



Join a Revolutionary Association



CANADIAN SPECIAL
CROPS ASSOCIATION
ASSOCIATION CANADIENNE
DE CULTURES SPÉCIALES



CSCA

CANADIAN SPECIAL CROPS ASSOCIATION

NEW MEMBERS WELCOME

The Canadian Special Crops Association (CSCA) was established in 1987 to serve the interests of the pulse and special crops trade in Canada. Today the CSCA offers a range of services in relation to market access, transportation and market development for the entire value chain, from production through processing. Canada is the world's largest producer and exporter of peas, lentils, mustard and canary seed. It is also a major producer and exporter of beans, chickpeas, sunflower and buckwheat.

- The CSCA currently has more than 110 members, ranging from large multi-national organizations to single-plant processors.
- CSCA members handle over 85% of the pulse and special crops processed and exported from Canada.
- With expertise and knowledge in transportation, market access, crop protection as well as nutrition, health, sustainability, processing and utilization, the CSCA identifies challenges and delivers solutions.

Not a member? Consider joining. Working together with the CSCA, members have greater influence on areas of interest to the industry. Speaking with a strong, united voice will move the industry closer toward the shared vision of an efficient and profitable sector.





Achieving Long-Term Success

Canada is today's leader in the global trade of pulses and special crops. We have been successful in traditional pulse markets such as India, Bangladesh, Algeria and Colombia. However, to ensure a sustainable future, the industry must diversify and develop new markets. Expanding market development work within North America, Europe and Southeast Asia will be integral to the growth and profitability of the sector. Identifying and exploring new opportunities in food, animal feed and bio-products will further strengthen the industry.

The CSCA is up to the challenge of breaking new ground. In collaboration with Pulse Canada, the CSCA is working hard to remove obstacles and create new value-added markets for Canadian pulses and special crops. The main activities of the CSCA and examples of recent successes are highlighted in this booklet.

Specifically, the CSCA is seeking to deliver more results in two main areas; Creating Efficiencies and Enhancing Value. Success in both of these areas will mean increased stability and profitability for the industry over the long term.

Creating Efficiencies

- Creating efficiency and predictability in transportation
- Gaining unimpeded access to markets
- Achieving timely access to competitively priced crop protection products

Enhancing Value

- Creating and promoting value based on nutrition and health attributes
- Creating and promoting value based on sustainability attributes
- Building knowledge in processing and utilization solutions for all food sectors

CREATING EFFICIENCIES

TRANSPORTATION SOLUTIONS



Ensuring the reliable performance of transportation and logistics services is critical. The reputation and profitability of the industry depends on it. With the goal of improving performance across the system, the CSCA provides direction to Pulse Canada. Pulse Canada works with other Canadian shippers to bring about positive change through legislation and regulation.

WE DELIVER: A more predictable, responsive and efficient transportation system serving Canada's pulse and special crops sector.

RESULTS:

- CSCA/Pulse Canada developed a service level agreement template that has been endorsed by the Canadian agriculture shipping community.
- CSCA/Pulse Canada was the only association appointed to the Transport Canada led committee created to negotiate a service level agreement template with Canada's Class One carriers.
- CSCA/Pulse Canada plays a leadership role in the search for solutions for problems facing all pulse and special crops supply chain stakeholders.

In 2010, a report commissioned by CSCA/Pulse Canada revealed that unreliable transportation resulted in losses of over \$10 million dollars annually, on lentil shipments alone.

ACCESS TO WORLD MARKETS

Maintaining and enhancing access to key markets is critical. The CSCA works hard to resolve market access barriers, like sanitary and phytosanitary issues, and secure free trade agreements (FTAs) with priority countries. The CSCA acts to reduce the incidence of trade disruptions, and instill confidence in Canada's ability to meet import tolerances.



WE DELIVER: Advocacy work to ensure Canada is a cost effective supplier of pulse and special crops with equal or preferred market access to competitors.

RESULTS:

- CSCA/Pulse Canada's advocacy efforts have contributed to: the elimination of a maximum limit for selenium in imported foods in China; expanded market access within the Canada-Colombia and Canada-Peru free FTAs; and strong industry representation at ongoing FTA negotiations with India, Morocco, Japan, EU and other regions.
- Following the disruption of lentil trade in 2011 that resulted from maximum residue limit (MRL) regulatory gaps in the EU, CSCA/Pulse Canada helped deliver a revised glyphosate MRL in two of the world's most challenging regimes, EU and Codex (United Nations' international food standards).
- CSCA/Pulse Canada is dedicated to Codex reform and harmonization of the MRL process, and is working to identify and manage specific risks as new products are approved for use in Canada. CSCA/Pulse Canada has developed an exclusive on-line tool that allows members to query MRLs in over 80 countries.

"MRLs are not in place for all crop protection products commonly used on Canadian crops. Pulse and special crop trade is at risk due to these and other regulatory gaps in importing countries."

CROP PROTECTION

Ensuring Canadian producers have access to the latest in crop protection technology at globally competitive prices is essential for a cost competitive industry.



The Canadian trade must also know that crops treated with crop protection products will not exceed the MRLs allowed by importing countries. Working to harmonize regulatory approaches between countries is essential to predictable trade.

WE DELIVER: Access to competitively-priced new crop production products for Canadian producers that comply with national and international MRL standards.

RESULTS:

- CSCA/Pulse Canada has provided leadership for pulse pilot projects at NAFTA Technical Working Groups, and has contributed to the development of workable "Own Use Import" policies for Canada.
- CSCA/Pulse Canada has led discussions to reduce time lines for establishment of MRL's in Europe and at Codex.

ENHANCING VALUE

NUTRITION & HEALTH

Consumers, governments and health organizations are demanding healthier food options. As foods that are rich in protein and fibre and low in fat, pulses and special crops can help the food industry meet improved nutrition targets. The CSCA consistently promotes use of pulses and special crops as ingredients in food processing. The CSCA is also helping to advance research on pulses, and supporting efforts to secure health claims in key markets.



In North America, including Mexico, it is estimated that over 40 million people have type 2 diabetes.



WE DELIVER: Information to consumers and the food industry to better their understanding of the health and nutrition properties of pulse and special crops.

RESULTS:

- In 2012, Health Canada officially accepted new pulse protein quality scores that will allow most pulses to be labeled “Good Source of Protein”. The new data, commissioned by Pulse Canada, replaced outdated and incomplete information on pulses previously housed in the Canadian Nutrient File.

SUSTAINABILITY

The food industry is increasingly focused on reducing the environmental footprint of everyone’s grocery cart. Pulses and special crops, in addition to Canadian cropping systems can provide effective solutions. CSCA/Pulse Canada is leading the discussion to help Canada’s agriculture industry capitalize on new sustainability opportunities.

WE DELIVER: Increased demand for pulses and special crops by consumers and the food industry due to improved awareness of their contribution to a sustainable Canadian cropping system.

RESULT:

- In 2011, CSCA/Pulse Canada led a project team to produce a report highlighting the improvements made in Canadian agriculture over a 20 year period. This report illustrated how eight different crops (including peas and lentils) were grown with less impact on greenhouse gas emissions, energy use, soil loss and land use. The next step is to produce an on-farm calculator, which will demonstrate the impact of management practices on key sustainability areas of interest to the food industry.



PROCESSING & UTILIZATION

The CSCA is working with members to promote the use of pulses as food ingredients. This includes funding innovation in pulse processing and food product applications, developing technical information on pulse utilization and functionality, and encouraging new product development. Regulatory barriers in different countries are also being addressed to ensure pulse ingredients, such as flours and fractions (protein, starch and fibre) can be incorporated into food and feed product applications.



WE DELIVER: Opportunities for CSCA members to lead in new markets around the world, by positioning pulse ingredients for use in new food product formulations.

RESULTS:

- In 2010, Pulse Canada signed a collaboration agreement with the China Cereals and Oils Association (CCOA) to research the integration of pulse ingredients in staple Chinese foods.
- In 2011, CSCA/Pulse Canada engaged in a partnership with Campbell’s Company of Canada to develop pulse food product prototypes for future commercialization.

Globally, nearly 30% of all new food products released include messaging about the sustainability of the product.

Processed food represents three-quarters of total world food sales by value.



OTHER CSCA ACTIVITIES

GOVERNMENT AND INDUSTRY RELATIONS

The CSCA has established strong relations with Canadian federal and provincial governments, including Ministers and senior department officials, to communicate industry positions on policy and programs. The CSCA has also created relationships and partnerships with other industry groups, both domestically and internationally, to develop common policy positions and commercial opportunities.

CSCA ANNUAL CONVENTION

The CSCA holds the largest pulse and special crop convention in North America each year attracting delegates from around the world. *CSCA members are entitled to reduced registration rates and have privileged access to promotion and marketing through the event.*

TRADE AND ARBITRATION

The CSCA has a comprehensive set of Trade and Arbitration Rules which can be used to facilitate the trading of pulses and special crops in Canada.

THE FUTURE OF THE CSCA



Global demand for food and particularly protein will continue to grow as populations and incomes rise. With a combination of inherent health and sustainability attributes, production capacity and Canada's reputation for safety, quality, consistency and ability

to deliver, Canadian pulses and special crops are uniquely positioned to capture future growth in demand for these food products and ingredients. Revolutionary changes are reshaping the global food processing and retail sector in both developed and developing countries. The pulse and

special crops industry is rising to the challenge and offering innovative solutions in relation to a whole new category of customers. The CSCA will work hard to earn the respect that comes with being a leader in this field, and work hard to be ahead of the curve in responding to the changing needs of the industry.

The future of Canada's pulse and special crops industry holds great promise. The CSCA will continue to play a key part in leading change by focusing on where we are, and what we can become.

At the 2012 Canadian Food Summit, Galen Weston, CEO of Canada's largest retailer, suggested that as one of the most sustainable sources of protein, **PULSES ARE THE FOOD OF THE FUTURE.**





Be a Part of the Results and Rewards of the CSCA

① Members

Voting members of the CSCA are Canadian individuals, partnerships, corporations or other legal entities engaged in the growing, export, merchandising or brokerage of whole, split, flours and fractions of pulses and special crops.

Regular Members

Regular Member fees are \$1,500/year. All members are encouraged to make additional targeted contributions to project areas of interest. Members are featured on the CSCA website, and have voting privileges.

Gold Members

Gold Members contribute a minimum of \$5,000/year, which includes the CSCA Membership fee of \$1,500/year. Gold members are featured prominently on the CSCA web site, have voting privileges, and receive customized reports on results.

BECOME A MEMBER TODAY!

Visit www.specialcrops.mb.ca

Call **1 (204) 925-3780**

② Partners

CSCA Partners are individuals, partnerships, and corporations, including international companies, with an interest in the CSCA, and interested in connecting with other CSCA members and partners. The CSCA is accountable to partners for providing value and delivering results but partners are not voting members of the association.

Regular Partners

CSCA Partners pay a partnership fee of \$1500/year. All partners are encouraged to make additional targeted contributions to project areas of interest. Partners are listed on the CSCA website.

Gold Partners

Gold Partners contribute a minimum of \$5,000/year, which includes the CSCA Partners Fee of \$1,500/year, and are able to choose the projects and initiatives they wish to support. 100% of their Gold investment will flow towards designated targets. Partners making targeted contributions receive reports on results.

③ Affiliations for Other Associations

Other associations, and 'not for profit' organizations, may become a CSCA Partner Organization for an annual fee of \$200/year. Non Profit Partners are listed on the CSCA website.

All memberships are subject to GST/HST as applicable.

Join a Growing Revolution



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