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Building a Business

The Big Picture - Market Outlooks
Family Farm Planning

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A Growing Partnership

by **Murray Purcell**, *Board Chair*

Research continues to be a priority for the Saskatchewan Pulse Growers (SPG) Board. We know from the survey we did in 2008 that growers value the relationship we have with the University of Saskatchewan's (U of S) Crop Development Centre (CDC) and that our investment in research gives them a great return – about \$20 for every \$1 of check-off invested.

SPG has a long and valuable relationship with the CDC. Our investment in their research program has provided our growers with the best varieties available. We have renewed our long-term breeding agreement with the CDC for a second term spanning from October 2010 to September 2015 with a total value of \$9,183,292 over a five-year time period. Of this amount, \$2,678,713 is dedicated to lentil breeding and includes funding to support Dr. Bert Vandenberg's position as a Natural Sciences and Engineering Research Council (NSERC) Industrial Research Chair.

Dr. Vandenberg will study lentil genetics to improve the crop's ability to resist emerging diseases and allow producers to use fewer pesticides and fungicides on their crops. In addition, he will conduct genetic research to breed lentils with higher nutritional value. Lentils are already known for being low in fat and high in protein, folate, fibre,

potassium, zinc, and iron. Fortifying the nutritional value of lentils will help the Saskatchewan pulse industry sell more to consumers around the world by offering a nutritious whole food product.

The SPG Board has recently approved a number of additional projects at the CDC which includes \$285,000 to upgrade field equipment to improve field operations for crop development. The Board approved funding for a Cell and Tissue Culture Science Application, an area of increasing relevance that is crucial for the development of double haploid technology and in-vitro regeneration techniques that facilitate the introduction of traits into crop improvement. Funding for this project provides more stability for Dr. Monika Lulsdorf, the lead scientist working on this project.

The Board also knows that the future of pulse breeding is in genomics. Genomics, not to be confused with genetically modified or GMO, is described by Dr. Bert Vandenberg as a biological GPS for pulse breeders that helps them understand how to track enough genes when making crosses to be able to increase the rate they provide better varieties at a reasonable cost. Therefore, the Board approved funding for a project with the National Research Council (NRC) – Plant Biotechnology Institute (PBI) and

the U of S that will define the way crops are developed using genomic tools to develop improved pulse varieties and look at agronomic traits such as disease resistance and maturity, seed quality, and seed nutrition.

Finally, we need to ensure the pulse breeders have access to the best facilities and technology to ensure continued success in their plant breeding program. The Board invested \$1 million into the U of S College of Agriculture and Bioresources for upgrades to their Phytotron. The Phytotron's 183 controlled growth chambers allow breeders to produce varieties in the crossing and early testing phases. The CDC's pulse breeding team relies heavily on the Phytotron to develop these new pulse varieties that are of economic importance to our industry. In 2009, \$1.8 billion worth of pulse crops were exported from Saskatchewan. This would not have been possible without the new pulse varieties developed at the CDC, using the Phytotron.

We will continue to invest our check-off dollars into areas of research that will provide a return on investment for our growers, and ensure Canada remains the world's leading lentil supplier.

Murray Purcell

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Building a Business

This issue is all about building your farm business. It is important to have a succession plan in place to allow for an easy transition between generations. A strong business plan is also important – especially when family is involved in the farm. These are key tools for building your family's farm business. Finally, with a tough growing season behind us, we talk to four market analysts to find out where the pulse markets are going for 2010/11.

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The Honeymoon Period Is Over!

by **Jolene Brown**

You have hired a family member to work in the family business. You made it through the first few months - tiptoeing around issues of conflict, ignoring differences of expectations, and making concessions to keep peace. But now the "honeymoon period" is over!

As you read the following excerpts, understand each sentence has been "cleaned up" from the usual farmstead or pick-up truck talk.

- "This is not what I signed up for!"
- "So what if it doesn't get done your way? It's done isn't it?"
- "You call that 'done'?"
- "You're stubborn, pig-headed, a dictator and a tight-wad."
- "You're lazy, greedy, ungrateful and a big-spender."
- "That's not my job."
- "It is your job."
- "What are you going to do? Fire me??"

There is nothing better or worse than working with "genetics!"

Farming with family is a challenge. Combining habits, expectations, personalities, differing goals and multiple generations creates a complex obstacle course.

At the root of the problem is that two or more people or generations have decided to work together, but "work" and the "standards of work" were never defined. Or if the standards were defined, the process to communicate, evaluate and correct was ignored. The characteristics and differences between generations were never considered and now you find out that past ways of doing things are just not working well.

To take out the hot flames of emotions and egos and still get the work done, job descriptions are key. They tell you what to do and who is to do it. And because of different personalities, work styles, and work ethics, the standard to which the job is to be performed or completed must also be clear.

Without standards, someone's "good enough" is the next person's, "not even close!"

Challenges especially surface as we negotiate the differences and preferences of multiple generations working together.

The Veterans: those approximately 65 and older, were influenced by the Stock Market Crash, the Great Depression and World War II. They value family, patriotism, faith, hard work, respect for authority, and law and order. Therefore they want and need formality, structure, courteous

**There is nothing better
or worse than working
with "genetics!"**

in brief

Unclog the Arteries of your Business with 3 types of Communication:

1. Daily Interaction

- To exchange information (What are you going to do today? Did the girls win the basketball game last night? How is Sarah feeling?)
- To coordinate activities (If you need my help or input, you must ask. Do not assume.)
- To express appreciation. (This is the lowest cost and highest return of any business activity.)

2. Scheduled Meetings

- Annual meeting to review ownership, the business plan, finances, summaries for each section of the business, writing of new goals and assignment of major responsibilities.

- Management meetings for on-going business, inclusion, evaluation and synergistic decision making.

3. Periodic Updates of Relevant Information With

- Key advisors
- Total employee team
- Non-business family members



manners, carefully thought through decisions, and frugal use of assets. Veterans often are guarded with their words, so when a Veteran makes a suggestion, it really means, “do it!”

The Boomers: those approximately 46-64, were influenced by the Civil Rights Movement, television, the Space Race, and prosperity due to economic times and the focusing of resources on specific goals. They value an expressed clear vision, achievement, conversation and teamwork, control of a task to make sure details are completed, and meetings with hopeful consensus. They appreciate public recognition, and immediate gratification. Achieving Boomers “live to work.” They believe you, too, should stay at the work task till the job is done!

Generation X: those approximately 30-45, were influenced by the fall of the Berlin Wall, easily accessible computers, the birth of the Internet, single parent families, economic downturn, and AIDS. They value friends as much as family, convenience benefits, a variety of projects, directness and independence. They detest micromanagement and “waste of time” meetings. The use of their peer network and ease with technology often creates great results in a manner different than previous generations. They “work to live” and expect mutual benefits from work/life balance.

Generation Y: those approximately 29 and under, were influenced by schoolyard violence, terrorism, global Internet resources, social media, cell phones and TV talk and reality shows. They value training, mentorship and frequent feedback. They are wired and networked and often expect the pace of their job advancement to reflect the pace of technology. They would like to complete a specific job and have freedom for personal goals. Their ability to multi-task and

apply technology allows them to be versatile and flexible. Because they are the best educated generation on the planet, they “work to learn.”

Included in the four vital areas of a farm operation, ownership-leadership-management-labor, it is not unusual to have three or even four of the previously mentioned generations involved. To reach an outcome of productivity, profitability and collaborative families, we must have tools in place and documents in writing.

I find it ironic that we in agriculture spend years of time on weeds, seeds, breeds, and feeds, even marketing and financial analysis. Yet we leave the critically important ownership and leadership work to a conversation, assumption, hope, or wish.

The problem? A conversation is not a contract and hope is not a good business strategy! Instead we need clarity and tools in place to use when the times are good so we will have them practiced and ready to use when times get tough.

If you have attended one of my family business workshops or purchased my CD Series, “The Top Ten Stupid Things Families Do to Break Up Their Business”, you have received and you are familiar with the effectiveness of three vital tools for every generational family business:

1) The “Business Overview”

This one-page outline has many uses: writing the business plan; goals and evaluation; effective decision making; orchestrating productive meeting agendas; intentional appreciation; and the overall sense of purpose and accomplishment. It is a “snapshot” summary of your business whose headings represent every activity that takes place in your business, 24 hours a day, 365 days a year.

2) The “Managing People Chart”

This tool is used for job descriptions and performance evaluations. In a spreadsheet format, such as Excel, it charts the names of all employed in the business and coordinates them with the Business Overview headings. Clarity becomes evident as the following letters (R, W, C, I) are then assigned to the employees for each task indicating: R (the one person who has the ultimate responsibility for the task); W (those who do the work of the task); C (those who must be consulted with before action is taken; and I (those who just needs to be kept informed.) The completed chart brings flexibility and simplicity to a job description. And by watching the shifting of the “R’s,” it also serves as a good indicator whether or not succession is actually happening in a generational business. Most of all, it has great value in allowing for independence while being interdependent.

3) The “Contract for Communication”

This one-page agreement clearly lists the expectations of behaviours for productive communication. It requires discussion and adaptation until there is consensus on the standards. It is then signed by each employed member and becomes part of the employment contract and job description. The following statements are sample points you may want to include as part of your Contract for Communication.

Communication, whether it is clarified in written documents, part of scheduled meetings or important daily interactions, truly is the bloodstream of a successful business. Therefore care must be taken by the leadership of a business to model and elevate its importance as a business practice. As you read through the following statements, see if you might want to include some of these ideas as part of your Contract for Communications.

1. We have jobs to do, sometimes alone, sometimes together. We have agreed on standards and expected results. Daily I will do a quick review of my tasks and make adjustments so that the expectations can be met.
2. If I do not know or understand something. If I feel confused about what is asked from me, rather than avoiding the task, trying to fake it, or complaining to others, I will come to the team. We all will be encouraging and approachable in our demeanor. We will go over the situation, clarify what I do not understand, or make the change if it makes sense. Together we can change things.
3. Please know that results are expected, and we will talk about them often. We will need to coach each other, compliment each other and keep each other informed. We must listen to each other. I understand that I must receive feedback without taking it personally or getting defensive.
4. We work together. We are a team. This means we help each other out, support each other, and get along. Negative competition and back biting are completely unacceptable. Issues will not be ignored, but addressed in a business-like manner. We believe it is best to praise in public and correct in private.
5. Everyone here is expected to have a good attitude. This means we smile, we are friendly, and we

treat each other well. Grumps and negative influences cannot dominate this place. Yes, we all have our bad days. But we expect generally positive attitudes from everyone.

What if you and your business team were really committed to straight talk and willing listening, encouragement and collaboration, and creating a pleasant and positive work place? What if part of your employment in the family business included your agreement and signature to these statements? What if your behaviours were evaluated by these standards?

So I encourage you to ponder... what might be helpful so that when the honeymoon is over, your generational family business has realistic tools in place and better outcomes?

Do the important work of leadership and management. Remember, when it comes to working with family members, more not less needs to be in writing. Then you have a fighting chance for a successful, productive, and profitable business where all generations can sit at the same holiday table in celebration of their work, and each other.

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Here is a sample listing of what good businesses have clarified and in writing:

- Titles, deeds, documents of asset ownership
- Business and structure documents —
- Articles of Incorporation, By-laws, Partnership Agreements, Joint Venture, etc.
- Exit strategy or Buy-Sell agreement
- Leases, contracts
- Signature authority
- Minutes of meetings
- How decisions are made
- Mission statement — business plan — goals — standards
- Code of Conduct
- Conflict resolution statement
- Communications contract
- Job descriptions
- Employment contracts
- Compensation package of salary and all fringe benefits
- How much money can be spent before it must be a group decision?
- Who hires, who fires
- How will people be evaluated and by whom
- Compliance and regulatory documents
- Ownership and leadership succession plan
- Individual estate plan, will, living will, and powers of attorney for health care and finances

bio Jolene Brown, CSP is a Professional Speaker and founder of the Business-First Family Institute™. Jolene is a farmer, professional speaker, and champion for the family owned business. She is from West Branch, Iowa, USA, and travels worldwide sharing leading-edge best practices that have the power to increase productivity, profitability and peace of mind. Her passion combined with her fun-filled spirit and valuable information brings humour, hope and helpful ideas to the people of agriculture. For more information and to check out her speaking availability, contact her at Jolene@JoleneBrown.com or www.JoleneBrown.com.

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Get a Plan in Place Early

by Mike Pylypchuk

When you hear someone refer to transferring the farm to their children, or estate planning, rollovers, retirement planning, strategic business planning or inter-generational transfers, they are no doubt referring to some type of “succession planning.”

Succession planning will result in a life-long plan that addresses many issues, circumstances, and options to provide for an easy transition. While sometimes the planning process can be quite emotional and time consuming, it does not have to be.

How do you make the process of succession planning easier and achievable? Start by thinking about the facts. You are not likely to complete the succession plan on your own. Usually there are farming and non-farming members involved, and all of these members need to be included. The family and farm business are intertwined and usually located in the same place. Goals of the farm and family living may conflict. The farm unit must become involved in a continuous process to plan for the transfer of knowledge, skills, labour, management, control and ownership of the farm business between one generation and the next.

The Saskatchewan Ministry of Agriculture has information and resources that will get you started in the planning process. One resource is a checklist that outlines the steps in planning for succession. Collecting data, reviewing critical issues, setting your goals and using succession planning tools are key steps. It is important to obtain a thorough review of your information with advisors. Some difficult issues must be addressed, such as treating children fairly or equitably, determining when you are ready to retire, whether you will move off the farm, and identifying your personal, financial and business needs. You must also consider the tax implications on options for rollovers or transfer of farming assets.

The Ministry also administers the Farm Business Development Initiative (FBDI) program which will reimburse up to 75 per cent of eligible costs of training and consulting services to a maximum contribution of \$4,000. These costs are related to nine farm business management practices, including succession planning.

The Ministry will hold a number of workshops on succession planning

Succession planning addresses many issues, circumstances, and options to provide for an easy transition.

throughout the province this fall and winter. Regional Farm Business Management Specialists will identify locations and dates for these workshops, which will be publicized at a later date on the Ministry of Agriculture website, or through regional Stay Connected e-mail newsletters. If you are interested in attending or organizing a workshop in your area, or to sign up for the Stay Connected newsletter, contact our specialists at the following numbers:

Kindersley	(306) 463-5513
North Battleford	(306) 446-7964
Outlook	(306) 867-5575
Prince Albert	(306) 953-2363
Swift Current	(306) 778-8218
Tisdale	(306) 878-8842
Watrous	(306) 946-3220
Weyburn	(306) 848-2857
Yorkton	(306) 786-1531
Moose Jaw	1-866-457-2377



Succession planning is based on the transfer of knowledge from generation to generation.

Photo by Geoff Howe.

bio Mike Pylypchuk is a Provincial Business Management Specialist with the Saskatchewan Ministry of Agriculture's Regional Services Branch. He can be reached at mike.pylypchuk@gov.sk.ca.

Getting the Status

by Catherine Lafontaine

Have you ever wondered how to become a Canadian Seed Growers' Association (CSGA) accredited Plot Producer, also known as a Select status seed grower?

The CSGA is designated by the federal Seeds Act and Regulations as the official pedigreering agency for all seed crops in Canada except potatoes. Before growers can produce Select seed they must first be accredited by the CSGA.

CSGA-accredited Plot Producers are highly qualified seed growers who multiply the first generation of Breeder seed of new pulse varieties. By carefully multiplying Breeder seed in small manageable Select plots, these experienced seed growers assure a steady supply of Foundation and Registered seed for production of Certified seed, while maintaining the highest possible standards of varietal purity within each pedigreed seed crop.

Accreditation is received by successfully completing a three-year probationary program in plot production. The prerequisite to begin probationary plot production is that in three of the last five years you have produced pedigreed crops of the crop kind you intend to produce as a Select grower. If you meet this requirement, an application to begin the probation program is made to the CSGA office by submitting a completed Application to Commence Probation Plot Production (CSGA Form 154), before March 31st for spring-seeded

crops and July 31st for fall-seeded crops. Once the CSGA receives your application and confirms you meet the experience requirements, your membership records are revised to probationary status.

To complete probation, you must successfully produce three probation plots of the same variety. As a probation status grower, you can only grow one probation plot per year, ranging from 0.25 to 0.5 acres, using Breeder seed to sow your plot. If you successfully produce plots that meet all Select plot requirements and complete the three year probationary program, you will receive CSGA accreditation as a Plot Producer and will be able to produce Select plots of any crop kind.

The following publications offer additional information on plot production, as well as the regulations and procedures to produce pedigreed seed crop. They are available from the CSGA office and website:

- Pedigreed Seed Plot Production Quality Manual, Rogues and Roguing Manual, and CSGA Plot Production Forms: <http://www.seedgrowers.ca/cropcertification/plot.asp>
- Canadian Regulations and Procedures for Pedigreed Seed Crop Production (Circular 6), Sections 12 and 13 pertain specifically to plot production: www.seedgrowers.ca/cropcertification/circular.asp?lang=e

If you are interested in producing Certified seed crops, contact the CSGA office to get your copy of the Canadian Regulations and Procedures for Pedigreed Seed Crop Production (Circular 6). You will need to refer to this manual for crop production regulations for the crop kind you intend to produce.

Purchase pedigreed seed of either

Foundation or Registered class that is tagged with official seed tags to seed your field. Keep these tags as proof of the pedigreed seed you sowed. You should also request a copy of the mechanical purity and germination analysis certificate from the seller.

Make sure that the seed is sown on land meeting the requirements of the regulations. If you are not sure about the eligibility of your land to produce a pedigreed seed crop, send a completed Land Use Verification (CSGA Form 101) to the CSGA office prior to seeding. Isolate your crop according to the regulation requirements and before the prescribed deadline dates, submit a completed Application for Crop Inspection and Membership (including maps and fees) to the CSGA office.

The crop must be rogued to remove plants of other varieties, off-types and difficult-to-separate weeds and crop kinds. Objectionable weeds must also be controlled. The crop must be inspected by a CSGA-authorized inspector, such as the Canadian Food Inspection Agency (CFIA) before it is harvested. The inspector will leave you a copy of the crop inspection report and forward the original to the CSGA. If all regulations requirements are met, the CSGA will send you the crop certificate that is required by CFIA-registered seed establishments to label Select, Foundation, Registered and Certified pedigreed seed. Before receiving their crop certificates, Plot Producers must submit a Report on Plot Production (CSGA Form 50) and a Variety Verification Seed Sample (CSGA Support Document 51).

For more information visit the CSGA website at www.seedgrowers.ca or contact the CSGA office by phone at 613-236-0497 or by email at seeds@seedgrowers.ca.

**Growers must be
accredited by the CSGA
to be a Select status
seed grower.**

Caroline Lafontaine is the Member Services Coordinator for the Canadian Seed Growers Association based out of Ottawa, ON.



Photo courtesy of the Saskatoon Food Bank.

Volunteers repackage the bulk Friendship Soup Mix into smaller portions.

Growing Food for the Hungry

by **Rachel Kehrig**

When Lyle Minogue decided to get involved with the Saskatoon Food Bank his idea was simple - nutritious food at a low cost. Working out to a cost of 5 cents per bowl, Minogue donated around 20 - 20 kg bags of Infraready Products Friendship soup mix to the Food bank. Keeping the goal of nutritious food in mind, the soup mix, consisting of barley, yellow and green peas, and lentils, supplies over 20 grams of fibre and 30 grams of protein per 100 gram bowl.

"It is too bad we have people undernourished when we grow such good food here in Saskatchewan" Minogue says, explaining why he chose to donate the soup. "The (pulse-based) soup mix is a good food source for people with diabetes, heart disease, or who are overweight."

Minogue, a past Saskatchewan Pulse Growers (SPG) Chair and pulse farmer in the Lacadena area started out at the grocery store looking for an inexpensive option for the Food Bank. Minogue quickly realized he would have to go elsewhere to get the best bang for his buck.

"I knew there must be some way to get better food value for the dollar than in the grocery store, which led

me to Mark Picard at Infraready Food Products," says Minogue.

Working with Picard and SPG on the details, Minogue arranged for the soup mix to arrive at the Food Bank in May. From there, the 20 kg bags were repackaged by volunteers into smaller bags for Food Bank clients.

Laurie O' Connor at the Food Bank was very appreciative of the donation.

"Mr. Minogue's donation came to us at a time when our soup stock was getting depleted. At the Food Bank we strive to provide nutritious hampers with two to three days worth of food. We receive requests for over 5,000 hampers each month. This soup mixture was very versatile and useful for our clients as a simple, nutritious, quick meal or a base for something heartier."

Connor also notes that the donation does not just benefit the Food Bank clients, but others as well.

"A donation of dried soup has many advantages for people involved with the Food Bank. From the first steps of repackaging the soup into smaller portions, to handing it out in the hampers for distribution, the benefits reaped are extensive. At the Food Bank we have many work placements and volunteer opportunities. Some people volunteer their time to give back to our organization and repackaging bulk food is among the many jobs done by volunteers.

People doing work placements are a major part of the workforce at the food bank. They can gain valuable skills to further their employment, or this can be the work they do each week within a program."

While Minogue made a rather large donation, O'Connor wants people to know that there are other ways of getting involved.

"There are many ways people can get involved at the Food Bank. We have many volunteer opportunities here ranging from warehouse work, to helping out in the literacy program, to working in the clothing depot. Several fundraisers are held throughout the year to raise money for this program and financial donations are always welcome.

Recently we have become involved with an urban agriculture project which was initiated by a community member. A garden was planted on a city block in Saskatoon and we have seen the vegetables harvested for the last three to four weeks. Saskatoon Corrections also decided to grow a garden for the Food Bank. They have a large potato patch, as well as a vegetable patch which is benefitting our clients. Many gardeners also decided to plant a row for the Food Bank this year so as they pick their crop, they are bringing it down to the Food Bank."

To make a donation to the Saskatoon Food Bank, please contact them at 306-664-6565 or visit their website at www.saskatoonfoodbank.org.

**A local producer
donates Friendship
Soup mix to the
Saskatoon Food Bank.**

bio

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

Rail Service Review

by **Greg Cherewyk**

The panel has been appointed, the consultant reports are in, the stakeholder submissions have been filed and everyone has had their face to face appointment with Walter Paszkowski, David Edison, and William Legrow – the Rail Freight Service Review Panel.

What did the panel hear? In nearly every case, presenters told the panel that the root cause of rail freight service failures is lack of competition and the resulting lack of balanced accountability. Where there is no competition, there is nothing in place to hold participants accountable for their performance. It is a point that has been stressed as long as there have been complaints about railway service. But this time it is important that the panel formally acknowledges that in a non-competitive environment, railways are not motivated to provide consistent and reliable service. The quantifiable evidence put forward in the fact based assessments conducted

provide consistent and reliable service? Because if we can start with this common understanding we can focus on how to implement the only solution to the service related problems faced by rail freight customers across the country. Federal policy measures that compel railways to provide consistent and reliable service and that hold them accountable for failing to perform are the most effective way to address the concerns of users of the rail freight system. The lost earnings to the pulse industry related to inconsistent and unreliable transportation service are significant and will continue to grow if substantial measures are not introduced.

The railways have asserted in their submissions to the panel that they are part of an interdependent logistical supply chain and that identifying the root cause of failures is problematic and administering penalties is burdensome and unproductive. They highlight for example that

on solutions that increase predictability and limit the impact of problems over finding ways to lay blame. In that regard, federal policy measures that balance accountability should focus on inducing the parts of the system to do what is good for the whole. The fact of the matter is that delays such as those described above do not occur in a vacuum.

Railways are aware these problems are occurring and should be expected to predict the challenge it will present to their service plans and transit times for shipments en route. However, the findings of the review suggest they do not communicate to their customers that there will be a problem and do not modify service plans in time for customers to make the necessary changes to their logistical plans.

If railways deemed it critical to provide accurate service plans and estimated times of arrival (ETA's) – they would have measures in place to guide managers to focus attention on those service features. Those measures do not exist today and as a result, managers are not motivated to deliver service in those areas.

The only way to ensure that railways, who are largely motivated by cost control and asset utilization, also focus on delivering consistent and reliable service is to introduce federal policy measures that compel them to dedicate resources and attention to

Pulse Canada recently commissioned a report that found in 2008, incremental costs and penalties related to delays in transportation services in the export supply chains for lentils were between \$8.4 million and \$9.6 million. The average induced cost was \$11.92 per tonne.¹

¹ SJT Solutions and Logistic & Marketing Services and Mercantile Consulting Venture. Lost Earnings From Induced Costs: Phase 2 Report. March 2010.

under the review supports this conclusion. The anecdotal evidence gathered through surveys of supply chain stakeholders also supports this conclusion. Countless shipper organizations have stressed this in their submissions to the panel.

Why is it so important that there is a formal acknowledgement that a non-competitive environment fails to provide sufficient motivation to

circumstances such as heavy rains at the port can delay grain car unloads, which in turn will impact their ability to spot rail cars on the Prairies, according to their published grain plans. They state that rain delays in Vancouver cannot be legitimately claimed as a railway failure.

And while these are important considerations, rail freight customers have focused their recommendations

**Pulse Canada continues
to press for solutions
to transportation
system failures.**

in brief

those elements of service.

Pulse Canada recommended that the panel consider federal policy measures that provide:

- A mechanism to focus the attention of the railways on core elements of customer service.
- Understood and agreed-upon expectations with respect to customer service through the establishment of performance standards.
- Performance measures that track the railways performance on delivering core elements of customer service.
- Financial consequences for non-performance to ensure railways allocate resources and attention to delivering core elements of customer service.
- Transparency with respect to how problems will be communicated and managed.
- An expedient and inexpensive dispute resolution processes for all stakeholders.

One of Pulse Canada's key recommendations is to address the above conditions in a Service Level Agreement (SLA). Pulse Canada recommends that legislative amendments be introduced to compel railways to enter SLA's with customers and key supply chain stakeholders.

An SLA is a tool designed to create a common understanding between a service provider and a customer about services, priorities and responsibilities. SLA's define in advance the standards of performance that a customer can expect, outline how service effectiveness will be measured and reported, define the level of compensation associated with non-performance for both parties, and ensure that problems are communicated and managed in a way that limits their impact on service. SLA's have the ability to address nearly every key recommendation that the Canadian pulse industry and other industries and sectors have put forward in one implementable package. They are a common commercial tool used when there is a desire to build a stronger relationship between a service provider and a customer. SLA's are used by multinational IT firms such as Microsoft, multinational logistics companies such as Schenker Logistics, and even the Government of Canada.

Pulse Canada introduced the concept in meetings with Minister of State for Transport - Rob Merrifield, Chair of the Standing Committee on Transport - Merv Tweed and several senior Transport Canada departmental staff including an Associate Assistant

Deputy Minister. All were receptive and saw it as a reasonable and balanced approach to address the challenges faced by rail freight users. We also know that the industry's recommendations were well-received by the panel. The challenge now is to ensure that the support for such a measure is widespread and ultimately that the Rail Freight Service Review Panel is prepared to make recommendations to the Minister of Transport that include such a measure.

This is a long process and submissions, recommendations and appearances before the panel are a few steps along the way. The panel has now reviewed submissions, met with select stakeholders, and is preparing to issue an interim report in the fall with an aim to deliver a final report to the Minister of Transport at the end of 2010.

The pulse industry recognizes the importance of consistent and reliable rail freight service and has dedicated a great deal of time and effort to identifying solutions. Pulse Canada will continue to press for permanent solutions that inject consistency and reliability into the system and limit the impact that transportation system failures has on grower, processor and exporter profitability.

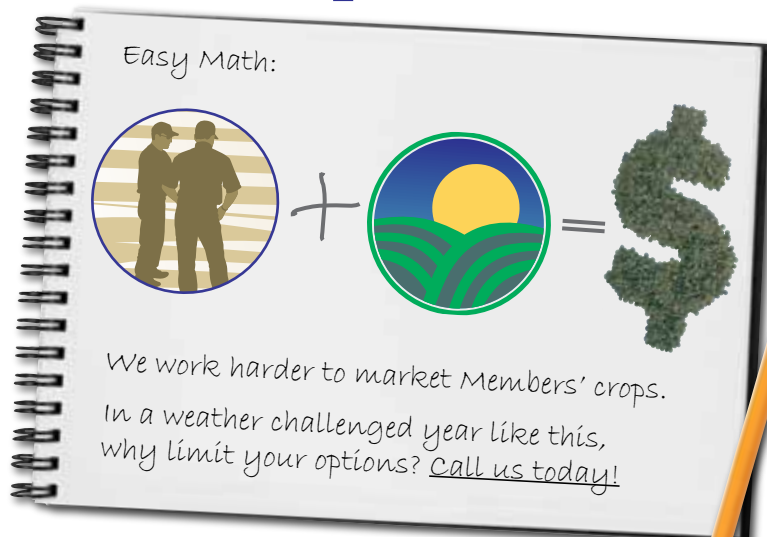
bio

Greg Cherewyk is the Executive Director of Pulse Canada based out of Winnipeg, MB. He can be reached at gcherewyk@pulsecanada.com.

Containers being unloaded at a port in China.

Photo by Rachel Kelling.

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The Genki Bar is a
lentil-based energy
bar for athletes.

The Main Ingredient? Lentils

by Amy Jo Ehman

Wheaties may be the undisputed “breakfast of champions” but lentils could fast become the “pick-me-up snack of champions” thanks to a new athletic energy bar that features lentils as the main ingredient.

The Genki Bar, which is made in Manitoba but uses Saskatchewan-grown lentils, hit the market in June and is gaining fans among endurance athletes.

“Genki” is a Japanese word meaning strength, vitality and energy—qualities imparted by the unique nutritional composition of lentils.

“Genki is what the bar personifies. It gives you energy for the long run,” says Theresa Le Sliworsky, creator of the Genki Bar.

As a working mom and triathlete (which involves running, cycling and swimming in an endurance race), Le Sliworsky was inspired to create a lentil-based energy bar after trying other energy bars and finding them unsatisfactory.

“Some of them were too sweet. Some were too fatty. Some tasted okay but nutritionally, they weren’t so good for you. Some even made me sick,” she says.

A friend and fellow athlete suggested she should make her own energy bar. With a background in the pulse industry and a love of cooking,

she took the challenge and began experimenting with lentils as the main ingredient.

In choosing lentils, she relied on research conducted at the University of Saskatchewan (U of S) that found lentils provide more energy to endurance athletes than other sources of protein and carbohydrates such as mashed potatoes or eggs.

This is attributed in part to the low glycemic index of lentils, which means the carbohydrates break down more slowly, thus maintaining energy levels for a longer period of time.

Another factor is the high protein level of lentils which, when complemented with the natural carbohydrates, provides a balanced food. As well, lentils contain trace minerals such as iron, zinc, selenium, magnesium, and potassium that are depleted during rigorous sports.

In the U of S study led by kinesiologist Dr. Phil Chilibeck, athletes were asked to eat a bowl of lentils before running on a treadmill at a pace that simulated a game of soccer. However, Chilibeck concedes that few athletes are willing to pack a bowl of lentils in their gym bags. An easy-to-eat energy bar is the answer.

“There’s nothing else on the market that

makes it so easy to eat lentils,” says Le Sliworsky. “Unless you read the ingredients, no one knows there are lentils in there.”

Other ingredients in the Genki Bar include oats, almonds, honey, cocoa, and dried fruit. It is low in fat and sugar, high in protein and minerals, with no artificial additives or preservatives.

Le Sliworsky spent a year developing a prototype and three years perfecting the recipe and its nutritional profile and performance testing the bar, relying at every stage on the feedback of researchers, sports nutritionists, food scientists, and endurance athletes.

“I didn’t want a product that just tastes good,” she says. “It also has to work for you.”

For a list of retailers of the Genki Bar, or to order online, visit www.genki-bar.com.



bio Amy Jo Ehman is a freelance writer in Saskatoon, SK with a particular interest in locally-grown foods. Her first book, *Prairie Feast: A Writer's Journey Home for Dinner* is now available. She blogs at HomeForDinner.blogspot.com.

Cream of the Crop

by **Tiffany Mayer**

Lauren and Ryan Maurer have the business savvy to be outstanding farmers.

They know how to get the most out of their 11,280 acres bordering the Qu'Appelle Valley, while being sensitive to the natural environment. They sell their crops to unique buyers worlds away from their Grenfell farm.

The successes the Maurers have reaped from the land — culminating with the recent honour of being named Saskatchewan's Outstanding Young Farmers — can also be credited to including pulses in their rotation of grains and oilseeds at their Land and Sky Grains Inc. farm.

"Adding pulses in the rotation has probably kept up the productivity in our fields," Ryan says. "I think we'd have a lot more disease. You'd have a lot tighter rotation. We'd be relying on more synthetic fertilizers. You need less (fertilizer) on pulse stubble."

The results have been high quality crops that help the couple secure identity preserved markets, including the Warburtons Family Bakers in the United Kingdom. The bakery buys enough hard red spring wheat from the Maurers to make 10 million loaves of high-end bread each year.

Following a season of peas with hard red spring wheat in their crop rotation has resulted in a grain rich with 13.5 per cent protein — a requirement of Warburtons.

"We find it easier to achieve that protein level on pea stubble," Ryan says.

The Maurers have been farming together for 18 years on the farm founded by Lauren's grandfather. They have grown pulses the entire time.

Ryan recalls being introduced to pulses by his brother Kerry in the late 1970s when Kerry planted his first crop of yellow peas as a replacement for summer fallow. Next came lentils planted by the boys father. They have never looked back.

"Pulses have been a part of our life for a long time," Ryan says.

That has required investment in specialty equipment such as flex

headers and vine lifters, which are "definitely necessary" for harvesting peas with their tentacle-like, curly tendrils that catch easily on machine parts, Lauren says. Still, the payoff has been worth it, she notes.

"The soil is just more mellow. We would never stop (growing pulses)," Lauren says.

The couple has been looking forward to capping off harvest with a trip to Victoria in November. There, they will represent Saskatchewan at the National Outstanding Young Farmer (OYF) event. The OYF program recognizes farmers under 40 who exemplify excellence in their field and earn a minimum of two-thirds of their income from the farm.

"When you're farming, you don't expect anything like that," Lauren says about the honour. "You're just farming. We were thrilled, there's no doubt about it."

The Maurers will join six other nominees from throughout Canada in Victoria, where they hope to learn from a diverse crowd of market gardeners, viticulturists, dairy farmers and seed processors, and perhaps give a few pointers about pulses.

"All those people with all that knowledge..., and having the honour to represent our province, it will be fun," Lauren says.

bio Tiffany Mayer is a freelance writer based out of St. Catharines, ON.

in brief

**Lauren and Ryan Maurer
were named the
Saskatchewan Outstanding
Young Farmers for 2010.**

The 2,300 acres of green peas and Maxim lentils the Maurers grow — pared down to 1,500 acres this year because of the soggy growing season — have bolstered the health of their soil. They have added organic matter, fixed nitrogen, and broken disease cycles that could have wreaked havoc with their other crops.



Photo courtesy of Lauren and Ryan Maurer.

From our kitchen to
yours, **Celebrity Chefs**
share their favourite
pulse recipes.

Tasty Recipes

Celebrity Chefs - The Pulse Specialists

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 we are featuring recipes from the pulse specialists at the Saskatchewan Ministry of Agriculture. Dale Risula, Provincial Specialist, Specialty Crops shares his Lentil Salad recipe, packed with heart healthy vegetables and nutritious red lentils. Faye Dokken-Bouchard, Provincial Specialist, Plant Disease shares her

delicious Gluten Free Chocolate Cake recipe, a must try if you are looking for new dessert ideas! Finally, Scott Hartley, Provincial Specialist, Insect control gives your taste buds a whirl with his Chana Dal, a hot chickpea recipe.

Want more pulse recipes? Contact us at pulse@saskpulse.com or 306-668-0350 to receive a **FREE** copy of our recipe booklet.

Happy Cooking!



Lentil Salad

by Dale Risula

1 ½ cups (375 mL) red lentils, cooked
½ cup (125 mL) cucumbers, diced
½ cup (125 mL) celery, diced

½ cup (125 mL) green pepper, diced
½ cup (125 mL) red pepper, diced
½ cup (125 mL) red onion, diced
½ cup (125 mL) feta cheese (or mozzarella)
2 tbsp. (30 mL) fresh dill
¼ cup (60 mL) lemon juice (adjust to taste)
1 tbsp. (15 mL) olive oil (adjust to taste)

Toss all ingredients together. Refrigerate before serving.

Comments: A real nice light snack but with plenty of octane! This is an excellent tasting salad and is easy to make and healthy too! It is great for anyone who is active in sports.

Gluten-Free Chocolate Cake

by Faye Dokken-Bouchard



1 19 oz. (540 mL) can of unseasoned black beans, rinsed and drained
1 tbsp. (15 mL) water
5 large eggs
6 tbsp. (90 mL) butter or canola oil
1 cup (250 mL) sugar or substitute sweetener

1 tbsp. (15 mL) vanilla
6 tbsp. (90 mL) unsweetened cocoa powder
½ tsp. (2.5 mL) salt

1 tsp. (5 mL) baking powder
½ tsp. (2.5 mL) baking soda

Preheat oven to 325°F. Grease 9" cake pan and line with parchment paper. Blend beans with water and three of the eggs in a food processor or blender until liquefied. Mix butter, sugar, vanilla, and remaining two eggs and beat until light and fluffy. Combine with liquefied bean batter. Mix remaining dry ingredients separately and add slowly to batter, mixing until smooth. Scrape batter into pan and bake for 40 to 45 minutes, or until the top is rounded and firm to the touch and a toothpick comes out clean.

Comments: Don't knock it 'til you try it! This flourless cake is moist and delicious and suitable for the health-conscious and sweet-tooth alike.

Hot Chickpea (Chana Dal)

by Scott Hartley



4 tbsp. (60 mL) vegetable oil
¼ tsp. (1 mL) black mustard seeds
10 fenugreek seeds
¼ tsp. (1 mL) whole cumin seeds or ½ tsp. (2.5 mL) ground cumin
2 fresh green chillies, chopped

1 medium sized onion, peeled and chopped

Fresh ginger, peeled and grated
1 19 oz. (540 mL) can chickpeas, rinsed and drained

4 potatoes, chopped into ½ inch cubes and boiled

1 tsp. (5 mL) salt

Fresh ground pepper to taste

2 tbsp. (30 mL) lemon juice

¼ tsp. (1 mL) cayenne pepper (optional)

In a frying pan heat the oil over medium to high heat. When hot, add the mustard and fenugreek seeds and cumin (seeds or powder). When the seeds darken and the mustards seeds pop, add the fresh green chillies. Turn over once and immediately add the chopped onion and grated ginger. Stir fry for four to five minutes. Put in all the remaining ingredients – chickpeas, diced potatoes, salt, pepper, lemon juice and, if using, cayenne pepper. Mix well cooking over medium heat for five minutes, stirring gently.

*This recipe has been adapted from *An Invitation to Indian Cooking* by Madhur Jaffrey.

Comments: Aside from my family's traditional yellow curried shrimp I knew as a child, my wife and I were introduced to real Indian cooking in Africa from a neighbour and an incredible cook. This recipe is from a book that has been a vital part of our recipe collection ever since.



High and Dry: Best Quality Red Lentils

by Lyle Hewitt

Perhaps more than any other business, agriculture is all about satisfying the customer. If your product tastes funny or cooks poorly, you cannot expect many repeat customers. Research at the University of Manitoba (U of M) and the University of Saskatchewan (U of S) – funded by producer check-off dollars is aimed at ensuring red lentil growers achieve maximum customer satisfaction and sales from their crops.

Although Canada's lentil industry is growing by leaps and bounds, it faces some difficult challenges.

"We have some important advantages over our competitors – most notably the greater availability of farm land here. But our rivals in red lentil production – including countries like India, Brazil and Australia have one key advantage: they have hot climates and they ship to end-users

in hot climates," says Dr. Stefan Cenkowski, Professor, Department of Biosystems Engineering, at the U of M, the principal investigator for the Saskatchewan Pulse Growers check-off funded research into post-harvest red lentil quality.

Previous studies have shown that Canadian red lentil crops go through a biochemical change when they are shipped from our cold climate to our customer's hot climates. This tends to change the texture of red lentils, which can affect how they taste and how easily they can be cooked.

Climate while in storage can also affect how effectively the lentils are dehulled by processors. In order for a lentil processing plant to be economic, it has to be extremely efficient at removing the hulls. Small changes in the consistency of a batch of red lentils – either too hard or too soft could lead processors to turn

away Canadian products.

"To help counteract this, we need to know more about how storage conditions affect our red lentils in Western Canada. This will help us find the best way to handle and store our crops to preserve their quality."

Scientists at the two universities tested three different varieties of red lentils – CDC Robin, CDC Redberry and CDC Impact CL from two different crop years – 2007 and 2008. The tests had three goals:

- To determine the effects of post-harvest operations such as moisture, drying, rewetting and freezing-thawing cycles.
- To determine the effect of the storage environment and duration on milling (dehulling) and cooking quality.
- To improve our ability to check for post-harvest quality by using imaging technology to look for things like seed wrinkling and seed staining.

Different varieties and crop years were subjected to conditions mimicking the conditions in a farm storage bin. They were then processed through two types of mills to measure the dehulling efficiency. A special computerized cooker precisely measured both the cooking time and texture of the tested lentils.

The U of M and U of S researchers worked independently of one another to help verify the results.

At the same time, the Manitoba researchers took the opportunity to test Acurum, an automated visual grain analysis technology that claims to have an artificial intelligence "thinking" capacity modelled on the



Photo purchased on istock.

Storage temperature appears to have little or no effect on cooking quality of red lentils.

This research project helps us learn more about how storage conditions affect our red lentils in Canada.

human brain. This was compared and contrasted to a home-grown area-scan system that used equipment and analysis software assembled by the U of M staff. If proven consistently effective, these systems could vastly improve the speed and reliability of seed sample analysis.

It will come as little surprise to farmers that researchers found that variety and crop year had a large effect on the quality of the tested lentils. In fact, among all the variables studied, variety had the single biggest effect on quality. However, when comparing apples to apples, red lentils responded similarly to tests at both universities.

Although there was a great deal of variation between variety and crop year, storage temperature appears to have little or no effect on either the milling or cooking quality of red lentils.

The U of S found that storage time had a significant effect on dehulling. To be economically feasible, red lentils must achieve a dehulling efficiency (DE) of at least 80 per cent. Most Canadian crops can initially achieve DE ratings in the mid-80s to low-90s. However, storing a crop for six months or more can cause its DE to drop by up to six points, making it

less suitable for processing. On the other hand, storage time had little or no effect on cooking quality.

Tests of the Acurum and area scan systems were very encouraging. Both systems were able to assess seed damage – things like wrinkling and spotting – with a level of judgement and accuracy comparable to the human eye.

“These two imaging systems can be considered promising in terms of future use in grading of red lentils but more in-depth studies will have to be done before we’re at that stage,” says Cenkowski.

The biggest result of the study, verified by both universities is that seed quality is damaged most by moisture and wetting/drying cycles. This held true for all three varieties tested and for both crop years.

Moisture changes affected all the study’s quality indicators, including dehulling, cooking time and texture.

What Does this Mean for Producers?

Moisture changes are a fact of life in crop storage.

“It can take place in a storage bin due to condensation and evaporation phenomena - a result of natural convection,” notes Cenkowski.

The researchers recommend farmers take steps to control moisture during storage such as using forced ventilation instead of relying on natural convection. The study also recommends that farmers plan their storage systems depending on the variety. Out of the small group of varieties that were tested, CDC Redberry was found to be considerably hardier under all climate conditions. CDC Robin, on the other hand, was most sensitive. Farmers choosing to grow this variety should make sure their storage environments are very carefully managed after harvest.

bio Lyle Hewitt is a Senior Associate at Martin Charlton Communications based out of Regina, SK.



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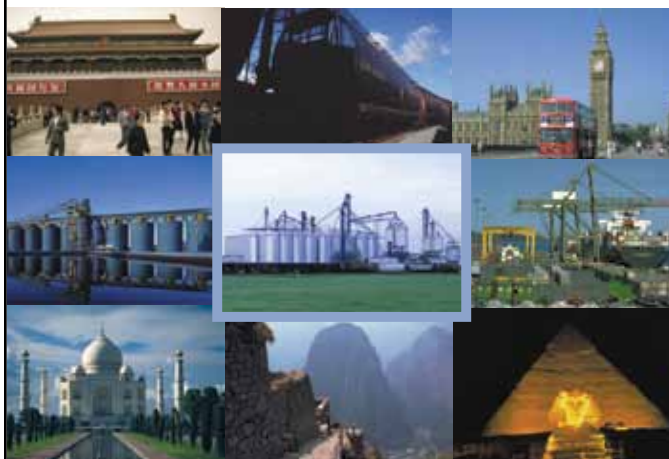
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Photo by CJ Katz.



Dr. Al Slinkard was instrumental in the development of the pulse industry in Canada.

Governor General Celebrates Canada's Table

by **CJ Katz**

The earth roared. Cups, saucers and teapots rattled. The Parliament Buildings were evacuated and the needle on the Richter Scale bounced to 5.0.

Whether you believe the Ottawa earthquake that shook the Nation's Capital on June 23, 2010, the same afternoon as the *In Celebration of the Nation's Table* awards were presented was serendipity, divine intervention, or just plain karma, the course of Canadian gastronomy shifted dramatically to a higher plane when Governor General Michaëlle Jean presented the very first awards honouring Canadians who have made significant contributions to what is on your dinner plate.

The new award, aptly named *In Celebration of the Nation's Table*, recognized 14 Canadians who have in one way or another deeply changed our connection with our food and have inspired us to think differently about what we eat, what we buy, and what we drink. These individuals have, in very personal ways, through their passion for what links us together as Canadians, inspired, taught and delighted us.

After four years of cross-Canada consultation with people working in all aspects of the Canadian food industry,

six awards were created based on values rather than sales figures, tasting notes, competition medals or critics reviews. The award honours creativity and innovation; education and awareness; leadership; mentorship and inspiration; stewardship and sustainability; and youth.

Of the 14 honourees who made outstanding efforts to improving the quality, variety and sustainability of our nation's table, it is thrilling that two Saskatchewan residents were presented with awards at the formal ceremony at Rideau Hall on Sussex Avenue in Ottawa.

In particular, Dr. Albert (Al) Slinkard, 79, of Saskatoon, won in the Creativity and Innovation category for the development and creation of the Eston and Laird lentil varieties. His name has become synonymous with the development of the Canadian pulse industry. In 1972, when he began working at the Crop Development Centre in Saskatoon, just 500 acres of lentils and 10,000 acres of peas were being sown in Saskatchewan. Today, millions of acres of each crop is being produced. Over the past 25 years Dr. Slinkard has changed not only what farmers grow, but also what we eat.

There is no doubt that *In*

Celebration of the Nation's Table is a ground-shaking award for Canada. These awards are a clear turning point for our food culture. They dig deep not just honouring chefs and food writers, but those who work behind the scenes – researchers and scientists who impact our food in ways we can only begin to fathom.

In Celebration of the Nation's Table will surely have a significant impact on how Canadians internalize their own food culture, and how they view and appreciate Canadian grown foods and wines. One hopes that these awards will put many on a culinary journey that will lead to further initiatives of Canadian cultural, environmental, and gastronomic expression.

**This article was reprinted from Savour Life Magazine with permission.*

In Celebration of the Nation's Table
recognized Canadians
who have changed
our connection with
our food.

in brief



CJ Katz writes about Saskatchewan food every week. Subscribe to her free online publication *Savour Life Magazine* at www.savourlife.ca.

Pulse Days 2011

Maximizing Profit

January 10 & 11, 2011

Pulse Days 2011 will be all about maximizing profit for pulse producers. We will hear about how to manage diseases that affected us in 2010 and what we should expect in 2011, opportunities in biofortification, best practices from Australian producer Robert Ruwoldt, opportunities for Canadian peas in China and what will happen to pulse markets in 2011.

REGISTER NOW

Pulse Days is the largest pulse event of the year. To accommodate the 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 where the sessions will be broadcast live on large screens) or at the Saskatoon Inn (where the speakers will be presenting live onstage).

PLEASE NOTE – this year there will be limited attendance at Prairieland Park due to a change in location at this venue. We encourage anyone wanting to attend at Prairieland to pre-register!

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

- Beef on a Bun supper at the Annual General Meeting on Monday, January 10, 2011 at 4:30 PM and Opening Reception on Monday, January 10, 2011 at 7:00 PM, Prairieland Park, Hall A, Breakout Rooms 3, 4 & 5
- Free shuttle between Saskatoon Inn and Prairieland Park on Monday, January 10, 2011 starting at 2:00 PM
- Free admission to the Western Canadian Crop Production Show at Prairieland Park (Monday, Tuesday, and Wednesday OR Thursday)
- A copy of the conference proceedings booklet
- Lunch and coffee breaks
- USB stick with all the Pulse Days presentations
- Door prizes and much more!

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

Saskatchewan Residents: \$20 CDN before Friday, December 17, 2010 at 4:30 PM (Saskatchewan time) 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 306-384-4585.
- Call our registration line at 306-384-2589 during office hours (Monday-Friday between 8:00 AM and 4:30 PM).
- Mail the registration form on page 22, along with your payment to Pulse Days 2011, C/O RSVP Event Design, 324 Duchess Street, Saskatoon, SK, S7K 0R1.



The Opening Reception allows attendees to taste pulse appetizers, network with other participants, and learn about check-off funded pulse research.

* All Photos by Geoff Howe.



Preliminary Agenda

Pulse Days 2011

Monday, January 10, 2011

Prairieland Park, Hall A, Breakout Rooms 3, 4 & 5

- 4:30 PM **Beef on a Bun Supper**
- 5:30 PM **Annual General Meeting**
- 7:00 PM **Opening Reception and Research Presentation**

Tuesday, January 11, 2011

Saskatoon Inn - Ballrooms A,B,C

Prairieland Park - Hall A, Breakout Rooms 3, 4 & 5

- 8:00 AM **Registration Opens**
- 8:30 AM **Protecting Your Investment**
 - Tips from the Brown Soil Zone
 - How to Combat Disease in 2011
 - Herbicide Resistant Weeds
- 9:50 AM **Saskatchewan's Competitive Advantage**
 - Crop Biofortification to Improve Nutrition
 - The Saskatchewan Biofortification Benefit
- 10:55 AM **Pulses Around the World**
 - Australia: Best Practices in Lentils
 - China: Growing Opportunities for Saskatchewan Pulses



The afternoon was packed full with the always popular market outlook presentations.

- 12:00 PM **Lunch and Awards Ceremony**
 - 1:00 PM **Moderated Market Outlook Panels**
 - Moderated by Kevin Hursh
 - High calibre speakers providing market outlooks on chickpeas, peas and lentils including - **Chuck Penner:** Leftfield Commodity Research, **Larry Weber:** Weber Commodities, **Marlene Boerch:** Mercantile Consulting Venture, **Jeff Jackson:** Wigmore, **Dan Hawkins:** FarmLink Marketing Solutions, **Shyam Venkatesan:** Walker Seeds Ltd. and many more.
- Each panel is followed by Q&A period.

** Visit our website for more agenda details – www.saskpulse.com

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Online registration is also available at www.saskpulse.com.

SPG recently committed \$1 million to help the University of Saskatchewan complete an upgrade to the Phytotron.

Crop Development Centre



UNIVERSITY OF SASKATCHEWAN

A Million Dollar Day for the Crop Development Centre

by **Dorothy Murrell**



Photo by Allison Fletcher.

A \$1 million cheque was presented by SPG Chair Murray Purcell to U of S President Peter MacKinnon.

The partnership between Saskatchewan Pulse Growers (SPG) and the Crop Development Centre (CDC) spans two decades and has resulted in economically strong Canadian pulse crop breeding, production, marketing and a sales value circle that is the envy of other countries.

Saskatchewan is the largest exporter of pulses in the world. The industry has been built on strong communication, dedication, and strategic funding.

CDC Scientists responsible for breeding peas, lentils, chickpeas, and dry beans work closely with growers, processors, and end users to communicate what can and needs to be done with genetic improvement in these crops. CDC Scientists also work hard to provide crop production information and advice to growers and to aid in market and product

development, both domestically and overseas. We are truly fortunate to be part of this strong partnership.

The plant breeding facilities at the CDC are managed and upgraded continuously to ensure that there are no roadblocks to our scientists in achieving efficient and timely results and positive outcomes for the pulse industry. The most recent renewal project undertaken by the College of Agriculture and Bioresources is that of the Phytotron.

The Phytotron is a controlled environment facility comprised of 183 growth chambers and coolers, utilized primarily for plant science research. The Phytotron, located on the main floor of the College of Agriculture and Bioresources building on the University of Saskatchewan (U of S) campus, is the largest of its kind in North America. These chambers allow scientists to study plants year round. Plant breeders use the Phytotron to produce one or even two extra generations per year in the early crossing and testing stages. The Phytotron is used for fall and winter crossing cycles in peas. For example, CDC Golden and CDC Striker are two widely grown yellow and green pea varieties in Western Canada and both got their start from crosses made in the Phytotron. Similarly, all CDC lentil and chickpea varieties grown today

were developed using the Phytotron for crossing and early generation testing and development.

The Phytotron also provides our scientists the ability to study biotic stressors such as crop diseases, as well as plant response to abiotic stressors such as drought, cold, and different light conditions, all of which help us to understand what makes our crops “tick” and understand how we can improve them for the benefit of growers and the agriculture industry.

The Phytotron, now 20 years old, requires an upgrade to its lighting and controller and refrigeration systems to continue to function properly. SPG has recently contributed \$1 million to help the U of S complete this upgrade. Recent studies sponsored by SPG show that every \$1 invested in pulse research results in a \$20 return on investment to farmers. This million dollar investment will allow the CDC to continue to provide new and improved varieties with the agronomic and quality traits growers and pulse processors and exporters need, in turn benefitting Saskatchewan’s pulse producers and the growth of the Saskatchewan economy.



2011 Board of Directors Nominations

Three positions are open for Directors on the Board of the Saskatchewan Pulse Growers. Nominations are being accepted until **12:00 PM** on **FRIDAY, OCTOBER 22, 2010**.

Responsibilities:

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

If you are a registered pulse producer (i.e. you have sold a pulse crop and paid check-off to Saskatchewan Pulse Growers 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.

Nomination Form

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

First Name	Last Name
Address/Town	
Postal Code	Email
Telephone	Fax

Signature

I have grown the following pulse crops:

2009

2010

_____	_____
_____	_____
_____	_____

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

_____ Name of Registered Producer (signature)	_____ Name of Registered Producer (signature)	_____ Name of Registered Producer (signature)
_____ Name (please print)	_____ Name (please print)	_____ Name (please print)
_____ Address (box number and town/city name)	_____ Address (box number and town/city name)	_____ Address (box number and town/city name)
_____ 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

Fax: 306-668-5557 Email: pulse@saskpulse.com

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 must sign a "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 306-668-0032 if you think this might apply to you.

The Big Picture – Market Outlooks

by **Brian Clancey, Dan Hawkins/Brenda Tjaden-Lepp, Chuck Penner and Larry Weber**

**A look at the Pulse Markets as
we move into 2011.**

Global Market Outlook

by **Brian Clancey, STAT Publishing**

There is little chance that the world faces a shortage of peas, lentils or chickpeas in the coming marketing year. But markets act as if there is a shortage.

There are several reasons for this: problems throughout Canada's growing season; the drought in Eastern Europe; strong economic growth in India and China; and efforts to expand the amount of ethanol used in gasoline in the United States (U.S.).

It needs to be said that when it comes to peas and lentils – when Canada sneezes, the world catches a cold. For much of the past quarter century, Canada has dominated export markets for pea and lentil. This has happened for a number of reasons: relatively inexpensive land; commodity neutral agricultural support programs; good, grower-supported plant breeding programs; and the ability to generally offer consumers competitive quality and prices.

Because of our dominant position, the world has been keenly focused on the problems we experienced throughout the growing season and with this year's harvest.

The eventual size of the crop is still being debated. People doubt all the land in pulses in Saskatchewan can be harvested. They also believe that the longer crops are in the field, the more problems there will be with shattering and sprouting.

Statistics Canada's October crop report will not end the debate because so little crop was harvested when it asked farmers to estimate yields. Normally, the pea and lentil harvest is three-quarters complete by the time of the crop survey. This year, less than a third of the lentil crop and around 60 per cent of the pea crop was in the bin.

On the other hand, there is no debate over the quality of

the crop. In the case of lentils, markets expect to see limited quantities of No. 1 grade lentils from this year's harvest, a good amount of No. 2 grade lentils, and a vast increase in the proportion of lower grade product. More significantly, this year's lentils seem to be at the bottom end of the tolerances for visual appearance. Many buyers are shocked by how ugly the crop looks.

This is a big problem where whole lentils are sold directly to end users. It is less of a problem for canners, and may not be an issue for splitters.

For instance, importers on the Indian subcontinent say they should be able to easily handle weathered red or green lentils because lentils are rarely sold without being dehulled, split or ground into flour. They have certainly proven this with green peas, showing a preference for bleached product because of the quality discounts.

Chickpea Situation (metric tonnes (MT))

Production	2006/07	2007/08	2008/09	2009/10	2010/11
(MT)					
Australia	229,000	313,000	443,000	445,000	792,000
Canada	163,000	225,000	67,000	76,000	86,000
United States	70,000	69,000	51,000	65,000	84,000
Turkey	552,000	505,000	518,000	563,000	327,000
Mexico	163,000	148,000	165,000	143,000	136,000
Indian Subcont.	6,330,000	5,751,000	7,060,000	7,351,000	6,876,000
Other	950,000	1,666,000	1,200,000	1,132,000	878,000
Total	8,458,000	8,677,000	9,503,000	9,774,000	9,178,000
Imports	2006/07	2007/08	2008/09	2009/10	2010/11
India	135,000	146,000	452,000	382,000	462,000
Pakistan	100,000	137,000	171,000	70,000	155,000
Bangladesh	60,000	91,000	145,000	180,000	200,000
Spain	66,000	71,000	74,000	73,000	75,000
Other	417,000	410,000	204,000	287,000	283,000
Total	778,000	855,000	1,046,000	992,000	1,174,000
Exports	2006/07	2007/08	2008/09	2009/10	2010/11
Australia	218,000	225,000	508,000	479,000	655,000
Canada	112,000	69,000	54,000	67,000	64,000
Mexico	84,000	76,000	94,000	78,000	71,000
Other	364,000	485,000	390,000	368,000	385,000
Total	778,000	855,000	1,046,000	992,000	1,174,000

Source: Stat Publishing

Production (MT)	2006/07	2007/08	2008/09	2009/10	2010/11
Canada	693,000	734,000	1,043,000	1,510,000	1,758,000
United States	147,000	155,000	109,000	264,000	315,000
Turkey	623,000	565,000	131,000	295,000	510,000
Australia	32,000	131,000	64,000	143,000	230,000
Indian Subcont.	947,000	911,000	811,000	631,000	861,000
Other	897,000	803,000	208,000	212,000	250,000
Total	3,339,000	3,299,000	2,366,000	3,055,000	3,924,000
Imports	2006/07	2007/08	2008/09	2009/10	2010/11
India	167,000	231,000	164,000	442,000	482,000
Bangladesh	73,000	138,000	110,000	217,000	177,000
Algeria	56,000	64,000	59,000	81,000	89,000
Colombia	67,000	69,000	75,000	76,000	74,000
Turkey	69,000	31,000	228,000	258,000	191,000
Other	861,000	988,000	614,000	883,000	1,076,000
World	1,293,000	1,521,000	1,250,000	1,957,000	2,089,000
Exports	2006/07	2007/08	2008/09	2009/10	2010/11
Canada	853,000	811,000	973,000	1,385,000	1,331,000
United States	118,000	114,000	115,000	207,000	250,000
Australia	104,000	133,000	112,000	196,000	290,000
Other	219,000	463,000	50,000	169,000	218,000
World	1,294,000	1,521,000	1,250,000	1,957,000	2,089,000

Source: Stat Publishing

Field Pea Situation

Production (MT)	2006/07	2007/08	2008/09	2009/10	2010/11
Australia	140,000	268,000	238,000	356,000	369,000
Canada	2,520,000	2,935,000	3,571,000	3,379,000	3,100,000
United States	599,000	721,000	557,000	788,000	667,000
France	1,040,000	618,000	446,000	556,000	1,095,000
Ukraine	653,000	268,000	455,000	494,000	317,000
Indian Subcont.	936,000	829,000	798,000	721,000	772,000
Other	3,907,000	3,645,000	3,970,000	4,086,000	3,949,000
Total	9,795,000	9,284,000	10,035,000	10,380,000	10,269,000
Imports	2006/07	2007/08	2008/09	2009/10	2010/11
India	1,389,000	1,738,000	1,841,000	1,549,000	1,686,000
China	253,000	219,000	316,000	418,000	518,000
Bangladesh	113,000	213,000	478,000	327,000	354,000
Other	2,571,000	1,756,000	2,111,000	2,063,000	1,920,000
World	4,326,000	3,926,000	4,746,000	4,357,000	4,478,000
Exports	2006/07	2007/08	2008/09	2009/10	2010/11
Canada	1,989,000	2,199,000	2,820,000	2,196,000	2,438,000
United States	406,000	541,000	414,000	599,000	489,000
Australia	173,000	123,000	127,000	191,000	145,000
France	442,000	235,000	255,000	211,000	286,000
Other	1,316,000	828,000	1,130,000	1,160,000	1,120,000
World	4,326,000	3,926,000	4,746,000	4,357,000	4,478,000

Source: Stat Publishing

Outside Markets

The argument between exporters and buyers over appropriate discounts for off grade lentils and peas has not yet been settled. In recent years, growers have generally been paid five cents per pound less for extra 3 grade lentils than for No. 1 grade, and 10 cents less for No. 3 grade.

This year, buyers are pushing for bigger discounts. On the other hand, they also seem to expect to pay higher average prices for lentils because of stronger markets for wheat, corn, and other primary crops.

The drought in Eastern Europe and Russia's temporary ban on grain exports got the ball rolling, pushing world wheat markets higher. By the middle of September, the trade had become convinced corn crops are smaller than thought in the U.S., Argentina, and China. Hedging by commercial users pushed corn over five dollars per bushel. They were given an extra push when the U.S. Secretary of Agriculture said that he expects the Environmental Protection Agency to authorize an increase in the percentage of ethanol in gasoline sold in the U.S. from 10 per cent to 15 per cent.

Ethanol production capacity in the U.S. now totals 13.5 billion gallons per year, with another 1.5 billion gallons under construction or in the planning stage. With the support of the United States Department of Agriculture (USDA), ethanol manufacturers have been pushing hard for a bigger percentage of the gasoline market. The net result is the record corn crop forecast in the U.S. that does not seem so big anymore.

If prices for bread, pasta, chicken and other foods move up because of higher ingredient costs, so does the price consumers are willing to pay for lentils, peas, or dry edible beans. By the same token, as incomes from corn, wheat, and soybeans move up, so must the income from pulses. Otherwise, farmers will move land from pulses to other crops. This would be concerning for countries such as India who are major importers and consumers of Canadian pulses.

India

This year's summer or kharif season crop is in good shape. Total area and production are up over last year. However, India's government is still pushing farmers to plant a record amount of land to pulses in the coming winter or rabi season crop. Monsoon rains have not been as good in some of the key rabi season growing regions, suggesting area and yields might end up closer to their recent five-year averages. Even so, total pulse production in 2010/11 could be almost one million metric tonnes (MT) higher than the 14.59 million MT grown in 2009/10. Yet, imports stand a good chance of holding firm at over 3.8 million MT.

India is the world's largest producer, consumer, and importer of pulses. Its economy enjoys robust growth. The total value of goods and services for the year ending March 31 rose 11.8 per cent. More significantly, inflation adjusted incomes rose 5.6 per cent to \$998 per person per year. That \$56 per year increase in consumer spending power is nearly

meaningless from a Canadian perspective. But with India's population over 1.17 billion people, it represents \$65.4 billion in extra buying power, with food being one of the first places extra money is spent.

The average Indian eats enough food to provide 2,352 calories per day. While that matches the number of calories actually needed by the average person, it is well below the much envied North American consumption levels of 3,532 calories in Canada and 3,748 in the U.S. As much as North Americans need to reduce the amount of food they eat, people in India still need to increase how much they eat. That is much easier to do when average incomes rise, and helps sustain demand in the face of higher average world trading levels.

European Feed Market

France brought back direct subsidies for peas for use by the livestock industry. In response, farmers more than doubled land in field peas to almost 590,000 acres, producing just over one million MT of peas.

The increase ended up being well timed. The drought in Eastern Europe and the temporary ban on grain exports from Russia has left Western Europe with a tighter livestock feed situation than would otherwise be the case.

Farmers in France saw bids jump from around U.S. \$205 per metric tonne before harvest to as high as \$295 by the middle of September for human consumption peas. New crop feed pea markets in Belgium and Holland jumped from around \$215 per metric tonne in May and June, to \$305 by the middle of September.

While France will certainly sell peas to human consumption markets on the Indian subcontinent and elsewhere, the bulk of the country's pea crop will end up in livestock feed markets. Domestic consumption is expected to grow substantially, helped by tight regional feed ingredient supplies, while demand from neighboring countries should rise.

This could also stimulate interest in importing peas and other off grade pulses from Canada for use in livestock feed. The threat of selling to European livestock feed markets at a reasonable price is important when negotiating prices with buyers from China or India. Feed markets effectively set the floor price for peas.

Lentil Supply and Demand Forecast by Class (acres, MT)

2010/11	Large Green	Medium Green	Small Green	X-Small Red	Small Red	Other
Acreage	1,035,000	56,400	261,000	337,000	1,345,700	9,900
Yield	1,197	1,427	1,270	1,284	1,324	1,024
Production	561,800	36,500	150,300	196,300	808,300	4,600
Carry In	10,300	1,100	11,600	8,700	19,300	1,000
Supply	572,100	37,600	161,900	205,000	827,600	5,600
Exports	440,500	27,700	139,100	125,900	594,400	3,400
Seed	40,000	1,900	5,500	9,400	39,500	300
Feed, Waste and Other	10,200	1,300	1,800	4,000	14,300	600
Total Usage	490,700	30,900	146,400	139,300	648,200	4,300
Ending Stocks	81,400	6,700	15,500	65,700	179,400	1,300
Stocks/Use	17%	22%	11%	47%	28%	30%

Source: Stat Publishing

Chickpea and Field Pea Supply and Demand Forecast (acres, MT)

2010/11	Desi	Small Kabuli	Kabuli	Yellow	Green	All Other
Acreage	10,000	107,000	33,000	2,714,000	557,000	154,000
Yield	1,323	1,216	1,403	1,985	2,076	1,890
Production	6,000	59,000	21,000	2,443,400	524,500	132,000
Carry In	4,800	14,200	1,000	671,500	117,400	6,100
Imports	0	4,000	0	12,400	35,500	0
Supply	10,800	77,200	22,000	3,127,300	677,400	138,100
Exports	7,000	45,300	11,400	1,913,700	438,900	85,400
Seed	600	6,500	1,300	187,000	47,000	5,000
Feed, Waste and Other	1,700	24,000	9,200	441,000	95,200	19,600
Total Usage	9,300	75,800	21,900	2,541,700	581,100	110,000
Ending Stocks	1,500	1,400	100	585,600	96,300	28,100
Stocks/Use	16%	2%	0%	23%	17%	26%

Source: Stat Publishing

Conclusion

September markets were dominated by the old adage: "buy the rumor" and "sell the fact." In this situation, it means that farmers will not sell and speculators will hold or add to long positions when rain delayed the harvest. They both bought the "rumor" of a complete crop failure.

It will take confirmation that the harvest is complete and that there are enough lentils and peas to cover prospective needs for markets to begin to retreat in the face of grower deliveries against outstanding production contracts. Only then, will people "sell the fact" of the harvest.



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

Chickpea Market Outlook

by Dan Hawkins and Brenda Tjaden Lepp, FarmLink Marketing Solutions

The Big Picture

Over the past few years, chickpeas have taken a nosedive in terms of acres and overall interest. We explore the reasons for that, and show how the structure of the local industry and world markets are likely to keep this crop on a path towards obscurity for the foreseeable future.

If Graph 1 showed acres dropping so hard for most any other Prairie crop, one might infer a looming opportunity to capitalize on tight supplies and some price-rationing of demand. But in the case of chickpeas, the wider world market really does not care. Unlike the case in virtually all other pulse and special crops markets, Canada's share of global chickpea trade is miniscule and therefore unlikely to impact prices.

Due to a combination of weather and economic realities, potential on the export side is likely to remain very limited. In the past couple of years India has developed an export market for Kabuli chickpeas. They mainly consume smaller sizes or the milled product domestically, and they can produce larger-sized canning-type chickpeas very competitively and consistently, compared to Canada. Heading into 2011, any price response that might accompany the reduction in Canadian supplies is not likely to make chickpeas competitive with other crop options for 2011. There are a core group of growers who have become very familiar with the agronomic requirements and the specifics of certain buyer's contracting programs for chickpeas, who will always put a few in, but we do not expect any growth.

Local Considerations

The last time Western Canada grew a sizable chickpea crop was in 2007/08 (see Graph 1). We attribute the loss in interest primarily to consistent and better lentil pricing and contracting opportunities.

Although we are only now (at time of writing on September 15, 2010) moving back towards the 2008 highs in lentils, the substantial acreage increases seen every year never took prices down to levels of marginal profitability. From what we have seen in many individual cases, based on pricing available at the time, decisions are being made in late winter and early spring. Farm-level returns for lentils have outstripped all of the alternatives in all of the last three growing seasons. Meanwhile, you could not even get a new-crop contract for chickpeas in some years to compare the lentil bids to. Pea returns have not been as impressive as lentils, but they still beat chickpeas from a cash flow perspective. Producers can sell them and collect payment any day of the year. Even wheat and durum are more useful cash flow planning tools than chickpeas.

Chickpeas in Your Marketing Plan

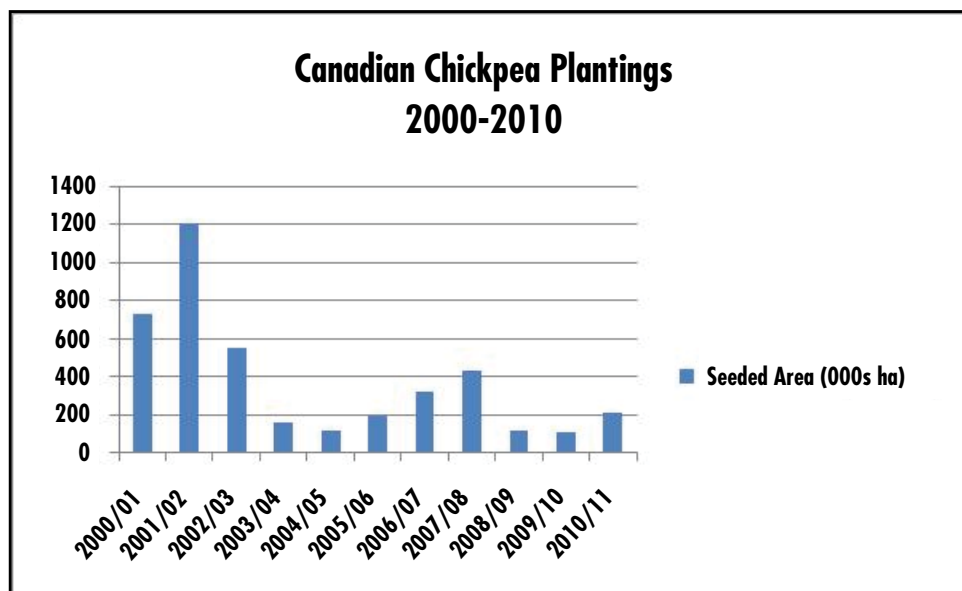
Our company, FarmLink Marketing Solutions takes a slightly different approach than most market information providers when we issue sales recommendations to individual farm clients. The first step is global analysis and the assessment of price signals, then we take into account local market conditions and contracting issues. Finally, we incorporate those issues with the farm's own situation to develop a realistic, workable strategy that manages internal

pressures to sell at the same time as responding to external market signals.

Putting all three layers into action does not work for chickpeas due to large gaps in the marketing window when you cannot get a bid, let alone payment. Even with a contract it is hard to trust that the cash will be available from the crop, especially after living through 2008 when our clients contracted chickpeas did not move for a year and a half after the specified delivery window.

Now, our plans will tentatively allow for two small windows of opportunity for moving and pricing them: December and February/March. Sometimes prices pop higher in June/July,

Graph 1: Canadian Chickpea Plantings 2000-2010



but to carry them until then risks tying up precious storage space at harvest.

Far past its glory days, the unfortunate reality is that chickpeas will not be missed in world markets as Canadian production continues to decline. Domestic players also have alternatives; the growing lentil trade has shifted their

processing focus away from chickpeas to the point those lines are only running for a couple months each year. With all due respect to development efforts for this crop, from a producer's perspective there are easier and more reliable ways to maximize cropping returns.

 Dan Hawkins is a Farm Marketing Advisor for FarmLink Marketing Solutions in Swift Current. He can be reached at dan.hawkins@farmlinksolutions.ca. Brenda Tjaden-Lepp is Chief Analysts at FarmLink Marketing Solutions. She can be reached at Brenda@farmlinksolutions.ca.

Pea Market Outlook

by **Chuck Penner, LeftField Commodity Research**

For better or worse, the recent Statistics Canada reports have provided the market with a measure of final 2009/10 pea supplies and an early estimate of 2010 production. With those two reports, we can close off the 2009/10 chapter and look ahead to the 2010/11 marketing year.

Like it or not, the Statistics Canada surveys are still the best available way to get a handle on the situation, and are useful to both farmers and traders as they try to make informed marketing decisions.

We will use the Statistics Canada results as the basis for reviewing the situation in Canada and make adjustments as needed.

Supply Side

In terms of global supplies, the dominant factor is Canadian production but, because of the ugly fall weather, crop prospects are still very much up in the air.

When the Statistics Canada survey was taken in late July and early August, the pea crop was looking very good, which would have positively influenced farmers' answers. Since then, abundant rains have added to the disease pressure and, most recently, are making it difficult to pick up the peas in the field, adding to shattering losses. As a result, it looks like the 35.5 bushel yield reported by Statistics Canada is "optimistic" at best. If that is the case, the pea crop is more likely to end up in the 2.8-2.9 million metric tonne (MT) range, rather than the 3.1 million MT shown in the Statistics Canadian survey.

The results of the Statistics Canada July 31 stocks survey provided a little relief to the burdensome supply situation that has plagued peas over the last year. The report showed that domestic feed use of peas was larger than expected, and brought 2009/10 ending stocks down to "only" 795,000 MT – still a huge amount by any historical comparison.

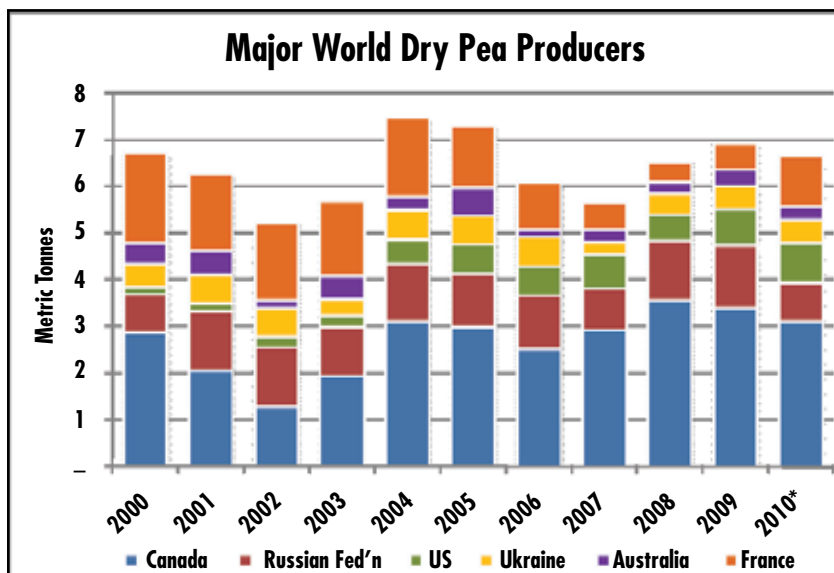
On top of the yield challenges, quality will also take a big hit this year. At the time of writing, just over half of the Saskatchewan pea crop was harvested. Staining and tagging have been a problem for some peas already in

the bin and the downgrading will be even more severe for the crop remaining in the field. As is typical, green peas will be hit harder by lost quality largely because visual characteristics are more important to green pea buyers.

In the U.S., the pea harvest was mostly complete by early September and quality will not be as big of an issue there. Acreage of peas in the U.S. was in line with the previous year and yields are expected to be quite high. The result is that the U.S. will have somewhere in the ballpark of 1.0 to 1.1 million MT of pea supplies, which would allow an export program of 500 to 600,000 MT. In the past few years, the U.S. has been a more aggressive competitor into "traditional" Canadian markets and it looks like that trend will continue in 2010/11.

Pea acreage in France has been a frequent topic of conversation because of the big subsidies offered by the French government last spring. Not surprisingly, the subsidies worked – French pea production looks like it has doubled from the previous year. At 1.1 million MT, it would be the largest pea crop in five years but is still far less than the 3-3.5 million MT that used to be produced in the 1990s. What is unclear though is how aggressively these peas will be offered into export markets. The subsidy was originally intended to increase supplies of domestic protein sources so much of this production could stay within French borders.

In the past, analysts have underestimated Ukraine's production potential, saying things like, "they will never become a wheat exporter." Those days have passed and Ukrainian farmers have been ramping up production of crops like rapeseed and peas for the export market. That was what happened last year, when peas from Ukraine (and Russia) were shipped to India in early fall and forced Canadian peas to the sidelines early in 2009/10. The latest production estimates for the Ukrainian pea crop are showing a similar sized crop to last year, but we are not convinced that is realistic. Peas may have escaped the worst of the drought in the region, but would have been affected to some extent. The rapid increase in Indian tenders for



Source: FAOSTAT & LeftField estimates

Canadian peas in July and August was likely a signal that they could not get access to cheaper peas from Ukraine. No one likes to profit from someone else's misery, but a shortfall in the Ukrainian crop would be positive for Canadian farmers.

Demand Side

Every discussion about pea demand needs to start with India. Over the past three years, India has accounted for 29 per cent of Canadian green pea exports and 58 per cent of yellow pea exports. As we have seen in the past few months, India can buy a lot of peas in a very short period of time, which can radically change the outlook. The big question mark for India this year (and every year) is how large their domestic pulse crop will be. Keep in mind that India plants 60-65 million acres (about the size of Western Canada total cropland) of pulses every year.

India is approaching the end of their kharif (summer crop) and conditions have been very positive, following a slow start. If Indian farmers are able to get the crop harvested in decent shape, kharif pulse production could approach record levels. Not only that, but the heavy monsoon rains that watered the kharif crop are also improving the moisture reserves for the rabi (winter) crop of chickpeas,

lentils and peas that will be planted, starting in November. The rabi crop is still a ways off and a lot can still happen but commentators in India are already talking about a record 2010/11 pulse crop, which makes Canadian exports to India somewhat vulnerable later in the year.

China is another big customer for Canadian peas, but it is quite difficult to get reliable information about possible Chinese demand for any crop, let alone a small one such as peas. Sources indicate that planting of minor crops (like peas) are losing out to the big three – corn, wheat and soybeans. In 2009/10, China bought over 400,000 MT of Canadian peas (mostly yellows), with volumes weighted more toward the last half of the year. There is little indication that demand will slow down in 2010/11 and is likely to expand as prices of other crops rise and Canadian peas make their way into more food products.

Despite the rise in European (mostly French) pea production, the European Union (EU) remains an interesting possibility for taking sizable volumes of Canadian peas. To move peas into the EU, two things need to occur. The first is that European feed prices need to rise; this is already happening thanks to the drought in Russia. European feed

pea prices (at the time of writing) are ranging anywhere from €215 to 235 (CDN\$285 to 310) per tonne. The second factor that helps peas move into the EU is a decline in the quality of Canadian peas and unfortunately, that seems to have happened. As long as EU feed prices remain strong, we see that Canadian peas will be able to compete in that market. That situation is not great for farmers' revenue but it would help clean up the large supplies of peas and help out the market in the long term.

Implications

The combination of these supply and demand factors means that Canadian pea exports will have an opportunity to grow in 2010/11 and work down the big stockpiles. As we see it, the two biggest drivers will be the quality of the Canadian crop and the size of the pulse crop in India. Unfortunately, we do not see a lot of rally potential in the coming year, although the grade spreads will widen out significantly. At the same time, any dip in prices will be short-lived as lower prices would likely uncover a lot of price-sensitive demand.

For farmers, this means that, aside from avoiding the normal harvest lows, the timing of sales becomes less critical. Markets are always unpredictable and, with the two large unknowns still in the market, selling in increments is still the best strategy. We expect that few farmers will have forward-priced their 2010 pea crop. We suggest selling new crop peas, starting in November and regularly through the winter, leaving some for a possible seasonal rally in spring.

bio Chuck Penner operates LeftField Commodity Research out of Winnipeg, MB. He can be reached at info@leftfieldcr.com.

Lentil Market Outlook

by **Larry Weber, Weber
Commodities Ltd.**

When do you Listen to Sell Signals?

*When the profits of trade happen
to be greater than ordinary, over-
trading becomes a general error
both among great and small dealers.*

**Adam Smith – The Wealth of
Nations (published 1776)**

Read the above quote and look at the date – then look at it again. Long before commodity funds became involved in futures markets and futures exchanges, Adam Smith nailed the market psychology of any product or commodity that is actively traded. It is the middle of September as I write this and this year, attempting to predict where the lentils markets are headed with 29 per cent of the lentils in the bin is akin to predicting which team will win the Canadian Football League after the first five games have been played. You have statistics to help you, but at best it is a knowledgeable estimate. Normally at this time of year, between 80 to 90 per cent of the lentils have been harvested and yields and grades are widely known. You only have to look at what the market has done in the past two weeks to realize that this will not be a normal marketing year. The market psychology has changed significantly over the past thirty days where an over-abundance of product was thought to be in the fields in early July, to an all out panic mode during the first two weeks of September.

During the first two weeks in September, No. 1 large green lentils have appreciated nearly 51 per cent, while red lentils have increased 16 per cent. Part of the reason that red lentils are lagging greens is that there are more red lentils available in the top two grades; however, the biggest factor in the climb is the fear of the unknown. We have witnessed an absolute case of fear driving a market.

Just as the Adam Smith reference from 1776 would attest, over-trading has taken these markets above where they should be because everyone wants in on the profits, should the worst case scenario unfold for the balance of the harvest. It is difficult to trade or process something you do not have.

It is important to note that the lentil harvest in 2004 was also very late. In 2004, it froze hard on August 19 and 20 and while it did have an impact on lentil prices, it was nowhere near the magnitude that farmer's are witnessing in the middle of September this year. No. 1 large green lentils went up seven cents a pound from August 11, 2004 to September 22, 2004. In 2010, No. 1 large greens have climbed 14 cents a pound from August 25, 2010 to September 17, 2010 – just three short weeks. Red lentils are up five cents a pound over the same time frame. Unlike the futures market where there are predominate technical sell or buy signals, farmers have little to fall back on, other than examining history.

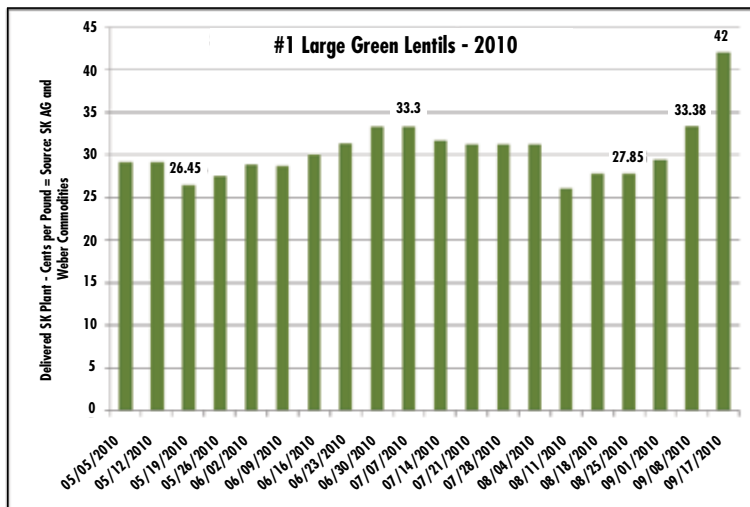
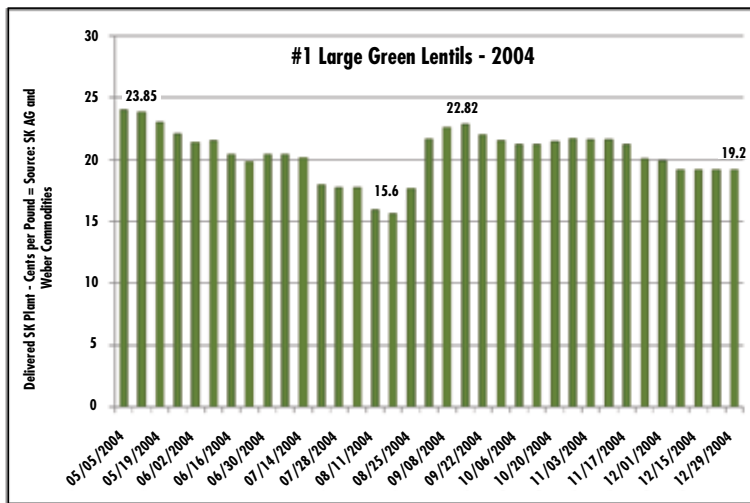
When you stop and take a look back at the market psychology that has occurred since the lentil harvest has started, it gets easier to put the price rise in perspective. Most selling psychology is influenced by the environment the seller is experiencing. When it is raining every second day and your combine is sitting in the yard, it is difficult to coerce anyone into selling any product, even if it is harvested. As of September 13, 2010 there were 535,000 metric tonnes (MT) of lentils harvested in Saskatchewan. Some of that would have been destined for new crop contracts at five to ten bushels per acre. To date, the best estimates are 1100 pounds per acre yields that would leave farmers who were lucky enough to harvest with between 480 to 780 pounds left. This is one thing that you can take to the bank this year: there will not be as many lentil acres harvested, nor will there be anywhere near the production estimates released by Statistics Canada. Production and

quality have been going backwards every day since August 15.

Given that this growing year has been literally a year from hell, and to compound it even further, a freeze event during the September 17 to 19 period across the lentil belt, where temperatures fell to -7°C, will only complicate yield and quality concerns. I have been in fields during the third week of September and there are some sprouts showing through on pods and when shelled, the lentils are wrinkled and off-colour. Even if the Grain Standards Committee drastically alters the grading standards, there is not much hope of the green lentils left out as of this date making the top two grades. Red lentils may stand a better chance; however, in the end it will depend of the quality of the split product.

Knowing what is out there today for quantity and quality, I too would most likely be holding onto my harvested lentils with both hands. In fact, I might be getting additional locks for my bins. At 42 cents a pound, that equates to \$25.20 a bushel for No. 1 large greens. If wheat hit \$25.00, we would be talking about it for a generation. Some farmers with No. 1 large green lentils have been offered 50 cents for their product if germination is higher than 95 per cent. While farmers have been holding product, the trade has not been sitting on their hands and it is where Adam Smith's quote describes the price action witnessed in the lentil markets perfectly. Better to over trade than trade nothing at all. Whether or not it is an error will be played out well into October and November.

If you think that the rise in lentil prices was a made-in-Canada event, Australia is witnessing the same increase in their lentil prices, even after announcing a 61 per cent increase in lentil production over last year. From September 1 to September 19, 2010 red lentil prices have risen 28 per cent. The government statistical agency - Australian Bureau of Agricultural and Resource Economics (ABARE)



released their lentil production estimates on September 14, 2010. Since that date, red lentils increased 17 per cent in just five days! As you can see, it is not just Western Canada that is worried about the prospects of the lentil harvest. On September 17, 2010, red lentils were commanding 36 cents per pound delivered to a terminal in Australia in a Canadian dollar equivalent. Their price was a full seven cents a pound or \$154.00 a tonne better than prices being bid in Western Canada.

India has been experiencing better than normal production over most of the best pulse producing states as of September 15, 2010. Area seeded to September indicates that pulses have been seeded on 11 million hectares, an increase of 21.5 per cent over last year. All other seeded area is up only 8.25 per cent. Their government has been pushing for extra pulse and lentil acres for the past 18 months and some of their persistence is looking to pay off. Turkey's 2010/11 lentil crop is estimated to be 41 per cent higher than last year and they will export more lentils this year than they have since the 2006/07 season. Last year Western Canada produced

nearly 42 per cent of the world's lentil supply. This year that estimate was thought to reach nearly 60 per cent. However, it is now known without a doubt that Canada will not reach Statistics Canada's estimate of nearly 1.8 million MT.

This exercise was thought to give farmer's an idea as to how much demand would surface over the next two months and how much of a farmer's inventory should be sold over the next two months. Demand for lentils will remain very strong until Australia harvests in the October/November/December period and then again until India has completed their harvest in early winter. As to how much product should be sold over the next two months, I am always cautious to put percentages on product because each farm has different cash flow requirements, and tolerance for risk. However, if I had large green lentils in the bin at the moment and was offered 42 cents, I would probably think real hard about Adam Smith's quote from above and determine that the downside risk is greater than the upside potential. For red lentils, given that the next substantial amount of world lentils will be harvested in Australia, there is potential to move three to five cents higher (32 to 35 cents) than where we are today at.

It will be more difficult to move the red lentil market higher once the Australian crop begins to harvest and the time lag between the Australia and Indian harvest may be enough to offset buyer's concerns over the winter months. All this will be predicated on how much harvest occurs in Western Canada in October because September looks to be a write off. Snow over the next month will dramatically change the market sentiment once again. The 2010/11 year will be one for the record books with regards to flooding, record precipitation, and the severity of a September frost.

Only each individual farmer can make the right selling decisions for his/her farm. However, know that the lentil market can and will turn on a dime and the downside occurs much more quickly than the climb to the top. I would be reluctant to make additional sales in September and keep my finger on the selling trigger during October for any signs of weakness. I doubt most have the quality issues determined, but they will be significant. Keep close to your phone and your computer between now and the end of November. In the lentil market, sell signals are usually but a whisper, when most need a 2X4 signal.

bio Larry Weber is the President
of Weber Commodities Ltd. in
Saskatoon, SK.
He can be reached at
www.webercommodities.com.

RESOLUTIONS

Saskatchewan Pulse Growers

has issued a

Call for Resolutions

for the

Annual General Meeting

The meeting will be held on

Monday, January 10, 2011

at 5:30 PM, Prairieland Park, Hall A

Breakout Rooms 3,4 & 5

***Free Beef on a Bun supper
will be served at 4:30 PM***

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 5, 2011 at 4:00 PM.***

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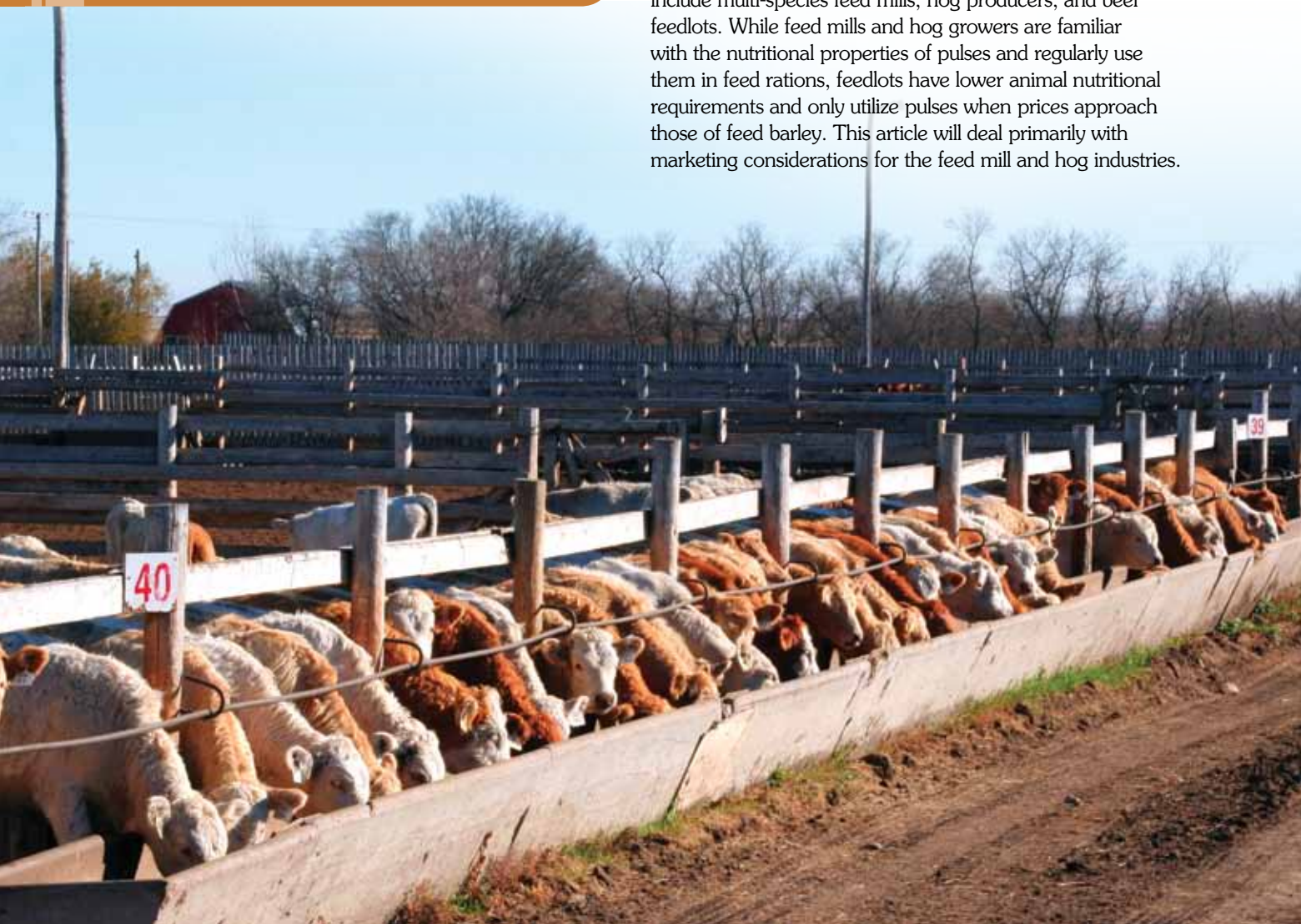
Feed Market Options for Pulses

by **Michelle Fleury**

**With this year's crop conditions,
producers may find marketing
opportunities within the feed industry.**

Excessive moisture has made the 2010 crop year indescribably difficult for many producers in Saskatchewan. Water-logged soils, increased disease pressure, weathering, frost and difficult harvest conditions have affected the quality of this year's crop. In light of the potential for downgraded pulse product, producers should familiarize themselves with the feed market and the potential price competition that it offers.

Major markets for feed pulses in Western Canada include multi-species feed mills, hog producers, and beef feedlots. While feed mills and hog growers are familiar with the nutritional properties of pulses and regularly use them in feed rations, feedlots have lower animal nutritional requirements and only utilize pulses when prices approach those of feed barley. This article will deal primarily with marketing considerations for the feed mill and hog industries.



Grain buyer purchasing specifications for peas are based upon what they are able to assess at the time of delivery. Peas must weigh 58 lbs/ bushel (bu) or greater, contain limited amounts of dockage, be at or below 16 per cent moisture, and be uniform in type (ie. yellow or green, but not maple peas), but may contain some sprouted seeds. Minimum protein specifications may also be in place if the facility has access to protein analysis equipment (i.e. NIRS). Some operations have reported using feed lentils and peas interchangeably.

Feed pulse purchasing criteria may seem arbitrary, but they are based upon factors that affect the nutrient value of pulses. Peas are valued by the feed industry because they have a relatively high energy content, derived from the digestion of starch. Because starch is one of the last components stored in a maturing pea seed, its content can be reduced by factors including disease or frost. Minimum bushel weights have been established to detect those samples that are not “fully packed” with starch, although there is little scientific evidence to support the accuracy of this technique for all but the worst of samples. Dockage can dilute the nutrient content of peas; however, if it contains mustard, it is believed to cause reduced feed intake or refusal by hogs.

Although it may seem to make sense for pulse producers or buyers to blend different types of peas and pulses before offering the product to the feed industry, maple and marrowfat peas contain “antinutritional” factors. Modern sows are expected to raise 12 - 5 kg piglets in 18 days, and to rebreed within five days of weaning to meet barn schedules. Although finishing hog diets may safely contain these types of blended pea products, most feed mills only have one pea bin and are unwilling to risk affecting the feed intake of the sows to save money on the finishing hog rations.

In a year with so many challenges, pulse producers may expect that feed manufacturers can help them out by accepting high moisture product at a


proportionate discount. Unfortunately, the mechanics of grinding peas and handling the ground product prevent this efficiency from occurring. Dry peas entering a hammermill literally explode upon impact with the hammer, creating fine particles that pass readily through the screen. A wet pea (greater than 16 to 17 per cent moisture) requires far more energy to grind, and the fine particles tend to pack in bins and plug up feeding equipment.

Marketing peas to the feed industry first requires an honest assessment of the product. Product that is severely spoiled through heating or mold contamination is best suited for beef operations. Pulses containing maple or marrowfat peas can be utilized by processors that heat treat the product to remove antinutritional factors. Marketing also requires an appreciation of the risks involved

in selling to the feed industry. Feed mills are not required to be licensed or bonded, and grain producers have become unsecured creditors as a result of protracted downturns in the hog market. Although hog markets have reportedly been in the black since March and offer profitable contract prices well into next spring, producers should carefully familiarize themselves with the financial position of all prospective buyers.

Reference data for feed pea values is available at <http://www.pulse.ab.ca/ForPulseTraders/FeedPeaBenchmark/tabid/230/Default.aspx>.

For a list of feed buyers please visit the SPG website at www.saskpulse.com and link to the [Pulse Companies List](#).

 Michelle Fleury, MSc., PAG is a Livestock Nutrition Consultant based out of Tisdale, SK.

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What is a Niche Variety?

by Rachel Kehrig

The Saskatchewan Pulse Growers (SPG) Tender Release Program (TRP) has been something that has raised a lot of questions amongst producers. With many of the niche market classes and varieties under the program beginning to establish market demand, producers are searching for more information about the program and its origins. SPG Executive Director Garth Patterson sat down to answer a few of the common questions on producer's minds about the release of niche market classes.

What is the Tender Release Program?

The TRP does a public call for tenders inviting seed companies to bid on the opportunity to grow, disseminate, and commercialize seeds that are in a unique or niche market class.

What makes a seed qualify for the TRP instead of the regular Variety Release Program?

Any of the following seed characteristics may result in a seed being classified as niche and being tendered out through the TRP:

- Are not broadly adaptable to Saskatchewan.
- Have limited demand (therefore price is very sensitive to supply).
- Are unique or highly differentiated.
- Represent an emerging market class, new product, or new market.
- Have identity preservation requirements.

Why was the TRP put into place?

Through our research with the Crop Development Centre (CDC), SPG saw the development of unique seeds that had no place in the markets. By

releasing the seed through the TRP, we are leaving it to seed companies to develop a market for the product at their own costs. If we were to release the seed to the growers through the Variety Release Program there would be no market for producers to sell into.

What is required of the tendering companies?

In addition to covering all the costs needed to develop a market for the seed, successful bidders are also required to pay SPG a royalty for the seed, and pay a \$10,000 annual research fee for any further work done on the seed development. It is important to note that producer check-off dollars are not used in the development of tendered pulses.

What is the benefit of the niche program to the producers?

As previously mentioned, without the market development done by the seed companies there would be no markets to sell the seed into. The ultimate goal of the TRP is that seed companies will work to increase the demand for the new market class and then in turn offer premiums to the producers who grow it.

The Tender Release Program allows seed companies to grow, disseminate, and commercialize seeds that are in a niche market class.

Market Class	Tendering Company	Agreement Expiry Date
CDC Jade (Green Desi Chickpea)	G.H. Schweitzer Ent. Ltd.	April 23, 2011
CDC Ebony (Black Desi Chickpea)	G.H. Schweitzer Ent. Ltd.	April 23, 2011
Slow-Darkening Pinto Bean	Walker Seeds and Keg Agro	April 30, 2012
CDC Jet (Black bean)	Martens Seeds	May 17, 2012
Spanish Brown Lentil	Simpson Seeds Inc.	April 30, 2017
Large Red Lentil	Saskcan Pulse Trading	April 30, 2017
Green Cotyledon Lentil	Saskcan Pulse Trading	April 30, 2017
Yellow Bean	Walker Seeds	April 30, 2017
Black Bean	Walker Seeds	April 30, 2018
Faba Bean (Large-seeded, food type)	Saskcan Pulse Trading	April 30, 2018

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

Working for You



Variety Release Program

- On July 21, 2010 SPG held their annual Select Grower Field Day. Over 35 people attended the event. Pulse breeders at the University of Saskatchewan's Crop Development Centre toured attendees through plots featuring new pulse varieties.
- SPG Variety Program staff attended the Canadian Seed Growers Association AGM and the Canadian Seed Trade Association AGM in July.

Communications

- A billboard campaign was launched to promote Saskatchewan pulses at Highway 11 to inform people that Saskatchewan exports 67% of the world's lentils and at the Saskatoon airport to inform Canadian Special Crops Association (CSCA) delegates they were in the heart of pulse country. SPG also purchased space on a billboard in New York City Times Square to encourage the world to eat more Canadian lentils for their health benefits.
- SPG staff attended the Institute of Food Technologists Annual Meeting and Food Expo in Chicago this July to promote the nutritional and environmental advantages of Canadian lentils.
- SPG, along with Pulse Canada hosted the *From Field to Plate Pulse Media Tour* which took place in Saskatoon in July to build strong relationships with key media and

increase their awareness and knowledge of pulse crops, with a focus on the health and environmental benefits. We had eight journalists from all over the world from the following magazines: Vegetarian Times, International Food Ingredients, Canadian Living, Chatelaine, Prepared Foods, Kraft and the Saskatoon Star Phoenix.

- SPG Staff and Board attended the CSCA conference in Saskatoon this July. SPG sponsored the Welcome to Saskatoon Reception on opening night, which was well attended by trade from all over the world.
- SPG and STEP organized an international pulse buyer tour in July where 15 international pulse buyers were given tours at CP rail sites, three major processing facilities, and taken to a farm outside of Regina to see where pulses in Saskatchewan are grown.

Policy

- The SPG Chair traveled to India with a delegation from the Government of Saskatchewan, including Honourable Rob Norris, Minister of Advanced Education, Employment and Immigration to learn about the opportunities to increase pulse trade between Saskatchewan and India.
- Materials were provided to Saskatchewan Agriculture for a pulse display at the Federal-provincial-territorial Agriculture Ministers and Deputy Ministers Conference for the Saskatchewan Government Reception.

*Visit the SPG website at www.saskpulse.com for news and updates.



Your Check-off Dollars at Work

Below are 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 Allison Fletcher, Research Project Manager at afletcher@saskpulse.com or 306-668-0591.

Enhancing the Nutritional Value of Saskatchewan Pulses through Improved Levels of Folate and Carotenoids

This project, lead by Dr. Tom Warkentin, Pea Breeder at the University of Saskatchewan's Crop Development Centre (CDC) is aiming to build on previous research conducted at the CDC which indicated that micronutrients such as selenium, iron and zinc exist in Saskatchewan grown lentils. This project will extend this concept to other Saskatchewan grown pulses to serve as the basis for developing a biofortification strategy for folate and a range of carotenoids. The specific objectives are to determine the genetic variation in natural folate and carotenoid content for selected pea, chickpea and bean germplasm, to measure different types of carotenoids and folates present in cotyledons, seed coats and embryo tissues of selected genotypes, to measure the total natural folate and carotenoid retention in key genotypes after storage, milling, cooking or canning, and to outline a breeding strategy to enhance the levels of folates and carotenoids in Saskatchewan pulse crops.

Best Management Practices to Improve the Assessment of Arbuscular Mycorrhizal Fungal Inoculants for Pulse Production Systems

This three year project, lead by Dr. Fran Walley, Department of Soil Science at the University of Saskatchewan, will focus on the following objectives: assess the growth promotion characteristics (including synergies with rhizobial inoculants and nitrogen fixation) of commercially available Arbuscular Mycorrhizal Fungal (AMF) inoculants, compared to local inoculum sources, assess the impact of AMF inoculation on population and colonization success by indigenous AMF species, examine the impact of soil and climate/weather on the persistence of introduced commercial AMF isolates, examine the influence of AMF inoculants rate on growth promotion and competition with other indigenous AMF, and determine the economic viability of using an AMF inoculant.

On Point



Photo by Geoff Howe.

Getting to Know Your Board Members

Since 1974, pulse crops have added value to Vicki's farm in the Paynton area where she farms with her husband David. Today, pulse crops represent 25 to 33 per cent of their rotation, growing peas and red lentils. In addition to commercial production as pedigreed and Select status seed growers, Vicki participates in the growth and distribution of new varieties through her family's company Western Grain Trade Ltd. Vicki is University educated and has a certificate in horticulture. Vicki is currently representing SPG on the Canadian Grain Commission Western Standards Committee and Pulse Sub-Committee. She is also on the SPG Research & Development Committee.

CropLife Canada CleanFARMS® Empty Pesticide Container Collection Program

Through the industry's participation in the CleanFARMS™ program, more than 78 million empty plastic pesticide containers have been collected across Canada since the program's inception. CropLife Canada's members, farmers, and various industry stakeholders work together to ensure that empty containers are appropriately rinsed

and disposed of safely. It is easy and there is no cost to the farmer. Containers should be pressure-rinsed or triple-rinsed and the paper booklet removed then returned to their local dealer. For more information on CleanFARMS™ and its programs visit www.cleanfarms.ca.

Nominations Open for SPG Directors

If you are a registered pulse producer (i.e. you have sold pulses and paid check-off in the last two years), and would like to be instrumental in growing Saskatchewan's pulse industry, fill in the nomination form found on page 24. It must be signed by three other registered growers and be submitted to the SPG office no later than 12:00 PM on Friday, October 22, 2010. For additional information, please call the SPG office at 306-668-0350.

SPG Awards Five New Undergraduate Scholarships

SPG awarded five, first-year undergraduate students attending the University of Saskatchewan with a \$5,000 scholarship to put towards their tuition. The candidates were sons or daughters of Saskatchewan pulse producers and entering in a field that would benefit the pulse industry.

The recipients were:

- Alanna Howell of Swift Current, College of Engineering
- Brayden Holman of Luseland, College of Agriculture
- Robert Keller of Wilkie, Edwards School of Business
- Steven Tetreault of Leoville, College of Agriculture
- Allan Walter of Lampman, College of Agriculture

A total of 26 eligible applications were received this year. SPG thanks everyone for their applications and congratulates all of the recipients and wishes them the best of luck this year! Please visit the SPG website at www.saskpulse.com to find out how

to apply for next year's scholarships.

Technical Agreement in India

This July, an Indian government delegation comprised of plant protection officials were in Canada to meet with the Canadian Food Inspection Agency (CFIA) on the issue of certifying shipments as free from stem and bulb nematode. India had a temporary policy that allows fumigation on Canadian pulse imports to occur upon arrival in India. The delegation toured a commercial farm, the University of Saskatchewan's Crop Development Centre, an inland terminal elevator facility, a port terminal in Vancouver and met with Canadian exporters. As a result of the visit, Indian officials and CFIA have agreed on a draft technical arrangement that will be in place for a number of years and allow Canadian pulse shipments to be fumigated with methyl bromide upon arrival in India and remove the need for CFIA to test each shipment for stem and bulb nematode to issue the phytosanitary certificate. Once implemented, this agreement will eliminate the largest risk for pea exporters – the risk of the shipment testing positive for stem and bulb nematode and provide more certainty about India's import requirements. The previous six month extensions to interim policies often left the trade uncertain about the exact import requirements until the extension was granted. The technical arrangement needs to receive approval both in Canada and India. This will take some time to obtain, but Pulse Canada is pushing for the arrangement to take effect in time for the new crop shipping period.

Want More Pulse Recipes?

Do you want to include more pulses in your family's meal plans but you are not sure what to do with them? Contact the SPG office at 306-668-0350 or

pulse@saskpulse.com to get a FREE copy of our recipe booklet. You can also sign up today to be added to our monthly recipe email list to get great pulse recipes emailed to you each month. To sign up email rkehrig@saskpulse.com and indicate that you would like to be added to the Monthly Recipe Email List. Check out some of these great blogs and websites for more great pulse recipes:

- www.dinnerwithjulie.com
- www.homefordinner.blogspot.com
- www.lesliebeck.com
- www.passionforpulses.com/tips.html
- <http://jennisNewgroundcafe.blogspot.com/>

Ag related companies in the Top 100

Saskatchewan Business Magazine has just come out with its listing of the Top 100 Companies in Saskatchewan. The ranking is based on gross Saskatchewan sales figures. At the top this year is Viterra. There are a number of other companies with a direct tie to agriculture in the list such as: Farm Credit Canada, Brandt Group of Companies, Alliance Grain Traders, Redhead Group of Companies, Walker Seeds, Jaydee Agtech based in

Swift Current, Bourgault Industries, Prairie Malt of Biggar, Maple Farm Equipment of Yorkton, Weyburn Inland Terminal, Farm and Garden Centre based in Saskatoon, Young's Equipment of Regina, Saskatchewan Municipal Hail Insurance, Big Sky Farms, Prairie West Terminal at Plenty, North West Terminal of Unity, Rack Petroleum of Biggar, South West Terminal of Gull Lake, Nykolaishen Farm Equipment of Kamsack, Pound-Maker Agventures of Lanigan, North East Terminal of Wadena, Co-operative Hail Insurance, Doecker Industries of Annaheim, Canpulse Foods of Kindersley and Ag World Equipment of Kinistino. Congratulations to all those a part of this list. Pick up a copy of Saskatchewan Business Magazine to see the complete list and rankings. Information courtesy of Kevin Hursh - Today's Comment. Email kevin@hursh.ca to be added to the Today's Comment list.

UPCOMING EVENTS

Winter Pulse Workshops
SPG and the Saskatchewan

Ministry of Agriculture are once again offering Regional Pulse Development Workshops from January 31, 2011 to February 4, 2011. Watch the SPG website for more details on workshop locations and speakers.

Canadian Weed Society

Registration is now available for the 2010 Canadian Weed Society annual meeting November 16 to 18, 2010 in Regina, SK. More information is available online at <http://www.weedscience.ca/media/cwss-scm-registration-info-limited-package-.pdf>.

PULSES IN THE MEDIA

News Release - Lentils: The Canadian Advantage – July 16, 2010

Move aside deep dish pizza, Canadian lentils are making their way into the diets of North Americans - the Saskatchewan Pulse Growers (SPG) hope so anyway! SPG Staff are down in Chicago this week promoting the health benefits of Canadian grown lentils as a nutritious whole food ingredient at the Institute of Food Technologists (IFT) Annual Meeting and Food Expo. Research has shown that lentils grown in Canada are high in fibre and protein, and micronutrients such as iron, zinc, selenium, and beta carotene.



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



Indian Minister Visits Saskatchewan

by **Garth Patterson**, *Executive Director*

The Honourable Shri Subodh Kant Sahai, Minister for Food Processing Industries for the Government of India visited Saskatoon on September 4, 2010. Saskatchewan Pulse Growers (SPG) hosted his delegation, along with

the Honourable Rob Norris, Minister for Advanced Education, Employment and Immigration in Saskatchewan.

Minister Sahai acknowledged the important relationship between India and Canada in pulse trade. India's growing population and their demand for pulses has created a gap between demand and supply that must be met by imports (see graph below). In recent years, Canada has surpassed Burma to become the top supplier of pulses to India. India is Canada's most important pulse customer, importing \$532 million of pulses from Canada in 2009.

SPG understands the importance of pulses to India and believes there is an opportunity to increase our research collaboration. Two examples of our current collaboration are:

- \$250,000 of funding to Tamil Nadu Agriculture University in Coimbatore, India to study the utilization of green lentil in traditional Indian foods.
- Dr. Kofi Agblor, Director of Research and Development for SPG was

invited to speak at the opening of the Indian Institute of Crop Processing Technologies and the International Conference on Food Technology last year in Thanjavur, India.

The delegation invited SPG to attend the Second International Conference in Food Technology in India later this fall. We are hopeful that this will lead to increased research collaboration into the use of Canadian pulses in Indian foods.



SPG Chair Murray Purcell with Honourable Shri Subodh Kant Sahai, Minister for Food Processing Industries for the Government of India and Saskatchewan Minister Rob Norris.

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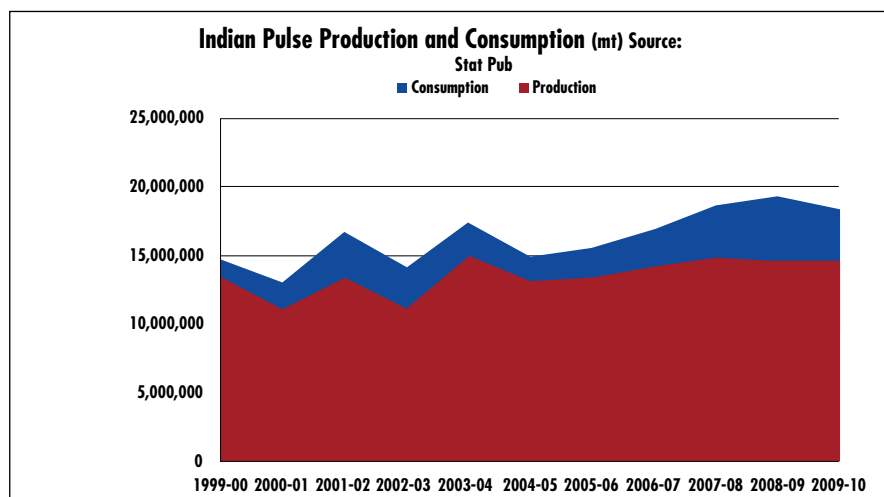
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Save the Date

2011 Regional Pulse Development Workshops

Saskatchewan Pulse Growers are teaming up with the Saskatchewan Ministry of Agriculture to bring information to the producers for the Regional Workshops. This year's topics include pulse disease, world markets, new pulse varieties, storage and the always popular pulse market outlooks.

Meeting Dates Include:

January 31 — Outlook

February 1 — Kindersley New Meeting This Year!

February 2 — Swift Current

February 3 — Moose Jaw

February 4 — Weyburn

Watch the SPG website for more details on how to register and the meeting agendas.

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