



The Business of Saskatchewan Pulses
SASKATCHEWAN PULSE GROWERS

Saskatchewan Pulse Growers 2009 Board of Directors



Maurice Berry, Chair



**Barbara Podhorodeski,
Vice Chair**



John Bennett, Director



David Nobbs, Director



Dwayne Moore, Director



Murray Purcell, Director



Jeff Sopatyk, Director



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.

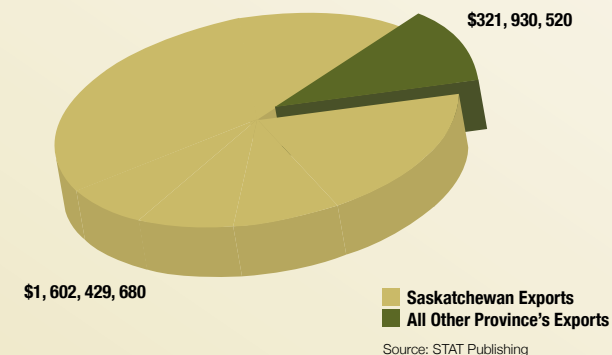
SPG invests producer check-off dollars into four program areas to achieve our vision and to increase **DEMAND, PRODUCTION, REPRESENT** the pulse industry and **ATTRACT** resources.

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 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.

Saskatchewan Pulse Growers exists to facilitate a sustainable and profitable Saskatchewan Pulse Industry



Working to increase demand for Saskatchewan grown pulses.

Demand for Saskatchewan grown pulses can increase if barriers to pulse trade are minimized. This can be achieved through:

- Bilateral trade agreements with key pulse importers
- Non-tariff barriers of key importers are eliminated
- Canadian pesticide residue limits remain harmonized with importing countries

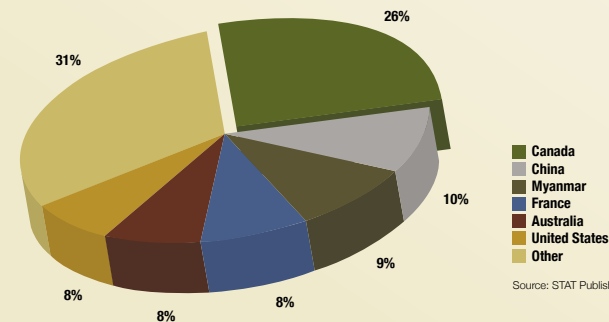
The communication of pulse quality through appropriate grade standards and improved market awareness of new pulse varieties and market classes will contribute to demand creation.

SPG wants to increase the value of pulses as feed ingredients through research into new uses, improved price discovery and increased promotion.

SPG is contributing \$1 million into projects that are looking at using pulses in food products to promote good nutrition and health.

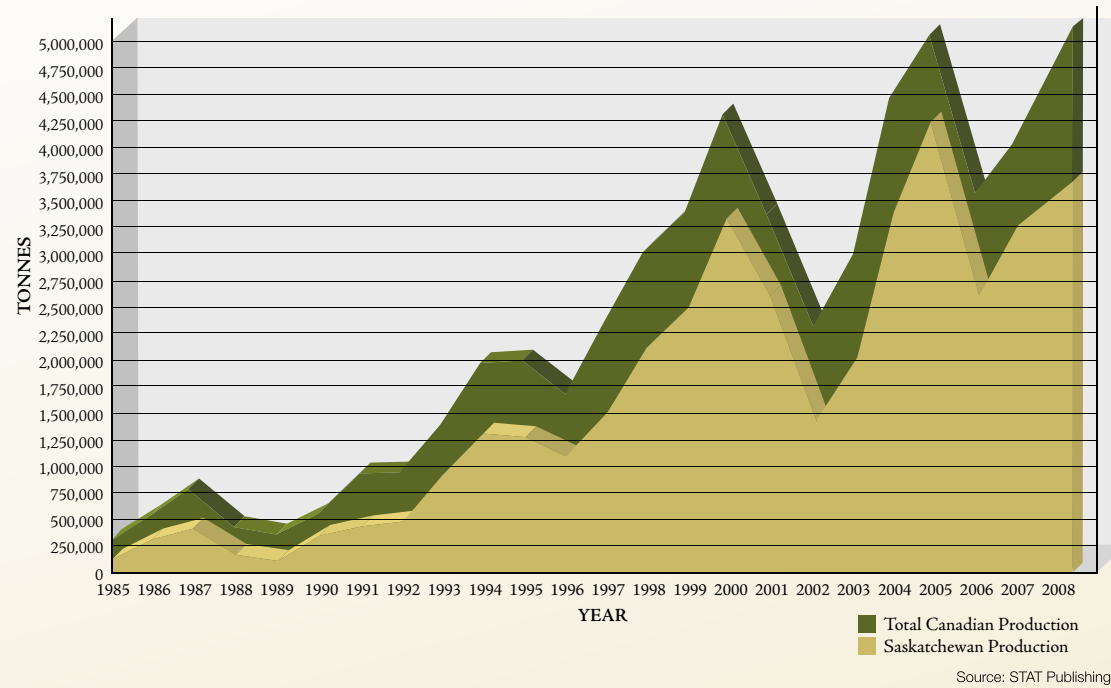
Canada is the world's leading pulse exporter.

Top World Pulse Exporters

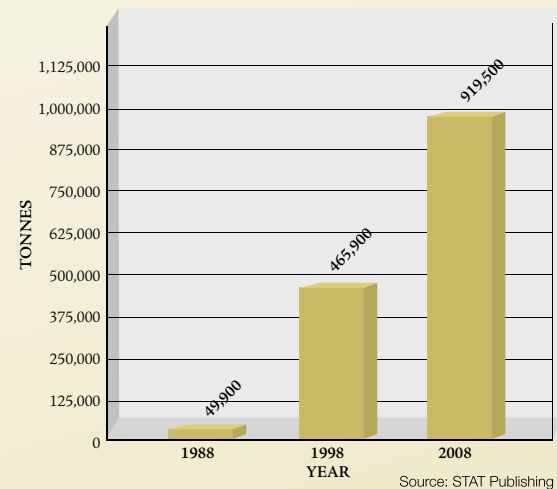


DEMAND

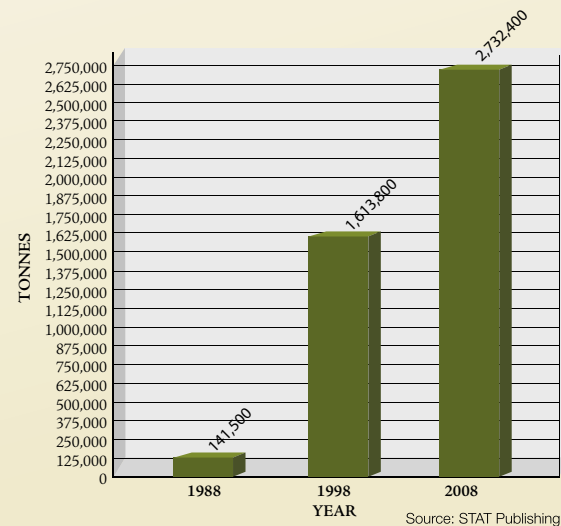
Canadian Pulse Production Levels (pea, lentil, chickpea, dry bean, faba bean)



Saskatchewan Lentil Production



Saskatchewan Pea Production



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 breeding, agronomy, plant nutrition, plant disease and environmentally sustainable rotations.

SPG encourages production increases in an economically and environmentally sustainable manner by reducing production risks for Saskatchewan farmers. SPG does this by being involved in extensive pea, lentil and chickpea research and development clusters that have been developed over the past 20 years under the leadership of the University of Saskatchewan.

SPG's Variety Release Program commercializes widely adapted varieties that are royalty-free and specialized niche varieties through commercial partnerships.

SPG's number one priority is the improvement of the quality and production of pulse crops.

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.

Producers need better tools to manage pulse production and market risks. SPG will continue to provide timely market information to assist pulse producers 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.

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

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

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.

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:

- Research scientists
- Pulse trade and industry representatives
- Pulse Canada
- Other provincial pulse organizations

Collaboration with these groups gives SPG access to the best available resources and encourages the organizations to work towards achieving results for common issues.

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

SPG will invest in programming and activities to benefit farmers. We will access the required expertise, either internally or through third parties. We will 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



Saskatchewan Pulse Growers
104-411 Downey Road
Saskatoon Sk S7N 4L8

Tel: 306.668.5556
Fax: 306.668.5557
pulse@saskpulse.com

www.saskpulse.com



PLEASE RECYCLE