



# **The Business of Saskatchewan Pulses**

**SASKATCHEWAN PULSE GROWERS**

# Saskatchewan Pulse Growers 2010 Board of Directors



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**David Nobbs, Director**



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**The mission of the Saskatchewan Pulse Growers is to provide leadership for an innovative, profitable and sustainable Saskatchewan pulse industry, through research, market development and communication in collaboration with stakeholders.**



# World Leader in Pulses

**The Saskatchewan Pulse Growers represent 18,000 Saskatchewan pulse producers.**

The Saskatchewan Pulse Growers (SPG) Board is a seven member, producer-elected Board.

SPG's vision is that Saskatchewan will be an industry leader in the production, processing, and marketing of high quality and high value pulse products for a viable and profitable Canadian pulse industry.

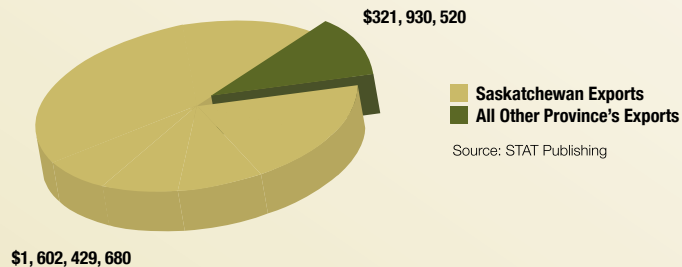
SPG invests producer check-off dollars into four program areas to achieve our vision and to increase **DEMAND**, increase **PRODUCTION**, **REPRESENT** the pulse industry and **ATTRACT** resources.

**Saskatchewan is the leader in Canadian pulse exports.**

Saskatchewan farmers produce:

- 99% of Canada's Lentil Crop
- 99% of Canada's Chickpea Crop
- 77% of Canada's Pea Crop

## Export Values of Canadian Pulses in 2008



**SPG forecasts that continued growth in Saskatchewan is sustainable up to one pulse crop planted in every four years of a crop rotation, equating to 9.5 million acres or approximately \$4 billion from 7.2 million tonnes of production.**





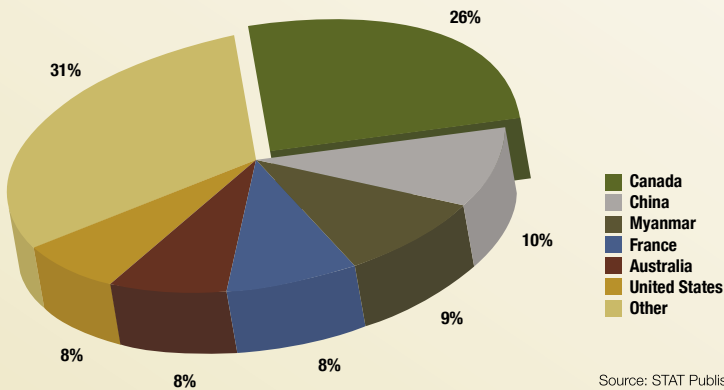
### Increasing demand for Saskatchewan pulses.

By funding Pulse Canada we are ensuring the interests of Saskatchewan pulse producers are represented at federal and international levels on:

- Transportation
- Market Access
- Market Promotion
- Crop Protection Product Registration

The development of new pulse varieties and market classes contribute to demand creation. SPG's Variety Release Program commercializes widely adapted varieties that are royalty-free and specialized niche varieties through commercial partnerships. Over 62 new varieties have been released through this program.

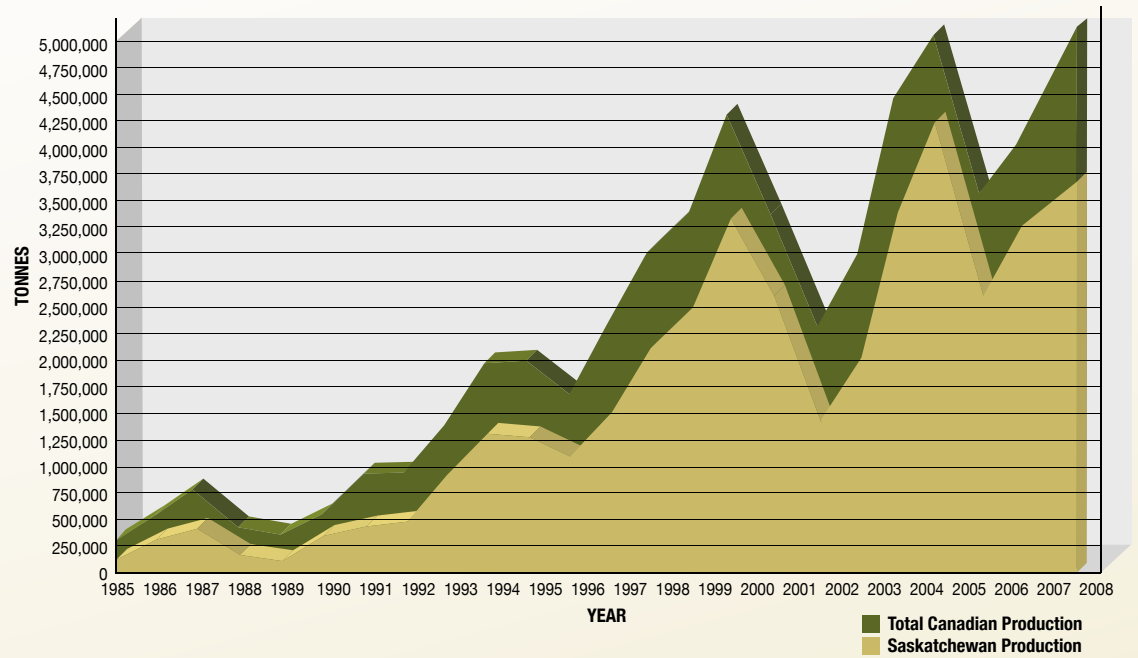
### Top World Pulse Exporters



**Saskatchewan is the heart of Canada's pulse industry.**

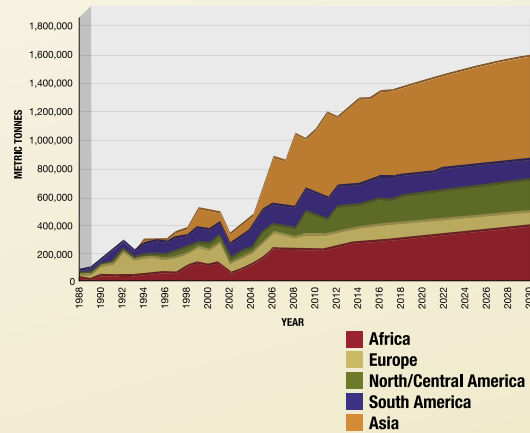
DEMAND

### Canadian Pulse Production Levels (pea, lentil, chickpea, dry bean, faba bean)



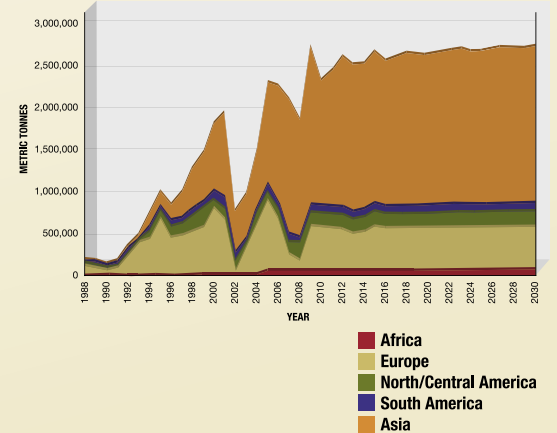
Source: STAT Publishing

### Canadian Lentil Export Projections



Source: STAT Publishing

### Canadian Pea Export Projections



Source: STAT Publishing



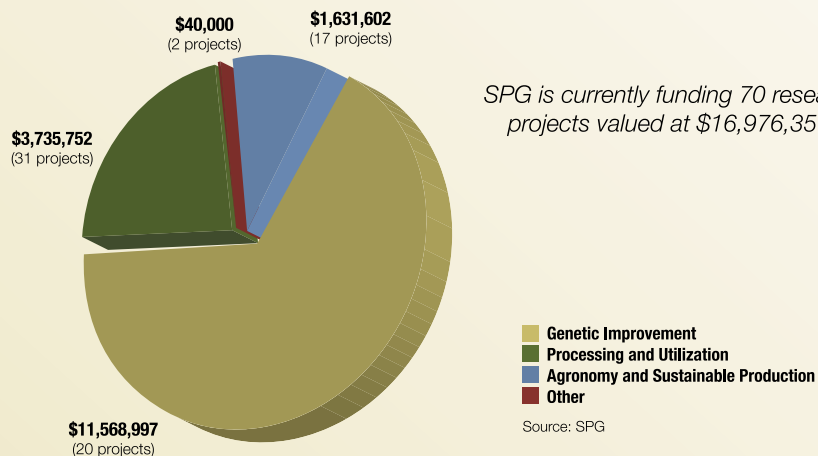
**Pea, lentil and chickpea production in Saskatchewan has increased 36 fold since 1985 and has grown at an average annual rate of 5% over the past 10 years.**

Saskatchewan's climate, soils, production technology and research capacity contribute to a competitive advantage in the production of high quality lentils and peas.

***SPG continues to increase research investments in Genetic Improvement, Production Management and Processing and Utilization.***

SPG is involved in extensive pea, lentil and chickpea research and development clusters that have been established over the past 20 years under the leadership of the University of Saskatchewan.

**Saskatchewan Pulse Growers Research Activity**

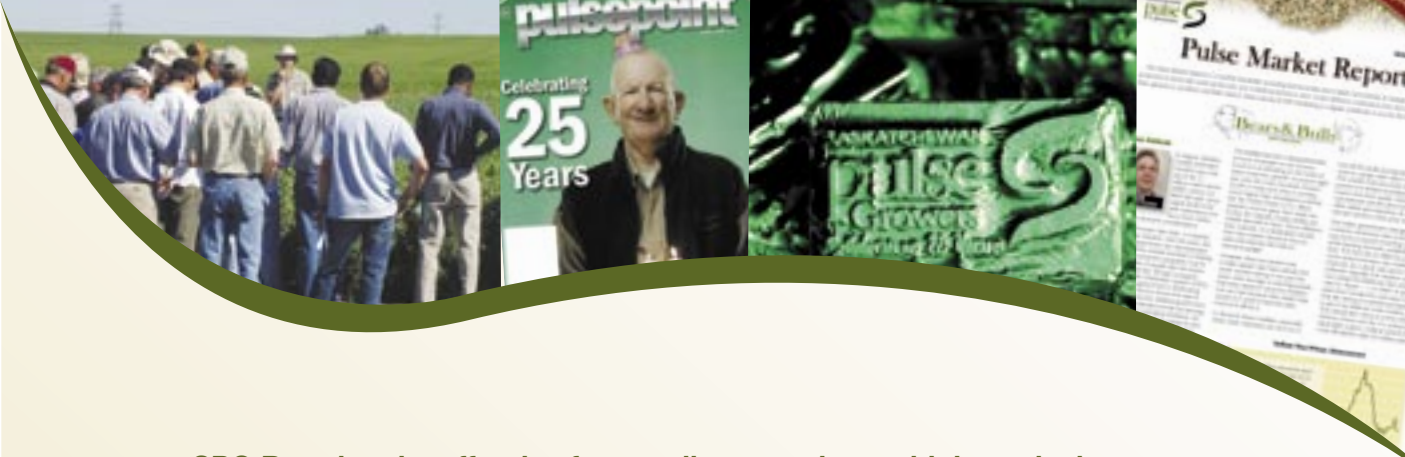


**Dr. Richard Gray's 2008 Return on Investment study found Saskatchewan pulse producers receive a return of \$20 for every \$1 of check-off invested in research.**

**PRODUCTION**



Photos by: Geoff Howe



**SPG Board and staff strive for excellence and act with integrity in a professional manner.**

SPG represents the Saskatchewan pulse industry and understands the needs of pulse producers. We communicate these priorities to the provincial and federal governments.

SPG provides producers with tools to assist in their production and marketing decisions.

We support improvements to provincial crop insurance and believe Saskatchewan producers must be confident that pulse buyers are licensed and have adequate security to settle contracts with producers.

**SPG Programming Areas**

**Research and Development**

SPG's research and development program provides funding and leadership for ongoing research, including disease management, genetic improvement, agronomy, weed control, new uses and quality assessment. Since the organization's inception, research investments have consistently been SPG's largest expenditure.

**Market Development**

SPG's market development efforts focus on developing international and domestic market opportunities for pulses in human diets and livestock rations.

**Communications**

The primary goal of SPG's communications program is better-informed and profitable pulse growers in Saskatchewan. Our key communications initiatives include our PulsePoint magazine, Pulse Market Report, Pulse Days annual conference, regional winter meetings, SPG website and grower field days.

**SPG represents Saskatchewan pulse producers.**

REPRESENT



*Photos by: Geoff Howe*



**SPG collects check-off of \$10 million annually from 18,000 pulse producers to invest in programming and activities for their benefit.**

SPG has developed working relationships with:

- Government of Saskatchewan
- University, Provincial and Federal research scientists
- Pulse trade and industry representatives
- Pulse Canada
- Other provincial pulse organizations

Collaboration with these groups enables SPG to access to the best available resources, leverage funding from other sources and encourage organizations to work towards achieving results on common issues.

Our partnership with the University of Saskatchewan's Crop Development Centre ensures that SPG works with world-leading pulse researchers and that our producers have access to the best pulse varieties available.

SPG invests in programming and activities to benefit farmers. We access the required expertise, either internally or through third parties. We initiate actions both independently and in collaboration with partners sharing our vision.

SPG believes that pulses will continue to contribute to the growth of the Saskatchewan economy.

**Canadian pulses are a  
Saskatchewan success story!**

**ATTRACT**



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PLEASE RECYCLE