



2012 ANNUAL GENERAL MEETING

VICTORIA INN HOTEL AND CONVENTION CENTRE

February 8, 2012





**Annual General Meeting
Victoria Inn, Winnipeg
Wednesday, February 08, 2012
8:30 am – 9:10 am**

Agenda

Time	Item	Presenter	Action
8:30 am	Call to order	Andrew Saramaga	
8:30 am	Approval of Agenda	Andrew Saramaga	Motion to approve
8:30 am	Call to Order of the Special Meeting	Andrew Saramaga	Motion to adopt
8:40 am	Election Procedure Approval	Andrew Saramaga	Motion to approve
8:40 am	Nominating Committee Report	Murray Chorney	
8:40 am	Minutes of the 2011 Annual Meeting	Monika Robertson	Motion to adopt
8:45 am	Financial Report 2011	Dale George	Motion to adopt
	Appointment of Auditors	Andrew Saramaga	Motion to appoint
	Budget 2012	Sandy Robinson	Motion to adopt
8:55 am	Board and Manager's Report	Roxanne Lewko	
9:05 am	Election of Directors	Andrew Saramaga	
9:10 am	Other Business	Andrew Saramaga	
9:10 am	Adjourn		Motion to adjourn

2011 Board of Directors

Andrew Saramaga	President, CSC Rep	Hazelridge
Fred Greig	Vice President, Pea Committee Chair, WGRF Rep	Reston
Albert Turski	Soybean Committee Chair	LaSalle
Murray Chorney	KAP Rep, MASC Chair	East Selkirk
Kyle Friesen	Market Development Chair	Altona
Randy Froese	Edible Bean Committee Chair, Pulse Canada Rep	Winkler
Andrew Knowles	CSC Alternate Rep	St Andrews
Joni Sawatzky	MCVET Rep	Altona
Rick Vaags	KAP Alternate Rep	Dugald
Jason Voth	Finance Committee Rep	Altona
Curtis Rempel	University of Manitoba Rep	Winnipeg
Dennis Lange	MB Agriculture, Food and Rural Initiatives Rep	Carman
Anfu Hou	Agriculture and Agri-Food Canada Rep	Morden
Frank LaBelle	Canadian Special Crops Association Rep	Carman



Annual General Meeting

Date:	February 10, 2011
Time:	8:30 am – 9:00 am
Location:	Winnipeg Convention Centre

Meeting Minutes

Item No.	Agenda Item	Presenter
1.	Call to Order at 8:30 am	A. Saramaga
2.	<p>President Saramaga reviewed the election procedures.</p> <p>MOTION: C. Sims/D. Lange that the 2011 Nomination report be moved to the beginning of the agenda. CARRIED</p> <p>MOTION: C. Sims/D. Lange to approve of the election procedure as presented. CARRIED</p>	A. Saramaga
3.	<p>Nominating Committee Report</p> <p>The nominating committee for 2011 included K. Friesen, T. Stewart and S. McCutcheon. T. Stewart and S. McCutcheon have respectfully handed in their resignation to the board. We thank them for their time. On behalf of the nominating committee K. Friesen presented the following names for the 3 year term (2011-2014): Murray Chorney, Randy Froese, and Andrew Knowles. The following names were presented for a 2 year term (2011-2013): Jason Voth, Rick Vaags, and Joni Sawatzky.</p> <p>K. Friesen called for the first nominations from the floor with none forthcoming.</p>	K. Friesen
4.	<p>Minutes of the 2010 AGM</p> <p>M. Robertson read the minutes of the 2010 Annual Meeting</p> <p>MOTION: K. Friesen/T. Stewart that the minutes of the 2009 Annual Meeting be adopted as read. CARRIED</p> <p>Second Call for Nominations with none forthcoming.</p>	M. Robertson
5.	<p>Financial Report</p> <p>Lorna George of D.F. George Chartered Accountants Inc. presented the audited financial statements for 2010.</p> <p>MOTION: M. Chorney/K. Friesen that the 2010 audited financial statements be adopted as presented. CARRIED</p>	L. George
6.	<p>Appointment of Auditors</p> <p>MOTION: T. Stewart/A. Turski that D.F. George Chartered Accountant Inc. be appointed auditors for the Manitoba Pulse Growers Association accounts for 2011. CARRIED</p>	A. Saramaga
7.	<p>2011 Budget – S. Robinson presented the 2011 budget.</p> <p>MOTION: S. Morran/D. Sisson that the 2011 budget be adopted as presented. CARRIED</p>	S. Robinson
8.	<p>Board and Managers Report –R. Lewko reviewed the 2010 Board and Manager's report, which was included in the Annual General meeting booklet distributed to attending members.</p>	R. Lewko

9.	<p>Third call for nominations with none forthcoming.</p> <p>MOTION: K. Friesen/T. Stewart that nominations cease. CARRIED</p> <p>Election results –Murray Chorney, Randy Froese, and Andrew Knowles were elected by acclamation for a 3 year term (2011-2014). Jason Voth, Rick Vaags, and Joni Sawatzky were elected by acclamation for a 2 year term (2011-2013).</p>	A. Saramaga
10.	<p>Resolutions Committee Report – R. Roels reported that resolutions could not be received from the floor based on the MPGA By-laws and that no resolutions were submitted prior to the deadline.</p>	R. Lewko
11.	<p>Call for other Business – There was no other business to report.</p>	A. Saramaga
12.	<p>MOTION: C. Sims that the 2011 Annual Business Meeting be adjourned. CARRIED</p>	
13.	<p>Adjourn at 9:00 am</p>	

MANITOBA PULSE GROWERS
ASSOCIATION INC.

INDEPENDENT AUDITOR'S REPORT

FINANCIAL STATEMENTS

DECEMBER 31, 2011

MANITOBA PULSE GROWERS ASSOCIATION INC.

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INDEPENDENT AUDITOR'S REPORT

To the Members
Manitoba Pulse Growers Association Inc.

I have audited the accompanying financial statements of Manitoba Pulse Growers Association Inc., which comprise the statement of financial position as at December 31, 2011, and the statements of operations and fund balances for the administration and research funds for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's responsibility for the financial statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian generally accepted accounting principles for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's responsibility

My responsibility is to express an opinion on these financial statements based on my audit. I conducted my audit in accordance with Canadian generally accepted auditing standards. Those standards require that I comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures

that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

Opinion

In my opinion the financial statements present fairly, in all material respects, the financial position of Manitoba Pulse Growers Association Inc. as at December 31, 2011, and its results of operations for the year then ended in accordance with Canadian generally accepted accounting principles for not-for-profit organizations.

Carman, Manitoba
February 2, 2012

D. F. George
Chartered Accountant Inc.

MANITOBA PULSE GROWERS ASSOCIATION INC.

STATEMENT OF FINANCIAL POSITION
AS AT DECEMBER 31, 2011

ASSETS

	Administration Fund	Research Fund	Total 2011	Total 2010
CURRENT ASSETS				
Bank - unrestricted	\$ 1,707,208	\$ 534,678	\$ 2,241,886	\$ 2,004,908
Accounts receivable	10,355	-	10,355	7,568
Prepaid expenses	3,305	-	3,305	-
	<u>\$ 1,720,868</u>	<u>\$ 534,678</u>	<u>\$ 2,255,546</u>	<u>\$ 2,012,476</u>

LIABILITIES AND FUND BALANCES

CURRENT LIABILITIES				
Accounts payable	<u>\$ 9,907</u>	<u>\$ 10,355</u>	<u>\$ 20,262</u>	<u>\$ 17,560</u>
FUND BALANCES				
Unrestricted	1,710,961	-	1,710,961	1,286,147
Restricted for research	<u>-</u>	<u>524,323</u>	<u>524,323</u>	<u>708,769</u>
	<u>1,710,961</u>	<u>524,323</u>	<u>2,235,284</u>	<u>1,994,916</u>
	<u>\$ 1,720,868</u>	<u>\$ 534,678</u>	<u>\$ 2,255,546</u>	<u>\$ 2,012,476</u>

Approved on Behalf of the Board

Director: _____

Director: _____

MANITOBA PULSE GROWERS ASSOCIATION INC.

STATEMENT OF CHANGES IN FUND BALANCES
FOR THE YEAR ENDED DECEMBER 31, 2011

	<u>Administration Fund</u>		<u>Research Fund</u>	
	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>
Fund Balances beginning of year	\$ 1,286,147	\$ 1,219,134	\$ 708,769	\$ 481,476
Excess (deficiency) of revenues over expenses	<u>424,814</u>	<u>67,013</u>	<u>(184,446)</u>	<u>227,293</u>
Fund Balances end of year	<u>\$ 1,710,961</u>	<u>\$ 1,286,147</u>	<u>\$ 524,323</u>	<u>\$ 708,769</u>

MANITOBA PULSE GROWERS ASSOCIATION INC.

STATEMENT OF OPERATIONS - ADMINISTRATION FUND
FOR THE YEAR ENDED DECEMBER 31, 2011

	Budget 2011	2011	Restated 2010
REVENUE			
Administration fee (note 3)	\$ -	\$ 10,355	\$ 7,568
Advertising rebate	-	10,000	-
Check-off	895,000	1,287,203	868,350
Interest	18,000	26,788	11,096
Miscellaneous	-	200	-
Pulse Tour	1,000	1,200	1,000
Promotions	-	-	7,170
	<u>914,000</u>	<u>1,335,746</u>	<u>895,184</u>
EXPENSES			
Check-off refunds	45,500	54,119	32,111
Administration	50,700	49,051	54,467
Travel	62,950	79,413	56,013
Employees	164,200	153,696	130,787
Research	400,000	400,000	400,000
Market development	116,000	120,736	113,847
Member relations	39,500	47,757	36,712
Memberships	4,785	5,260	4,234
Special crop symposium	-	900	-
	<u>883,635</u>	<u>910,932</u>	<u>828,171</u>
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	<u>\$ 30,365</u>	<u>\$ 424,814</u>	<u>\$ 67,013</u>

MANITOBA PULSE GROWERS ASSOCIATION INC.

STATEMENT OF OPERATIONS - RESEARCH FUND
FOR THE YEAR ENDED DECEMBER 31, 2011

	<u>2011</u>	<u>Restated 2010</u>
REVENUE		
Interest	\$ 10,355	\$ 7,568
Research support	400,000	400,000
Registration fees - Crop Diagnostic School	41,345	46,840
Seed trials		
- Pea co-op	60,690	65,520
- Soybean	69,242	35,600
Donations and grants	<u>81,360</u>	<u>44,003</u>
	<u>662,992</u>	<u>599,531</u>
EXPENSES		
Administration fee (note 3)	10,355	7,568
Administered projects		
-Crop Diagnostic School	51,381	41,768
-Pea Co-op trials	63,810	62,400
Seed trials - soybean	68,654	39,853
Research projects	650,394	218,350
Unallocated expenses	<u>2,844</u>	<u>2,299</u>
	<u>847,438</u>	<u>372,238</u>
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	<u>\$ (184,446)</u>	<u>\$ 227,293</u>

MANITOBA PULSE GROWERS ASSOCIATION INC.

NOTES TO FINANCIAL STATEMENTS DECEMBER 31, 2011

1 Purpose of the Association

Manitoba Pulse Growers Association Inc. is a member organization committed to represent the interests of the pulse growers of Manitoba in matters relating to pulses, in areas of research, market development, and liaison. The association is incorporated under the Manitoba Corporations Act as a not-for-profit organization and is exempt under the Income Tax Act under section 149 (1)(e) as an agricultural organization.

2 Significant Accounting Policies

These financial statements have been prepared in accordance with Canadian generally accepted accounting principles. Outlined below are those policies considered particularly significant for the association.

Fund Accounting

The association follows the restricted fund method of accounting for contributions.

The Administration Fund accounts for the association's program delivery and administrative activities. This fund reports unrestricted resources.

The Research Fund reports only restricted resources that are to be used for research purposes.

Capital Assets

Capital asset purchases are expensed in the operating statement.

Revenue Recognition

Restricted contributions related to general operations are recognized as revenue of the Administration Fund in the year in which the related expenses are incurred. All other restricted contributions are recognized as revenue of the appropriate restricted fund.

Unrestricted contributions are recognized as revenue of the Administration Fund in the year received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

MANITOBA PULSE GROWERS ASSOCIATION INC.

NOTES TO FINANCIAL STATEMENTS
DECEMBER 31, 2011

2 Significant Accounting Policies cont.

Check-off revenue and refunds are recognized on the cash basis.

Investment income is recognized as revenue of the various funds when earned.

Seminar fees are recognized as revenue when the seminars are held.

Contributed services or materials are not recognized in the financial statements.

Use of Estimates

The preparation of financial statements, in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenditures during the reported period. Differences in actual results from prior estimates are taken into account at the time the differences are determined.

Financial Instruments

The association applies Sections 3855 "Financial Instruments - Recognition and Measurement" and 3861 "Financial Instruments - Disclosure and Presentation" of the Canadian Institute of Chartered Accountants (CICA) Handbook. As permitted by the CICA, the association has elected not to adopt the new standards 3862 and 3863, and continues to apply Section 3861 on disclosure and presentation of financial instruments.

All financial instruments are classified into one of five categories: held for trading, held-to-maturity investments, loans and receivables, available for sale financial investments or other financial liabilities. On initial recognition, all financial instruments are recognized at their respective fair values except for investments in equity instruments that do not have a quoted market price in an active market. After initial recognition, held for trading and available for sale financial assets are measured at the balance sheet date at their fair values, and loans and receivables, held-to-maturity investments and other financial liabilities are measured at amortized cost.

The categories of the association's financial assets and liabilities are as follows:

MANITOBA PULSE GROWERS ASSOCIATION INC.

NOTES TO FINANCIAL STATEMENTS
DECEMBER 31, 2011

2 Significant Accounting Policies cont.

Financial Assets

i) Held for trading:

Cash and cash equivalents are designated as held for trading at fair value with any subsequent changes in fair value as a charge to the statement of operations.

ii) Available for sale or held to maturity:

The association does not currently hold any financial assets classified as available for sale or held to maturity.

iii) Loans and receivables:

Accounts receivable are recorded at amortized cost less any impairment losses recognized and approximate their fair values due to the relatively short periods to maturity.

Financial Liabilities

iv) Held for trading:

The association does not currently hold any financial liabilities classified as held for trading.

v) Other financial liabilities:

Accounts payable and accrued liabilities are recorded at amortized cost and approximate their fair values due to the relatively short periods to maturity.

It is management's opinion that the association is not exposed to significant currency, interest, market or credit risks arising from these instruments.

MANITOBA PULSE GROWERS ASSOCIATION INC.

NOTES TO FINANCIAL STATEMENTS
DECEMBER 31, 2011

3 Administration Fee

Since fiscal 2000, the Administration Fund receives an administration fee from the Research Fund in an amount equal to the annual interest earned by the Research Fund.

4 Statement of Cash Flows

A separate statement of cash flows has not been prepared as it would not provide further relevant information to the users of the financial statements.

5 Commitments

The association has entered into funding agreements for long term research projects and has committed the following amounts.

<u>Year</u>	<u>Amount</u>
2012	\$277,175
2013	\$244,252
2014	\$115,525

6 Comparative Figures

The prior year figures have been restated to reflect current year classifications.

2012 MPGA Budget
as presented Wednesday, February 8, 2012
Victoria Inn and Convention Centre, Winnipeg, MB
8:30 am - 9:10 am

	2012 Budget	2011 Actual to Date	2011 Budget
REVENUE			
Administration fee	\$ -	\$ 10,354.54	\$ -
Advertising rebate	\$ -	\$ 10,000.00	\$ -
Check-off	\$ 1,000,000.00	\$ 1,287,203.26	\$ 895,000.00
Interest	\$ 30,000.00	\$ 26,788.45	\$ 18,000.00
Miscellaneous	\$ -	\$ 200.00	\$ -
Pulse Tour	\$ 1,200.00	\$ 1,200.00	\$ 1,000.00
Promotions	\$ -	\$ -	\$ -
TOTAL REVENUE	\$ 1,031,200.00	\$ 1,335,746.25	\$ 914,000.00
EXPENSES			
Check-off refunds	\$ 65,000.00	\$ 54,119.05	\$ 45,500.00
Administration	\$ 67,200.00	\$ 49,051.20	\$ 50,700.00
Travel	\$ 86,600.00	\$ 79,413.43	\$ 62,950.00
Employees	\$ 174,950.00	\$ 153,695.60	\$ 164,200.00
Research	\$ 650,000.00	\$ 400,000.00	\$ 400,000.00
Market Development	\$ 119,000.00	\$ 120,736.00	\$ 116,000.00
Member relations	\$ 48,000.00	\$ 47,757.00	\$ 39,500.00
Memberships	\$ 5,260.00	\$ 5,260.00	\$ 4,785.00
Special Crop Symposium	\$ 5,000.00	\$ 900.00	\$ -
TOTAL EXPENSE	\$ 1,221,010.00	\$ 910,932.28	\$ 883,635.00

2011 MPGA Report

Administration

Total pulse acreage in 2011 was approximately 660,450 acres, down from 778,200 in 2010. The majority of those acres were soybeans, which hit yet another production record in Manitoba at 587,400 acres. Edible bean acres decreased substantially to 51,200, only 1/3rd of their acres as the previous year. This was due to a combination of poor markets, their high production maintenance, high risk, and the production ease and profitability of growing soybeans. Pea acres were only 19,000, 21% of last year's acres. This was primarily attributed to the exceptionally wet and late spring we experienced in Manitoba. Nearly 3 million acres went unseeded this year due to excess moisture and flooding. Most of those acres were in western Manitoba, where the majority of our pea crop is grown. Producers showed their commitment to growing soybeans again in 2011, and we saw a slight increase in acres. The 60,000 acre increase wasn't close to the 220,000 acre increase we were expecting, but given the spring we had, we were still very pleased. The early part of the growing season was wet throughout all of Manitoba and getting crops seeded was a challenge. The summer months were incredibly hot and dry in eastern Manitoba, and hot and wet in western Manitoba. The intense heat brought crops to maturity early and harvest was relatively smooth. Yields were incredibly variable and highly dependent on if you got in-season rainfalls. Overall, quality was very good.

2011 levy revenue for MPGA totaled \$1,287,200. 88 producers requested a levy refund representing 4.2% of total levy collected. MPGA maintained its research and other commitments in 2011, and will be budgeting an additional \$200,000 from our current reserve to our research fund. Therefore we are projecting a deficit of just under \$200,000 in 2012. Manitoba Corn Growers Association (MCGA) continued to administer the pulse Cash Advance Program on behalf of MPGA. The Cash Advance Program participation remains strong and MPGA is pleased to provide this value to producers.

The Board of Directors met 6 times in 2011, in addition to several committee meetings and conference calls. Directors also attended a few provincial, national and international meetings and conferences. In 2011, MPGA continued its partnership with the National Sunflower Association of Canada (NSAC), MCGA, and Manitoba Agriculture, Food and Rural Initiatives (MAFRI) and helped organize the fifth annual Manitoba Special Crops Symposium. The event was held at the Winnipeg Convention Centre on February 9th and 10th. MPGA also partnered with NSAC to host a Special Crops Production Day in Brandon on March 3rd to better reach our members on the western side of the province. MPGA organized two summer tours – the Pulse Tour at Morden's AAFC Research Station on August 3rd and a Soybean tour at Richardson's Kelburn Farm on August 4th.

Research

MPGA spent \$424,750 on research projects in 2011. Approximately 37 different projects were funded that focused on agronomy, pathology, variety development, genetic improvement, and health and utilization in edible beans, peas, soybeans and faba beans. A couple of MPGA contributions were matched by the Agri-Food Research and Development Initiative (ARDI).

Several research projects fell into the Pulse Science Cluster and the Canadian Field Crops Research Alliance (CFCRA) agreements under the Growing Forward framework, which obtain matching funding from the federal government.

MPGA continues to collaborate with the Grain Farmers of Ontario on some soybean research projects, and has been working with the Ontario Oil and Protein Seed Crop Committee in regards to recommendations for soybean variety registrations. MPGA also continues to work with MCVET, MAFRI, AAFC and other contractors to obtain variety trial results at various locations in Manitoba.

Building on the success of the field-scale trial funded in 2010, MPGA expanded the number of funded field-scale trials to 3, all managed and completed by Agri Skills Inc near Carman.

Market Development

MPGA continues to support Pulse Canada and all of their initiatives, including work on market access, market development, transportation, health and nutrition, and environment and sustainability. MPGA appreciates all of the hard work and coordination Pulse Canada puts into those projects. MPGA also continues to support the Canadian Soybean Council, who held a strategic planning session in the spring to focus efforts on Canadian soybean promotion. MPGA participated in a portion of CSC's 2011 Incoming Program, which had delegates representing key soybean processing companies from Singapore, Malaysia, Thailand and Taiwan visit Manitoba, Ontario and Quebec to learn more about the high-quality soybeans we produce.

MPGA continues to be an active member of the foodManitoba group, and our domestic market development efforts continued in 2011 with two appearances on the popular cooking show *Great Tastes of Manitoba*. Demand for recipe books and nutritional information is constant, from requests to the office or when MPGA has representation at events and tradeshow. Approximately 5,000 copies of *Pulses: Cooking with Beans, Peas, Lentils and Chickpeas* were given out in 2011. The new Gluten-Free recipe book published by Pulse Canada in 2011 has also been incredibly popular, and approximately 3,600 copies of it have also been distributed by MPGA.

Advocacy

MPGA continues to be active on numerous external committees including Pulse Canada, Canadian Soybean Council, the Canadian Grain Commission's pulse sub-committee, Keystone Agricultural Producers, Ontario Oil and Protein Seed Crop committee, Western Grains Research Foundation and Manitoba Crop Variety Evaluation Trials. MPGA is also involved with Agriculture in the Classroom and the Soy Food Marketing Council. In addition, we have 8 internal committees of our own.

Consultations with the Minister of Agriculture, Food and Rural Initiatives and Manitoba Agricultural Services Corporation (MASC) remain a very high priority. MPGA continues to convey producer concerns and provides constructive solutions at our annual meetings with the Minister and MASC and on an as-needed basis.

In 2011, MPGA met a few times with officials at Agriculture and Agri-Food Canada to express the importance of public research and the need to fill retirement or vacant positions at AAFC research

stations across Manitoba. MPGA also outlined our needs for public research in respect to each pulse crop type.

Communication

Pulse Beat is published 3 times a year, and continues to be our primary communication tool with members. The Variety Trial Evaluations are published in December of each year and are included in that month's edition of *Pulse Beat*. Our website, www.manitobapulse.ca was re-designed in the fall of 2011 and has a fresher, cleaner look and is more user-friendly. In order to increase knowledge transfer to our members, we've created a research reports page and feature annual and final reports of all research projects we fund. Producers, consumers and industry can find lots of information on our website relating to news and events, pulse production, research, marketing, recipes and nutrition, the cash advance program, past issues of *Pulse Beat* and Variety Trial Inserts, general information on our association, and links to our partners, other association and government sites, and weather. MPGA is continuing efforts to develop an e-mail database of our members, so we can inform them via e-blasts on important events, including our summer tours, Special Crops Symposium, and Special Crops Production Day.

Profile of Manitoba Pulse Growers Association

MPGA represents nearly 3,000 producers of peas, edible beans, soybeans, faba beans, chickpeas and lentils throughout Manitoba. MPGA is governed by a 14 member board, 10 elected active producers and 4 appointed industry representatives from Agriculture and Agri-Food Canada, Manitoba Agriculture, Food and Rural Initiatives, The Faculty of Agricultural and Food Sciences - University of Manitoba, and Manitoba Pulse Crop processing firms as nominated by the Canadian Special Crops Association. The office is located at 38 4th Avenue N.E. in Carman, Manitoba and is staffed by three full time employees - a Business Manager, an Executive Director and a Policy and Communications Director.

MPGA is funded by a check-off of 0.5% of pulse crop sales. Our check-off is refundable upon request. 45% of annual revenue is used to support research activities, and our priorities include agronomy, disease and insect control, variety development/breeding objectives, and utilization/value-added. 13% of annual revenue is used to support market development activities. MPGA provides a voice to governments and their agencies in regards to public research, crop insurance, pest regulations, safety nets, grading and standards, pesticide policies, and other pulse-related issues as they arise. The organization has a domestic promotion program to improve and increase the use of pulse crops both for human and animal consumption, and is intensely involved in the efforts of Pulse Canada and the Canadian Soybean Council to access new markets throughout the world.

Vision

Vibrant profitable farms sustainably producing a variety of quality pulse crops to feed a healthy growing world.

Mission Statement

To provide Manitoba pulse grower members with production knowledge and market development support, through focused research, advocacy and linkages with industry partners.

Focus Areas

- Research
- Market Development
- Advocacy
- Communication
- Board Organization

Website

www.manitobapulse.ca

Logo



Profile of Pulse Canada

Pulse Canada is a national industry association that was formed through a partnership between Canadian pulse growers and the pulse trade. The organization represents provincial pulse grower groups from Alberta, Saskatchewan, Manitoba and Ontario, as well as the pulse trade from across Canada that are members of the Canadian Special Crops Association (CSCA). The success of Pulse Canada has been in finding areas of common interest between member organizations, as well as with the Government of Canada, and finding the most efficient and effective way to address those interests on a national scale.

Pulse Canada operations cover two main focus areas – increasing efficiencies and increasing value.

Increasing Efficiencies

Work on Market Access addresses critical tariff and non-tariff barriers in international markets. Information is provided to producers on maximum residue limits for chemical inputs, and work is carried out to harmonize regulations with trading partners (particularly cross border). On Transportation, Pulse Canada is working to bring the industry together to address shipping problems that confront the pulse sector and undermine profitability.

Increasing Value

Food and Feed Business Development initiatives are focused on expanding market opportunities for pulses in North America and overseas. The attractive health, nutrition and environmental attributes of pulses are key opportunities to create new demand. In addition, Pulse Canada conducts market

intelligence work and promotes Canadian pulse crops internationally by communicating with and visiting major customers around the world and attending key trade shows. Within the Environment profile, work is focused on measuring and promoting the positive impact pulses have on cropping systems, as the issues of energy consumption and sustainable production continue to grow as a priority for food companies and for consumers. In addition, Pulse Canada also acts as the industry voice on certain domestic policy matters.

Pulse Canada's head office is in Winnipeg, with Murad Al-Katib – Canadian Special Crops Association as Acting Chair/Vice-Chair, Gordon Bacon – CEO, Greg Cherewyk –Executive Director, Gord Kurbis – Director of Market Development & Trade Policy, Julianne Curran – Director of Nutrition, Science & Regulatory Affairs, Tanya Der –Manager of Food Innovation & Marketing, Peter Watts – Director of Market Innovation, Jackie Tenuta – Director of Market Development, Mark Goodwin (consultant) – Pest Management Coordinator, Denis Tremorin – Manager Sustainable Production, Courtney Hirota – Director of Marketing & Communications, Anastasie Hacault – Manager Market Access and Competitiveness, Brian Gilchrist – Finance Manager, and Denise Medeiros – Office Manager. To learn more about Pulse Canada, please visit www.pulsecanada.com.

Profile of Canadian Soybean Council

The Canadian Soybean Council (CSC) was established in 2005 and represents the interests of 30,000 soybean growers in Manitoba, Ontario and Quebec. CSC members include MPGA, Grain Farmers of Ontario (GFO) and la Federation des producteurs de cultures commerciales du Quebec (FPCCQ). CSC's mission is to promote high value, traceable, safe, and quality assured Canadian soybeans. CSC members work together to promote high quality Canadian soybeans through a combined marketing effort in both export and domestic markets. Incoming and Outgoing Missions, the Dispatch, and other activities aiming to promote high quality Canadian soybeans, such as developing brochures and promotional materials and exhibiting at conferences, are our primary focus. CSC works closely with the Canadian International Grains Institute (Cigi) and the Canadian Soybean Exporters' Association (CSEA) to deliver market development activities. Together, CSC, Cigi and CSEA share the common goal of promoting Canadian soybeans in world markets. By working in partnership, the Canadian soybean industry is able to consistently deliver informative programs and market development activities that meet the needs of its customers. To learn more about CSC, please visit www.soybeancouncil.ca.

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