

Manitoba Pulse Growers Association

Celebrating
 25
Years
1984–2009



Message from the Executive Director

May 2009 marked the 25th anniversary of the Manitoba Pulse Growers Association. To commemorate this milestone, we've compiled fun photos, history and interesting information to reflect the accomplishments that MPGA has achieved in working for Manitoba's pulse growers all these years.

We begin with a look back at why and how the association got started. This overview of key milestones and achievements provides an interesting reflection of the impact the work of just a few can have on an entire industry. A complete list of MPGA directors and the years they served on the board has been included. If you know or get a chance to meet any of these people, make sure you thank them for their contributions. Graphs have been produced to showcase how pulse production has grown and evolved over the years. It will be interesting to watch the direction production will take in the next 25 years. Summer tours have always been a part of MPGA, and we were fortunate in finding a unique handwritten note from a visitor attending the new millennium's first summer tour. His comments on the importance of pulse agronomy work are fascinating. *Working for You, Then and Now*, highlights achievements in areas of production and agronomy, research, market development, policy and communication over the years. Frank Labelle has been on the board since its very beginning, and is still on the board today. It is only fitting that we conclude the publication with some comments from him on where he sees the association going in the future and what MPGA might expect in the years to come.

I hope you enjoy this booklet, and encourage you to cherish it as a keepsake. Having only been with the association for six months, I had to rely on a lot of people and their memories to put things together. A huge THANK YOU goes out to Dennis Lange, Frank Labelle, Linda MacNair, Jack Froese, Bob McCallister, Don Sissons, Eva Sissons and Shannon Beddome-Lorenz for all of their input. In addition to his input, special thanks to Dennis Lange for the time spent sourcing some of those older pictures. I would also like to thank MASC for supplying the information on pulse acres insured in Manitoba.

The past 25 years have been fun, challenging, productive and rewarding. Here's to the next 25 years being as memorable! Cheers!

MPGA Mission Statement

To provide its members with production and marketing support, through focused research, advocacy and linkages with industry partners.



Roxanne Roels
MPGA Executive Director



 The Manitoba Pulse Growers Association began in 1983 when a group of bean growers, along with John Rogalsky from Manitoba Agriculture, met to discuss strategy for accessing the Agricultural Stabilization Act support for Manitoba bean producers which was at the time being paid to Ontario producers only. When producers contacted Ottawa, they were told that Ottawa would deal with an organized entity only, not with individuals.

The organization was incorporated on March 13, 1984 with a developed constitution and by-laws. Founding directors were:

Don McIntosh, Carberry	John Dueck, Lowe Farm
Frank Sissons, Portage la Prairie	Neil Stewart, Roblin
John Rogalsky, Winnipeg (MB Ag.)	W.E. Awmack, Winnipeg
Bob McCallister, Portage la Prairie	Peter McVetty, U. of Manitoba
Elgin Drayson, Neepawa	Ferdinand Kiehn, Morden Res. Sta.
Reg Stow, Carman	Frank Labelle, Continental Grain

Because the organization was very small and had no funds, Manitoba Agriculture provided the secretarial and accounting support, primarily through John Rogalsky and later John Dean with assistance from Stan Banasiak.

During the mid-1980s the MPGA received funding through the Agri-Food initiative, which allowed them to become involved in Tipu pea demonstrations, bean variety demonstrations, creation of a pea production video, ascochyta control and Spodnam demonstrations, and canola/pea intercrop demonstrations. Ongoing activities included support for the pulse program at the Morden Research Station, continuing discussions with governments on pulse issues, a number of pulse promotion initiatives, involvement with Western Canada Pulse Growers Association, and a newsletter which continued to be written and sent out by Manitoba Agriculture.

In 1987, the Association hired a part-time secretary-treasurer to handle accounting and clerical duties of the organization. With the termination of the Agri-Food program, funds for any research or education support became desperately short.

In 1989, the Manitoba government passed the Agricultural Producers' Funding Act which granted check-off funding to producer organizations. The government conducted the vote for MPGA, sending ballots to pulse producers throughout Manitoba. A strong majority of the ballots returned favoured a check-off, and the system was put in place by October, 1989.

Because the workload had become too much for one person, MPGA hired a second staff person in 1991.

In 1992, MPGA contributed \$53,000 to research, developed a high-quality quarterly magazine for its 2,500+ members, and built a reserve to ensure programs could carry on even through a year of crop failure.

MPGA staff worked out of home offices until 2000, when the association began renting office space in Carman, where they are still located today.

History of MPGA 1984–2009



Ministers Proclaim January as Pulse Month

Harry Enns, Minister of Agriculture, and James C. McCrae, Minister of Health proclaimed January, 1994 as Pulse Month. This was the kickoff of a month-long promotion to make consumers more aware of the benefits of using pulses in their daily diet. Looking on are MPGA Vice-President Art Dueck and Executive Manager Doug Jones.

MPGA Directors 1984–2009

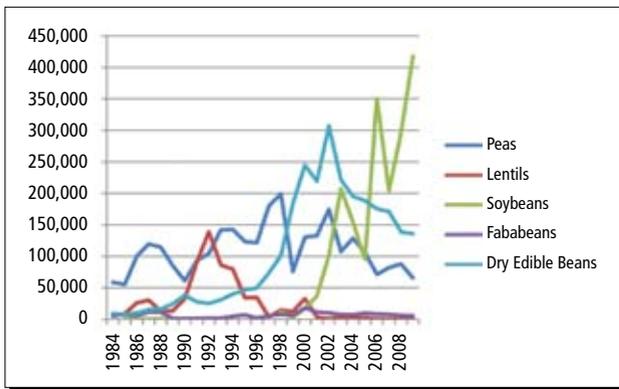
 Producers in 1983 are included, as these gentlemen were the first group to get together and discuss the idea of developing an association.

MPGA was one of the first commodity associations to receive check-off funding in Manitoba.

Adrain, Glenn	1992–1998	Labelle, Frank	1983–2009
Ali-Khan, S.T.	1985–1991	Lange, Dennis	1998–2007
Arntfield, Sue	1995–2009	McCallister, Bob	1983–1992
Awmack, Bill	1983–1986	McCutcheon, Shawn	2004–2009
Bonner, M.	1986–1987	McIntosh, Don	1983–1991
Brolley, Bruce	2000–2009	McVetty, Peter	1983–1984
Burch, Dennis	1990–1995	Moran, Shaun	1986–1988
Burch, M.	1986–1988	Murray, Don	1985–1991
Chorney, Murray	2008–2009	Pallister, Jim	1989–1992
Coates, Bill	1995–2003	Parent, Norbert	1996–1997
Connor, Bob	2005–2009	Pedersen, Myron	2008–2009
Davidson, Campbell	2000–2004	Penner, Dan	1999–2004
Dean, John	1985–1992	Pizzey, David	1987–1992
Drayson, Elgin	1983–1986	Rampton, Bruce	1991–1997
Dudgeon, Rob	1994–2004	Rogalsky, John	1983–1986
Dueck, Arthur	1986–1994	Ross, Bruce	1995–1997
Dueck, John	1983–1984	Rothenburger, Kelvin	2005–2009
Duncan, Michael	1991–1993	Saramaga, Andrew	2007–2009
Entz, Peter	1995–1996	Sissons, Don	1999–2007
Fisher, D.	1987–1989	Sissons, Frank	1983–1986
Friesen, Nathan	2004–2009	Sissons, Grant	1988–1989
Froebe, Murray	2003–2005	Skayman, Murray	1993–1998
Froese, Jack	1988–2008	Stewart, Neil	1983–1987
Greig, Fred	2005–2009	Stewart, Todd	2004–2009
Harder, G.	1985–1987	Stow, Reg	1983–1995
Hicks, Steve	1998–2003	Sutton, Chris	1992–1994
Hyde, Brian	1989, 1996–2001	Turski, Albert	2009
Janick, Brian	1988–1991	Warkentin, Tom	1993–1999
Kiehn, Ferdinand	1983–1999	Watt, Dallas	1997–2002
Kieper, Tom	2000–2004	Wilson, Brian	1986, 1998–1999
Kuhl, Don	1990–1999	Wolfe, Lincoln	2002–2009



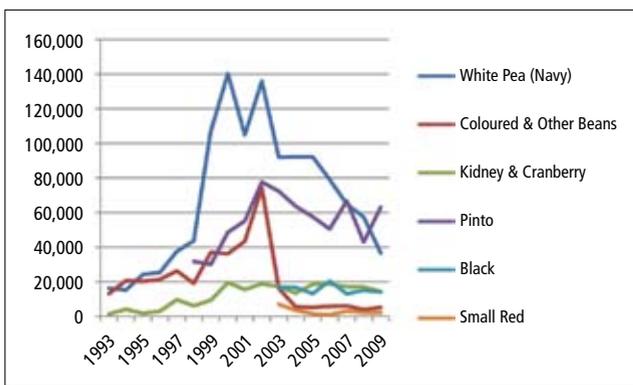
Since the incorporation of MPGA, pulse acres have increased significantly in Manitoba. Pea acres peaked in 1998 at about 200,000 acres. Since then, edible beans and soybeans have been the majority of the pulse acres in the province. Soybean acres really took off in 2001, and we reached a record acreage in 2009, hitting close to 440,000 acres. Soybean acres are unpredictable every year due to varying spring seeding conditions and moisture levels. Edible beans reached their maximum acreage in 2002 at just over 300,000 acres. They have been slowly decreasing since then and we are predicting that they will remain flat at around 145,000 acres for the next few years. Fababeans have been slow to evolve due to minimal end-use markets, but we expect acres of this pulse crop to slowly increase in the years to come. Lentils were at about 140,000 in 1992, and since then, have decreased and become nearly non-existent in Manitoba.



Pulse Acres Past & Present

Prior to the existence of MPGA, pulse acres in the province consisted mainly of peas. Almost all of those pea acres were grown around the Carman area. Now, pea acres in Manitoba are focused on the western side of the province.

There are several types of edible beans grown in Manitoba. White pea, or navy, beans made up most of the edible bean acres from 1999–2006. Pinto bean acres started increasing in 2000, and in 2009, acres of pintos in the province exceeded acres of navy beans. Kidney and cranberry beans have consistently hovered around the 20,000 acre level for the past 10 years. Acres of black beans have been fairly flat at about 16,500 acres since they first appeared in 2003. Coloured beans peaked in 2002 at 75,000 acres and have dropped off significantly since then. Small red beans remain as a very small percentage of the overall edible bean acres in Manitoba.



Pulse Tour
The New Millennium
July 27, 2000

In the early 2000s,
75-100% of Canada's
fababean crop came
from Manitoba!

The 2000 field day was blessed with good weather. The participants therefore were able to fully participate in the day's events. It is gratifying to see much research work undertaken to support the expanding pulse industry. The development of improved varieties of pulse crops is a very important aspect of research, and participants were able to observe closely many lines of beans (see photos) and field peas. The ineffectiveness of commercial inoculant on warmth-loving pulse crops has led to a study of nitrogen applications to supply the requirements by bean plants. Demonstrations have been conducted in a commercial bean field south of Miami. In response to nitrogen, bean plants were darker green and much larger. Dr. David McAndrew explained the various rates of nitrogen applications. (see photos). I trust that these photos will provide some visual record of the day's work.

J.J. Tuckermore, P.Ag., FAIC.



Production/Agronomic

- Incredible strides have been made in varietal development, genetic traits, and crop protection products to aid in control of weeds, diseases and insects.
- MPGA always has and will continue to support Minor Use, as it is an important part of pulse production.
- In 2007, MPGA partnered with MCGA, NSAC and MAFRI to put together the Manitoba Special Crops Symposium, which consists of informative sessions and a tradeshow.

Research

- Initially, only a few thousand dollars were put into research. Now, MPGA contributes in excess of \$300,000 per year to pulse research work in areas of genetic improvement, agronomy and sustainable production, and value-added projects.
- A dry bean breeder was brought to Morden thanks to efforts from MPGA.
- Summer tours started with the bean breeding program at Morden. Each year, several producers and industry reps come out to see the latest developments in research.

Market Development

- Pulse Canada was created in 1997 due to consensus from the provincial grower groups that a federal body was needed to conduct work in areas that we were unable to. Pulse Canada focuses on market access, growth and innovation, transportation, environment, and human health and nutrition.
- The Canadian Soybean Council (CSC) was formed in 2005, and their role includes identifying and developing new export markets, expanding domestic market opportunities, and building relationships with the Canadian government to ensure advantageous policies in areas of international trade, environment, transportation, and research and innovation.

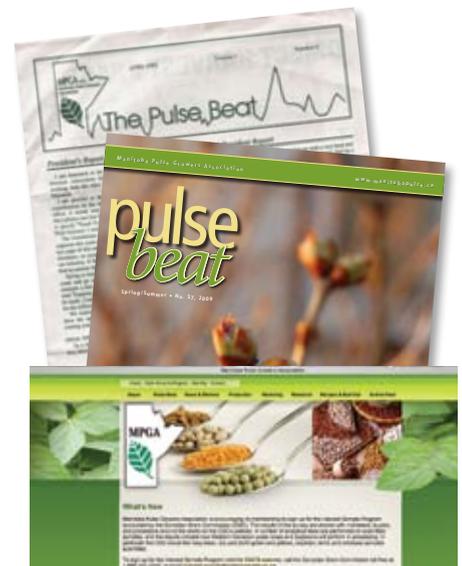
Policy

- MPGA has a great working relationship with MASC and meets with them every spring to discuss crop insurance issues important to pulse producers.
- MPGA continues to work with the government to address pulse production issues.
- MPGA is involved with various committees, including KAP, CGC, MCVET, PGDC, and OOPSCC.

Communication

- The *Pulse Beat* was first published in 1992 as a means to connect and communicate with members. It continues to be an effective means of getting information out to producers.
- MPGA's website, www.manitobapulse.ca was developed in 2001. It features information on upcoming events, markets, production, research, recipes, and more.

MPGA Working for You! *Then and Now* 1984–2009



**The Future
for MPGA**
Frank Labelle
*with MPGA
since 1984!*

*The Cash Advance
program, administered
by the Manitoba Corn
Growers Association,
included pulse
crops beginning in
October, 1994.*

🌿 When putting together this commemorative piece, there was no doubt it was appropriate to sit down and have a discussion with Frank Labelle, a man who has been with MPGA since the very beginning. Frank still serves on the board today and is well respected by all of the directors and staff, and industry personnel. When first asked to talk about all he could about MPGA, he smiled and replied, “We’ve done so many things, it’s hard to remember them all.”

Frank reflected on the good working relationship that MPGA has always had with the provincial government, including crop insurance, which has paid off in huge dividends for the growers in Manitoba. “Receiving funding from the federal government is huge,” said Frank.

I was compelled to ask Frank why he has remained on the board for all these years. “It’s very interesting to be a part of. Seeing this industry develop...it moves quickly and slowly at the same time. It has come a long way in 25 years. Agronomic improvements have been tremendous, and the evolution of transportation has been interesting to watch,” reflected Frank. He also says a big part of it is watching the industry develop while people remain neutral.

When asked what he thought the next 25 years would be like, he felt that huge issues lay ahead of us. He elaborated, “Pesticides, residues, food safety... We are just on the edge of those problems, and there will be more to come through the years.” Frank is certain that transportation will continue to be an issue, and that we will feel continued competition from other crops. “Economically, where will pulses fit in the rotation? High prices of cereals and oilseeds might change this,” he said. Frank wonders how the industry will evolve and what the future will look like in terms of research and market development. “Involvement with the government will continue,” stated Frank.

“I see a voice like the Manitoba Pulse Growers being extremely important in maintaining the stature of the industry. They have the numbers. Their biggest success is that they have the dollars from check-off, and that has made the difference with the pulse growers. The membership should be proud,” concluded Frank.

