

SECTION I – GENERAL INFORMATION

Introduction

Pulse Canada is issuing this Request for Proposal (RFP) to acquire the goods, services and/or support necessary to conduct a life cycle analysis of the environmental impact of utilizing Canadian pulses and pulse ingredients in pet foods.

Background

The North American pet food industry has become an important market for Canadian pulses, especially for peas and pea flour, but also for lentils, chickpeas and faba beans. In addition, pulse ingredients like proteins, starches and fibres are being utilized as ingredients in North American pet foods.

Pulses provide nutrition and functional properties which make them attractive from a pet food perspective. They provide a source of energy, protein and fibre, and pulses are known to improve pellet quality. Pulses have also provided a solution to pet food manufacturers that address some of the needs of pet owners. This includes the development of grain-free and limited-ingredient-diet pet foods, due to allergen and food sensitivities of pets. Pulses and pulse ingredients have been utilized to replace cereals and soy-based ingredients in many of these specialized pet food formulations. Pulses are also being utilized in vegetarian and vegan pet food formulations, which cater to a niche group of pet owners.

Pulses are established as agricultural products with very low environmental footprints, due to their nitrogen-fixation capacity. Pulses have amongst the lowest carbon footprints of any protein source, and this is particularly the case for Canadian pulses. The sustainability advantages of Canadian pulses can be positioned and leveraged by the pet food industry. This is particularly true for larger manufacturers of pet food that have made major sustainability commitments, including net-zero targets. As pet food represents a significant portion of their business and their environmental exposure, the need to address pet food, in particular the scope 3 emissions of their pet food supply chains is becoming more apparent.

Life cycle assessment represents an ISO standardized approach to measuring the life cycle impacts of any product or service. This method has been utilized to demonstrate a significant positive environmental impact of using Canadian pulses (peas) in feed rations on pork and egg production. In particular, when standard swine feed rations were reformulated to include 35% of Canadian peas, there was an 18% reduction in greenhouse gas emissions of pork production. Pet food is similar to meat production, in that the majority of the environmental impacts are tied to ingredients. Pulses and pulse ingredients have the potential to provide similar positive environmental impacts in pet food, when they are used to replace ingredients with higher carbon intensities.

Pulse Canada Profile

Pulse Canada is the national association representing Canadian growers, processors and exporters of pulse crops – peas, beans, lentils and chickpeas. Pulse Canada works to improve the profitability, and thus the viability, of the industry by enhancing value and reducing costs.

Pulse Canada works under the leadership and direction of four provincial grower associations (Alberta Pulse Growers Commission, Manitoba Pulse & Soybean Growers, Ontario Bean Growers, and

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Saskatchewan Pulse Growers) and the processors and exporters of Canadian pulses that are members of the Canadian Pulse & Special Crops Trade Association (CPSC).

Pulse Canada works to enhance value by developing new market opportunities for Canadian pulses and creating efficiencies for trade and transportation of pulse crops.

SECTION II – TERMS & CONDITIONS

1. Statement of Confidentiality and Non-Disclosure

Bidders agree to standard business practice related to the confidential treatment of information provided by the Pulse Canada while this agreement is in effect, and at all times thereafter, the successful Bidder and any officers, employees or agents of the successful Bidder will:

- Treat as confidential all information, data, documents and materials acquired or to which access has been given in the course of, or incidental to, the performance of the agreement,
- Not disclose or permit to be disclosed, to any person, corporation or organization such information, data, documents or materials without first obtaining written permission from Pulse Canada; and
- Comply with any rules or directions made or given by Pulse Canada with respect to safeguarding or ensuring the confidentiality of such information, data, documents or materials.

This document must not be copied in whole or in part for any reason other than in the course of providing the information requested, without the express written permission of Pulse Canada.

2. Proposal

The Bidder offers to provide to Pulse Canada, upon the terms and conditions set out in this RFP, the services detailed herein and at the price set out in the proposal (The “Proposal”) or otherwise agreed to by the parties.

3. Price Quotation/Evaluation Period

The Bidder agrees that the prices quote in its Proposal are firm and must be valid for acceptance by Pulse Canada for 60 days from the RFP submission closing date. All prices must be quoted in Canadian dollars.

4. Schedule of Events – Criteria Dates

Milestone	Date
Deadline for proposal submission	August 7, 2024
Proposal review process completed	August 16, 2024
Notification of proposal acceptance	August 20, 2024

5. Proposal Acceptance

Pulse Canada reserves the right to award the RFP in whole or in part to the best interest of Pulse Canada. The successful Bidder’s project team or resource will report to the Director, Sustainability at Pulse Canada. The Bidder, if successful, agrees by submitting a proposal to abide by the terms and conditions of the RFP as specified.

6. Response Disqualification

Proposals received from a Bidder after the closing deadline WILL NOT BE ACCEPTED. Pulse Canada reserves the right to reject any and all response, and the lowest or any bid will not necessarily be accepted.

7. Evaluation of Responses

All responses to this RFP will be evaluated on the basis of the following factors:

- Bidder's understanding of the Statement of Work as stated in Section IV and ability to meet the specifications stated in this section
- Bidder's reputation, experience and proven results in similar outreach work, and overall qualification
- Cost competitiveness

8. Proposal Costs and Expense

This RFP does not commit Pulse Canada to pay any cost incurred in the submission of proposals or to contract for any services.

9. Publicity and Corporate Identification

A Bidder shall not use Pulse Canada identification or name in any advertisement, promotion or otherwise without the prior written consent of Pulse Canada, which may be delayed or withheld without explanation.

10. Governing Laws

This RFP is governed and interpreted in accordance with the laws of the Province of Manitoba and the federal laws of Canada applicable therein.

11. Contact

If you have any questions regarding his RFP, please contact:

Denis Tremorin
Director, Sustainability
Pulse Canada
Telephone: 204-510-3781
Email: dtremorin@pulsecanada.com

12. Right to Approve Subcontractors

Pulse Canada reserves the right to approve any subcontractors used by the Bidder and the Bidder must have the prior written approval of Pulse Canada prior to contracting any subcontractor for goods or services related to this RFP or the subsequent agreement.

SECTION III – INSTRUCTIONS TO BIDDERS

This section describes the Proposal requirements.

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1. Submission of Proposals

All proposals must be submitted via email, be clearly identified and **submitted no later than 4:00PM CT on August 7, 2024** to:

Denis Tremorin

Email: dtremorin@pulsecanada.com

Bidders should make sure they receive confirmation of the successful receipt of their submission. Bidders must address the requirements described in Section IV – Statement of Work. They must also provide cost information as it is described in Section VI- RFP Response requirements.

All proposals received by Pulse Canada will then be the custody of Pulse Canada. Therefore, proposals shall not be returned to Bidders.

2. Responding to RFP Items

2.1 Complete Proposals

Submissions must propose full specifications for all of the relevant requirements detailed in Section IV – Statement of Work of the RFP. Submissions that do not present complete proposals may be at a disadvantage or may be disqualified.

2.2 Additional Specifications/Alternative Approaches

Submissions may include additional specifications for items not covered by the RFP that the Bidder considers necessary and integral to its proposal. Please include a detailed rationale as to why these specifications should also be considered for adoption.

SECTION IV

STATEMENT OF WORK

Project description

Pulse Canada requires an assessment of the life cycle impacts of including Canadian pulses (peas and/or pea flour) and pea protein into pet food (dry dog food). The project will focus on all environmental indicators for life cycle assessment but will include higher resolution and better quality data for greenhouse gas impacts, when available.

The scope of this assessment will include all upstream activities of pet food manufacturing, including the on-farm production of grains and livestock products, culminating in a 11.3 kg (25 lb) bag of dry dog food, at the pet food manufacturer's gate. Manufacturing of pet food will be located in North America. Pet food ingredients should be representative of North American supply chains, with data and modelling that reflect North America. In the case of Canadian pulses, the most recent datasets from life cycle assessments of Canadian pulses shall be utilized for this assessment.

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An expert committee comprised of researchers from the USA and Canada will be developed to provide guidance to this research project, including the final study design. In addition to the development of a report, the contractor for this project will also be tasked with the development of a manuscript to be published in a scientific journal.

Purpose/Objective

Conduct a comparative, life cycle analysis of dry dog food formulations which employ different scenarios to reduce environmental impact, including partial reformulation with Canadian peas or pea flour, partial reformulation with Canadian pea protein, and partial reformulation with both Canadian peas and Canadian pea protein.

Scope

Cradle to pet food manufacturers gate

Timelines

Project kick-off: September 10, 2024

First report with preliminary results December 1st, 2024

Major progress report: March 14, 2025

Final product: June 30, 2025