

Capturing Profitability



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Slow Boat to China

Pulse Profile – Glenn O'Hara

Controversial Red Lentil Markets

Harvest at the CDC

One year after the opening of a one-of-a-kind pulse research field lab, the staff and crew at the University of Saskatchewan's Crop Development Centre (CDC) are busy completing harvest activities.

For the first time, all aspects of pulse research programs from breeding, pathology and crop physiology to data processing and seed storage are located together, increasing efficiency and allowing research programs for crops such as peas, beans, lentils, chickpeas, and fababeans to expand.

Located in Saskatoon, the new lab advances the development of new crop varieties, improves disease management and enhances quality, while keeping Saskatchewan's growing pulse industry profitable over the long term. It was co-funded by SPG, the U of S, the governments of Canada and Saskatchewan, and numerous industry partners.

Over the years, pulse research at the CDC sponsored by SPG and other organizations such as Saskatchewan Agriculture and Food, has resulted in new varieties that provide higher yields, better seed quality and greater resistance to disease.



BACKGROUND: Bean samples await analysis

TOP RIGHT: Research Assistant Devini de Silva examines lentils at the CDC.

ABOVE: Staff weigh and inspect samples in the new lab.



Dean Corbett

Chairman of the Board



Licensing of Pulse Buyers

The Canadian Grain Commission (CGC) has reported that it is in the final stages of licensing and securing (or exempting) all pulse buyers. SPG, along with other members of the Pulse Industry Security Committee, has been a strong supporter of this CGC initiative.

After suffering losses from pulse buyer bankruptcies, pulse growers made it clear to us that they wanted improved assurance of payment. After an examination of alternatives, the pulse industry concluded that increased compliance under the current system was the most reasonable path.

Co-chaired by Lloyd Affleck of SPG and Martin Chidwick of the Canadian Special Crops Association, the Pulse Industry Security Committee put its support behind the CGC to launch a campaign to license and secure all pulse buyers. The CGC facilitated communication among pulse buyers, insurance companies and bonding companies to ensure that buyers could obtain cost effective coverage.

The CGC system does not guarantee 100% coverage. It does reduce grower risk of non-payment. There may still be buyers who do not obtain licensing and security, and who are not exempted by the CGC. I fully expect that the CGC will now use all options available under the *Canada Grain Act* to pursue these buyers.

I advise growers to continue to use best management practices when selling pulses. These include:

1. Know your buyer. Check the CGC website to see if they are licensed. If not, ask to see their CGC exemption. Usually only local feed buyers are exempted by the CGC.
2. Use a contract and understand the terms. Check the SPG website for recommended

contracts. If the buyer uses his or her own contract, use our recommended contract as a guideline to compare terms.

3. Get a receipt upon delivery.
4. Keep samples until after you have received payment in case a grade dispute arises.
5. Insist on prompt payment. The longer you wait, the greater the risk.
6. Cash or deposit your payment immediately.
7. Be cautious selling very large quantities of pulses to one buyer at a specific time unless you have a very good relationship and are confident of payment.
8. If you need to sell for cash flow purposes and the market price is below your expectations consider taking out an interest free cash advance to allow you to re-evaluate your market opportunities at a later date. For information, call 1-866-745-2256.
9. The pulse industry is very competitive. If the price you are offered is too good to be true, it probably is. Carefully check the contract for payment terms, delivery period, grade penalties, dockage and interest penalties.

Finally, we want to offer our support to pulse buyers who have cooperated with the CGC. As of December 1, 2006 our policy is that SPG will:

1. Encourage pulse growers to deal only with buyers that are either licensed and secured, or exempted by the CGC;
2. Include only buyers that are either licensed and secured, or exempted by the CGC in our Pulse Buyers List;
3. Decline advertising and/or sponsorship from buyers who are not licensed and secured, or exempted by the CGC.

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Capturing Profitability

A strong Canadian dollar, rising input costs, and variable weather patterns are making it more difficult to get maximum returns.

This issue tackles some of the overarching problems facing the pulse industry and identifies several new opportunities SPG and Pulse Canada are pursuing.

Save the date! Pulse Days 2007 builds on the theme of profitability. More information about the conference can be found on pages 24 and 25.



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Slow Boat To China

Pulse Producers Continue to Battle Shipping Issues

IN BRIEF

New trends in transportation may speed up export times for pulse crops.

Most pulse exporters will tell you, getting their product to port is one of the most important and most difficult problems they face today.

According to Murad Al-Katib, President of both Saskcan Pulse Trading and the Canadian Special Crops Association, transportation is one of his most pressing concerns.

“The single biggest challenge of our industry is how to get our product to market. We’re dealing in a global market with a lot of risks, and on top of that, we’re adding transportation risk to everything else that we’re dealing with as an industry.”

While the Saskatchewan pulse industry faces many of the same shipping issues other exporters in the province encounter – long distances to port and rough terrain (especially westward through the Rocky Mountains), pulses are subject to even more shipping problems than the average commodity.

Other concerns include wider variations in shipping times than other, more established crops (like wheat and canola) and difficulty in finding shipping containers to move the product.

Al-Katib says Saskatchewan’s pulse industry must find more reliable ways of getting

Containers are loaded onto ships in Vancouver, BC.



PHOTO COURTESY VANCOUVER PORT AUTHORITY



Murad Al-Katib is President of both Saskcan Pulse Trading and the Canadian Special Crops Association.



Mark Hemmes, President of Quorum Corp.



Greg Simpson, President of Simpson Seeds Ltd.

their product to port – or face serious consequences.

“We’re not at risk of damaging our brand reputation, we’ve done it. Canadian origin product is not seen as consistent, reliable product and that’s because of the freight. So, we must do something or the brand image of Canada’s pulses will continue to be damaged.”

So, what transport problems are currently in the way for pulses? What solutions are currently out there?

Container Conundrum

Traditionally, Saskatchewan’s pulse exporters have had a very difficult time gaining access to shipping containers.

One of the main reasons? China.

Expected to become Canada’s third largest trading partner by 2020 (and the largest by 2050), China is a giant in the importing and exporting business. For example, according to a report issued by Ruth Sol, President of the Western Transportation Advisory Council (WESTAC), inbound container freight at the Port of Vancouver is growing by 10.2 percent annually. That means a doubling of traffic every seven years.

Most of the containers that enter Saskatchewan originate in China, bringing in consumer goods to sell in the province. However, due to Saskatchewan’s relatively low population and small consumer base, few containers actually enter the province – compared to larger population bases like Alberta.

As well, agricultural products are generally treated as back-haul rather than head-haul commodities like consumer goods. Since shipping agricultural commodities generally brings in less revenue to steamship lines (who own the containers), most companies want to get the containers back to port as quickly as possible – even if that means sending them back empty.

Mark Hemmes, President of Quorum Corp. and author of a recent study on container shipments says the large discrepancy in profit between head-haul and back-haul shipments (averaging around \$4,000 vs. \$600) means most steamship companies will do everything they can to get their containers back to port as soon as possible.

“If (steamship companies) are going to use up any more than about six days trying to get a back-haul load, it’s not worth their while.



So, that’s why you end up having empty containers moving back to China without a load in them. It’s simply not worth it.”

Al-Katib says the container issue has cost Saskatchewan’s pulse exporters plenty of money so far, with exporting companies needing to rely on their own devices to store and load containers.

“Our company has had to invest in an entire infrastructure to support the movement of our containers around the province. A fleet of our own chassis, a fleet of our own trucks and lifts at every one of our plants to be able to lift empty containers on and off our chassis which move our containers.”

As a result, he says prices to process pulses are higher, meaning lower returns for producers.

“The fact is, we’re spending money to deal with an inefficient transportation system. The bottom line is it comes from three sources; my margin, the customers’ pocket and my suppliers’ product, which is the grower.”

Since there are so many players involved in transporting commodities including everyone from steamship companies to railways to producers, solutions to the problem remain elusive. Al-Katib believes the entire special crops industry needs to react to this new real-

PHOTO COURTESY CP RAIL



ity, even if it means growing crops that are easier to ship.

“We, as an industry, have to develop markets for pulses that are fitting the trade lanes that the shipping lines want to hit. Developing markets like China is a very good example. The development of the yellow pea market in China fits global trade flows. People always want their containers to go to China, so, an ability for us to return containers from North America into China full with peas and allow those containers to come back to North America with manufactured goods, that’s a trade lane that’s going to make a lot of sense,” he says.

Hemmes believes the prairies need more shipping capacity, including an inland terminal that can handle containers. He says Canada’s cabotage regulations are another major stumbling block.

Under federal cabotage rules, steamship companies are required to get their containers in and out of the country within 30 days. In addition, companies are obligated to return the container to the port that it entered from. Hemmes says these strict regulations hinder container movement and should be brought in line with the looser regulations of the US.

“If you compare that to the way that they do it in the United States, they’ve got 365 days

to get it out of the country and they can move it in any number of different directions. They have a lot of flexibility, and a lot more time.”

Scheduling Problems

As well, a recent Quorum Group study written by Hemmes shows there is a major discrepancy between transportation times for getting pulses to port compared to traditional commodities like wheat and canola.

The study shows that the standard deviation time for canola is plus or minus 6.4 days. Contrast that with special crops, which deviate 8.3 days.

While it may not sound like a lot, Hemmes says the extra time is significant for shipping companies.

“It’s the inconsistency that people have a real issue with – far more so than the length of time it takes to get there. Because, if they had a basis to plan on, if it was always 16 days, then they can live with that. But one week it can be eight days and the next week it’s 24.”

Hemmes blames the inconsistency, at least in part, on railways. While grain is normally shipped in large quantities, pulse crops are usually shipped in relatively small amounts. As a result, he says special crops can get lost in the shuffle.

However, he believes Canada’s railways are trying to fix the problem – just don’t expect an overnight solution.

“I’ve got to believe that when (railways) say that they’re interested in it and they’d like to fix some of these problems, they’re being very sincere about it. I don’t think it’s going to happen overnight either. I mean, (pulses are) a growth part of the market. I think that they’ll really stand up and pay attention to this because it is a growth part of the market,” he says.

Solutions

Of course, figuring out a solution is not exactly easy, especially when you’re dealing with an immensely complex international transportation system with each link owned by a different company.

Jim Feeney, Senior Manager of Public Affairs for CN Railways says having storage capability for pulses at ports would help cut down the uncertainty.

“With traditional grains, you’ve got storage capacity right at the port, and that’s not



Traffic at the Port of Vancouver is growing each year.

something the special crops industry traditionally has. So, if you've got storage capacity you can build up stocks and draw on them as ships arrive and depart."

Feeney also says CN's new transload facility being built in Edmonton will help ease shipping woes. The facility will initially ship out 6,000 containers per year, but will have the capacity to increase that number to 20,000.

However, Hemmes doesn't believe Saskatchewan processors will end up using the facility very much.

"I don't think it's going to alter much in Saskatchewan, to be honest with you. I think that they're going to find quite a bit of business for it but it's probably going to be mostly Alberta business."

Al-Katib says the province's rail yards need more container infrastructure. But, he says, that won't happen unless rail companies are convinced it is a good business move.


"As an industry, it's our job to show (the railways) why it makes sense to make that investment. But we also have to realize that we need to provide, as an industry, consistent volumes of container intermodal. I'm a business person, I will not build infrastructure to

only support two or three months bulging period unless the business case justifies it."

Al-Katib also says the pulse industry needs to provide a steady stream of commodities to shipping companies.

"The pulse industry has an image of feast and famine within the transportation world. When we're busy, we can't get enough. When we're not busy, there's nothing going on. So again, that goes back to my challenge about trade flows. We need to find consistent year-round markets for Canadian value-added pulse products and consistent year-round markets will create consistent year-round demand and consistent year-round demand will create more service and equipment."

Greg Simpson, President of Simpson Seeds Ltd. admits there are no easy solutions to these problems.

"There is, I think, some onus on our buyers to think ahead and to carry a little inventory in order to allow for these fluctuations in supply and timeliness of supply. The days of just in time ordering are pretty much gone when you're dealing with all these inland ocean container issues." 

David Shield is a freelance writer based in Saskatoon, SK.



Controversial Start to Red Lentil Season

IN BRIEF

Patience is key when marketing red lentils.

The 2006–07 marketing year for red lentils started with a surprising level of controversy over price as a smattering of “glass half empty” individuals publicly capitulated even before the season got underway.

Last winter’s relatively rosy price forecasts and enthusiasm about world needs prior to seeding gave the sector’s critics plenty of ammunition to start shooting as prices relaxed into harvest and end users failed to come begging for the season’s first container of red splits to be shipped their way.

Red lentil markets normally start the season up to 10% below the average price which will prevail across the ensuing marketing year, rising into the February through May period and then declining into summer when the new crop is near harvest. In the crop’s brief history in Canada, crop shortages saw the price trend reverse, with the season highs being set early in the market year and prices trending lower through to the following crop year.

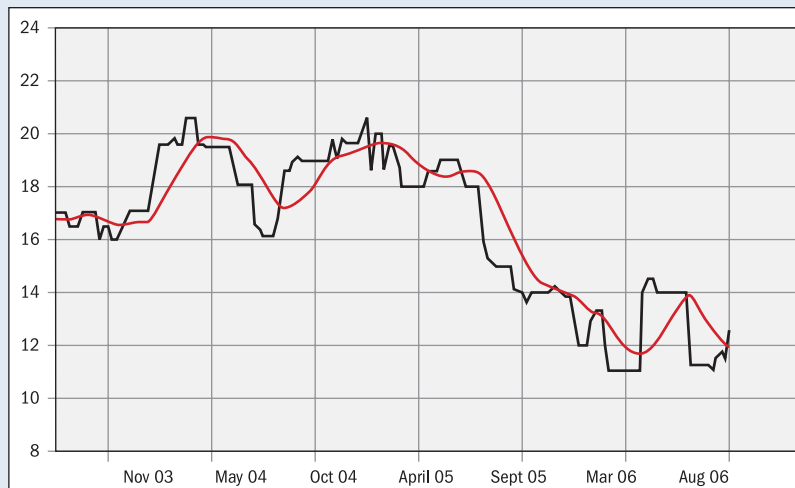
Canadian red lentil markets are normally weak in the summer because of harvest selling from Turkey and then from Canadian growers. Once Turkey has marketed the bulk of its crop, importers look for alternate suppliers. Unless there is a crop shortage in Turkey, growers in Western Canada should expect weak markets in the summer and early fall.

The United Kingdom’s Fuerst Day Lawson estimates Turkey harvested 650,000 MT of red

lentils this summer. Shippers experienced strong initial demand from Iraq. Once that subsided, Egyptian importers stepped up to the plate, along with other Muslim nations accumulating new crop pulse stocks “for consumption during Ramadan. Looking forward, we continue to believe that demand will decrease, but this depends on the extent of the demand from Egypt.”

Interestingly, Canadian origin split red lentils were fetching premiums of \$40 MT (US) to \$50 MT (US) over Turkish ones in June and July. The spread has narrowed in recent weeks, with Turkish exporters raising asking

Figure 1: Canada #1 red lentils (CDN \$ cwt delivered plant Sask.)



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Table 1: Red Lentil Marketing Year Average Market Values (dollars per 100 pounds)

	Dealer US\$	Grower US\$	Grower CDN\$	Canadian Dollar	Basis CDN\$
1998	19.54	14.79	22.31	0.66	7.38
1999	16.68	12.89	18.93	0.68	5.72
2000	14.69	10.77	16.40	0.66	6.16
2001	13.56	9.83	15.44	0.64	6.73
2002	15.42	11.83	17.71	0.67	6.38
2003	17.66	13.36	17.92	0.75	6.68
2004	20.01	15.03	18.61	0.81	7.07
2005	17.25	11.41	13.14	0.87	6.99
2006	16.56	10.54	11.81	0.89	7.17

* Average for August 2006. 2005–06 and prior years August to July

Table 2: Canadian No 2 Red Lentil Monthly Grower Bid Price Performance (monthly average as a percentage of annual average)

	2005-06	3-Year	5-Year	Low Prod	High Prod
August	90%	92%	94%	106%	97%
September	103%	101%	100%	103%	98%
October	103%	100%	101%	102%	101%
November	101%	99%	99%	104%	100%
December	100%	98%	99%	99%	100%
January	101%	99%	99%	97%	99%
February	105%	105%	103%	97%	99%
March	100%	105%	103%	97%	101%
April	99%	106%	106%	99%	105%
May	102%	103%	103%	99%	104%
June	102%	100%	99%	98%	98%
July	96%	94%	95%	97%	97%

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prices in the face of rapidly tightening stocks on domestic markets. There was a sense by the end of August that markets had taken into account larger crops in Canada and Turkey and set their season lows.

As it turns out, the 2006–07 marketing year is not shaping up to be the worst in the history of the crop. That distinction belongs to 2001–02 when inter-dealer markets averaged just \$13.56 US between August 2001 and July 2002. During the first month of the 2005–06 marketing campaign, inter-dealer markets averaged \$16.56 US cwt on a delivered track Montreal basis.

However, because that period coincided with the worst performance in the history of

the Canadian dollar, a weak market was hidden from western Canadian growers. Grower bids only averaged \$9.83 US per 100 cwt in 2001–02, but Canada's 64-cent dollar turned that into a \$15.44 cwt return.

Today's dollar is 39% higher than in 2001–02. As a result, while inter-dealer markets are three US dollars higher than they were five years ago, grower bids were down \$3.63 Cdn at \$11.81 cwt in August. It would be easy to a point a finger at the trade for this anomaly, but the increase in the basis spread between the track Montreal market and the grower market in Western Canada has risen less than the increase in transportation and other costs.



Table 3: Canadian No 2 Red Lentil Monthly Average Grower Bid (Canadian dollars per cwt)

	2005-06	3-Year	5-Year	Low Prod	High Prod
August	16.30	16.45	15.95	19.60	15.39
September	18.83	17.94	16.95	19.04	15.46
October	18.80	17.86	17.12	18.90	16.01
November	18.40	17.69	16.92	19.34	15.78
December	18.18	17.43	16.77	18.25	15.80
January	18.30	17.60	16.79	18.00	15.59
February	19.10	18.73	17.47	18.00	15.58
March	18.24	18.68	17.58	18.00	15.93
April	18.00	18.87	17.99	18.31	16.66
May	18.60	18.35	17.61	18.28	16.51
June	18.50	17.85	16.93	18.21	15.55
July	17.50	16.80	16.20	17.98	15.30

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In US dollar terms, the basis spread has risen from an average \$4.30 cwt in 2001–02 to \$6.08 cwt in 2005–06. However, in Canadian dollar terms it has only gone from \$6.73 to \$6.99 cwt.

Interestingly, the basis spread for whole red lentils is narrower than for any class of lentils other than Eston, averaging \$6.64 Cdn cwt since 1998, compared to \$7.01 for large green (Laird) lentils, \$7.12 for medium green (Richlea), and \$6.55 for small green (Eston) lentils.


One question remains unanswered. How big is the red lentil market? World lentil production ranged between 2.9 and 4 million MT in the first half of the current decade. Precisely how much was red lentils is unknown, but it is thought to range between 70% and 75% of total world output. With red lentil output climbing in Canada, its share of world trade is also rising, with much of the increase in demand from riskier and/or price sensitive markets.

Many growers appreciate that the size of the market is in some measure determined by price. Lower prices create demand in markets such as the Indian subcontinent, but have little impact on retail sales volumes in Europe and the Americas. World demand could be two or three million tonnes at six cents a pound, but less than one million tonnes at 20 cents to the grower.

Reviewing Canadian lentil price and world trade in lentils between 2000 and 2004 – the only

years for which world trade data is available – reveals a negative correlation between price and Canada's share of world export markets.

The weighted average inter-dealer price for Canadian lentils in 2000 and 2001 was \$14.25 US cwt or lower and Canada's share of world trade was 47% and 42% respectively. In 2002, 2003 and 2004, the weighted average inter-dealer market for No. 1 grade Canadian lentils was over \$19 cwt and Canada's share of world trade was around a third. World trade in lentils bounced between 1.02 million and 1.18 million MT. It would seem production levels in Canada have more influence over price than competition from other origins. Is the market perceived by Canadian growers and processors real or imagined?

Some companies involved with red lentils believe Canadians worry too much about what is in their backyard and need to be more patient. Competition will always be stiffest during the Canadian harvest because it coincides with the Turkish red lentil and US green lentil harvests. However, they believe recent history has proven there may be enough year-round demand to absorb this year's crops and perhaps leave room for additional expansion in the future, and as inter-dealer markets have so far shown, without the need to drop prices to their lowest possible level. 

Brian Clancey is the Editor and Publisher of the www.statpub.com market news website.

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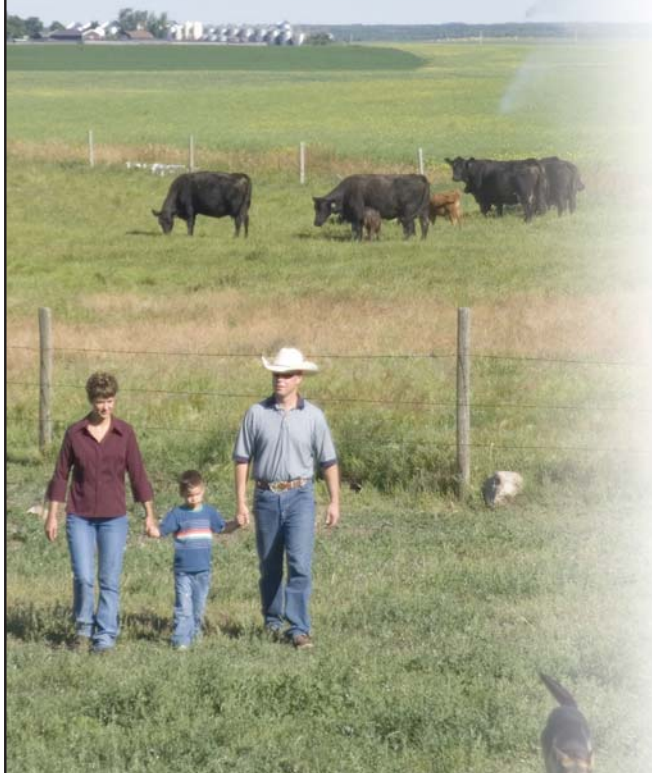
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Pulse Canada Targets North American Market

IN BRIEF

The North American food industry offers many opportunities to develop healthy pulse products for consumers.

Background

Early in 2005, Agriculture and Agri-Food Canada committed \$3.2 million to the Pulse Innovation Project (PIP), an initiative developed by Canada's pulse industry to expand market opportunities in the North American food sector. The project, which will run over three years (2005-2008), will formulate a strategic approach to increasing demand for pulses and creating value added opportunities. In addition to the development of a strategic plan, the initiative will fund several human clinical studies that will investigate the health benefits associated with pulse consumption. While the nutritional components of pulses are well known, establishing health benefits scientifically will aid in promotion and entice food processors to incorporate pulses in the development of healthy foods.

The Team

To achieve its objectives, the staff at Pulse Canada recruited a broad section of professionals, including scientists (medical researchers and food scientists), food processors, as well as representatives from the pulse industry to participate as expert advisors in three strategic areas: nutrition and health, whole pulses, and pulse fractions. In addition, PIP has a Steering Committee which oversees the overall direction of the project. Six universities, 12 food and ingredient companies including Kraft, Heinz,



Campbell's, General Mills, Archer Daniels Midland and National Starch, and several government research institutions from Canada, the United States and Mexico are represented on PIP committees.

Pulse Canada staff members Peter Watts (left) and Julianne Kawa are leading the Pulse Innovation Project.

Strategic Plan

Currently, PIP is in the process of developing a strategy and action plan for the Canadian pulse industry in the areas of research and communications. In terms of research, the plan's major objective will be to identify priorities in the area of nutrition and health as well as in pulse

functionality and application in food systems. Priority areas will be determined by overlaying research gaps with market opportunities.

The priorities for nutrition and health research will be chosen from existing research gaps that also address current health issues in North America, as well as the interests of consumers, food industry and research funding organizations. For example, due to their high fibre content, pulses hold great potential to help in the fight against important North American health problems such as obesity and cardiovascular disease. Consumers are increasingly trying to boost their fibre intake and the food industry is looking for ways to meet growing consumer demand for high-fibre products. As a result, funding more research on the health benefits of consuming pulse fibre may well emerge as a priority.

Raising awareness about pulses, their nutritional benefits, preparation and use, within society as a whole and through food processors, will be critical to increasing demand.

Pulse Canada 

Research priorities for processing and developing food products from whole pulses as well as their components (protein, starch, fibre and phytonutrients) will be selected by identifying the research gaps that also have potential to provide

a competitive market opportunity for pulses. For example, research investigating the functional properties of pea protein may show the latter has advantages over soy protein for a particular product application or target market.

The other area of focus in the strategic plan will be communications. Raising awareness about pulses, their nutritional benefits, preparation and use, within society as a whole and through food processors, will be critical to increasing demand and generating value added opportunities. This will require identifying target audiences, developing messages (including a brand campaign), and identifying the vehicles to carry those messages out, such as electronic media (website and email), conferences and symposiums, and brochures among others. These campaigns and materials will be developed with input from the target audiences themselves.

Ultimately, the strategy will lay out an action plan for the Canadian pulse industry

that will specify the “what” (messages and target audience), the “how” (vehicles), and the “who” (who will be responsible for these activities). Once complete (early in 2007), the industry will be able to begin implementing the strategic plan.


Human Clinical Trials

The other major component of this initiative is the development of human clinical trials (HCTs). During the first year, PIP developed the parameters for the selection of the HCTs in consultation with nutrition and health advisors. Recently, five projects were selected in priority areas including: diabetes, cardiovascular disease and weight management. The projects will be carried out over the next 18 months with results reported in March 2008.

The parameters of the HCTs include strict guidelines to ensure that the research is conducted according to standards accepted by Health Canada and the US Food and Drug Administration. This is important in the event that positive results from a study lead to an opportunity for a health claim. In the absence of the scientific rigour demanded by these organizations, the studies could be disqualified for health claim application.

Results from the HCTs will also be communicated through the media to promote the health benefits of pulses to consumers. In the past, other commodities such as almonds and cranberries have promoted their research results and subsequently experienced increased awareness and ultimately increased consumption.

Next Steps

Now that the HCTs have been selected, PIP's efforts will focus on the development of the strategic industry plan. Over the next few months, PIP will consult with the food industry, health professionals and other pulse industry stakeholders to further assess their interests and needs from a research and communications perspective that will feed into the strategic plan. This exercise will also be used to in the creation of a pulse brand campaign. Once the strategic plan has been finalized, the various players in Canada's pulse industry can begin to collaborate on its implementation. 

Peter Watts is Director of Market Innovation for Pulse Canada and can be reached at pwatts@pulsecanada.com or (204) 925-4458.

Registered Pulse Buyers

Saskatchewan Pulse Growers makes no claim as to the reliability of the companies listed here. It is the personal responsibility of growers to satisfy themselves that any company they deal with is financially sound. Some of the companies on this list are registered with the Canadian Grain Commission, and some are not. Some companies do not need to be registered themselves as they are acting as agents for other companies.

Please take the time to ensure you're dealing with a reliable company. Ask questions of the company. Ask for references. Contact the Canadian Grain Commission to ask about licensing and security. See www.grainscanada.gc.ca or call (800) 853-6705 or (306) 780-5035 in Saskatchewan.

Note: "Registered Pulse Buyers" refers to companies that have registered with SPG to deduct and remit the pulse check-off; it does not imply endorsement. For a full listing of buyers, processors and brokers see www.saskpulse.com.

Company	Edible Peas	Feed Peas	Lentils	Beans	Desi Chickpeas	Kabuli Chickpeas	Fababeans	Telephone	City/Town	More Info
Allott Canada Ltd.	◆	◆	◆	◆	◆	◆		905-828-1115	Mississauga, ON	www.allottcanada.com
Agricom International Inc.	◆	◆	◆	◆	◆	◆	◆	604-983-6922	North Vancouver, BC	www.agricom.com
Agricore United – Beans & Special Crops	◆	◆	◆	◆	◆	◆		403-382-3400	Lethbridge, AB	1-888-442-8398
Agricore United – Dry Bean				◆				403-223-2772	Taber, AB	www.agricoreunited.com
Agricore United – Head Office	◆	◆	◆	◆		◆		204-944-5411	Winnipeg, MB	www.agricoreunited.com
Agricore United – SK Special Crops	◆	◆	◆	◆	◆	◆	◆	306-751-4920	Regina, SK	www.agricoreunited.com
Agricore United – SK Special Crops	◆	◆	◆	◆	◆	◆	◆	306-343-5079	Saskatoon, SK	www.agricoreunited.com
Agtech Processors Inc.			◆					306-721-5171	Regina, SK	1-800-667-7778
Belle Pulses Ltd.	◆	◆			◆			306-423-5202	Bellevue, SK	bellepulses@sasktel.net
Best Cooking Pulses Inc.	◆							306-586-7111	Rowatt, SK	www.bestcookingpulses.com
Big Sky Farms Inc.		◆						306-682-5041	Humboldt, SK	www.bigsky.sk.ca
Blue Hills Processors Ltd.	◆	◆	◆		◆	◆		306-868-4488	Avonlea, SK	www.bhpl.ca
Bornhorst Seeds Ltd.	◆	◆						306-366-2158	St. Gregor, SK	bbornhorst@sasktel.net
Brett-Young Seeds Limited Partnership		◆						800-468-6509	Gilbert Plains, MB	www.byseeds.com
C. B. Constantini Ltd.		◆	◆					306-373-9730	Saskatoon, SK	lyn.mcmillan@cbconstantini.com
C. B. Constantini Ltd.		◆	◆					604-669-1212	Vancouver, BC	michael.chong@cbconstantini.com
Canary Island Seed Associates Inc.	◆	◆	◆					306-885-4444	Sedley, SK	sedleyseeds@cableregina.com
Canpulse Foods			◆					306-463-4444	Kindersley, SK	canpulsekindersley@sasktel.net
CanIndia Pulses International Ltd.	◆		◆		◆	◆		306-882-4482	Zealandia, SK	procan@sasktel.net
Cargill Limited		◆						204-947-0141	Winnipeg, MB	www.cargill.ca
Cargill Animal Nutrition		◆	◆		◆	◆		403-329-4462	Lethbridge, AB	andrew.g.barwegen@cargill.com
Chesterfield Stock Farm (1997) Ltd.		◆						306-460-9344	Mantario, SK	
Clancy Seeds Ltd.	◆							306-768-3566	Carrot River, SK	clancyseeds@sasktel.net
Conida Seed Co.				◆				208-829-5411	Hazleton, ID USA	cbarlow@trinidadbenham.com
C-Shore International Inc.	◆		◆	◆	◆	◆	◆	818-909-4684	Glendale, CA USA	www.beantrader.com
Diefenbaker Seed Processors Ltd.	◆	◆	◆	◆	◆	◆	◆	306-644-4704	Elbow, SK	lionelector.stulor@sasktel.net
Elite Stock Farm Ltd.		◆	◆					306-243-2005	Outlook, SK	elite.sf@sasktel.net
EXP Feeds		◆		◆			◆	204-759-3000	Shoal Lake, MB	www.expfeeds.com
Export Packers Company Ltd.	◆		◆	◆	◆	◆	◆	905-792-9700	Brampton, ON	www.exportpackers.com
Farmer Direct Co-operative Ltd. (organic)		◆	◆		◆	◆		306-352-2444	Regina, SK	www.farmerdirect.coop
Farmer Grain Dealers Inc.	◆	◆	◆			◆		519-676-7510	Blenheim, ON	www.fcstone.com
Fill-More Seeds Inc.	◆	◆	◆		◆	◆		306-722-3353	Fillmore, SK	www.fillmoreseeds.com
Finora Inc. - Assiniboia	◆	◆	◆	◆	◆	◆		306-642-5920	Assiniboia, SK	assiniboia@finora.com
Finora Inc. - Wilkie	◆	◆	◆	◆	◆	◆		306-843-2507	Wilkie, SK	wilkie@finora.com
Finora Inc.	◆	◆	◆	◆	◆	◆		604-597-5060	Surrey, BC	finora@istar.ca

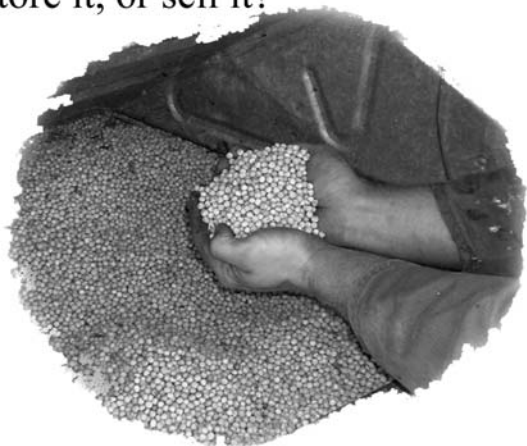
Registered Pulse Buyers

Company	Edible Peas	Feed Peas	Lentils	Beans	Desi Chickpeas	Kabuli Chickpeas	Fababeans	Telephone	City/Town	More Info
GH Schweitzer Enterprises Ltd.	◆		◆	◆	◆	◆		306-962-4751	Eston, SK	www.schweitzer.sk.ca
Globeways Canada Inc.	◆		◆	◆	◆	◆		905-812-0210	Mississauga, ON	www.sara-inc.com
Grainex International Ltd.	◆	◆	◆	◆				604-535-9794	Surrey, BC	tim@grainexcan.com
Great Sandhills Terminal Marketing Centre		◆						306-628-4452	Leader, SK	gary.lang@gst.ca
Great Western Grain Company Ltd.	◆	◆	◆		◆	◆		306-825-4344	Lloydminster, SK	bob@greatwesterngrain.com
Greenshields Seeds Ltd.	◆		◆					306-524-2155	Semans, SK	ggreenshields@sasktel.net
Hillsburgh Stock Farm (1997) Ltd.		◆						306-867-2106	Outlook, SK	hillsburgh@sasktel.net
Horizon Agro Inc.	◆		◆					204-746-2026	Morris, MB	www.horizonagro.com
Horizon Seed Processors	◆		◆					306-253-4233	Aberdeen, SK	horizon.seed@sasktel.net
Hytek Ltd		◆						204-424-6009	LaBroquerie, MB	www.hytekmb.com
IT & T Trading Inc.	◆	◆	◆	◆	◆	◆	◆	604-681-8675	Vancouver, BC	itakagi@itttrading.com
J K Milling Canada Ltd	◆	◆	◆	◆	◆	◆	◆	306-592-2002	Buchanan, SK	jkm@jkmilling.ca
J K Milling Canada Ltd	◆	◆	◆	◆	◆	◆	◆	604-696-9955	Vancouver, BC	www.jki.com.au
James Richardson International Ltd.	◆		◆					204-934-5621	Winnipeg, MB	www.jri.ca
Keg Agro Ltd.			◆	◆			◆	306-867-8667	Outlook, SK	sulven@kegagro.ca
Keyser Farms Ltd.	◆	◆	◆		◆	◆		306-723-4949	Cupar, SK	keyserfarms@sasktel.net
L. A. Grain Ltd.	◆	◆	◆		◆	◆		403-327-9787	Lethbridge, AB	jasongetty@lagrain.ca
Lackawanna Products Corp.	◆	◆	◆		◆	◆	◆	306-862-2723	Nipawin, SK	rslackawanna@sasktel.net
Lakeside Processors Ltd.		◆						306-554-3264	Wynyard, SK	lakesideprocessors@bogend.ca
Lakeside Pulse & Special Crops Ltd.	◆		◆		◆			204-255-5550	Winnipeg, MB	www.lakesidespecialcrops.com
Landmark Feeds Inc.		◆	◆					204-928-7300	Winnipeg, MB	www.landmarkfeeds.com
Linear Grain Inc.		◆		◆				204-745-6747	Carman, MB	www.lineargrain.com
Louis Dreyfus Canada Ltd.		◆						403-205-3322	Calgary, AB	www.louisdreyfus.ca
MAS International Foods Ltd.			◆			◆		416-244-2605	Mississauga, ON	amir@masfoods.com
Mainline Terminal Ltd.		◆						306-435-4905	Moosomin, SK	derek.sebastian@cargill.com
Maviga N A Inc.	◆		◆	◆	◆	◆	◆	306-721-8900	Regina, SK	www.maviga.com
Mid-Sask Terminal Ltd.		◆						306-946-2225	Watrous, SK	banderson@midsaskterminal.com
Mobil Grain Ltd.	◆	◆	◆	◆	◆	◆		877-487-8347	Regina, SK	www.mobilgrain.com
Naber Specialty Grains Ltd.	◆	◆	◆	◆	◆		◆	306-752-4115	Melfort, SK	nsgl@sasktel.net
North East Terminal Ltd.		◆						306-338-2999	Wadena, SK	www.northeastterminal.com
North West Terminal Ltd.	◆	◆						306-228-3735	Unity, SK	www.northwestterminal.com
Northern Feeds inc.		◆						306-883-5671	Spiritwood, SK	northernfeeds@sasktel.net
Nuvison Commodities Inc.		◆	◆			◆		204-758-3401	St. Jean-Baptiste, MB	nuvison@mts.net
Oleet Processing Ltd.		◆	◆	◆	◆	◆	◆	306-543-4777	Regina, SK	markfuessel@otfarms.ca
Parent Seed Farm Ltd.	◆	◆	◆	◆	◆	◆	◆	204-737-2625	St Joseph, MB	www.parentseed.com
Parkland Pulse Grain Co. Ltd.	◆	◆	◆		◆	◆		306-445-4199	North Battleford, SK	kirby.b@parklandpulse.com
Parrish & Heimbecker Ltd. (Lethbridge)	◆	◆	◆	◆	◆	◆		403-320-9440	Lethbridge, AB	www.parheim.mb.ca
Parrish & Heimbecker Ltd. (Winnipeg)		◆	◆		◆	◆		204-956-2030	Winnipeg, MB	www.parheim.mb.ca
Paterson Grain, a division of Paterson Global Foods Inc.		◆	◆	◆	◆	◆	◆	204-956-2090	Winnipeg, MB	www.patersonglobalfoods.com
Pioneer Grain Co. Ltd.	◆	◆	◆					204-934-5961	Winnipeg, MB	www.jri.ca

Registered Pulse Buyers

Company	Edible Peas	Feed Peas	Lentils	Beans	Desi Chickpeas	Kabuli Chickpeas	Fababeans	Telephone	City/Town	More Info
Poplar Valley Organic Farm Inc.	◆		◆					306-767-2640	Zenon Park, SK	poplarvalley@sasktel.net
Prairie Pulse Inc.			◆		◆	◆		306-249-9236	Vanscoy, SK	info@prairiepulse.com
Prairieland Grain Co. Ltd.	◆	◆	◆	◆				204-483-3636	Hartney, MB	www.prairielandgrain.com
Prairie West Terminal Ltd.		◆						306-932-4446	Plenty, SK	kdormer@p-w-t.ca
Prime Seeds International Inc.			◆	◆		◆		604-990-2500	Vancouver, BC	simon@primeproseeds.com
PSC Elstow Research Farm	◆	◆	◆		◆	◆	◆	306-667-7446	Saskatoon, SK	ken.engele@usask.ca
Pulse Depot Rosetown Inc.	◆	◆	◆		◆	◆		306-882-4440	Rosetown, SK	info@pulsedepot.com
Quantum Processing Ltd.			◆					306-759-2040	Central Butte, SK	quantum.processing@sasktel.net
Regina Seed Processors Ltd.			◆					306-586-8955	Richardson, SK	
Roy Legumex Inc.	◆	◆	◆	◆	◆	◆	◆	204-758-3597	St. Jean-Baptiste, MB	www.legumex.com
R W Organic Ltd.		◆						306-354-2660	Mossbank, SK	rworganic@sasktel.net
R Young Seeds Inc.	◆	◆	◆		◆	◆		306-355-2221	Mortlach, SK	ryoungseeds.colin@sasktel.net
S. S. Johnson Seeds Ltd.	◆		◆				◆	800-363-9442	Arborg, MB	www.johnsonseeds.com
Sask Wheat Pool – Seed Cleaning Plant			◆					306-692-0671	Moose Jaw, SK	merchandising@swp.com
Sask Wheat Pool – Special Crops	◆	◆						306-569-4411	Regina, SK	www.swp.com
Saskcan Pulse Trading Inc.	◆	◆	◆	◆	◆	◆		306-525-4490	Regina, SK	www.saskcan.com
Sedley Seeds	◆	◆	◆					306-885-4444	Sedley, SK	www.sedleyseeds.com
Shafer Commodities Inc.		◆	◆	◆	◆	◆		403-328-5066	Lethbridge, AB	hgoodby@shafercom.com
Shamrock Seeds Ltd.	◆	◆	◆		◆	◆		306-249-4151	Saskatoon, SK	shamrockseeds@sasktel.net
Simpson Seeds Inc.	◆		◆			◆		306-693-2132	Moose Jaw, SK	www.simpsonseeds.com
Smith Seeds	◆		◆		◆	◆		306-263-4944	Limerick, SK	ron@smithseeds.ca
South West Terminal Ltd.	◆	◆						306-672-4112	Gull Lake, SK	www.swt.sk.ca
Southland Pulse Inc.	◆	◆	◆		◆			306-634-8008	Estevan, SK	shawnm@southlandpulse.net
Sunrise Foods International Inc.	◆	◆	◆	◆	◆	◆	◆	306-931-4576	Saskatoon, SK	sunrise.g.neufeld@sasktel.net
Superior Grains Inc.	◆	◆	◆		◆	◆		701-965-6241	Crosby, ND USA	les@superiorgrains.com
SW Seed Canada Ltd.	◆	◆						306-862-4678	Nipawin, SK	garth.lyons@swseeds.com
T.W. Commodities/Dunnington Holdings Ltd.	◆	◆	◆		◆	◆		306-773-9748	Swift Current, SK	www.twcommodities.com
Terminal 22 (1998) Inc.		◆						306-334-2222	Balcarres, SK	www.t22.ca
Terramax Holding Corp.	◆	◆		◆		◆	◆	306-699-7368	Qu'Appelle, SK	www.terramax.sk.ca
The Rice Company			◆					916-784-7745	Roseville, CA USA	www.riceco.com
Tradewind Commodities Ltd.	◆	◆	◆		◆	◆		306-436-4450	Milestone, SK	paul.tradewind@sasktel.net
Tradex Commodity Group		◆	◆			◆		306-975-7066	Saskatoon, SK	www.tradexgroup.net
Van Burck Seeds Ltd.	◆	◆						306-863-4377	Star City, SK	vanburckseeds@vectorbroadband.com
Veikle Grain Ltd.	◆	◆						306-398-4714	Cut Knife, SK	veikle.seeds@sasktel.net
Vigro Seed & Supply (A division of Weyburn Inland Terminal)		◆	◆					306-885-2144	Sedley, SK	vigro@wit.ca
Walker Seeds Ltd.	◆	◆	◆	◆	◆	◆	◆	306-873-3777	Tisdale, SK	www.walkerseeds.ca
Western Commodities Trading Inc.		◆	◆		◆	◆		306-872-2280	Spalding, SK	blair.wct@sasktel.net
Western Grain Trade Ltd.	◆	◆	◆	◆	◆	◆		306-657-3455	Saskatoon, SK	vicki@westerngrain.com
Weyburn Inland Terminal Ltd.		◆						306-842-7436	Weyburn, SK	www.wit.ca
Whitewater Coulee Cleaners Ltd.	◆	◆	◆		◆	◆		306-293-2101	Bracken, SK	

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Pulses Provide Unique Processing Opportunities

IN BRIEF

Glenn O'Hara believes the future is bright for pulse crops.

Over the last 24 years, Glenn O'Hara has done every job imaginable at Parrheim Foods – sweeping the floor, working on the mill equipment, and these days, he is the operation's General Manager.

Located in Saskatoon, Parrheim Foods separates out protein, starch and fibre from pulse crops (mainly yellow peas).

Growing up on a farm 10 kilometers from Vanscoy, O'Hara got his start at the plant back in 1982 when it was called Pro Star Mills. After a brief absence, O'Hara returned to the operation when food conglomerate Parrish and Heimbecker bought the mill in 1989.

While O'Hara originally tried farming and working at the same time, he says he quickly ran out of time to do both.

"I did try it for a while, but found out it's too tough to manage between working and farming. I had to do one or the other or I could have ended up doing both poorly."

O'Hara says he's been able to watch the growing popularity of pulses over the years. Back when the plant was built in 1975, Saskatchewan growers only produced 10,000 tonnes a year. These days, they produce nearly two million tonnes.

"I've always thought the potential was there. There was a lot of nitrogen fixation and a lot of economic things that made (pulses) look good to growers...I believed it then and I believe it more so today that this is an industry that's going to continue to blossom."

He also says it's important to maintain good relationships with producers.

"We have some farmers that phone and tell us that they'll shovel a bin out for us if we need peas in the wintertime. That's how loyal they are to us. How much can you thank a guy for doing that, not only getting you a few peas but for looking after you that way?"




PHOTO: DAVID SHIELD

O'Hara says pulses like yellow field peas contain many marketable products. He says pea starch is becoming more and more attractive now that cornstarch is becoming increasingly popular in the ethanol industry, driving up prices.

"The (pea) starch can be used anywhere from the food industry to the mining industry and the oil patch. It can be modified and pregelled. There's just so many uses for starch – from human food to industrial to feed applications."

O'Hara says Parrheim Foods has designed a facility that will purify pea starch by washing excess protein out of the material, making it more marketable to consumers. The plant owners have approved the new facility and it could be open by next spring.

Glenn is a member of Pulse Canada's Pulse Fractionation Committee and also contributes to SPG's Fababean Croppportunity Team. For more information about the Fababean Croppportunity Team please see page 20. 

Glenn O'Hara outside Parrheim Foods in Saskatoon.

David Shield is a freelance writer based in Saskatoon, SK.

IN BRIEF

Saskatchewan, Alberta and Manitoba are jointly looking to develop fababean as a successful pulse crop in Western Canada.

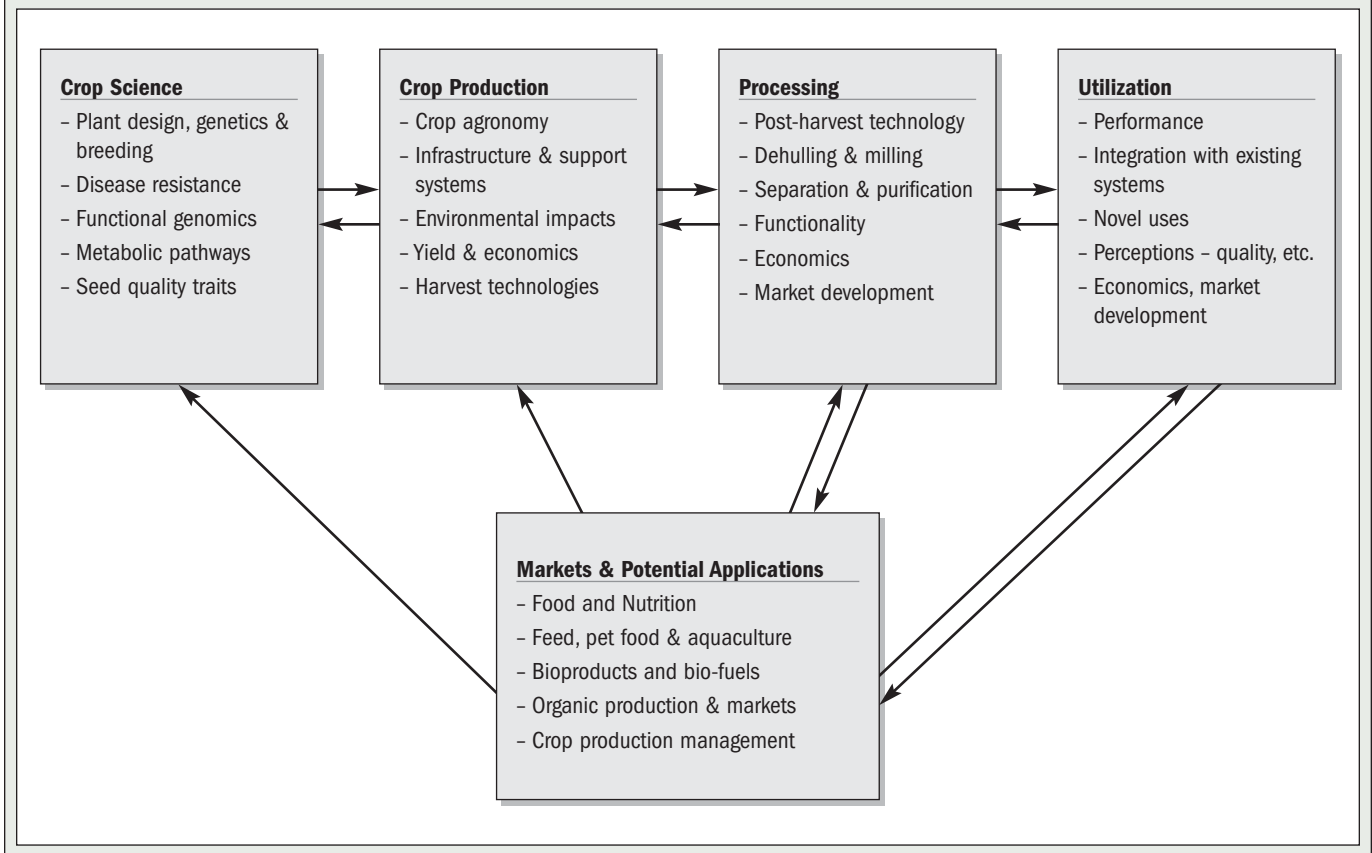
Fababeans Under the Croppportunity Spotlight

Fababeans were prominently featured in the January 2006 edition of *PulsePoint*, with articles about opportunities, ongoing research, and production experience. Since then, SPG has proceeded to fully explore the potential for fababean, using the Croppportunity approach.

The SPG Croppportunity approach involves creating small, flexible, multi-disciplinary teams, to look at specific crops that are deemed to have potential for industry growth and development. Because interest in fababean is prairie-wide and is not limited to Saskatchewan, SPG approached its counterparts in Manitoba and Alberta for participation. Thus the Fababean Croppportunity project is being undertaken jointly with Alberta Pulse Growers (APG) and Manitoba Pulse Growers Association (MPGA). The goal of the Fababean Croppportunity project is “develop a strategy and roadmap for fababean production, processing, and utilization, enabling fababean to become a viable and profitable component of the pulse industry in Western Canada.”

Pulse breeder, Bert Vandenberg speaks about fababeans at the AAFC research station in Melfort, July 19, 2006.



Figure 1: The proposed fababean value chain

Project Terms of Reference

The scope of the project includes:

1. Identify the potential for fababean production in Western Canada, including the market opportunities to be realized by processing and utilization;
2. Address identified constraints and other relevant industry development threats;
3. Identify and determine the scope of the pertinent research, technology transfer, and market development efforts required;
4. Determine the best means of accelerating the development and adoption of varieties; and
5. Membership of the team must include relevant industry parties to provide appropriate input.


Project Progress

Team Faba has held two meetings in Saskatoon (June 14 and July 25) to develop a strategy for the Fababean industry in Western Canada. Progress to date includes defining a Vision and Strategic Objective, identifying opportunities and constraints, setting goals, and establishing an action plan framework for attaining set

goals. The Croppportunity work is due to be completed by the end of November, 2006 and the strategy document will be presented to the provincial pulse boards by December 15.

The Team has adopted a value-chain paradigm to guide the strategy development, as illustrated in Figure 1 (above).

Team Faba

The Fababean Croppportunity Team consists of representation from the following organizations: the University of Saskatchewan (Crop Development Centre, Department of Animal and Poultry Science and the Prairie Swine Centre), Saskatchewan Agriculture and Food, SPG (board members and staff), National Research Council, MPGA (producer and staff), Manitoba Agriculture and Food, Pulse Canada, Parrheim Foods, APG, Alberta Agriculture, Food and Rural Development, Agriculture and Agri-Food Canada (Research Branch and Special Crops Unit), and Roy Legumex. 

Kofi Agblor is Director of Research with Saskatchewan Pulse Growers in Saskatoon. For more information, contact him at (306) 651-0859 or kagblor@saskpulse.com.

2007 Board of Directors Nominations

If you are a registered pulse producer (i.e. you have sold pulses and paid check-off within the last two years), and would like to be instrumental in building Saskatchewan's pulse industry, fill in the nomination form below. It must be signed by three other registered growers.

Three positions are open for Directors on the Board of the Saskatchewan Pulse Growers. Nominations are being accepted until noon on FRIDAY, OCTOBER 27, 2006.

Responsibilities:

- 10 Board meetings per year (one per month except during harvest and seeding); conference calls as required
- Average time commitment of board members is 50 days per year
- Terms are for three years, with a maximum of two consecutive full terms

Nomination Form

In accordance with the Saskatchewan Pulse Growers Regulations, I, the undersigned hereby submit my name as a candidate for election to a seat on the Board of Directors of the Saskatchewan Pulse Growers.

First Name

Last Name

Address/Town

Postal Code

Email

Telephone

Fax

Signature

*I have grown the following
pulse crops:*

2005

2006

I nominate the above pulse producer as a candidate for election as a director of the Saskatchewan Pulse Growers.

Name of Registered Producer (signature)

Name of Registered Producer (signature)

Name of Registered Producer (signature)

Name (please print)

Name (please print)

Name (please print)

Telephone

Telephone

Telephone

Fax or Email

Fax or Email

Fax or Email

Please return this form to:

**Saskatchewan Pulse Growers, #104 – 411 Downey Road, Saskatoon, Saskatchewan, S7N 4L8
Telephone: 306-668-5556 Fax: 306-668-5557**

Note: Only registered producers can hold office, vote, or nominate others. If your dealings with the Saskatchewan Pulse Growers (e.g. levy submission) have been through your company name, rather than your own name, you may have to sign the "Designated Representative Form" which designates you as a representative of the company for election and nomination purposes. Please contact the Saskatchewan Pulse Growers Office at (306) 668-5556 if you think this might apply to you.

Dynamic Pulse Research in Quebec

IN BRIEF

Quebec researchers are helping to expand markets for Saskatchewan pulse crops.

Increasing consumer awareness of the health benefits of plant products and the demand for plant proteins as alternatives or supplements to traditional sources of proteins continues to open up new marketing opportunities for pulse ingredients. The Canadian pulse industry is positioning itself to take advantage of these developing trends by investing in the development of new processing technologies and value-added pulse products.

Pea, chickpea and lentil contain 20–30% protein and researchers in Quebec believe there is an opportunity to blend pulse protein to increase nutritional quality and functional properties to better appeal to consumers.

Scientists at the Food Research and Development Centre of Agriculture & Agri-Food Canada (AAFC) in Saint Hyacinthe, Quebec are conducting a two-and-a-half year study focused on the development of methods for the production of purified protein fractions and blends from pea, chickpea and lentil.

The research, funded by Saskatchewan Pulse Growers, is headed by Dr. Joyce Boye – an award winning scientist whose research in the past 10 years has been directed at developing techniques for the isolation, extraction and characterization of proteins from both animal and plant sources. Her team has done extensive work on soybeans, soy-based products, peas and chickpeas, working in collaboration with industries from the private sector to develop new processing techniques and new products.

The research project will evaluate the various properties of highly purified proteins (or protein isolates) to understand how these isolates behave during processing and will include an assessment of their allergenic potential. This information will then be used to develop

composite protein isolates with unique nutritional and functional properties for use by the food industry.

If successful, the project will result in the development of technologies for processing novel pulse protein ingredients with demonstrated biological and functional properties.

Appropriate implementation of these technologies could make Canadian companies viable competitors in the global plant protein production industry and will put Saskatchewan and Canada in a good position to enjoy a large share of this market both locally and internationally.

Prospects for growing the pulse market lie in developing such value-added products not only for domestic use but for export to developing and underdeveloped nations where protein malnutrition and hunger continue to be a problem.

Dr. Boye's research team for the project includes Dr. Edward Farnworth who studies digestion, metabolism and health; Dr. Martin Mondor, a chemical engineer with expertise in membrane separation; and Dr. Chantal Matar, an immunologist at the University of Moncton who studies how food ingredients stimulate immune systems. Dr. Salih Aksay, a Post Doctoral Fellow, and two research assistants also contribute to the team.

For more information about pulse research, visit www.saskpulse.com/research/index.php.

Erin Athmer is the Communications Manager at Saskatchewan Pulse Growers and can be reached at (306) 668-9988 or eathmer@saskpulse.com.



Dr. Joyce Boye conducts valuable pulse research for Agriculture and Agri-Food Canada.



Pulse Days 2007

THE BUSINESS OF FARMING

January 8 – 9, 2007

Pulse Days 2007 is focused on helping producers increase **profitability**.

We'll be looking at emerging markets as well as traditional ones. You'll get tips on how to sell your pulses and the latest production news. New this year, the 'Bear Pit' session will take place within the regular conference hours and will focus on profitability and risk – it is sure to be the highlight of the conference!

This year the market outlook will focus on China. We'll analyze perceived threats and look at the opportunities for future growth in this region. We'll get a trader's perspective on the area and find out how our national group, Pulse Canada, is approaching the area.



Market outlook sessions will look closely at several pulse crops. We'll bring back some of your favourite presenters and introduce you to new ones too. Lentils, chickpeas and peas fall under our spotlight this year.

REGISTER NOW

Pulse Days is the largest pulse event of the year. In order to accommodate the large number of delegates, we will continue to offer the option of attending at either Prairieland Park (in conjunction with the Western Canadian Crop Production Show) or Saskatoon Inn (where we will be live).

Your Pulse Days pass gives you access to a program featuring qualified speakers, a chance to network with other producers, great food, and many other benefits including:

- Research poster session
- Free admission to the Western Canadian Crop Production Trade Show
- A copy of the conference proceedings
- Lunch, coffee and snacks

Early Registration – Saskatchewan residents save \$20 by registering early!

Saskatchewan Residents – \$40 CDN at the door, **\$20 CDN before Friday, December 15, 2006 at 4:30 PM**

Outside Saskatchewan – \$40 CDN

To register, download a registration form at our website www.saskpulse.com and fax it to us at (306) 668-5557, or call the Pulse Days hotline at (306) 668-0032 during office hours (8:00 AM – 4:30 PM) Monday to Friday.

Remember that Pulse Days is part of Crop Production Week, a whole week of activities organized by Saskatchewan commodity groups, including flax, canola, mustard, wheat, canaryseed, oats, fruit, seed growers, and herb & spice producers. For the full agenda, please visit www.cropweek.com.

PROGRAM HIGHLIGHTS

- Bear Pit session incorporated into the current format
- Organic pulse production
- Poster session and reception
- Tips on signing contracts
- Much more!!

Pulse Days 2007

PRELIMINARY AGENDA

MONDAY, JANUARY 8, 2007

- Production session featuring:
 - Crop protection
 - Chickpea production
 - Opportunities in red lentil and fababeans
 - Organic pulse production
- Poster session and networking in the evening
- Increasing Pulse Consumption in Our Own Backyard



TUESDAY, JANUARY 9, 2007

- “How to Sell Your Pulses” – getting top dollar for your pulses, getting the contract right, and selling to the feed industry
- Bearpit on “Profitability” featuring the final report from the *Market Risk Management Tools for Green Lentils* study by Marlene Boersch from Mercantile Consulting Venture Inc.
- Awards presentation including Pulse Promoter Award sponsored by BASF
- International Market Perspective: China
 - Pulse Canada’s program in this region
 - A trader’s perspective
 - A presentation on China as an opportunity and a threat to the Canadian pulse industry
- Market Outlook
 - Sustainable and profitable prices for lentils, chickpeas and peas domestically

Check our website for more details and a list of presenters – www.saskpulse.com

Pulse Days 2007

REGISTRATION FORM

PULSE DAYS PARTICIPANT 1

Name: _____

Address: _____

City/Town: _____ Province: _____ Postal Code: _____

Phone: _____ Email: _____

☐ I prefer to attend both days at Saskatoon Inn

☐ I prefer to attend both days at Prairieland Park

Permission to share information with sponsors

Sponsors of Pulse Days 2007 would like to contact you with information about their products and services. Do you give your permission for Saskatchewan Pulse Growers to release your name, address, email and phone number to sponsors of Pulse Days 2007 for marketing purposes?

☐ **YES**, I grant permission

☐ **NO**, I do not grant permission

PULSE DAYS PARTICIPANT 1

PULSE DAYS PARTICIPANT 2

Name: _____

Address: _____

if different than above

City/Town: _____ Province: _____ Postal Code: _____

Phone: _____ Email: _____

☐ I prefer to attend both days at Saskatoon Inn

☐ I prefer to attend both days at Prairieland Park

Permission to share information with sponsors

Sponsors of Pulse Days 2007 would like to contact you with information about their products and services. Do you give your permission for Saskatchewan Pulse Growers to release your name, address, email and phone number to sponsors of Pulse Days 2007 for marketing purposes?

☐ **YES**, I grant permission

☐ **NO**, I do not grant permission

PULSE DAYS PARTICIPANT 2

Deadline for early registration is Friday, December 15, 2006 at 4:30 PM

Within SK:

\$20 CDN x _____ persons registered = \$ _____

Payment Enclosed:

Outside SK:

\$40 CDN x _____ persons registered = \$ _____

PAYMENT OPTIONS

(Payment by cheque or credit card number must accompany this form. Sorry, no refunds.)

☐ I would like to pay by MasterCard

☐ I would like to pay by VISA

☐ My cheque is enclosed (cheque payable to Saskatchewan Pulse Growers)

Cardholder Name (PLEASE PRINT)

Cardholder Signature

Card Number

Expiry Date

Return Registration Forms to: Pulse Days 2007

104 – 411 Downey Road

Saskatoon, SK S7N 4L8

Fax: (306) 668-5557 (credit card orders only)

You can also register by phone. Call (306) 668-0032 during office hours (8:00 AM – 4:30 PM, Monday to Friday).

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Regional Pulse Development Workshops

Saskatchewan Pulse Growers and Saskatchewan Agriculture and Food are again teaming up to offer the Regional Pulse Development Workshops this winter. These meetings are an opportunity for producers to meet with other producers, top pulse researchers and industry representatives. A preliminary list of workshops is below – check the next issue of *PulsePoint* magazine for additional details and information!

Make plans to attend!

Swift Current

Tuesday, January 30, 2007

9:00 AM – 3:30 PM at the Palliser Pavilion, Swift Current

Moose Jaw

Wednesday, January 31, 2007

9:00 AM – 3:30 PM at the Heritage Inn, Moose Jaw

Weyburn

Thursday, February 1, 2007

9:00 AM – 3:30 PM at the McKenna Hall, Weyburn

All meetings begin at 9AM with coffee and registration.
The program will begin at 10AM.

Pre-register by calling the Agriculture Knowledge Centre at 1-866-457-2377.

Registration fee (includes lunch): \$15 at the door

Payment: Cash or Cheque (payable to Saskatchewan Pulse Growers)

Check our website www.saskpulse.com for the agenda and list of presenters!



For more information about SPG activities, please call: (306) 668-5556
Email: pulse@saskpulse.com, or visit our Website: www.saskpulse.com.

Staff Changes

Farewell to Tasha Nett and

Esther Zvacek

Office Administrator, Tasha Nett and Accounting Clerk, Esther Zvacek left SPG over the summer. Tasha decided to start a home-based business in order to spend more time with her young son and Esther has enrolled in post-secondary classes. SPG would like to thank both Tasha and Esther for their dedication to the industry and we wish them the best of luck!

Welcome to Melanie Goring and

Susan Fjeldstrom

SPG is very pleased to welcome Melanie Goring to the team as Accounting Clerk. Prior to joining SPG, Melanie worked as an Accounting Clerk for Turanich Acquisitions Management Inc. and is completing her Accounting Diploma through SIAS. She can be reached at 306-668-6677 or mgoring@saskpulse.com.

We are also pleased to announce that Susan Fjeldstrom has joined SPG in the role of Office Administrator. She is originally from Kenaston and has a strong farm background. Prior to joining SPG, Susan managed the Super Draft hockey program in Kenaston since 1999. Susan can be reached at 306-668-0350 or spgadmin@saskpulse.com.

SPG Welcomes New Communications Coordinator

The Communications Coordinator is a new position at SPG and Amanda Olekson will fill this role. She will look after logistics for major events such as Pulse Days, support the development of print material such as *PulsePoint* magazine, and maintain the website. Originally from Saskatoon, Amanda has a degree in Communications from the University of Calgary. She has experience in event coordination through her past employment with Prairieland Park. Amanda can be reached at 306-668-0032 or aolekson@saskpulse.com.

IN BRIEF

News from and about Saskatchewan Pulse Growers (SPG).



From left to right: new SPG staff Susan Fjeldstrom, Melanie Goring, Amanda Olekson.



For more information about SPG activities, please call: (306) 668-5556
Email: pulse@saskpulse.com, or visit our Website: www.saskpulse.com.

IN BRIEF

News from and about Saskatchewan Pulse Growers (SPG).



Green Lentil Market Study

Producers and processors have recently been challenged with low profit margins in lentils. This is why SPG is working with the Alberta Pulse Growers and Marlene Boersch at Mercantile Consulting Venture Inc. to complete a study called *Market Risk Management Tools for Green Lentils*. If risk management challenges in Canada can be harnessed, Canadian producers and processors will be able to maintain their position in green lentils and expand their position in red lentils, in a profitable fashion. These findings will be shared with all growers at Pulse Days. Plan to attend Pulse Days, January 8–9, 2007. Early registration is \$20 for Saskatchewan producers! See pages 24–25 for more Pulse Days information.

Lights, Camera...Pulses!

SPG was selected to participate in the creation of a new commercial for Saskatchewan Credit Unions. A film crew from Picante Advertising filmed the commercial in and around Saskatoon in late August. Pulse research technician Parvaneh Hashemi is shown working with chickpeas twice in one commercial! "Being profiled in the commercial is a unique way for us to showcase

Saskatchewan pulse crops in a distinct way," said Erin Athmer, Communications Manager at SPG. Watch for the commercials on local television stations later this fall.

Pulse Production Manual

The Saskatchewan Government has chosen the Pulse Production Manual as a resource to support students taking Agriculture 30 classes. Teachers and administrators are encouraged to use the manual to teach about value-added and diversification in agriculture. The manual can be downloaded from the SPG website free of charge. It is located at: www.saskpulse.com/growing/index.php.

Regional Pulse Meetings

SPG and Saskatchewan Agriculture and Food are teaming up to offer Regional Pulse Development Workshops this winter. Preliminary dates and locations are now available:

- Tues. Jan. 30, 2007 – Swift Current
- Wed. Jan. 31, 2007 – Moose Jaw
- Thurs. Feb. 1, 2007 – Weyburn

Further information will be posted on SPG's website (www.saskpulse.com) as it becomes available. Plan to attend a workshop near you.

The film crew captures images of Parvaneh Hashemi tending to chickpea plants in late August.





For more information about SPG activities, please call: (306) 668-5556
Email: pulse@saskpulse.com, or visit our Website: www.saskpulse.com.

SK Outstanding Young Farmers

Congratulations to Kenton and Pam Possberg of Humboldt. The Possberg's were named Saskatchewan's 2006 Outstanding Young Farmers this summer. The award honours farmers under the age of 40. The Possberg's have 13,000 acres and include pulse crops in their rotation. They will represent Saskatchewan in the national competition running Nov. 30 to Dec. 2 in Saskatoon.



Summer Field Day

SPG in conjunction with the Saskatchewan Canola Growers Association held a summer field day July 19 at the Agriculture and Agri-Food Canada research station in Melfort. About 140 participants viewed the plots, interacted with researchers and learned more about the benefits of pulse crops. Some of the topics covered included: intensive crop rotation (pea and canola), crop diversity results, weed control and pulse variety trials including field pea, lentil, fababean, and dry beans.

IN BRIEF

News from and about Saskatchewan Pulse Growers (SPG).



SCCD Board of Directors

SPG's Executive Director, Garth Patterson was recently elected to the Board of Directors for the Saskatchewan Council for Community Development Inc. (SCCD) for a two-year term. He has been named Chair of the Board. "This is a great group of individuals who will bring solid leadership and a commitment to community and agricultural development within Saskatchewan," said Laurie Dmytryshyn, SCCD Executive Director. 

Northern Pulse Growers Association forms in USA

On July 1, 2006 a new association was formed to represent pulse producers in Montana and North Dakota. The bylaws of the Northern Pulse Growers Association were approved at the North Dakota Dry Pea & Lentil Association board meeting in late June. The Northern Pulse Growers Association will represent producers of dry peas, lentils, chickpeas, lupines and fababeans.



Agribusiness Management



Ronald Gerbrandt, MBA '05

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Garth Patterson
Executive Director



Shift From Green to Red Lentils: The Right Thing To Do

THE TEAM

EXECUTIVE DIRECTOR
Garth Patterson

DIRECTOR OF OPERATIONS
Joelle Harris

DIRECTOR OF RESEARCH
Dr. Kofi Agblor

SEED COMMERCIALIZATION
MANAGER
Allison Krahn

COMMUNICATIONS MANAGER
Erin Athmer

COMMUNICATIONS
COORDINATOR
Amanda Olekson

OFFICE ADMINISTRATOR
Susan Fjeldstrom

CONTROLLER
Helen Baumgartner

ACCOUNTING CLERK
Melanie Goring

RECORDS ADMINISTRATOR
Shelly Weber

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Saskatoon, SK S7N 4L8
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Fax (306) 668-5557
pulse@saskpulse.com
www.saskpulse.com



With red lentil prices around \$.10 per pound in August, some were concerned that SPG had over promoted red lentils. I believe that growers did the right thing this year by shifting green lentil acreage into reds.

World lentil production has increased by 45% in the past 10 years to about five million tonnes per year. This is primarily due to an increase in Canadian production. Canada is now the world's largest exporter of lentils, and also the world's largest producer, surpassing even India.

Canadian exporters have risen to the challenge by doubling exports of lentils in the past 10 years to just over 600,000 tonnes. However, in 2005, Saskatchewan produced over 1.2 million tonnes of lentils; two years worth of exports! This knocked green lentil prices down to near record lows. Canadian growers have also been forced to compete with subsidized lentils from the US.

Growers had no choice but to reduce green lentil production in 2006 in order to reduce stocks. How long until the prices recover? Nobody knows for sure, but decreased pulse production in Australia, India and Pakistan is positive for us.

Canada has a huge imbalance between green and red lentil production. We produce over 60% of the world's green lentils and less than 15% of the world's red lentils. Yet, red lentils comprise 70-80% of the total world production! It makes sense for Canadian green lentil growers to diversify into red lentil markets.


Red lentil markets differ from green lentil markets. Red lentils must be dry, 13% moisture or less because they are processed by peeling and splitting. Most buyers will accept green lentils at higher moisture contents because the greens are consumed in whole

form. Canadian red lentil prices are typically highest in the spring. Some green lentil markets have premiums for top quality lentils in the fall.

Remember that both green and red lentil markets are niche type markets. Saskatchewan has an amazing capacity to produce lentils, however the markets want thousands of tonnes, not millions of tonnes. We need either lower production in other lentil producing regions, or increased world consumption if we expect to sustain profitable increases in lentil production.

History suggests that our industry could profitably produce and export 400,000 to 500,000 tonnes of green lentils annually. This equates to between 800,000 and 1 million acres of green lentils based on average production.

SPG's Red Lentil Croppportunity Team set a goal of 300,000 tonnes of red lentil production by 2010 and 450,000 by 2015. This is a reasonable target for a profitable and sustainable red lentil industry. Estimates of this year's red lentil production are in the 350,000 tonne range. We have already surpassed our goal for 2010! Unless there are strong market signals through higher prices in the spring of 2007, Saskatchewan growers should plan to keep red lentil acreage near current levels.

Growers cannot control prices, freight rates or the US Farm Bill, but they can have an impact on lentil prices by keeping production at reasonable levels. Based on current markets, this means about 1.6 million acres, comprised of approximately 700,000 acres of reds and 900,000 acres of greens. This past spring growers made the right decision by increasing red lentil production and reducing green lentil production. 

Acknowledgement: Marlene Boersch of Mercantile Consulting Ventures Inc. for lentil market data.

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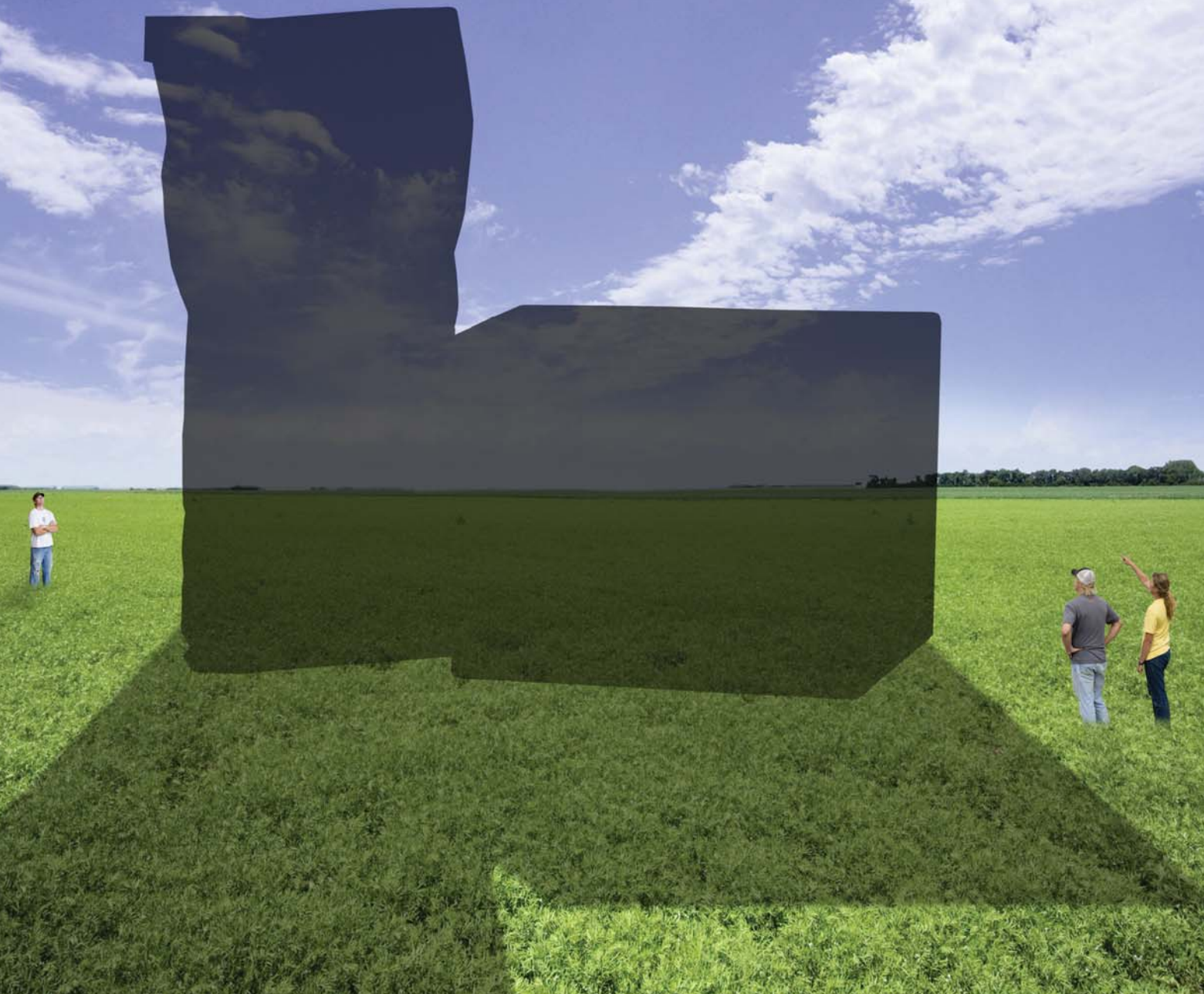
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