

pulsepoint

October 2008 Vol.8 No.4

Pulse Days 2009
Information inside!
See page 20



Canadian Publication Mail Agreement 40021625

Marketing Essentials

Market Outlooks • Marketing Tips
Market Development

Making your inoculant choice is no time for a leap of faith.

Make your inoculant decision based on facts.
Performance You Can Count On™
Trust Nodulator® inoculant for pea, lentil and chickpea.



Nodulator®





Maurice Berry

Board Chair



Proposed Changes to the *Canada Grains Act*

In a period of high grain prices, producers are at risk of not being paid full value for delivered grain. Through the Canadian Grain Commission (CGC) and under the *Canada Grains Act*, payment protection is available for producers if a company defaults on their payments.

As noted in the June 2008 issue of *PulsePoint*, the *Canada Grains Act* handles 21 grains listed in the Act and requires that all companies dealing with these grains are licensed or declared exempt by the CGC. These licensed companies are required under the *Canada Grains Act* to post security to the CGC to cover unpaid purchases from western grain producers and therefore if a company is unable to pay a producer, the CGC can pay a producer from this security.

Bill C-39 proposes changing the CGC licensing and security system to remove the mandatory bonding as a licensing requirement for grain buyers, and eliminate the producer payment security program. If passed, this will leave producers with no protection if they are not paid for their grain.


With the proposed changes to CGC licensing and security and the introduction of Bill C-39, SPG has been working with organizations representing Western Canadian farmers, processors, and exporters in the grains, oilseeds, and special crops sector to look at options for producer payment protection. Suitable alternatives for producers and the trade will be examined so producers are not exposed to financial risks when delivering their crops to buyers.

The groups involved in finding alternative means of producer payment protection

include Agricultural Producers Association of Saskatchewan, Alberta Pulse Growers, Canadian Federation of Agriculture, Canadian Special Crops Association (representing processors and exporters), Keystone Agricultural Producers, Manitoba Pulse Growers Association, Saskatchewan Pulse Growers, and Wild Rose Agricultural Producers. We will be working with consultants at Scott Wolfe Management in Winnipeg, MB to evaluate a range of options available to the industry such as security-based mechanisms, insurance-based mechanisms, fund-based mechanisms and clearinghouse models.

It is important that these alternatives minimize the possibility of business relationships between buyers and sellers becoming strained if security is removed from the licensing requirement.

It will be important for producers and the grain trade to provide

input and have a say in the options available for payment protection. Based on what we saw in our survey (see the June 2008 issue of *PulsePoint*), we know that licensing and security is a major concern among pulse growers and it is important that there is third party security in place to pay producers if a company defaults on their payments. As this project evolves we will continue to represent the best interests of Saskatchewan pulse producers to ensure that producers are secured when selling their crops. 


Maurice Berry

BOARD

CHAIR

Maurice Berry
Carievale, SK
(306) 449-2241

VICE-CHAIR

John Bennett
Biggar, SK
(306) 948-2852

DIRECTORS

Lloyd Affleck
Beechy, SK
(306) 858-2558

David Nobbs
Kindersley, SK
(306) 463-3277

Barbara Podhorodeski
Shipman, SK
(306) 426-2350

Murray Purcell
Pike Lake, SK
(306) 241-7432

Jeff Sopatyk
Saskatoon, SK
(306) 227-7867

SASKATCHEWAN
pulse
Growers





Published for:

Saskatchewan Pulse Growers
104 - 411 Downey Road
Saskatoon, SK S7N 4L8
Phone: (306) 668-5556
Fax: (306) 668-5557
Email: pulse@saskpulse.com
Website: www.saskpulse.com

Published by:

Sunrise Publishing
2213B Hanselman Court
Saskatoon, SK S7L 6A8
Phone: (306) 244-5668
Fax: (306) 244-5679
Email: news@sunrisepublish.com
Website: www.sunrisepublish.com

Publication Dates:

January, March, June, October

Publisher:

Twila Reddekopp

Editor:

Amanda Olekson

Associate Editor:

Rachel Kehrig

Contributors:

Maurice Berry, Marlene Boersch,
Brett Bradshaw, JanBert Brouwer,
Brian Clancey, Amy Jo Ehman,
Allison Fletcher, Rachel Kehrig,
Greg Kostal, Amanda Olekson,
Garth Patterson, Fred Siemens,
Bert Vandenberg, Peter Watts,
Larry Weber

Art and Production:

Trevor Sellar

Marketing:

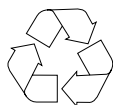
Sunrise Publishing

Saskatchewan Pulse Growers and Sunrise Publishing make no expressed or implied warranties of merchantability or fitness for a particular purpose or otherwise, concerning the use of any product, advice provided, and market insights, and assumes no liability for any injury or damage, direct or consequential, which may be incurred from the use of such products or services therein. Federal, Provincial and Municipal laws and regulations supersede the information contained herein.

Canadian Mail Publications
Sales Agreement #40021625
Postmaster please return
undeliverable copies to
Saskatchewan Pulse Growers
104 - 411 Downey Road
Saskatoon, SK S7N 4L8
ISSN 1701-9125
PRINTED IN CANADA

Cover Photo:

Uniquity Photography



Please Recycle

Marketing Essentials

In this issue we provide essential marketing information that will educate you on current market conditions for peas, lentils and chickpeas, and provide marketing tips that can help you make smart marketing decisions for increased profitability.

We have an article from an agricultural consultant in Australia who discusses the current crop conditions. Changes in production and quality in this region can have a major impact on world prices and markets

Finally, we focus on value added research and market development.

There is an update from Pulse Canada on their Pulse Innovation

Project human clinical trials, a profile on a project adding pulse flours to tortillas and a project looking at the benefits of eating pulse crops for their prebiotic attributes.

Do you want more marketing information? Join us at Pulse Days 2009 – *Celebrating 25 Years* for our Market Outlook Panels. See page 20 for more information about Pulse Days 2009.



IN THIS ISSUE

- 3 Chair's Message**
- 5 Australian Pulse Production**
Australian pulse production will remain relatively unchanged this year with only a five per cent reduction in seeding.
- 7 Spotlight on Research: Fill up on Pulses**
New research shows that eating pulses could enhance human gut health.
- 9 2009 SPG Board of Directors Nomination Form**
- 11 Market Outlooks for the 2008/2009 Season**
Three market analysts who will be presenting during the Market Outlook Panels at Pulse Days 2009 share their insights on the current pulse market situation.
- 19 Celebrity Chefs: Heating up the Markets with Homemade Lentil Soups**
From our kitchen to yours, celebrity chefs share their favourite pulse recipes.
- 20 Pulse Days 2009 – Celebrating 25 Years**
- 23 Market Muse: Marketing Tips for the 2008/2009 Season**
The creation of a general framework for selling your crops can make a significant difference in your financial success.
- 25 Women in Farming**
Women are taking on a more proactive role on the family farm.
- 27 Baked Fresh Weekly**
Good Spirit Bakery started adding locally produced beans and lentils to their artisan breads to increase the fibre and protein content, making their breads a healthier option.
- 29 Pulse Canada – Making Strides with the Pulse Innovation Project**
The Pulse Innovation Project has now completed the human clinical trials and the results are promising for the health attributes of pulses.
- 31 Lentil Breeding at the Crop Development Centre**
The CDC's lentil breeding program's efforts are focused on agronomic traits, disease resistance, and quality and yield improvement.
- 32 Call for Resolutions**
- 33 Tasty Tortillas**
Researchers at the University of Manitoba are studying ways to include pulse crops into popular everyday snack foods.
- 34 Regional Pulse Development Workshops**
- 35 On Point: News Briefs**
- 37 SPG Updates**
- 38 Closing Thoughts**

For more information about the Saskatchewan Pulse Growers, please visit our website at www.saskpulse.com.



***Correction Notice:** please note that Germain Dauk was born in 1939, not 1930 as indicated on page 29 in the June 2008 edition of *PulsePoint*. SPG apologizes for the error.

Australian Pulse Production

IN BRIEF

Australian pulse production will remain relatively unchanged this year with only a five per cent reduction in seeding.

The size of the Australian pulse area has remained reasonably stable this year, with a minor reduction of five per cent compared to last season.

Seasonal factors

The prolonged dry weather pattern across most of the Southern and Western Australian grain belt caused production forecasts for all pulse crops in these regions to be downsized from previous predictions.

Useful rain at the end of June in the northern regions of Eastern Australia encouraged a significant interest in chickpeas as compared to the 2007 plantings.

The very dry conditions leading into the 2008 cropping season did nothing to replenish the soil moisture profiles in the southern regions. South Australia, Victoria and southern New South Wales did not receive any substantial rains until July, after an exceptionally dry June. The area sown here to pulses declined, with a change in favour of cereals.

In contrast, the northern lupin growing regions of Western Australia benefited from good rains, boosting the potential of the crop.

The late June rains were also a very welcome start to the chickpea season in Queensland and northern New South Wales. The practice of deep sowing into soil moisture paid off for a large proportion (40 per cent) of the chickpea crop, with the 15-30 mm rain event ensuring good crop establishment.

Estimates of yield potential of pulses in South Australia, Victoria and southern New



South Wales depend to a large extent on the likelihood of spring rainfall from September onwards. The outlook for average rainfall to occur in these latter regions before the end of September remains pessimistic. Seasonal forecasts for northern New South Wales and Queensland are for above average rainfall that will benefit the crops' finish

Diseases and pests have remained at a low level across the various regions and are not being seen as an important issue in any pulse crops at this stage.

Lentils

The Australian lentil crop still consists largely of red lentils, but green lentils have now come on stream with the introduction of the variety

Table 1: Australia Pulse Crop Estimates 2008

	Red & Green Lentils	Desi Chickpeas	Kabuli Chickpeas	Dry Peas	Faba Beans	Broad Beans	Narrow-leaf Lupins	Sweet White Lupins	TOTAL
2008 Area (ha)	97,000	280,000	39,000	282,000	111,000	17,000	392,000	31,000	1,249,000
Change in Area Since 2007	-25%	-1%	+65%	-4%	-5%	+3%	-7%	+6%	-5%
2008 Production (t)	131,000	328,000	49,000	369,000	153,000	40,000	493,000	37,000	1,600,000

Based on Pulse Australia estimates July 29, 2008

Note

As of September 26, 2008, Jan-Bert reports that dry conditions persist and the production outlook remains unchanged from the data presented in Table 1.

Boomer. The 2008 lentil area is concentrated in Victoria and South Australia and estimated at 97,000 hectares with a total potential production of over 131,000 tonnes. The 25 per cent reduction in lentil plantings this season is somewhat surprising considering the high market prices being quoted. One reason has been that the late start to the season encouraged many growers to choose barley, as it is seen as a less risky crop.

Another reason for the reduction in lentil plantings this season appears to be the perception by some growers that the economic returns are no longer as attractive, as experienced over the recent series of very dry seasons. In general, lentils have proved to be remarkably drought tolerant in Australia. But, it is true that in dry seasons the lentils have not grown sufficiently tall for routine mechanical harvesting.

While follow-up spring rains are a very important determinant of yield potential in the southern regions, a wet spring is also needed for lentils to grow taller to improve the ease of harvesting.

The reduced lentil area this year is likely to have an impact on crop rotations in following years. The current overly dominant share of cereals in crop rotations in many regions may induce growers to return to lentils or to another pulse crops in their cropping system.

Chickpeas

The total area sown to desi chickpeas has had little change, with only a marginal one per cent less from 2007 to 280,000 hectares in 2008. The large majority of this crop type is still in the northern regions of Queensland and northern New South Wales, where good stored soil moisture levels would indicate an average yield potential. Interest in the crop is returning in the southern regions as aided by the introduction of varieties with better resistance to ascochyta blight. An additional incentive is the ability of this crop to handle a later sowing time and hotter and drier spring conditions, in comparison to other crops. The total desi chickpea produc-

tion forecast is for 328,000 tonnes.

The kabuli crop is regaining size with a sixty per cent increase since last year to 39,000 hectares in 2008. Kabuli's are grown predominantly in the southern regions where better resistance to ascochyta blight among newer varieties has been an essential factor in renewing grower confidence. A harvest of around 49,000 tonnes of kabuli chickpeas is expected.


Dry Peas

The total pea crop area has also remained relatively stable at 282,000 hectares (four per cent less than in 2007), but with a significant drop in Western Australia's Esperance region because of exceptionally dry conditions. The current forecast is for an Australian production of 369,000 tonnes.

Faba Beans

The size of the Australian faba bean area declined only marginally this year despite a very late start to the season and a lack of irrigation water in New South Wales. Estimates are for 153,000 tonnes of beans to be harvested from 111,000 hectares. Broad beans are more of a specialty crop and are mainly grown in the lower south east of South Australia where rainfall has been good.

Lupins

Production of narrow-leaf lupins is dominated by Western Australia, where excellent conditions in the northern districts are expected to deliver 350,000 tonnes with an additional 143,000 tonnes coming from the southern regions in eastern Australia. Production of sweet white or albus lupins is largely confined to New South Wales, where plantings of 31,000 hectares are up six per cent over last season's. 

Jan-Bert Brouwer is an Agricultural Consultant in Horsham, Victoria, Australia. He has extensive experience in crop improvement with a PhD and Master of Agricultural Science degree.

Acknowledgement

Pulse Australia served as a source of information for this article.

Fill up on Pulses

IN BRIEF

New Research shows that eating pulses could enhance human gut health.

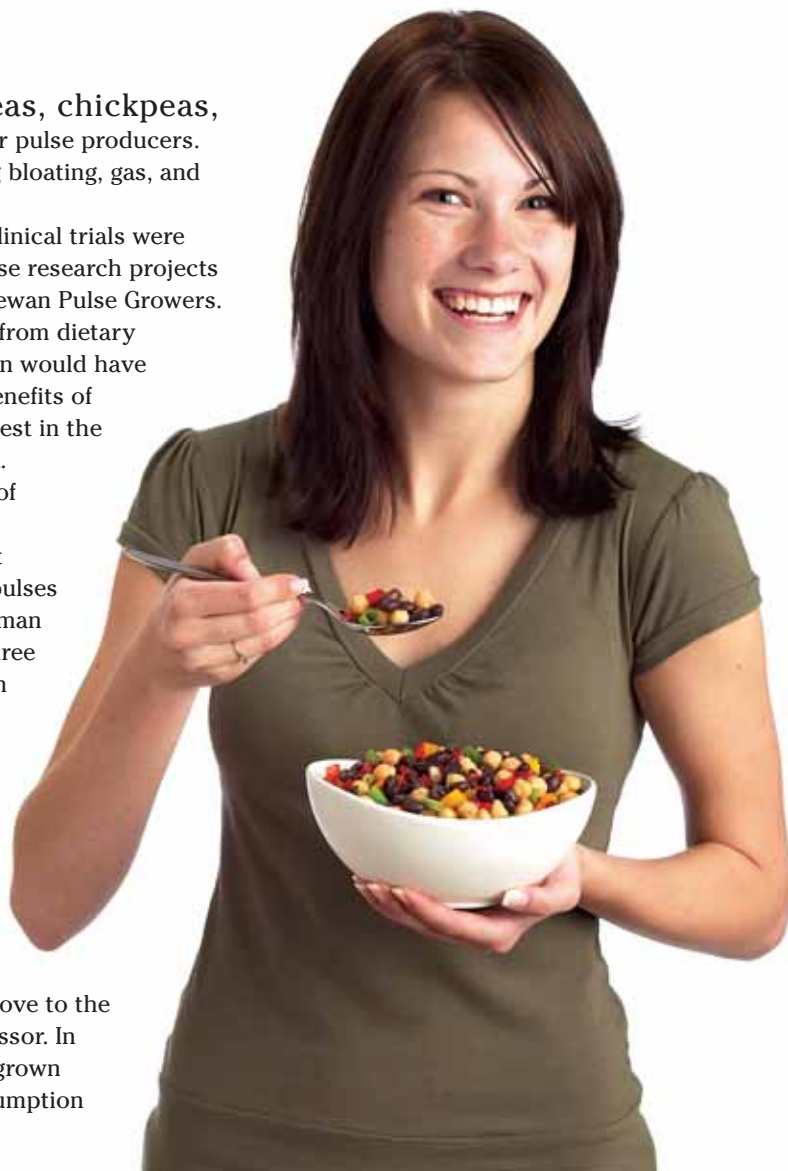


New research on eating pulses such as peas, chickpeas, beans and lentils and gut health could mean good news for pulse producers. For a long time pulses have received a bad rap for causing bloating, gas, and overall digestive discomfort.

Three of the Pulse Innovation Project's (PIP) human clinical trials were focused on the prebiotic effects of pulses on humans. These research projects were cost shared between Pulse Canada and the Saskatchewan Pulse Growers. The research investigated the prebiotic effects that result from dietary consumption of pulses. The idea was that this investigation would have the potential to raise awareness surrounding the health benefits of including pulses in your diet, and ultimately increase interest in the consumption and use of pulses throughout North America.

Microbiologist Dr. Denis Krause, with the Department of Animal Science at the University of Manitoba focused his research on the effects of pulses and pulse fractions on gut microbial health. He wanted to determine whether eating pulses would increase the number of beneficial bacteria in the human gut. Fecal samples were taken from people that were fed three cups of pulses a week, over a one month period in the form of bagels, muffins and snack foods. The results were compared to samples taken from people eating a control diet. "We have not yet completed the analysis, but it looks as if there may be an increase in lactobacilli, a type of bacteria that are beneficial to the gut." Krause believes, "the first step is always to assess a positive result in a different way to see if it is really true."

Dr. Wendy Dahl, an Adjunct Professor with the College of Pharmacy and Nutrition, continues to work with the University of Saskatchewan, despite her recent move to the University of Florida where she currently works as a Professor. In her research project for the PIP, Dahl used Saskatchewan grown kabuli chickpeas to determine the effect of chickpea consumption on human gut microflora.



“The formal objective of this study was to determine the effect of consuming chickpeas on fecal microflora (to see if it enhances good bacteria), fecal composition and gastrointestinal function and symptoms,” explains Dahl. “Our goal was to determine if chickpeas are prebiotics – fermentable substrates that enhance the growth of good bacteria in the gut.”

Dahl and her team carried out a human clinical study where they fed about one cup of canned chickpeas incorporated into soups and desserts to 12 healthy adults every day for three weeks. The participants recorded their gastrointestinal symptoms and bowel movement frequency and fecal samples were analyzed to determine changes in bacterial populations. Dahl then compared the chickpea results to their regular diets.

“The study went very well and the subjects found the chickpea foods to be tasty. The most surprising finding was that most subjects

times associated with the introduction of pulse-containing foods into the diet.


Twenty-one healthy adult males ate potato soup and soups containing a half cup of dry peas, chickpeas or lentils for 28 days each, separated by 27-day washout periods in between. Fecal samples were collected at the beginning and end of each treatment period for analysis of bacteria profiles and bacterial enzyme activity. Blood samples were also taken at the beginning and end of each treatment period and tested for biomarkers for heart disease risk.

Gastrointestinal response was monitored on a periodic basis using a questionnaire quantifying incidence and severity of symptoms. Body weight and body composition were monitored and periodic three-day food records were completed throughout the study.

“Our main outcome measures of fecal sample analyses are not yet complete,” explains Duncan. “However, preliminary results indicate that the pulses caused an increase in the ‘good’ bacteria as well as beneficial effects on certain enzymes associated with health.”

Blood markers for heart disease risk did not indicate any significant effects from the pulse treatments, which may, according to Duncan, be in part due to the fact that the subjects were healthy and at low risk of heart disease.

Those involved in these PIP agree Saskatchewan pulse producers have a lot to gain from their research results. “By linking pulses to human health, this research can increase the visibility of pulse crops, provide incentives for secondary processing of these crops and lead to a greater acceptance and consumption of pulse-containing foods,” states Duncan.

Dahl believes this work is the first step in dispelling what she calls the prevailing myth about pulses causing gas and discomfort. “What people don’t realize is many foods they normally consume also have this potential, but many people don’t have noticeable side effects. Foods such as fruits, whole grain cereals, breads, and sometimes milk produce gas and whether they experience bloating or discomfort is totally individual.” Dahl is confident that once word spreads to consumers, there will be a value-added market for producers. “Prebiotics are big – marketing pulses as prebiotics could result in increased consumption of pulses throughout North America.” 

Brett Bradshaw is a freelance writer based out of Regina, SK.

“By linking pulses to human health, this research can increase the visibility of pulse crops... and lead to a greater acceptance and consumption of pulse-containing foods.”

reported no differences in gut symptoms such as gas, bloating, etc. when consuming the chickpeas,” says Dahl. “We also found that the level of oligosaccharides in canned chickpeas is very low and therefore not the cause of flatulence.”

Meanwhile Dr. Amanda Wright and Dr. Alison Duncan, both from the Department of Human Health and Nutritional Sciences at the University of Guelph recently completed a research project focusing on the effect of daily pulse consumption on intestinal microbiota, gastrointestinal response and serum lipids in healthy adults.

“We wanted to explore if consumption of various pulses would contribute to optimal human health by promoting a healthy intestinal bacterial population,” says Duncan. “We also wanted to see if pulse consumption would lead to improvements in metabolism associated with reduced risks of cancer and cardiovascular disease.” The duo wanted to confirm that the gastrointestinal tract can adapt to the mild digestive symptoms some-

2009 Board of Directors Nominations

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

Two positions are open for Directors on the Board of the Saskatchewan Pulse Growers. Nominations are being accepted until **NOON** on **FRIDAY, OCTOBER 24, 2008**.

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 Crop Development Board 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 sold or grown
the following pulse crops:*

2007

2008

*I nominate the above pulse producer as a candidate for election to a seat on
the Board of Directors of the Saskatchewan Pulse Growers.*

Name of Registered Producer (please print) _____

Name of Registered Producer (please print) _____

Name of Registered Producer (please print) _____

Signature of Registered Producer _____

Signature of Registered Producer _____

Signature of Registered Producer _____

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. check-off) 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.



**CFT
CORPORATION**



Your transportation link to world markets

CFT CORPORATION



2020 Winston Park Drive Suite 300
Oakville, Ontario L6H 6X7 Canada

Telephone: (905) 829-5829 Fax: (905) 829-5219
Toll Free: (800) 561-8238 Email: cft@cftcorp.com

www.cftcorp.com

WESTERN GRAIN

Trade Ltd.

**From your field to the world grain markets,
Western Grain thrives on finding the best
places in the world to sell your commodities.**

**Because we are growers too, we know how
important the best markets in the world are
to you, your family, and your farm.**

SASKATOON
Ph: (306) 657-3455 Fax: (306) 657-3450
Email: heidi@westerngrain.com

NORTH BATTLEFORD
Ph: (306) 445-4022 Fax: (306) 445-4033
Email: vicki@westerngrain.com

Thank You!
— The Dutton family
and our amazing staff

PEAS • CHICKPEAS • LENTILS • CANARY SEED • MUSTARD • FEED GRAINS • FLAX



**ROY
LEGUMEX^{INC.}**

Since 1948

Buyers and Processors of:

- Yellow and Green Peas
- Lentils (all types)
- Chickpeas (all types)
- Beans (all types)
- Canaryseed
- Sunflowers
- Flax
- Millet

Roy Legumex now in Regina: 306-586-8955

Please call or visit our website for pricing
and delivery information

1-800-785-7857 (toll free)

www.legumex.com

250 Caron Street (Box 40), St. Jean, MB R0G 2B0

FINORA

“The Special Crops Company”

**Green and Yellow Peas • Canaryseed
Lentils • Chickpeas • Mustard**

Finora Offers:

- Prompt delivery opportunities
- Timely payment
- Great customer service

1-800-898-1122

Assiniboia (306) 642-5920

E-mail: assiniboia@finora.ca

Wilkie (306) 843-2507

E-mail: wilkie@finora.ca

Finora is CGC licensed and bonded.

Market Outlooks

For the 2008/2009 Season

IN BRIEF

Three market analysts who will be presenting during the Market Outlook Panels at Pulse Days 2009 share their insights on the current pulse market situation.

Pea Outlook

by Greg Kostal

Asian demand for food is growing. Many prairie farmers now consider field peas a cropping staple and will be contemplating more acreage for 2009. Is there room for growth? If so, will it be demand-pull or supply-push? There are important trends and risks to consider for Canadian peas to be taken to the next supply level.

Supply Considerations

Cropping economics are the key drivers to seeded acreage change. For the past decade, peas have not been isolated independent to the acreage trends within other pulse classes. Pulses have become a viable option to traditional crops, especially spring wheat.

Pea acreage growth has come in spurts. The last jump to a new pea acreage plateau occurred between 1997 and 2001. It would appear that peas are embarking on another spurt now.

Pea acreage growth requires the southern half of Saskatchewan jumping to new a plateau and more regular participation from non-traditional growing regions. This will help reduce yield variability because brown soil zones are more prone to a boom or bust yield outcome.

Pulse crops have been a research priority, resulting in accelerated genetic development and better varieties. This is good news for

Figure 1: Canadian Pea Seeded Acreage

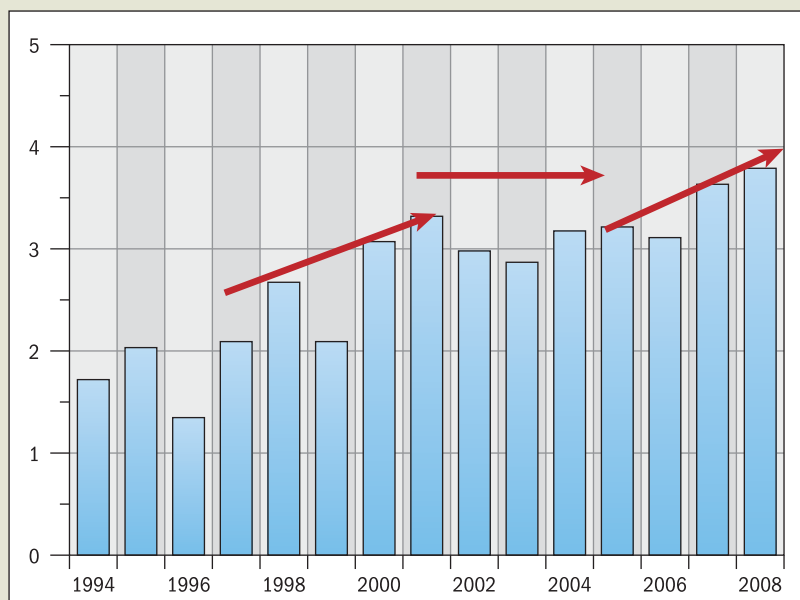


Figure courtesy of Kostal Ag. Consulting

acreage growth prospects because unlike canola, there are few immediate rotational impediments or limitations.

The key economic driver for peas is whether demand can consistently support an edible demand driven price. Farmers will only

Figure 2: North American Green Pea Production as Percentage of Green/Yellow

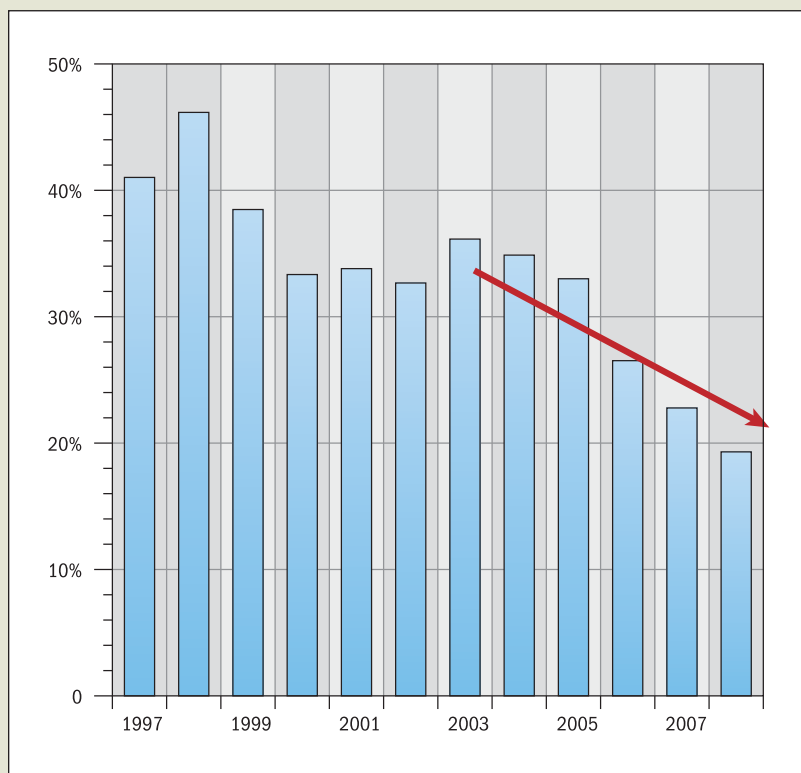


Figure courtesy of Kostal Ag. Consulting

Figure 3: Canadian Pea Exports (5 Year Average)

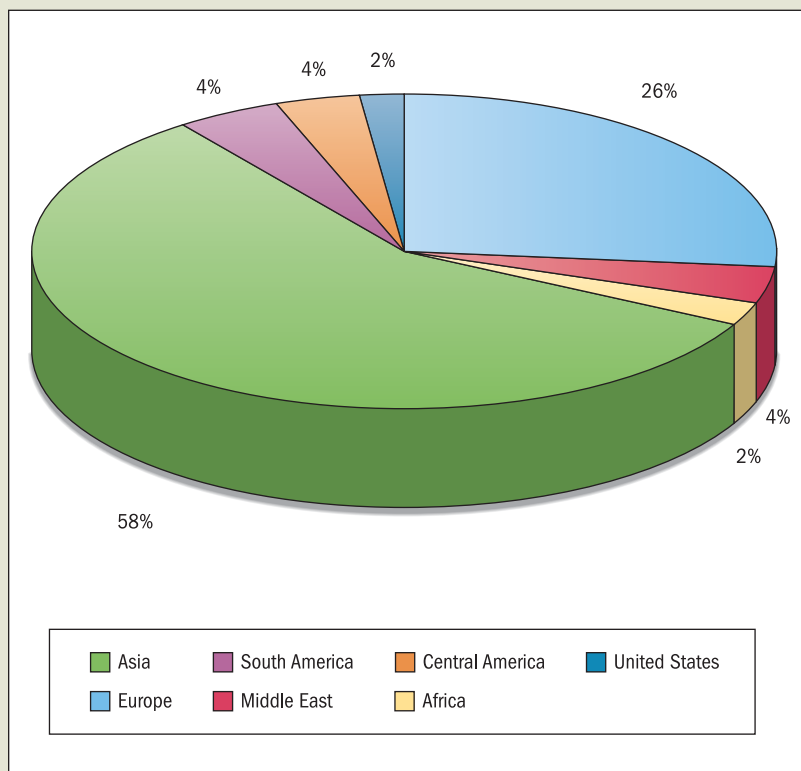


Figure courtesy of Kostal Ag. Consulting

harvest feed peas upon an agronomic misfortune, not out of intent; and when that happens, pea returns sink.

Green peas are in competition for yellow pea area. In the past five years the traditional price premium of green-to-yellow of ~\$1/bushel (bu) has evaporated. With green supply moderating, the need to rebuild the green area at the expense of yellow area should return by 2009.

Demand Considerations

Going back to 1950, India's pulse production was about 9 million metric tonnes (MT) and is now broadly 13-15 million MT. This lack of growth in pulse production is attributed to inadequate effort in the production chain. For example, research dollars are being distributed to areas such as genetics, distribution and irrigation. Pulse crops are also receiving lower priority due to passive government agriculture policy.

Now that food demand is accelerating, the Indian government seems to be behind the curve. India has 20 million new people entering the middle class each year and the gross domestic product (GDP) is running six to nine per cent. Food inflation is high. The one-two punch of the sheer volume of people earning more money and eating more, with a greater ability to pay, creates a constructive food demand back-drop.

Some literature indicates that in addition to imports, Indian consumers could be eating 2-3 million MT more pulses to meet a desired per capita eating rate. That is a key premise for strong demand potential. However, remember that such demand is price sensitive and people will eat less or switch to other food choices if prices reach new highs. Religious demand, such as Ramadan is core, but fill-the-belly demand is not and therefore people will eat the cheapest food they can find or substitute pulses for a lower priced commodity.

India, like any other economy will cycle, but it is unlikely that India can properly stoke pulse supply growth to meet the demand void in the next five years. Supply growth must come from improved genetics, distribution, irrigation, and superior relative price guarantees versus other cropping choices and/or entrepreneurial motivation. This takes time. In the mean time, the demand void is likely to be met by government intervention, imports and/or rationing.

Peas fit in as an economic substitute to desi chickpeas in India, with the latter being the core yellow pulse staple. If success of Canadian pea demand growth is to be measured in tonnes,

reliance on India will be important. Other edible consuming importers do not have similar growth potential, they have different demand attributes and they are niche. For example, in China, the vermicelli demand is prosperous, but it faces other ingredient competition with exports that are primarily occurring in containers. Other countries, such as Pakistan or Bangladesh do not have the same number of mouths to feed as India. Feed demand is generally a lower returning market and inconsistent.

Canada's field pea exports have averaged ~2 million MT a year for the past five years. During this time, 36 per cent of total pea exports flowed to India. If peas rise to next the supply-plateau, while consistently offering profit to growers, India's import share will likely need to rise to 45-50 per cent of total pea exports.

Feed pea returns from exports to Europe or from the domestic feed market will not provide farmers with adequate profit to sustain supply expansion. Therefore, consider this demand inconsistent either requiring a high incidence of feed quality in Canada, or an island of high prices in Europe due to regional drought. Inconsistent feed pea supply is the feed demand growth challenge, thus perpetuating the cycle where supply or demand evolves due to the misfortune of the other. As long as the prairies can avoid a quality wreck, pea demand can be driven by Asian economies. By definition, humans have a greater ability to pay than hogs.

Canada will also face container capacity constraints and the same can be said with bulk conventional movement. If respective growth is to occur, it likely will be driven by those edible consumers that handle bulk movement. Selling a bulk product to a consumer that generally buys it by-the-scoop is a unique pea demand trait.

While pulse demand prognosis is good, unpredictable Asian government policies will influence the outcome regardless of how we perceive or interpret statistics. For example, it is doubtful that India will want to lose control of the fumigation issue which means that sellers carry a higher than normal amount of risk.

Often when profitability exists in growing a crop exists, it does elsewhere; which means it is important to be cognizant of other suppliers entering or expanding presence.

Canada has the economies of scale to be a leader in pea production growth. Farmers have room to expand acreage and will do so, but only if relative pea cropping returns lead. Asian demand prospects are strong and are



expected to grow in stride with growing economic prosperity, more mouths to feed and a greater ability to pay. However, peas must also be competitive as a food choice. The speed of supply growth and demand growth will seldom move forward in harmony, thereby creating short term boom-to-bust cycles.

Setting prairie logistical capacity growth aside, it is unlikely that prairie pulse supply growth can be the reason for the demise of the pea market. It would likely be driven by demand change/destruction and/or Asian government policy, with the latter representing the main risk to the entire pea supply/demand chain and price outcome. Today, through government controlled purchases via Public Sector Undertaking's (PSU's) and substitution away from expensively priced pulses, we are being reminded that it is not clear sailing to prosperity.

Global demand can support a higher Canadian production and price threshold than it did five years ago. Cultivating relationships beyond India will be important. New long term price value equilibrium for edible yellow peas is probably around \$6-\$7/bu, up from ~\$5/bu. In retrospect, we will likely look back at \$11/bu and \$5/bu as extremes that radically change course of supply/demand and are not sustainable in the long term. Green peas should continue to fluctuate between a \$0-3/tonne (t) for premium to yellow, depending on quality and supply each year. S

Asia is a top importer of peas – 58 per cent of Canadian peas are exported to Asia.

Greg Kostal operates Kostal Ag Consulting. He can be reached at gkostal@mts.net.

Chickpea Outlook

by Marlene Boersch

Chickpea markets always represent a complex matrix and this new crop year will be no different. For Canadian audiences, the first important point to mention is that contrary to our position in the pea and lentil markets, we do not hold any sway or power in this export market due to the small portion of exports coming from Canada. This means that we are purely price-takers and along for the ride. It also means that we must understand how the major producers and exporters are set up this year. We have to divide our attention between kabuli and desi markets in order to weigh the supply/demand balance effectively.

On the production side, the single biggest chickpea producer is still India with a projected production of 5.9 million MT for 2008.

Traditionally, their production is made up

entirely of desi's, however it is important to note that India started to produce about 100-150,000 MT of kabuli's from seed they imported from Mexico six to eight years ago. This has allowed India to turn into a new exporter of kabuli's at very competitive levels, as long as there is no government export restriction. On the desi side, India remains a major importer. Their import requirements have fluctuated from 64,000 MT in 2000 to 282,000 MT in 2005. This year, India is expected to need up to 200,000 MT of small seeded chickpeas because they are aiming to keep their pulse market well supplied. This number can fluctuate depending on their own production outcome and the price and availability of yellow peas on the export market. The desi, small type chickpea exporters to India, in rough order of importance, are Australia, Iran, Myanmar, Pakistan, Canada, and miscellaneous small shippers.

An often overlooked producer is Pakistan because their numbers tend to get lumped together with India's and Bangladesh's production under the heading 'Indian Subcontinent'. The Pakistan production fluctuates and over the past eight years, they have had an annual production of as much as 868,000 MT and as low as 362,000 MT. For this year, their production is estimated at about 350,000 MT. Pakistan's annual consumption is around 600,000 MT, meaning they will become an importer this year. Pakistan claims to have a carry-in from last year of 100,000 MT, but it is believed they are overstating their stocks. They will likely need to import a minimum of 150-200,000 MT of desi and small seeded chickpeas for their domestic market this year. Australia tends to be their biggest shipper.

Turkey customarily produces around 600,000 MT of chickpeas, but this year there was a lot of competition by other crops for acres (especially by wheat) and they incurred a drought. We estimate the 2008 Turkish chickpea production at 450-475,000 MT. This would allow for a maximum of 25,000 MT for the export market, down from 105-263,000 MT over the past 10 years. Traditionally, 80-175,000 MT of exports were kabuli-type chickpeas, alongside 40-80,000 MT of desi-type exports. Much of this volume will now be open to other exporters.

Figure 4: World's Major Chickpea Producers 2000-F2008

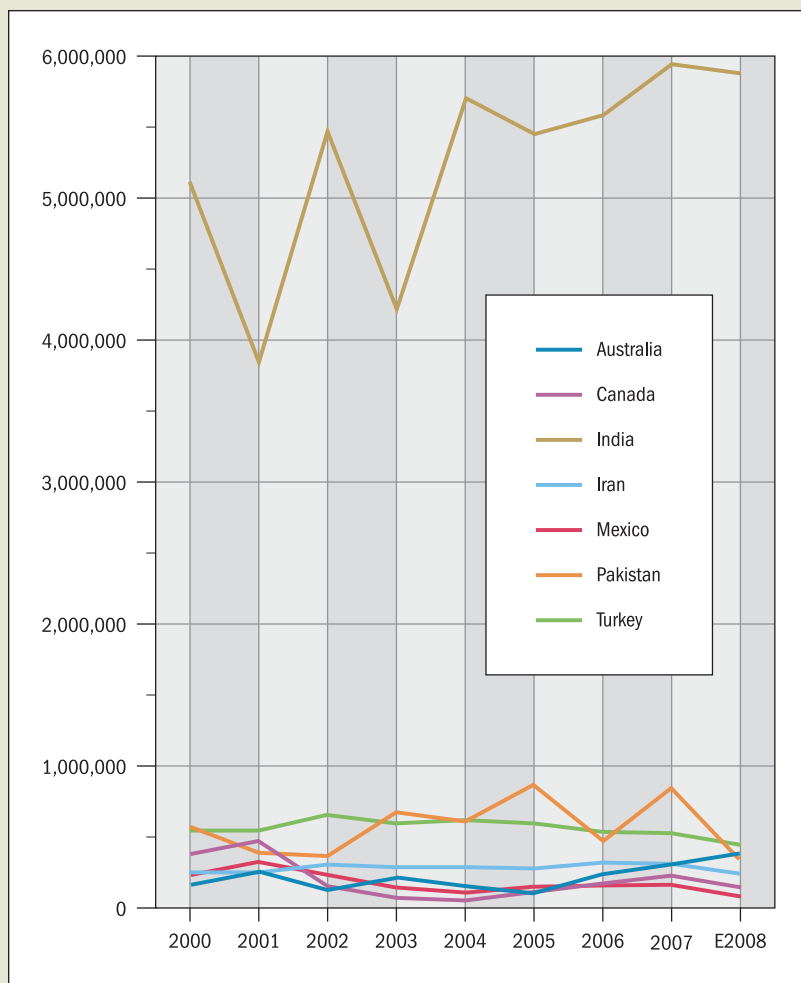


Figure courtesy of Mercantile Consulting Venture

Iran is a fairly consistent producer of 250-300,000 MT of chickpeas annually; however reliable data is hard to come by. Iran is battling a severe drought this year and they need to import five million MT of wheat due to the drought. Iran exports 60-132,000 MT of chickpeas annually, and are expected to do so this year at the lower end of the range. Their most important export destinations are India (25-55,000 MT), Pakistan (30-55,000 MT), the United Arab of Emirates (5-18,000 MT), Qatar (up to 3,000 MT) and some small destinations.

Mexico is the most important kabuli chickpea exporter. For 2008, acreage was down due to competition by other crops and it is calculated there is only 90,000 MT of exportable production. Mexico generally exports 75-90,000 MT of good quality large kabuli's annually. This year it will likely be closer to 70,000 MT and out of that, about 40,000 MT have already been shipped. Their major destinations are Spain (27-40,000 MT), Algeria (14-30,000 MT), the United States (U.S.) (7-17,000 MT), and other Mediterranean destinations such as Italy, Portugal, Greece, France with approximately 5-10,000 MT.

Australia produces both desi and kabuli chickpeas. According to Pulse Australia, the planted area this year for desi's is unchanged at 280,000 hectares (ha), while the smaller kabuli acreage is up by 65 per cent to 39,200 ha. They are hoping for a break in the drought and they are expecting to produce 294,000 MT and 48,350 MT, respectively. If all goes well with the crop, it should allow Australia to export up to 240,000 MT of desi's, and up to 30,000 MT of kabuli's, thus compensating for some of the shortfall of the Turkish production.

At 86,800 acres, this year's U.S. chickpea acreage is down by almost 31 per cent. Anticipated production in the U.S. is 48,000 MT, which will be almost all large chickpeas.

For Canada, Statistics Canada in late August put the Canadian production at only a total of 123,000 MT for this crop year, of which about only 46,000 MT should be kabuli's, about 50,000 MT B-90 types, and around 27,000 MT of desi's. Including last years' carryout, this will allow Canada to export about 120,000 MT, about 40,000 MT more than last year.

Summarizing the supply side, the world chickpea production this year is down by as much as 924,000 MT from last year, but still 250,000 MT above the eight year average supply. At the same time, import requirements are not

Figure 5: Total Chickpea Production (MT) - Major Suppliers

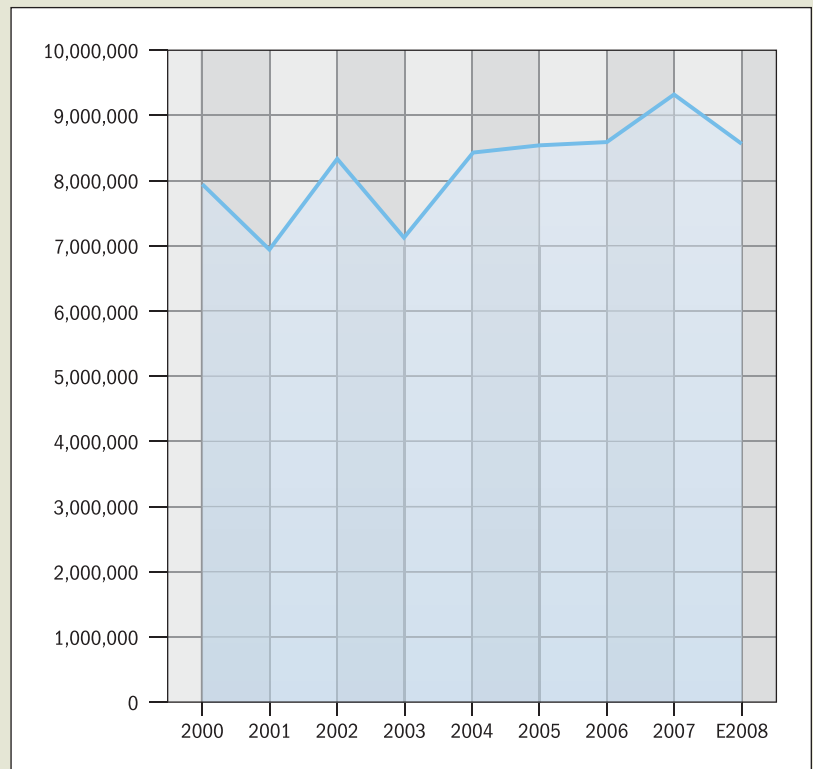


Figure courtesy of Mercantile Consulting Venture

Figure 6: Chickpea Imports (MT), 1995-E2008

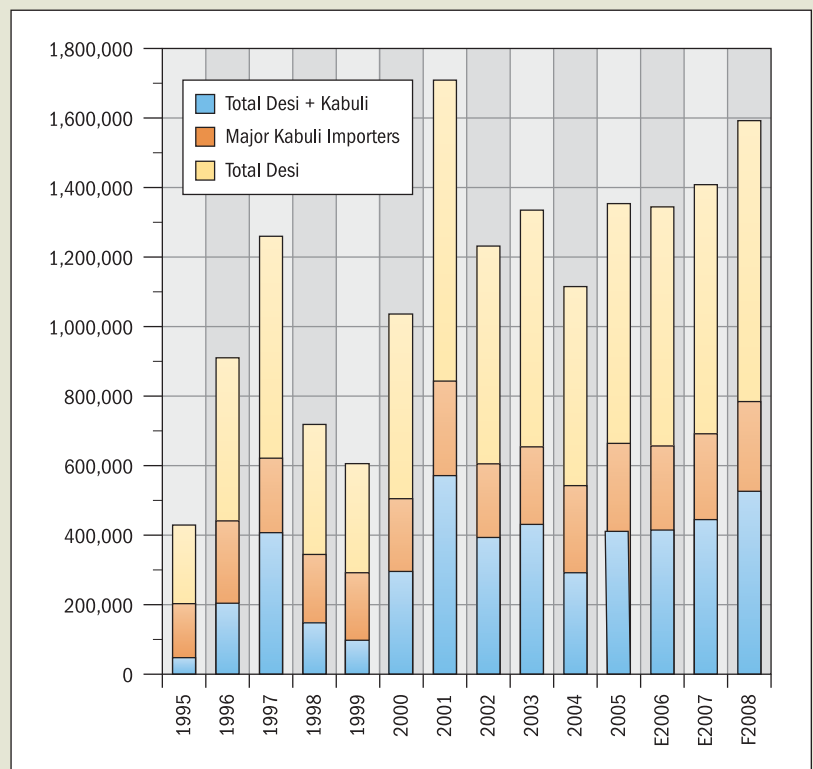



Figure courtesy of Mercantile Consulting Venture

down, as shown in Figure 4. While there is some old crop being carried (for example ~100,000 MT in Canada), it certainly is not enough to substitute for the decrease in production.

The demand side for desi chickpeas is relatively simple. India, Pakistan and Bangladesh have had an average import requirement of 426,600 MT annually for the past eight years. This year it may rise by 50-100,000 MT because of the smaller crop in Pakistan, unless high prices cause a reduction in demand. This is not anticipated because desi prices have not increased dramatically over the past year like other commodities have.

The demand for kabuli chickpeas calculates to an average of 241,000 MT annually for the past eight years. As mentioned, the major buyers are Algeria, Spain, Italy, Portugal, Jordan, Saudi Arabia, Sri Lanka, Tunisia, and the United Kingdom for 5-55,000 MT annually, depending on

the year. This year, the shortfall in Turkey and the smaller crop in Mexico and the U.S. will be felt, even if India can export some of their kabuli's. Kabuli prices have been relatively high for a couple of years now, but we did not see significant price appreciation over the past year as we saw in cereals, oilseeds, or rice.

This year, chickpea demand will be solid and there is no reason for farmers to anticipate a significant drop in the market or to sell below current price levels. This also means there is no panic to sell at harvest; there will be demand in the market throughout the new crop year. However, being a minor player in this market means that price developments in the main origins will have to be watched carefully. 

Marlene Boersch is a partner with Mercantile Consulting Venture. She can be reached at mboersch@mercantileventure.com.

Lentil Outlook

by Brian Clancey

The 2008/09 marketing year started with what felt like the smallest lentil carry over in Canadian history. Growers sold lentils right through to the end of the July 31st marketing year, but many processors said the lots were unusually small. It was as if growers were selling bin sweepings as they got ready for this year's harvest.

It would be more than remarkable if Statistics Canada had said there were no lentils left in Canada on July 31. Statistically, that may be true. By the end of August, it looked as though Canada had marketed more lentils than were available. What makes this significant is that it represents a fresh beginning for the Canadian lentil industry, with virtually no lentils remaining in bins in the back 40 by the end of July.

On the other hand, it makes for a miserable situation for anyone trying to create and maintain supply and demand forecasts for Canadian lentils. Officially, Canada started the 2007/08 marketing year with 139,000 MT of red and green lentils carried over from the previous marketing year and a 678,900 tonne crop. Imports ended up at 4,697 MT on the season, for an available supply of almost 822,600 MT. Between August and July, exports of whole and split lentils totaled 809,854 MT. Another 52,000 MT of lentils has been allocated as

planting seed for the 1.57 million acres sown this spring and Statistics Canada reports the season ended with 51,000 MT of lentils in all positions. This means Canada used over 90,000 MT more lentils than available without taking into account any lentils being used as food, feed or waste on Canada's domestic market. Obviously there were more lentils available than previously thought.

There is no hard data on Canadian domestic food consumption, but Pulse Canada data suggests it is around 3,700 MT per annum in Canada, versus 37,000 in the U.S. for consumption levels. Food usage levels cannot be verified, but you would think it would be equal to or higher than non-seed imports from the U.S. because several processors knowingly ship lentils to Canadian food packagers and manufacturers and Canadian product is found on retail shelves around the country.

One reason domestic usage can vary tremendously is once lentils or any other commodity enters the food pipeline it is considered to have been consumed. However, pipeline stocks have a tendency to increase when prices are low and draw down when prices are high. When pipeline stocks are being drawn down, sales to food packagers, manufacturers, and warehouses can decrease without any immediate impact on retail food supplies and prices.

Figure 7: 2008-2009 Lentil Supply and Demand Forecast

	Large Green	Medium Green	Small Green	Small Red	Large Red	Red	Other	All
Acreage	600,000	40,000	180,000	178,000	562,000	740,000	10,400	1,570,400
Yield	1,213	1,213	1,335	1,375	1,263	1,290	1,378	1,264
Production	330,000	22,000	109,000	111,000	322,000	433,000	6,500	900,500
Carry In	16,300	600	19,000	12,300	2,300	14,600	500	51,000
Supply	346,300	22,600	128,000	123,300	324,300	447,600	7,000	951,500
Exports	275,000	18,000	103,000	100,000	265,000	365,000	4,000	765,000
Seed	31,100	2,400	5,500	4,100	17,300	21,400	500	60,900
Feed, Waste and Other	10,900	1,500	2,900	9,000	25,800	34,800	500	50,600
Total Usage	317,000	21,900	111,400	113,100	308,100	421,200	5,000	876,500
Ending Stocks	29,300	700	16,600	10,200	16,200	26,400	2,000	75,000
Stocks/Use	9%	3%	15%	9%	5%	6%	40%	9%

Figure 8: Lentil Seeding and Harvest Periods Around the World

□ = Sowing □ = Harvesting

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Canada												
United States												
Australia												
Turkey												
Syria												
India												
Pakistan												

Figure courtesy of STAT Publishing

This concept plays out on both domestic and export markets. Even so, purchases cannot drop to zero over a 12-month period. More importantly, a 51,000 MT carryover means Canada will not have many more lentils to sell than we grew last year. This year's yields are above the recent average and market participants expect Statistics Canada to increase the official crop estimate with each crop report. In its August report, Statistics Canada pegged the entire harvest at 868,200 from 1.57 million acres, almost 190,000 more than last year.

Statistics Canada did not break out production by major class. However, this year's seeded area estimates by class and historic yield tendencies suggests large green or Laird-type lentil output will advance from 266,400 to 330,000 MT; while small green or Eston-type sinks from 146,800 to 109,000; medium green or Richlea-type rises from 18,000 to 22,000; and red lentil output jumps from 238,000 to 433,000 MT.

Overall, the quantity of green lentils available to market this season is down. Available

supplies of large green lentils is down from 370,000 MT at 346,000; while medium green supplies have little change at almost 23,000 MT; and small green stocks are down from roughly 180,000 MT at 128,000 MT. Red lentils supplies, by contrast, have jumped from almost 115,000 MT of extra small and 175,000 MT of small to 123,000 and 324,000 MT, respectively.

The massive jump in red lentil acreage was brought about by crop disasters in Turkey and Syria. Before Canada's crops were sown, it was clear production in Turkey and the Middle East was devastated by drought. This ignited a massive bull run in red lentils, which spilled over into green, making lentils one of the most competitive crops farmers in Saskatchewan could seed last spring. More importantly, it stimulated massive demand for both old and new crop red lentils. Canadian exporters have sold substantial quantities of red lentils for delivery to the Indian subcontinent this fall, as well as to Turkey and the Middle East.

PHOTO BY ERIN TAMAN ATHMER



Statistics are showing that red and green lentil supplies will be tight this year.

There will be no true competition for available demand until Australia harvests its crop in December. Red lentil markets should remain strong through the fall shipping period. However, after Australia's harvest, the attitude of buyers will start to be influenced by 2009 crop prospects in Turkey and Syria, which plant their crops in November and December. If it looks like there will be another drought in that region, markets would be expected to remain firm until Canada harvests next year's crop. On the other hand, a return to normal growing conditions in southern Turkey and Syria would make maintaining or expanding red lentil seeding in 2009 a more dangerous game for Canadian growers. Under those circumstances, red lentil markets could remain strong into April and early May, before falling off in response to a bigger world supply.

Green lentil supplies should be tightly balanced with demand across the entire 2008/09 marketing year. With prices at levels which discourage end users from buying more than they need, it would not be surprising to see growers and buyers getting out of sync with one another at various times of the season. There could be times when growers try to sell more than the market needs or buyers demand more than can be sourced from growers. This should keep prices volatile through the fall shipping period and at least the first quarter of 2009.

As the marketing year is getting underway, there is no indication there will be any surprises in the way demand evolves. European buyers are expected to buy just enough to meet their packaging and canning needs for the coming winter season and Latin American buyers will soon start covering their requirements. Argentina is the only Latin American nation which occasionally exports green lentils. Efforts to expand production this year ended in disaster, with the result that instead of competing for a fraction of the business in Chile and Brazil, Argentina needs to import lentils to cover its domestic needs. Though the quantities involved are relatively small, they have left regional importers resigned to the notion of paying higher average prices for green lentil imports than they are accustomed to.

Probably the most important influence will be the performance of major grain and oilseed markets. Competition for acreage is again expected to be factor in markets after January. However, funds have pulled millions of dollars out of agricultural commodities this summer. Unless that money returns, the bull rallies expected in the opening quarter of 2009 will be much smaller than at the start of 2008.

If wheat is more subdued and lentils remain strong, there should be another 250,000 acre increase in Canadian lentil seeding in 2009. That would lift available supplies to levels where prices need to decline to attract enough demand to prevent stocks from reaching burdensome levels during the 2009/10 marketing campaign. Current crop markets would also be affected. When possible, buyers will minimize purchases after May, looking for new crop bargains. The impact this will have on prices for this year's crop later in the season depends on how much moves this fall and winter.

There is a lot of talk that lentils and other pulses are no longer in a seller's market. There is certainly some truth to that. However, if wheat was to remain subdued and lentil values collapse, markets would be forced higher between March and May of 2009. Otherwise, acreage could collapse by 250,000 acres or more, leaving the world short of green and possibly red lentils. Having consumed our "invisible" stores of lentils last season, markets need to see stocks begin to accumulate in Canada to avoid future supply and price shocks. S

Pulse Days 2009

See these Market Economists speak about the pulse markets at Pulse Days 2009 during our Market Outlook Panels for chickpeas, lentils and peas.

Please visit Page 20 for more information about Pulse Days 2009 – Celebrating 25 Years.

Brian Clancey is Editor and Publisher of the www.statpub.com market news website and President of STAT Publishing. He can be reached at editor@statpub.com.

Celebrity Chefs

Heating up the Markets with Homemade Lentil Soups




IN BRIEF

From our kitchen to yours, celebrity chefs share their favourite pulse recipes.

The Celebrity Chefs column is designed to excite your taste buds and provide new ideas on how you can include pulses in your family meals. In this issue, our chefs are your favourite pulse market analysts who bring you a mixture of spicy lentil soup recipes that are sure to warm you up as fall harvest comes to an end and we prepare for another cold Saskatchewan winter.

Larry Weber of Weber Commodities Ltd. shares with us his Lentil Curry Soup recipe which is full of fresh garden vegetables. Marlene Boersch of Mercantile Consulting Venture heats things up with her Spiced Lentil Soup recipe, a perfect combination of autumn spices and flavours. Finally, Brian Clancey of STAT Publishing keeps us warm with his Cajun Lentil Soup recipe, a creamy blend of vegetables and bacon. Try all three and let us know which one your family liked best.

Would you like to add more pulses into your meal plans? Email rkehrig@saskpulse.com and indicate that you would like to be added to our new Monthly Recipe Email List. Happy Cooking! 

Lentil Curry Soup

Larry Weber



- 2 tbsp. (30 mL) butter
- 2 cloves of garlic, peeled and finely chopped
- 1 onion, peeled and finely chopped
- 1 carrot, peeled and finely cubed
- 1 stick of celery finely chopped
- ¾ cup (175 mL) lentils, well rinsed
- 1 can (28 oz.) chopped tomatoes
- 3 cups (750 mL) of vegetable stock
- 1 small tin of tomato cocktail
- A dash of Worcestershire sauce
- A few drops of Tabasco sauce
- Salt and pepper

Melt butter in a saucepan and fry garlic, onion, carrot and celery over medium heat until just soft. Add lentils, chopped tomatoes, vegetable stock and tomato cocktail. Cover and simmer until lentils are soft. Add Worcestershire sauce, Tabasco, salt and pepper. Cover and keep warm.

Croutons:

- 2 tbsp. (30 mL) vegetable oil (not olive oil)
- 3 tsp. (10 mL) curry powder
- 4 slices of white bread, cut into crouton squares

Mix oil and curry powder well and brush over croutons. Grill in oven until golden brown. Serve with soup.

Comments from Larry: This soup combines lentils and curry – two of my favourite ingredients.

Spiced Lentil Soup

Marlene Boersch



- 6 cups (1.5 L) water
- 2 tsp. (10 mL) salt, add more to taste
- 2 ½ cups (575 mL) lentils
- ¼ cup (60 mL) olive oil
- 2 onions, peeled and chopped
- 4–5 large cloves of garlic, peeled and sliced
- 2 large bay leaves
- ½ tsp. (2 mL) cinnamon
- ½ tsp. (2 mL) ground cloves
- ½ tsp. (2 mL) ginger
- 1 ½ tsp. (8 mL) ground cumin
- 2 tbsp. (30 mL) minced green chilies
- 2 tbsp. (30 mL) chopped fresh cilantro (coriander leaves)
- ¼ cup (60 mL) chopped fresh parsley
- 3 tbsp. (15 mL) butter
- Fresh ground black pepper

In a large pot combine water, salt and lentils. Bring water to a boil, lower heat and simmer for one hour. Heat olive oil in a skillet, add onions, garlic and bay leaves and sauté them. Add the cinnamon, cloves, ginger and cumin to the onions and stir over low heat for two minutes. Stir onions and spices into the lentils, water and salt, along with the chilies, cilantro, and parsley. Let soup simmer for an hour, stirring occasionally.

When the lentils are soft, purée at least half the soup in a blender, in batches of 2–3 cups. Return puréed soup to the pot and stir in butter. Add salt and pepper as needed. Serve soup hot.

Comments from Marlene: I served this dish at a celebration when my Agriculture Economics Master's thesis was accepted.

Cajun Lentil Soup

Brian Clancey



- 2 slices of bacon, chopped
- 1 medium-size onion, finely chopped
- 2 garlic cloves, minced or pressed
- 8 cups (2 L) water
- 2 cups dry lentils, rinsed in cold water
- 1 medium-sized carrot, finely chopped
- 1 celery stalk, finely chopped
- 2 medium-size ripe tomatoes, quartered
- 1 large leek cleaned well, slicing the white bulb and tender part of the green stem
- 1 bay leaf
- 2 cups (500 mL) whole milk or cream
- Dash Tabasco sauce
- Salt and freshly ground black pepper to taste

In a large saucepan, over medium heat, cook the chopped bacon. Before the bacon starts getting crispy, add the onions and cook until they soften. Add garlic and cook for 30 to 40 seconds. Add water, lentils, carrot, celery, tomato, leek, and bay leaf. Simmer, covered for 45 minutes. Cook longer if the lentils have not softened.

Pour the soup in batches into a food processor fitted with a steel blade or a blender. Process until smooth. Pour the puréed soup back into the saucepan.

Reduce the heat to low and gradually add the milk or cream. Add a dash of Tabasco sauce, and salt and pepper to taste. Allow it to cook for a minute before tasting. Repeat until the soup acquires the desired "kick."

Comments from Brian: This soup goes best on a crisp winter day with an intimate gathering of friends and family.

Pulse Days 2009

Celebrating 25 Years

January 13, 2009



We invite you to come and “Celebrate 25 Years” with us at Pulse Days 2009. We will be bringing together academics with industry leaders and government officials to better understand how the pulse industry has grown in the past 25 years and what we can expect in the future.

Our special session will feature a history of the Saskatchewan pulse industry and where the industry will be going in the future. We will also look at market development and how Saskatchewan fits into the Indian pulse market, and the market development opportunities Pulse Canada staff are working on. This year, we will see Your Check-off Dollars at Work presentations featuring SPG funded research projects that will help facilitate our pulse industry. Finally, the entire afternoon will focus on market outlooks with three moderated Market Outlook Q&A Panels on chickpeas, lentils and peas.

ONE DAY ONLY

The conference runs one-day only again: Tuesday, January 13, 2009 starting at 7:00 AM with FREE breakfast at both locations.



PHOTO BY GEOFF HOWE

It was a full house at the Saskatoon Inn last year so be sure to register early and save your spot at Pulse Days 2009!

REGISTER NOW

Pulse Days is the largest pulse event of the year. In order to accommodate over 1,000 delegates, we will continue to offer the option of attending at either Prairieland Park (in conjunction with the Western Canadian Crop Production Show) or the Saskatoon Inn (where we will be live).

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

- Opening Reception and Poster Session (Monday, January 12, 2009 at 7:00 PM at Prairieland Park, Hall B)
- Free admission to the Western Canadian Crop Production Trade Show at Prairieland Park on Monday, Tuesday, and Wednesday OR Thursday
- A copy of the conference proceedings booklet
- Breakfast, lunch and coffee breaks

Early Registration: SK residents save 50% by registering early. Early bird rate is \$20 per person!

Saskatchewan Residents: \$20 CDN before Friday, December 19, 2008 at 4:30 PM (payment MUST be received by this date) or \$40 CDN at the door

Outside Saskatchewan: \$40 CDN

TO REGISTER:

- Visit our website to register online – www.saskpulse.com
- Fax the form found in this issue on page 22 to 306-668-5557
- Call our hotline at 306-668-9988 during office hours (8:00 AM – 4:30 PM, Monday to Friday)
- Mail the registration form on page 22, along with your payment to
Pulse Days 2009, 104-411 Downey Road, Saskatoon, SK S7N 4L8


SASKATCHEWAN
pulse
Growers
Celebrating 25 Years



Pulse Days 2009

Preliminary Agenda

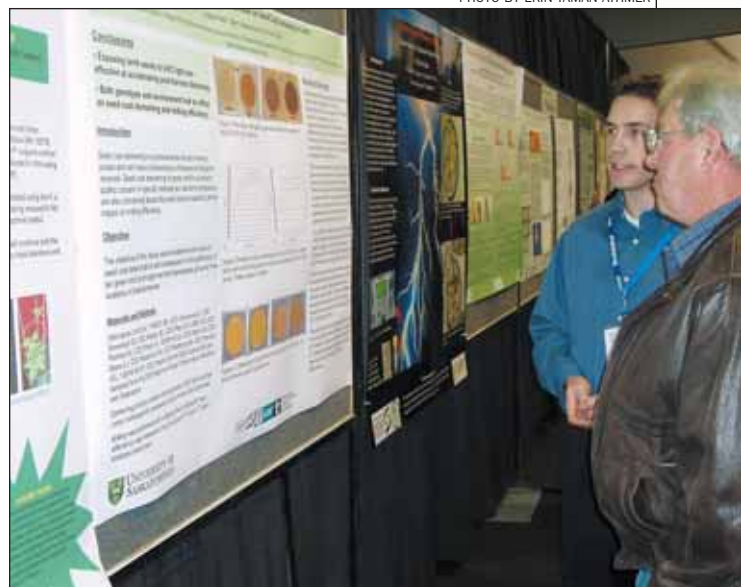
MONDAY, JANUARY 12, 2009

- 7:00 PM – Opening Reception and Poster Session at Prairieland Park, Hall B

TUESDAY, JANUARY 13, 2009

- 7:00 AM – Free Breakfast
- 7:30 AM – Annual General Meeting
- 9:00 AM – Special Session: Global Perspective of the Pulse Industry
 - Past, Present and Future: The Saskatchewan Pulse Industry
- 9:45 AM – Pulse Markets: Where do Saskatchewan Pulses Fit?
 - Focusing on India
 - Pulse Canada and Market Development
- 11:00 AM – Your Check-off Dollars at Work
 - SPG Funded Research Projects
- 12:00 PM – Awards Presentations featuring the Pulse Promoter Award sponsored by BASF
- 1:00 PM – Moderated Market Outlook Q&A Panels
 - Moderated by Kevin Hursh, Hursh Consulting and Communications
 - Outlook panel for chickpeas, lentils and peas
 - Each panel is followed by a Q&A period

PHOTO BY ERIN TAMAN ATHMER



Do not miss the Opening Reception and Poster Session on Monday, January 12 at Prairieland Park, Hall B.

WEDNESDAY, JANUARY 14, 2009

- Crop Production Week Special Session
NEW – Prairieland Park, Hall B
- 5:30 PM – Beef on a bun supper: \$10/ticket with a limited number of tickets available. Tickets can be purchased starting January 12 from Room 234 at the Saskatoon Inn, and starting January 13 at the Show Office of the Western Canadian Crop Production Show
- 7:00 PM – Fertilizer Supply, Demand and Prices – David Asbrisdge, Doane Advisory Services

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

A special thank you to our Platinum Sponsors for making Pulse Days 2009 possible!



Pulse Days 2009

REGISTRATION FORM

PULSE DAYS PARTICIPANT 1

PULSE DAYS PARTICIPANT 1

Name: _____

Farm Name / Company Name: _____

Address: _____

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

Phone: _____ Email: _____

☐ I prefer to attend at Saskatoon Inn

☐ I prefer to attend at Prairieland Park

Permission to share information with sponsors

Sponsors of Pulse Days 2009 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 2009 for marketing purposes?

☐ **YES**, I grant permission

☐ **NO**, I do not grant permission

PULSE DAYS PARTICIPANT 2

PULSE DAYS PARTICIPANT 2

Name: _____

Farm Name / Company Name: _____

Address: _____

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

Phone: _____ Email: _____

☐ I prefer to attend at Saskatoon Inn

☐ I prefer to attend at Prairieland Park

Permission to share information with sponsors

Sponsors of Pulse Days 2009 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 2009 for marketing purposes?

☐ **YES**, I grant permission

☐ **NO**, I do not grant permission

Deadline for early registration is Friday, December 19, 2008 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 and be **RECEIVED** by Dec. 19. 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 2009

104 – 411 Downey Road, Saskatoon, SK S7N 4L8

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

**You can also register by phone. Call (306) 668-9988 during office hours (8:00 AM – 4:30 PM, Monday to Friday).
Online registration is also available at www.saskpulse.com.**



Marketing Tips for the 2008/2009 Season

IN BRIEF

The creation of a general framework for selling your crops can make a significant difference in your financial success.

Selling the crop should be the easiest part of your business plan to execute. But for many, the selling part of the cycle becomes the chore that causes the greatest stress and is most likely to take all the fun out of farming. The creation of a general framework for selling your crops can make a significant difference in your financial success.

While most pulse crops tend to be cyclical in nature when it comes to seasonal prices, the last few years have managed to throw a monkey wrench into most economic theories. However, a look at pricing history is always a logical starting point when building your marketing plan. Peas tend to show better prices in the spring (see Figure 1). Lentils have been marching continuously higher from the fall of 2006 through to the fall of 2008, while chickpea prices have shown a tendency to be relatively flat from season to season (see Figure 1). Just as each crop points to a unique pricing tendency, your selling plan also needs to be individually prepared for the different commodities in your bins.

The first, and maybe the most important question you need to ask yourself is – if prices go lower, will I still be able to meet all my financial obligations? If you have very little wiggle room, you should consider a more conservative approach to marketing rather than waiting for the ideal price. However, if you do have some room, here are some suggestions on how to create a marketing plan. How you build your plan and how you implement it will depend on how much room you have for slippage.

Peas: as noted in Figure 1, pea prices tend to be stronger in the spring than in the fall. This would suggest a staged marketing plan with a weighting for a larger portion of sales being

made more towards the spring. This would favour the sale of other crops earlier and allow for peas to be slotted later into your plan. That is not to say it will happen like this every year, but with the last three years as a template, it can be used as a general guide.

Chickpeas: for the desi and the larger kabuli varieties it has basically been a “what you see is what you get” pricing arrangement. Figure 1

Figure 1: Seasonal Price Comparisons for Peas, Lentils & Chickpeas

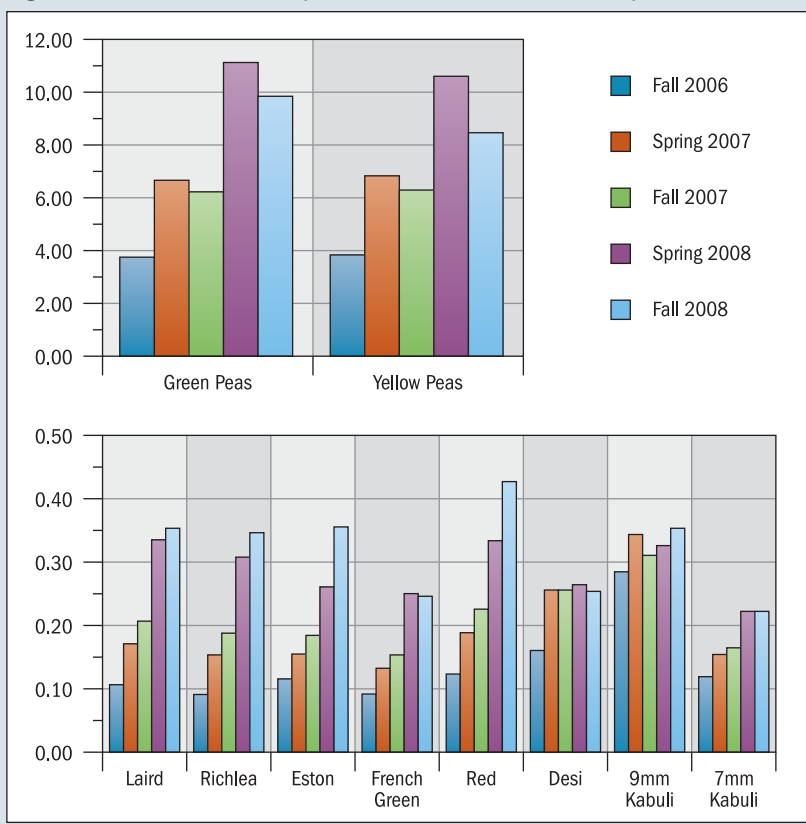


Figure courtesy of Weber Commodities Ltd.



points to a minimum in pricing changes over the crop year with only a slightly higher bias towards spring. The minimum of upside opportunity suggests that you could make an early sale to support cash flow needs without a significant risk of missing out on an opportunity for higher prices.

Lentils: with the exception of the French green market class, Figure 1 points to a continuing price increase over the past three years. According to the Agriculture Canada Pulse Outlook for 2008/09, lentil prices are projected to be higher again than in 2007/08, on average for all varieties and grades. This would support an incremental sales plan with the potential to average up on your pricing opportunities. Basically, this can be implemented by setting a series of incrementally higher pricing targets with your buyers, and each time one is attained, to sell a percentage of your crop. The percentage you decide to sell needs to be an individual decision, as discussed earlier in this article, depending on your tolerance for a price decrease.

Planning Framework

Build your marketing plan as if you intend to follow it. Try to stay true to the plan, but have a pre-determined degree of flexibility, as your plan cannot possibly predict every market opportunity.

The most important component of your plan is to figure out all your costs, know where you will break-even and know what prices you would need to achieve as a reasonable rate of return on your investment. Knowing these numbers can greatly assist you in your pre-season contracting and in setting up your sales targets. Just remember – achieving prices that cover all your variable costs, your fixed costs and your return on investment is not always possible for every commodity and every year.

Know exactly what is in your bin. If you have not already done so, take a representative sample of what you have to a few different buyers for a proper grade assessment. When it comes to negotiating a sale, you will have the upper hand if you know exactly what it is you are selling.

Draw up a list of preferred buyers. The list does not have to be that long, in fact you are probably better off to have a few select buyers. This list should be programmed into your speed


dial – better yet, they should have you programmed into theirs. Spend some time talking to these buyers about your plans and your marketing objectives and invite them to offer creative marketing solutions and attractive bids.

Gather as much information as you can to build a schedule of “reasonable” pricing targets. Spend the time to gather market information from a number of sources. Weekly papers, daily market broadcasts, elevator companies, processors, special crop buyers, grain dealers, government analysts, commodity brokers, etc. can offer different perspectives on the markets. By utilizing some or all of these resources, you will be able to form a well-rounded opinion about the market outlook and then make your pricing decisions with a much higher degree of confidence.

Your review of cash marketing opportunities needs to be a continuous process. If buyers know that there is a high probability that they will get your pulses, they should be willing to watch the markets for you and then call you when they think they can meet your pricing targets.

Set target prices that are realistic, but stay flexible. Market conditions change, sometimes for the better, sometimes not. While you should be careful not to jump the gun after a one or two day price swing, you should be prepared to adjust your plan if there will be a longer term shift. Be prepared to make subsequent drafts of your marketing plan to reflect changes in the market.

All the terms in the contract offered to you by the buyer are negotiable. Be sure to check out the contract templates posted on the Saskatchewan Pulse Growers website (www.saskpulse.com) under the “Selling & Buying” tab – “Standardized Contracts” before you meet with your buyers. Take a copy with you and make sure that the recommended terms and conditions are covered in the contract that you sign.

Finally, execute your plan proactively. Take control of your marketing by making decisions based on your individual needs and price risk tolerance that are consistent with your plan. Most importantly, try to time your sales from a marketing perspective being careful not to fall into the trap of chasing your cash flow needs after the fact. 

Fred Siemens is a partner with Weber Commodities Ltd. based in Winnipeg, MB.

Women in Farming

IN BRIEF

Women are taking on a more proactive role on the family farm.

When talking about a typical Saskatchewan producer one often conjures up the image of a hard working individual willing to get his hands dirty. Barbara Podhorodeski and Kalissa Regier would like to clear up this misconception. These women break the traditional mould and are proving that a male dominated field is a thing of the past.

Podhorodeski, along with her husband Edwin, farm 3000 acres in Shipman, SK. This spring the couple seeded a variety of wheat, canola, oats and peas. They are also beef farmers with 120 cattle.

Podhorodeski grew up on the family farm in London, ON and then in Sedley, SK and credits that for her initial interest in agriculture. Being fully emerged in the farm for many years, Podhorodeski still believed in the importance of education and chose to pursue a post secondary education in Agriculture to aid her in the farming operation. Barb graduated from the College of Agriculture at the University of Saskatchewan in 2000.

Of her responsibilities on the family farm, Podhorodeski says, "I'm in the field cutting, swathing, combining...I am certainly highly involved in the operation." She also notes that her role on the farm is always changing, "I am wherever I have to be at the time."

PHOTO COURTESY OF BARBARA PODHORODESKI



Barbara Podhorodeski runs her 3000 acre farm operation with her family.

There are many struggles on today's farms and Podhorodeski feels that the biggest challenge her farm faces is time and manpower. "Having the time to do everything that needs to be done can be difficult. Our two sons are now getting to the age where they can help (on the farm) and it has been great, but while their working is a help it also creates new challenges."

Organization and communication are additional struggles that face today's family farms. "Mechanization and computers have certainly helped in these areas," Podhorodeski believes, "but once again it comes back to finding the time to do everything."

She feels that any challenges that have been thrown her way she has been able to handle because of her organizational skills and education experience.

"Education is key and education is always ongoing. Agriculture is changing all the time and you have to be on top of it."

"Today, women in farming need to be prepared and look ahead and educate themselves. Education is key and education is always ongoing. Agriculture is changing all the time and you have to be on top of it," Podhorodeski says.

Kalissa Regier, a young generation female farmer agrees with Podhorodeski. She believes the most important thing women need to remember when faced with struggles on the farm, whether it is handling the business or out in the field, is to trust themselves. "Women need to realize they have valid input and understanding, especially young women. They know more than they think and shouldn't be intimidated by a male-dominated industry. Women have the knowledge and need to trust that knowledge."

Regier farms 1500 acres with her father in Laird, SK. This spring Regier and her father seeded flax, oats, wheat, hemp, barley, lentils and rye.

Regier is actively involved in the farming partnership she entered with her dad five years ago. It was not until after Regier moved


to the west coast, following time spent at the University of Saskatchewan, that she realized farming could be a vital part of her future.

"The people I met (on the coast) were focused on the food industry and the future of food supply," Regier explains. "It was then I realized I could come back to the farm and apply what I had learned. I could take into consideration the issues that had been brought to my attention and take advantage of the opportunity I had to change things and do things differently," she adds.

It was then that Regier made the move to change the farm from conventional to organic. "My parents had farmed conventionally for 35 years and now we have almost transformed the entire farming operation to organic."

When talking about success, Regier does not know if everyone would consider her farm to be successful. "It really depends on what you use to define success. A lot of people focus on finance, which is a major part, especially with the way farming has been in Saskatchewan in recent years." But she feels that it is the extras that others may not see that contribute in large part to her success as a farmer. "There are also a lot of other important aspects of success; I think you need to have an attachment to your operation, the land and what you are doing. Understanding where the crop is going and where it has come from are all integral parts of success."

Believing her farm is a successful operation does not mean that Regier does not face struggles. "Risk taking is the most challenging thing we face as farmers. Being at the mercy of Mother Nature can cause a lot of stress, as well as dealing with unstable markets. Most farmers have skills in production but markets can be a headache."

While markets and Mother Nature are struggles every farmer must deal with, Regier has a few additional obstacles to overcome. "I started off thinking I could do things on the farm like a man, but it is different," Regier explains. "Women farm differently and women look at things differently." She believes a key component to her and her father's success is their ability to incorporate both views in their family farming operation. 

Rachel Kehrig is a Communications Specialist at the Saskatchewan Pulse Growers. She can be reached at 306-668-9988 or rkehrig@saskpulse.com.

Baked Fresh Weekly

IN BRIEF

Good Spirit Bakery started adding locally produced beans and lentils to their artisan breads to increase the fibre and protein content, making their breads a healthier option.

If you are not at the Saskatoon Farmers' Market by 10:00 AM on Saturday morning you are out of luck to try some of John Lee and Peyton Leavitt's Lentil Rolls or Five Grain Bean Bread made with lentils and black beans. Lee and Leavitt sell their artisan breads every weekend at the Saskatoon Farmers' Market and some of their most popular breads are made with Saskatchewan grown pulses. The pair moved to Saskatchewan and started up Good Spirit Bakery four years ago merely as a side business and today it has grown into a full time job for both of them.

"We used to bake European breads and take them to potlucks and they went over so well that a friend suggested we make some bread and sell it at the Saskatoon Farmers' Market. The first time we attended the Farmers' Market our bread sold out instantly," says Leavitt.

The couple operate the bakery on their farm near Naicam, SK. They built an addition on to their home where they bake their bread with a traditional brick oven.

"We use Saskatchewan organic whole grains in all of our breads and we grind all of our own flour," explains Leavitt. Their Five Grain Bean Bread is made with both lentils and black beans either cooked or ground into flour. "This is a popular item for vegans



PHOTO BY SARA LEAVITT

because the bread has so much protein in it that is it like an entire meal for them."

The lentil rolls have whole lentils in them, which are purchased from a nearby farmer. They are cooked and mixed in with the dough, so they are visible in the buns. "We use a lot of lentils in our buns. It is amazing how many lentils the dough can hold, which makes the buns so much better for you," says Leavitt.

Adding pulses to their products has been an easy task and Leavitt says they have not had a problem yet with consistency or taste.

Good Spirit Bakery adds pulses to their breads to increase their fibre and protein content, making them a healthier snack.

PHOTO BY SARA LEAVITT



Good Spirit Bakery sells out of their Five Grain Bean Bread every Saturday at the Saskatoon Farmers' Market.

They began using grains, particularly pulses, because their teenage daughter needed more protein in her diet. They instantly thought about including pulses in their breads as a way for their children to get more fibre and protein. This was easier than getting them to eat lentil soup because they loved the rolls, and this way the lentils were somewhat hidden.

"The lentil rolls are popular with parents because kids like them and they are getting a little extra in their sandwiches, plus they are easy to add to any meal," she explains.

Leavitt also made her kids an adzuki bean snack for protein and fibre, which is similar to

an Indian samosa and is cooked with adzuki beans, chilies, onions and cheese. Good Spirit Bakery recently started selling these snacks at the Farmers' Market as well.


All of Good Spirit Bakery's products are made fresh – which is why they sell out every weekend. "We bake for 24 hours on Friday so the bread is fresh for the Farmers' Market the following day," says Leavitt.

"I think we sell out so quickly because people know the breads are freshly made, but also because they are a healthier option and because we use local products and our customers know and appreciate that," says Leavitt. Good Spirit Bakery's products fit well with two popular trends right now – the 100 mile eating locally diet, and healthier whole grain bread options.

Bread products containing pulses are also being developed at the University of Toronto. Saskatchewan Pulse Growers are funding a project, conducted by Dr. David Jenkins that is looking at using pulse flours or pulse components such as proteins, starches and fibres in bread to create a product with a low glycemic index that is good for diabetics and those with gluten sensitivities.

With the increasing cost of breads in the local grocery stores, Good Spirit Bakery's products fare well in price. "We have three types of breads that are still \$4.00 a loaf because we still want to ensure that families can afford to eat healthy – we want to target all consumers and we believe all incomes can eat healthy," explains Leavitt.

However, rising grain prices have also affected their business, which is why they are looking at selling additional items at the Farmers' Market such as the adzuki bean snack.

Good Spirit Bakery only sells their products at the Saskatoon Farmers' Market. You can pre-order and pick up your fresh baked goods at the Farmers' Market to ensure you do not miss out. Good Spirit Bakery will also take orders over the phone if you want to pick up your order at their farm or have it shipped on the bus. To place an order for pick up at their farm or the Saskatoon Farmers' Market, contact the Good Spirit Bakery at 306-874-2886. For more information about the Saskatoon Farmers' Market, please visit their website at www.saskatoonfarmersmarket.com. 

Amanda Olekson is the Communications Manager at Saskatchewan Pulse Growers. She can be reached at 306-668-0032 or aolekson@saskpulse.com.

Making Strides with the Pulse Innovation Project

IN BRIEF

The Pulse Innovation Project has now completed the human clinical trials and the results are promising for the health attributes of pulses.

Pulse Canada 

In 2005, Canada's pulse industry embarked on an ambitious plan to develop new market opportunities for peas, beans, lentils and chickpeas in the North American marketplace. With a \$3.2 million investment from Agriculture and Agri-Food Canada (AAFC), Pulse Canada's *Pulse Innovation Project* (PIP) set out to formulate a strategic approach to the development of new markets for pulse crops. By engaging food companies, health organizations, scientists, government, pulse producers and processors, the PIP gathered insights from along the value chain leading to the development of an action plan for the industry.

Nutrition and Health Research and Promotion

From the outset, the PIP has had a strong focus on research and promotion of the nutritional and health attributes of pulses and their potential to address chronic diseases facing North Americans. Specifically, the PIP funded seven human clinical studies to analyze the link between eating pulses and the prevention of health conditions such as obesity, diabetes, and cardiovascular disease.

Positive results have emerged linking eating pulses with cholesterol reduction, lowering of blood pressure, blood sugar control and gut health. Pulse Canada has been working

with scientists to communicate the research results through leading health and wellness magazines such as *Chatelaine*, scientific journals such as the *Journal of the American Medical Association* and through presentations at conferences and symposiums.

Working with the Canadian International Grains Institute (CIGI) and various researchers across Canada, the PIP has also initiated several studies to improve our understanding of

In 2007/08, the Pulse Innovation Project supported several projects at Canadian food development centres and universities.

the composition of pulse foods. For example, one study is looking at the impact of cooking pulses on vitamin and mineral content, as well as dietary fibre levels (soluble and insoluble). Since pulses are always consumed cooked, this is important nutritional information for health professionals, the food industry and consumers.

To communicate research and nutritional information to dietitians, food processors and consumers, the PIP has also developed promo-

PHOTO COURTESY OF PULSE CANADA



One research project that falls under the PIP is looking at adding pea fibre and protein to pasta to increase the nutritional value.

tional materials which are available on the Pulse Canada web site at www.pulsecanada.com.

Food Science Research

The PIP has also been focused on understanding food science solutions to using pulse ingredients in food products and to help food processors that are interested in using these ingredients. In 2007/08, the PIP supported several projects at Canadian food development centres and universities. Projects such as the development of a gluten-free cracker using pulse flours, testing of the extrusion properties of pea protein (e.g. for snack foods), incorporating pulse flours into meat products to increase the fibre content, and using pulse ingredients in yogurt and dairy products for probiotic benefits.

Understanding how pulse flours perform in baked goods such as cookies and crackers, or how to use pea proteins and fibres in snacks, cereals and pastas is needed to encourage food processors to incorporate pulses in existing and new food product formulations. Not only is this research important for offering technical solutions to the food industry, but these

“prototypes” also offer real world ideas that food companies can use as a foundation for the development of new food products.

Pulse Food Symposium

In January 2008, the PIP held the first ever *Pulse Food Symposium*. The event, which took place in Toronto and was attended by over 200 participants including representatives from the food industry, health professionals, researchers, academics, media, government and the pulse industry. The Symposium raised the profile of pulses and pulse related research. Bonnie Stern, a renowned chef from Toronto whipped up some delicious pulse treats for symposium participants including Curry Lentil Phyllo appetizers and Moroccan Meatballs made with chickpeas.

The symposium included a trade show where pulse ingredient suppliers were able to display their products and develop business opportunities with food processors and other symposium participants. Conference presentations focused on pulse related health and food science research, as well as marketing opportunities for pulses. Since the event, there have been a multitude of food industry requests for research data and pulse samples, and a number of inquiries about another *Pulse Food Symposium*.

Next Steps

With AAFC funding and strong support from Canada's pulse grower associations, the PIP has been extended for a fourth year until March 2009. The project has begun implementing the strategy and action plan that was developed during the first three years. While the scope of the PIP was originally targeted at North America, the efforts of Canada's pulse industry in this area will expand to include opportunities in international markets where health and wellness are increasingly important consumer drivers.

Developing new markets and new uses for pulses as ingredients within the food sector is a slow process, but there is increased interest from large and small food companies to explore these novel ingredients that have an enormous potential to enhance the nutrition and health attributes of their food products. **S**

Peter Watts is the Director of Market Innovation at Pulse Canada. He can be reached at 204-925-4458 or pwatts@pulsecanada.com.

Lentil Breeding at the Crop Development Centre

IN BRIEF

The CDC's lentil breeding program's efforts are focused on agronomic traits, disease resistance and quality and yield improvement.

The lentil industry in Saskatchewan has never stayed still since things got rolling in the 1980s. Saskatchewan has evolved from being a residual supplier of green lentils to being the world's number one supplier of up to 10 different market classes. The emergence of the dehulling and splitting sector has also been a rapid development.

On the breeding side, researchers at the University of Saskatchewan's (U of S) Crop Development Centre (CDC) have never been busier. Like most breeding programs, the majority of our effort goes into agronomic traits, disease resistance and quality and yield improvements. The basic strategy in the lentil breeding program is to use operating resources to cost-effectively screen breeding materials for traits ("the A list") that can return value to growers. The CDC uses research dollars to explore new traits ("the B list") that might someday be added to the A list. It is essential to understand the genetic basis of a trait before you can incorporate it into the breeding strategy.


In agronomy, we have been systematically working at trying to make the lentil crop easier to manage. We have made big strides in developing lentils that have better lodging resistance. This speeds up harvest, reduces dockage and maintains grades in years with wet harvest. We have made progress in developing lentil plants with improved herbicide tolerance, one area that can always use more improvement.

In pathology, our efforts are directed toward developing ascochyta blight resistance, and we have made considerable progress. We know that the disease will evolve over time, so we will continue working on ascochyta blight resistance. We have also

made excellent progress in developing resistance to anthracnose. There has been additional research for tolerance to other diseases such as botrytis gray mold, sclerotinia and stemphylium blight, a disease which is showing up more frequently these days.

There is a lot of research going on in the area of quality. For green lentils, we are identifying genes that improve the retention of green colour in the seed coats. For red lentils, we are working on designing seed coats to tolerate more weathering. We are working on developing thicker seeds with rounder edges to reduce loss from chipping and wrinkling in all lentil classes. We are using the B list approach to identify the potential for breeding for improved uptake of micronutrients such as iron and zinc. We are trying to identify the basic information needed to incorporate breeding for increasing pigments (think of redder red lentils), reducing phytate, and increasing folate.

The overall goal in lentil breeding is to position our industry to have the highest yield combined with the best quality. It is really an anti-commodity strategy that is highly focussed on developing products tailored to specific markets. This is the pathway that leads to the most profitable production and has been successful in many industries.

These days we are also getting involved in research networks with the goal of developing genomic tools to improve lentil breeding. Our plan is to find a way to use genomic technologies in the CDC's lentil breeding program within five years so that we can increase the rate of genetic improvement. Stay tuned! 

Bert Vandenberg is a Plant Breeder at the University of Saskatchewan's Crop Development Centre. He can be reached at bert.vandenberg@usask.ca.



Bert Vandenberg is a lentil breeder with the Crop Development Centre.



PHOTO BY ERIN TAMAN ATHMER

RESOLUTIONS

Saskatchewan Pulse Growers has issued a Call for Resolutions for its Annual General Meeting.

The meeting will be Tuesday, January 13, 2009 at 7:30 AM,
at the Saskatoon Inn during Pulse Days 2009.

Resolutions must clearly note the person who is proposing them.
A seconder will be called for at the Annual General Meeting. Robert's Rules of Order will apply.

Resolutions should be mailed to:
Saskatchewan Pulse Growers: 104 – 411 Downey Road, Saskatoon, Saskatchewan, S7N 4L8
or faxed to: (306) 668-5557 or emailed to: pulse@saskpulse.com
Resolutions must be received by Wednesday, January 7, 2009 at 4:00 PM.



CANADIAN PULSE RESEARCH WORKSHOP

November 5-7, 2008 Winnipeg

The 7th Canadian Pulse Research Workshop (CPRW) is taking place November 5th to 7th at the Delta Winnipeg. This two and a half day meeting will serve as a venue for pulse crop researchers across Canada to present and discuss their latest results within four research areas of Nutrition and Health, Plant Breeding Initiatives, Novel Uses of Pulse Crops, and Pulse Agronomy. For more information or to register visit www.manitobapulse.ca.

When a soft touch is what you need



Buhler Belt Conveyors are designed to move high volumes of delicate commodities with minimal damage and contamination from one load to the next.

They require less power to operate than screw type augers of similar size. The belt keeps rolling and rolling - with limited wear.

Choose the one that fits your storage arrangements best.

- 35' to 105' models
- 10" tube with 12" or 16" belts, and 14" tubes with 22" belts
- In-Line hoppers, Swing Away hoppers and Unloading hoppers

Call today for a dealer near you.

bühler

Buhler Manufacturing :: 888.524.1004 :: info@buhler.com :: www.buhler.com

Tasty Tortillas

IN BRIEF

Researchers at the University of Manitoba are studying ways to incorporate pulse crops into popular everyday snack foods.



How do you make snack foods healthier? Make them with nutrient packed pea flour. Researchers at the University of Manitoba (U of M) are studying ways to include Canadian-grown pulse crops in popular everyday foods such as tortillas and snack foods.

“We’re using the flour rather than the whole seed,” says project coordinator Dr. Susan Arntfield of the U of M’s Department of Food Science. “If you incorporate it into a product, it’s not overly evident that you’re actually eating a pulse crop.”

Her work, which was funded in part by the Saskatchewan Pulse Growers (SPG), supports a trend toward value-added processing of pulse crops such as lentils, chickpeas and beans. The goal is to encourage more North Americans to include pulses in their diet – whether they are aware of it or not!

“If we could do that with more creative products, rather than asking people to eat beans three times a day, then I think there will be a great demand for pulses, which will eventually help out the farmer,” says Arntfield, who also sits on the Board of Directors of the Manitoba Pulse Growers Association.

Her research turned out better than expected. Consumer taste tests of tortillas made with pea and bean flour were favourable, and a snack food made with yellow pea flour, dubbed the “Peazie” because it resembles a Cheeto or Cheezie – was chosen for inclusion in an international science competition in September.

PHOTO COURTESY OF HEATHER MASKUS



“Commercial samples usually have corn-meal as a basis, but we used pea starch as well as pea flour and pea fibre,” says Heather Maskus, a graduate student who worked on the Peazie project. “The outcome is a snack that’s higher in protein, higher in fibre and has a lower glycemic index than a lot of other snack foods on the market.”

The Peazie was created by mixing yellow pea flour with water and, at high temperatures, forcing it through an extruder. As it emerges, the dough puffs up like a crunchy snack food. Flavourings such as nacho and savoury herb were added to the finished product.

Tortillas made with pulse flours are healthier than white flour tortillas because of their high levels of fibre, protein and anti-oxidants.

"The initial work we did is really promising," says Maskus, who will represent the project at the competition sponsored by the American Association of Cereal Chemists. "I think it is a marketable product, it's just a matter of finding a company that will take it on."

Like most people, Maskus eats the occasional snack food, but lately she has not been eating many tortillas – after making and testing more than 400 tortillas for the research project.

"I liked them better before I started eating them every single day," she jokes. On a more serious note, tortillas made with 25 per cent pea or bean flour passed several important tests including rollability and texture, scoring high points with dozens of consumers who were asked to compare them to tortillas made exclusively of wheat flour.

Tortillas made with green pea flour had a slight green colour and those made with dark bean flour had specks of colour. However, this did not detract from consumer comfort since commercial tortillas are commonly made with colours and flavours such as spinach and tomato.

"Consumers thought they were just as good (as the homemade wheat tortillas) in terms of appearance and texture. For the beans, they actually thought they were better than the (wheat tortilla)," says Arntfield. "When we used black or pinto beans, we got a bit of a nutty flavour which people seemed to enjoy."


Consumers might also appreciate what they *cannot* taste or see. Tortillas made with pulse flours are healthier than white flour tortillas in terms of fibre content, protein levels and anti-oxidants, particularly with the bean flour. Mixing pulse and wheat flours created a more complete protein, something vegetarians will appreciate.

Arntfield explains that "where the cereals are low in lysine, the legumes are high in lysine. Where the legumes are low in the sulphur amino acids, the cereals are high in those amino acids. So you've got a better quality protein."

Still, there are challenges to overcome. The test formulation did not include a preservative, which is commonly used in commercial tortillas to give them a longer shelf life.

Arntfield plans to conduct similar tests with other baked products such as pita bread and other flatbreads. "When you look at the trends in North America, those flatbreads are becoming incredibly more popular. It's one of the largest markets in the bakery-type bread commodities," she says.

If and when this research results in a marketable product, she says pulse farmers will benefit in two ways: not only will consumers welcome more pulse crops into their diet, it will increase demand for pea crops grown for the human food market, which would garner a higher price point than peas grown for animal feed.

"It's just a matter of time and convincing, and a little bit of marketing to consumers and to food companies, but I think that in the future we'll see a lot more food products that incorporate pulses," says Maskus. 

Amy Jo Ehman is a freelance writer based out of Saskatoon, SK.

Regional Pulse Development Workshops

Mark your calendar! Saskatchewan Pulse Growers and the Saskatchewan Ministry of Agriculture are teaming up again 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 listed below – check the next issue of *PulsePoint* magazine for additional details and information!

Yorkton

Monday, February 2, 2009

at the Ukrainian Catholic Cultural Centre

Swift Current

Tuesday, February 3, 2009

at the Centennial Civic Centre

Moose Jaw

Wednesday, February 4, 2009

at the Heritage Inn

Weyburn

Thursday, February 5, 2009

at the McKenna Hall

All meetings begin at 8:30 AM with coffee and registration. The program will begin at 9:30 AM.

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
or email pulse@saskpulse.com or visit our website at www.saskpulse.com.

Saskatchewan Outstanding Young Farmers

Congratulations to Kris and Rhonda Mayerle of Tisdale, SK. The Mayerles were named Saskatchewan's 2008 Outstanding Young Farmers this summer. The Mayerles operate a no-till, 16,500 acre grain and pedigreed seed farm with their immediate family.



The Mayerles include peas in their rotation and are Select status seed growers. They also run a custom harvesting business and seed cleaning plant. The Mayerles will compete against other provincial honorees for the national title in Calgary in November. The award honours farmers under the age of 40.

Free Webinar from Pulse Canada

On November 19, 2008 at 2:00PM ET, Heather Maskus, Manager of the Food Innovation Project with Pulse Canada will be hosting a free webinar – Peas, Beans, Lentils and Chickpeas: Ingredients for Healthier Food Products. Heather will be presenting information about the opportunities to include components of pulse crops such as pea fibre and protein in a variety of food products such as baked goods, pastas, snacks, meat products, and desserts. She will also discuss the benefits of pulses as food ingredients. To register for the webinar, please visit Pulse Canada's website at www.pulsecanada.com.

Alliance Grain Traders Acquires Two More Saskatchewan Pulse Processing Companies

Regina based Alliance Grain Traders (TSXV: AGT.un), which includes Saskcan Pulse Trading, the largest lentil and pea splitting facility in the America's, recently acquired Pulse Depot in Rosetown, SK, a large North American lentil processor. Alliance also recently agreed to purchase Tradewind Commodities, a pulse and special crops processor south of Regina. With these acquisitions, Alliance has over 600,000 tonnes of special crop processing capacity making them one of North America's largest pulse processors. In total, Alliance will now operate six pulse processing facilities in Saskatchewan,

in addition to plants in North Dakota and Australia. Alliance will continue to look for further expansion opportunities.

Pulse Canada Welcomes Three New Staff Members

Jeff Bond is the new Director, Feed Pea Network for Pulse Canada. Jeff has 12 years of experience in animal nutrition and production in Western Canada.



Jeff Bond

Chantal Dupasquier will be assuming Dr. Julianne Curran's role as Manager of Market Innovation at Pulse Canada over the next year. Chantal graduated from the University of Manitoba in 2002 with a Bachelors Degree in Human Ecology (Human Nutritional Sciences) and is currently finishing up her PhD program.



Chantal Dupasquier

Heather Maskus will be taking on a new position as Manager of Food Innovation Project where she will be investigating the functionality of pulse crops as food ingredients. Heather graduated from the Faculty of Agricultural and Food Sciences at the University of Manitoba in 2006 with her B.Sc. (Food Science) and is currently completing her M.Sc. in Food Science at the University of Manitoba.



Heather Maskus

Ascochyta Blight Update

The goal of the Chickpea Ascochyta Sentinel Plant Project goal was to assess disease risk and facilitate the critical first fungicide application decision. Susceptible 'sentinel' (look-out) chickpeas were pre-grown to early bloom and batches were placed near chickpea residue in two Saskatchewan chickpea production regions with

IN BRIEF

News from
and about
Saskatchewan
Pulse Growers
(SPG).





For more information about SPG activities, please call 306-668-5556
or email pulse@saskpulse.com or visit our website at www.saskpulse.com.

IN BRIEF

News from and about Saskatchewan Pulse Growers (SPG).



a history of ascochyta blight: Swift Current and Cabri. Following three to four days of field exposure, batches were returned to the lab to promote symptom development and disease severity was assessed by counting lesions. Disease risk reports were sent to agronomist/grower co-operators twice per week. This year, lesions were found in every sentinel batch, indicating that *Ascochyta rabiei* spores were present near chickpea residue in early May and thereafter. Despite early disease risk due to inoculum presence, most fungicide applications were likely postponed until crops reached the appropriate seven to 10 node stage. Ascochyta symptoms were reported in commercial crops by late June, and by then producers had made or were planning fungicide applications. If interested in participating in the 2009 project, please contact Faye Dokken at 306-787-4671 or faye.dokken@gov.sk.ca.

Fibre is Most Sought Info on Nutrition Labels

Dietary fibre information is the only labeling component to have seen an increase in use by United States (U.S.) consumers, suggesting a growing interest in the health benefits of fibre, as revealed by the U.S. Department of Agriculture (USDA) and reported by NutraIngredients.com. The full article can be found at www.nutraingredients-usa.com/Consumer-Trends/Fiber-is-most-sought-info-on-nutrition-labels-USDA.

Pulse Canada – Market Development Update

Turkey – harvest could not be completed in about 80 per cent of the lentil area, yield estimate in irrigated fields was around 500-700 kg/ha. Chickpea planting had increased this year and yields are around 500 kg per hectare.

Mexico – a pest risk assessment for Canadian chickpeas was recently completed and Mexico is now allowing the product to be imported as long as there is compliance with the phytosanitary requirements indicated in the Phytosanitary Requirements Form (HRF).



India – import regulations require pulse shipments to India to be certified free from certain pests and the cargo to be fumigated. India has had in place interim measures that allow the fumigation to occur upon arrival in India. Until a permanent solution is found, this interim measure is critical to ensure that Canadian pulses can continue to flow to our largest market, since we cannot fumigate the shipments in Canada for weather and logistical reasons. In early July, the Indian Ministry of Agriculture extended this policy for another six months, buying more time for government officials to find a commercially-workable permanent solution.



Take convenience further

Nodulator® inoculant Q-Pak mini bulk* for pea and lentil

Order **NEW** Nodulator® mini bulk with *Performance You Can Count On.™* at your Crop Supply Dealer for Spring 2009 delivery.

Nodulator® mini bulk is competitively priced and is time and quantity limited. Only available if ordered between October 31st to December 17th 2008.

SPG ACTIVITIES

by Amanda Olekson and Allison Fletcher

Visit the SPG website at www.saskpulse.com for pulse news and updates listed on our homepage weekly.



SASKATCHEWAN
pulse
Growers

Working For You

Research & Development (R & D)

- SPG has agreed to act as the Recipient-Agent for the Pulse Research Network (PURENet), a Canada-wide network of pulse related research projects approved under Agriculture and Agri-Food Canada's Agricultural Bioproducts Innovation Program (ABIP).
- SPG approved a proposal to update and expand our November 2003 study, "Returns on Producer Investments in Pulse Crop Research," conducted by Dr. Richard Gray of the University of Saskatchewan (U of S). Results are expected in early 2009, and will be used to guide future R&D strategy and investment plans.

Variety Release Program

- On July 23rd SPG held their annual Select Grower field day. Over 50 Select seed growers and processors turned out for the event. Pulse breeders at the U of S Crop Development Centre (CDC) toured attendees through plots featuring some new pulse varieties the CDC staff are developing for potential release to producers.

Market Development

- Michelle Fleury, Feed Market Development Consultant with SPG, attended the Pet Food Forum in Chicago, IL in April. She was promoting the use of feed peas in pet food diets to industry manufacturers and suppliers.

Policy

- SPG took part in meetings with other Western Canadian organizations to discuss the introduction of Bill C-39 and the removal of mandatory bonding as a licensing requirement for grain buyers. The groups are seeking possible alternatives for risk management for producers.

Communications

- SPG staff promoted the health benefits of eating Saskatchewan grown pulses at the Saskatoon and Regina LiveSmart Diabetes Expo's. Staff gave away tasty Lentil Oatmeal Chocolate Chip cookie samples and pulse nutrition information to over 300 attendees.
- SPG recently expanded the *Green Lentil Market Report* to the *Pulse Market Report*, which includes marketing information on lentils, peas and chickpeas. Producers who have sold or grown pulses in the last two years will receive a copy in the mail.
- SPG representatives attended the 2008 Canadian Special Crops Association conference in Montreal this July. Attendees heard presentations on a number of different topics such as health, environment, transportation and market outlooks. SPG set up a booth at the conference and were given the opportunity to network with over 275 conference delegates.



Your Check-off Dollars At Work

Highlights from SPG funded research projects that are currently being conducted or have recently been completed. For more information about SPG funded research projects, please contact Kofi Agblor, Director of Research at kagblor@saskpulse.com or 306-651-0859.

Assessing the Benefits of Inoculation at the Field Scale – Is Inoculation Necessary on Long-term Pulse Land?

Dr. Fran Walley, Department of Soil Science at the U of S completed a project that conducted field and growth chamber experiments to examine the need for inoculation of pulse crops grown on long-term pulse land. The project confirmed inoculation is necessary, even on long-term pulse land, to enhance nitrogen fixation and to maximize pulse crop yield potential.

Enhancing World Markets for Canadian Pulses Through Secondary Processing and Value Added Research

Dr. Linda Malcolmson of the Canadian International Grains Institute in Winnipeg, MB. is leading a research project with the objective to enhance Canada's image as a supplier of quality pulses and to support the domestic industry in value added initiatives. To date, complete profiles of the compositional and functional properties of bean flours, pea flours and pea fibers have been documented. Preliminary sensory evaluation revealed that there are differences in the flavor properties

among both green and yellow pea varieties. Knowledge on the cooking quality of all pulses grown in Canada is also being evaluated through this project.

Adding Value to Lentils Through Improvement of Visual Quality Characteristics

Dr. Kirstin Bett, Department of Plant Sciences at the U of S recently completed a project to determine the basis for genetic control of colour retention in the seed coats of green lentil varieties and to determine the basis for genetic control of round seed shape in red lentil. The project compared the effect of pre-harvest treatments of swathing vs. desiccation on the greenness of a variety. Swathing was preferable, however increased risk of weathering in the swath must be managed to take advantage of this technique for maintaining green colour in the seed coats. Selection practices in the breeding program have been altered based on the outcomes, resulting in new green lentil varieties with better green colour at harvest and plumper red lentil varieties for increased milling efficiency.



CLOSING THOUGHTS



Garth Patterson
Executive Director

SPG Increasing Emphasis on Market Information

THE TEAM

EXECUTIVE DIRECTOR
Garth Patterson

DIRECTOR OF RESEARCH
Dr. Kofi Agblor

COMMERCIAL MANAGER
Allison Fletcher

COMMUNICATIONS MANAGER
Amanda Olekson

COMMUNICATIONS SPECIALIST
Rachel Kehrig

CONTROLLER
Helen Baumgartner

ACCOUNTING CLERK
Melanie Goring

RECORDS ADMINISTRATOR
Shelly Weber

ADMINISTRATIVE ASSISTANT
Jennifer Saunders

CONTACT US
104 - 411 Downey Road
Saskatoon, SK S7N 4L8
Tel (306) 668-5556
Fax (306) 668-5557
pulse@saskpulse.com
www.saskpulse.com



When we surveyed producers back in February 2008, we were told you wanted Saskatchewan Pulse Growers (SPG) to provide you with more marketing information. Our Communications team of Amanda Olekson and Rachel Kehrig are responding to this request by increasing our communication of market information through *PulsePoint* Magazine, Pulse Days, Regional Pulse Development Workshops, the *Pulse Market Report*, and the SPG website – www.saskpulse.com. Our goal is to provide you with statistical data, market commentary and market tips from a variety of sources to assist you in your market decision making for increased profitability.

This issue of *PulsePoint* features market outlook commentary from three market analyst experts who will be speaking at Pulse Days 2009. Market Muse is a regular commentary appearing in each issue of *PulsePoint* that provides market information about the current outlooks for pulse crops or focuses on an international market perspective. In this issue, Fred Siemens of Weber Commodities Ltd. provides marketing tips for producers for the 2008/2009 season.


Our always popular Market Outlook session at Pulse Days will be expanded in 2009. It will include a separate Market Outlook Panel session for chickpeas, peas, and lentils. Each panel will consist of market analysts and buyers from different trade organizations in the pulse industry. In the morning, Pulse Canada will describe its market development activities and a speaker from India will discuss the importance of the Indian market in relation to the Saskatchewan pulse industry.

Brian Clancy of STAT Publishing and Greg Kostal of Kostal Ag Consulting will be traveling across southern Saskatchewan in

early February 2009 to participate in our Market Outlook Panel during the Regional Pulse Development Workshops in Yorkton, Swift Current, Moose Jaw and Weyburn this year.

Our very popular *Green Lentil Market Report* was expanded in September with a name change to the *Pulse Market Report*. The report now includes marketing information for lentils, peas and chickpeas. Our objective for the report is to provide timely market information in the form of opinion from the pulse trade and statistical information from STAT Publishing. The crops featured in each edition of the Pulse Market Report will vary from month to month. The newsletter will remain four pages in length and be mailed on a monthly basis to all Saskatchewan pulse producers who have sold or grown pulses in the last two years. It will continue to be posted on our website prior to mailing and producers can sign up to receive the report by email by contacting SPG at lentil@saskpulse.com.

The SPG website has been recognized as one of the best in the industry. It won the Henry Heald Gold Award for best Canadian produced website at the Canadian Farm Writers' and Broadcasters Awards last fall. The website contains information about growing pulses, selling and buying pulse crops, SPG research, pulse crops as feed, and the nutritional benefits of pulses, along with some great pulse recipes. We also post links to past and current issues of *PulsePoint* and the *Pulse Market Report*, as well as links to many other market related websites.

Thank you for telling us what is important to you. Please continue to let us know what you want to see from SPG so that we can continue to do what matters to you! 

IT REALLY MAKES YOU THINK



About Efficiency

The number one comment from producers about the Saskatchewan Environmental Farm Plan is that, "It really makes you think..."

Sign up for an EFP workshop in your area by calling 1-866-298-7222.
Developed and delivered by farmers, an EFP turns thoughts into actions.



ENVIRONMENTAL FARM PLAN

EFP

1.866.298.7222

Sustainable Futures

www.saskpcab.com

Canada

PCAB
The Provincial Council of Agriculture Development
and Environment (P.C.A.D.E.) Board for Saskatchewan Inc.

 Government of
Saskatchewan

**\$15.35/acre
more profit***

**More phosphate.
More nitrogen.**

Next Generation TagTeam is the only inoculant that delivers increased phosphate efficiency and more fixed nitrogen.

MultiAction® TagTeam's combination of N-fixing and P-solubilizing microbes results in a synergy that produces \$15.35 more profit per acre and a minimum 3 to 1 return on investment – higher returns than any single-action nitrogen inoculant.

Choose TagTeam for the best phosphate and nitrogen use efficiency – and get the best yield and best value in pulse inoculants.



WEBSITE: www.bioag.novozymes.com
1-888-744-5662



TagTeam®

Novozymes is the world leader in bioinnovation. Together with customers across a broad array of industries we create tomorrow's industrial biosolutions, improving our customers' business and the use of our planet's resources. Read more about Novozymes at www.novozymes.com.

Smart Farmers Read the Fine Print

*On average, Next Generation TagTeam inoculants for pea and lentil outperformed competitor, single-action (nitrogen fixing only) inoculants by 6% in split-field farmer done trials. That's an average increase of 2.2 bushels per acre, for a net return of \$15.35/acre. Net return is calculated after the cost of the inoculants is removed using current commodity prices of \$18/bu for lentils and \$8/bu for peas. See our website for details. ©TagTeam and *MultiAction* are registered trademarks. ©2008 All rights reserved. 8066 10.08