it can be navigated to ensure that information can be sought out and found easily. In response to our membership survey in 2013, we are in the process of hiring a Director of Communications and Member Relations. The primary responsibilities of this person will be to manage MPGA communications, initiate member outreach activities and increase local market development.

MPGA Membership Survey

The MPGA Board of Directors received the results of the membership survey that was started in 2012. Results were reviewed by the board and incorporated into strategic activities. Articles to explain some of the results were published in the Pulse Beat. More of the results will continue to guide the board and office for a few years to come and we plan to conduct the survey again to assess our progress.

Profile of the Manitoba Pulse Growers Association

MPGA represents nearly 3,000 producers of peas, edible beans, soybeans, faba beans, chickpeas and lentils throughout Manitoba. MPGA is governed by a 15 member board, 9 elected active producers, 1 past president, 1 appointed producer director and 4 appointed industry representatives from Agriculture and Agri-Food Canada, Manitoba Agriculture Food and Rural Development, The Faculty of Agricultural and Food Sciences - University of Manitoba, and Manitoba Pulse Industry. The office is located at 38 4th Avenue N.E. in Carman, Manitoba and is staffed by three full time employees - a Business Manager, an Executive Director and a Production Specialist.

MPGA is funded by a check-off of 0.5% of pulse crop sales. Our check-off is refundable upon request. Approximately 60% of annual revenue is budgeted to support research activities, and our priorities include agronomy, extension, on-farm evaluations, variety development/breeding objectives, and utilization/value-added. We allocate 16% of annual revenue to our 2nd key area which is market development activities. MPGA provides a voice to governments and their agencies in regards to public research, crop insurance, pest regulations, safety nets, grading and standards, pesticide policies, and other pulse-related issues as they arise. The organization has a domestic promotion program to improve and increase the use of pulse crops both for human and animal consumption, and is intensely involved in the efforts of Pulse Canada and the “Canadian Soybean Industry Groups” to access new markets throughout the world. In 2013 the MPGA continued its membership in the Grain Growers of Canada, which is well known as the national voice of Canadian grain farmers.

Vision

Vibrant profitable farms sustainably producing a variety of quality pulse crops to feed a healthy growing world.

Mission Statement

To provide Manitoba pulse grower members with production knowledge and market development support, through focused research, advocacy and linkages with industry partners.

Focus Areas

Research
Market Development
Advocacy
Communication
Board Organization

Website

www.manitobapulse.ca

Twitter Account

@MbPulseGrowers

Logo



Profile of Pulse Canada

Pulse Canada is the national industry association that represents growers, processors and traders of pulse crops in Canada. Direction and funding for Pulse Canada is provided by the Alberta Pulse Growers Commission, Saskatchewan Pulse Growers, the Manitoba Pulse Growers Association, the Ontario Bean Growers, and the processors and exporters of Canadian peas, lentils, beans and chickpeas that are members of the Canadian Special Crops Association (CSCA).

Created in 1997, Pulse Canada's primary focus during its early years was international market development and market access. Over the years, Pulse Canada's operations broadened to include initiatives focused on human health and nutrition as well as the development of animal nutrition markets for feed peas and transportation. In 2006, Pulse Canada's operations merged with the CSCA.

Today, the organization's activities include five operational areas: Market Access, Market Growth and Innovation, Transportation, Environment and Industry Initiatives. In addition to the collaborative funding provided by the provincial pulse grower associations and the CSCA, Pulse Canada also receives funding through federal and provincial government programs such as the Canadian Agriculture and Food International program (CAFI), the Advancing Canadian Agriculture and Agrifood program (ACAAF) and the Science & Innovation - Agriculture Policy Framework (APF) to achieve objectives established in the five main areas of focus. To learn more about Pulse Canada, please visit www.pulsecanada.com.

Profile of Canadian Soybean Industry

The "Canadian Soybean Industry Groups" are evolving as a result of the tremendous increase in acres of the last 5 years and increased potential for growth in the west over the next 5 years. Canadian Soybean Council (CSC) which was the national voice for grower groups namely MPGA, Grain Farmers of Ontario (GFO) and la Federation des producteurs de cultures commerciales du Quebec (FPCCQ) was dissolved as of November 2013. The founding members of CSC plus a group of industry representatives are working to set up a national group that could speak for the whole industry. Pending their board approval the Canadian Soybean Exporters Association would become part of this new national group. The new organization would have a clear mandate to maintain and expand market access, open new markets, increase the profile of the soybean industry and strengthen relationships among stakeholders and governments. The organization would also serve to advocate for crop research funding, align research efforts across Canada, position Canadian soybeans and soybean products as high quality and high value, and develop new markets and new uses for soybeans and soy-based products. Subject to progress being made it is hoped the new organization would be set up by mid-2014. MPGA is in favor of setting up a true national association and is striving to make certain all our grower dollars are well placed.



Staff

François Labelle

Interim Executive Director
francois@manitobapulse.ca
P. 204.745.6488
C. 204.751.3748

Kristen Podolsky

Production Specialist
kristen@manitobapulse.ca
P. 204.745.6488
C. 204.293.4424

Sandy Robinson

Business Manager
sandy@manitobapulse.ca
P. 204.745.6488

The Bean Report

Your source for soybean and pulse crop agronomy and research.

Manitoba Pulse Growers Association Inc.

38 4th Avenue NE
PO Box 1760
Carman MB R0G 0J0
www.manitobapulse.ca
@MbPulseGrowers

P. 204.745.6488
F. 204.745.6213
Toll free: 1.866.226.9442

