

## consumer corner

# Love Canadian Beans? We sure do!

### THE AWARD-WINNING

Love Canadian Beans marketing campaign is a digital marketing initiative funded by Pulse Canada, MPSG, Ontario Bean Growers, Alberta Pulse Growers, Saskatchewan Pulse Growers, and Canadian Pulse and Special Crops Trade Association. The campaign aims to reposition Canadian beans as a trendy

food and versatile ingredient in the eyes of the consumer by leveraging farming & food stories, flavours, recipes, and nutritional attributes. The campaign is centred around a bean-focused website that houses basic bean information as well as important farmer/grower profiles that personify and connect Canadians to their local bean growers.



Images courtesy of Love Canadian Beans.



View the full campaign at [lovecanadianbeans.ca](http://lovecanadianbeans.ca)



## Cultivating Community

**Welcome to the Manitoba Pulse & Soybean Growers first edition of the Dry Bean Bulletin!**

### WE'RE GLAD YOU'RE HERE!

Manitoba Pulse and Soybean Growers (MPSG) is pleased to provide you with the first official copy of the new Dry Bean Bulletin. MPSG saw a need to better connect with our Manitoba dry bean growers and do our part to also connect dry bean growers with each other! Whether you've been growing dry beans here in Manitoba for years or are just looking to get started – this newsletter is for you! Through this newsletter we hope to offer dry bean growers relevant, targeted information about what is going on in the dry bean community, as well as share some helpful tips and agronomic resources to improve the productivity and profitability on your farms.

*The Dry Bean Bulletin will be available twice annually, but MPSG agronomists are always just a phone call or an email away to answer any questions you might have.*

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## DRY BEAN Tour

*Save the date!*

**Morning of  
August 7, 2024**

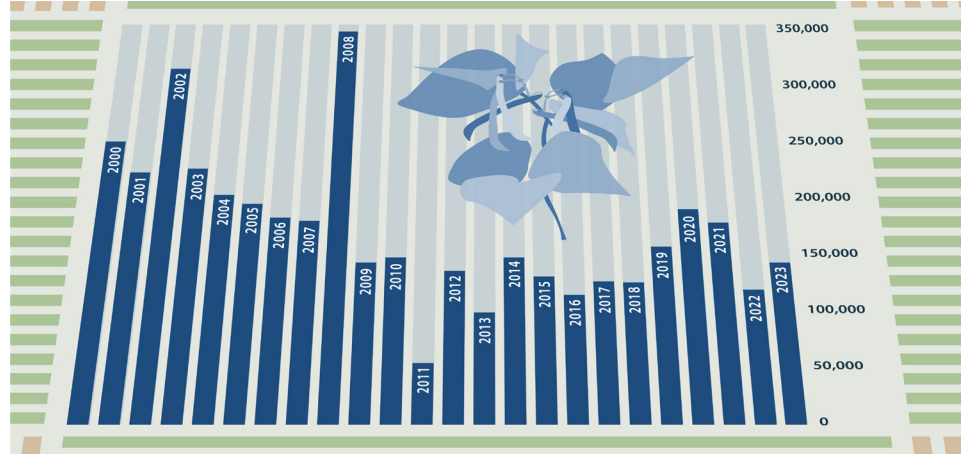
**Location:**  
AGRICULTURE AND AGRI-FOOD  
CANADA MORDEN RESEARCH  
AND DEVELOPMENT CENTRE

**Featuring research on  
upcoming varieties  
with improved yield  
and disease resistance**

Hosted by  
MANITOBA  
**Pulse & Soybean**  
GROWERS

# Dry Beans in Manitoba

**MANITOBA'S DRY BEAN** seeded acres are holding steady. In 2021, the province seeded 193,300 acres, yielding 109,436 tonnes and earning \$129 million in farm cash receipts. Farm cash receipts dropped slightly to \$122 million in 2022. Manitoba's dry bean exports were valued at \$140 million in 2021 and \$126 million in 2022.



Seeded acreage of all edible dry beans in Manitoba from 2000 to 2023.

## DRY BEAN PROJECTS 2018–23

- AAFC Morden Dry Bean Breeding 2018-23
- AAFC Morden + AAFC Harrow + McGill University Dry Bean Breeding 2023-28
- Disease management strategies for white mould and bacterial blight
- Novel mechanical weed control tools for narrow-row field beans.
- Weather based fungicide application decision support tool for white mould
- Comparing fungicide performance
- Understanding root rot and nematode management
- Monitoring dry bean disease across MB
- Zidua herbicide crop tolerance for minor use label expansion
- Soybean & Pulse Agronomy Lab U of M
- Optimizing N and P management in southwest MB
- Improved GHG footprint and profitability by reducing nitrogen fertilizer use.
- Effects of preceding crop residue.
- Influence of seed moisture content and fan speed on air seeder damage
- No-till bean production
- Finding a superior Rhizobium strain for N-fixation in dry bean
- Comparing dry bean inoculants
- Genomic approach to finding bio-inoculants for N-Fixation.
- Cholesterol lowering effects of beans
- Manufacturing tofu from dry beans

## Become part of the On-Farm Network

**Your fields, your farm, your findings**

### DRY BEAN TRIALS IN 2024

- Nitrogen fertilizer rates
- Inoculant products
- Fungicide applications

*Please contact us if you have any other trial ideas!*

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To learn more, visit:  
[manitobapulse.ca/  
on-farm-network](http://manitobapulse.ca/on-farm-network)

## MPSG RESEARCH EXPENDITURES 2018–2023

