

PULSE CANADA

REQUEST FOR PROPOSAL No. 20260821

Pulse Food and Pet Food Market Development in Japan and South Korea

ADDENDUM No. 1

Language Requirements and Responses to Bidder Questions

Issued: September 22, 2026

PURPOSE OF THIS ADDENDUM

This Addendum No. 1 forms part of Request for Proposal No. 20260821, issued by Pulse Canada on August 21, 2026. It amends the sections of the RFP listed below to add language requirements for Bidders, extends the submission deadline, revises the anticipated contract start date, and provides Pulse Canada's responses to questions received from Bidders. Bidders must read this addendum together with the original RFP and take it into account when preparing their proposals.

Questions are reproduced in summary form and have been edited to remove identifying details. Where this addendum conflicts with the original RFP, this addendum governs. All other terms and conditions of the RFP remain unchanged.

AMENDMENTS

Amendment 1: Section 1 – General Information, i. Introduction

The first sentence of the Introduction is deleted and replaced with the following:

Pulse Canada is seeking proposals from qualified firms with in-market presence and professional proficiency in English and in Japanese and/or Korean to support a targeted market expansion initiative aimed at building new demand for Canadian pulse crops in Japan and South Korea.

Amendment 2: Section 2 – Terms and Conditions, vii. Evaluation of Responses

The following factor is added to the list of evaluation factors:

- Demonstrated language capability in English and in Japanese and/or Korean, and in-market presence or partnerships in Japan and/or South Korea.

Amendment 3: Section 3 – Instructions to Bidders

The following new item is added after item ii. Responding to RFP Items:

iii. Language Requirements

The Bidder's project team must demonstrate professional working proficiency in English and in the local language of each target market: Japanese for Japan and Korean for South Korea.

English is required for all reporting, deliverables, and communication with Pulse Canada. Local-language proficiency is required for manufacturer engagement, event participation, and the localization of technical materials.

Proposals must identify the named team members who will conduct in-market engagement and state each member's level of proficiency in English, Japanese and/or Korean (for example: native, fluent, or professional working proficiency).

Where a Bidder intends to use in-country partners, subcontractors, or interpreters to meet this requirement, the proposal must identify them and describe their role. Any such subcontractors are subject to Section 2, xii. Right to Approve Subcontractors.

Amendment 4: Section 4 – Statement of Work, Scope of Work

The following is added under "Localization & Technical Resource Adaptation":

Localized materials must be produced or reviewed by native or fluent speakers of Japanese and Korean, using technical terminology appropriate for food and pet food research and development and procurement audiences.

Amendment 5: Section 4 – Statement of Work, Deliverables

The following is added at the end of the Deliverables list:

All deliverables are to be submitted to Pulse Canada in English. Localized Technical Materials (Deliverable 4) are to be provided in Japanese and Korean, together with the English source versions.

RESPONSES TO BIDDER QUESTIONS

Subcontracting and partner approval

Q1. Section 2, xii requires Pulse Canada's prior written approval of any subcontractor. At what point should approval be sought for an in-market partner: before proposal submission, within the proposal, or after award?

A. Approval of a subcontractor or partner may be sought after proposal submission and, if applicable, following award.

Q2. What information would Pulse Canada want in order to consider such a request (for example, the firm's profile, team CVs, references and the scope allocated to it)? Is naming the partner and its role in the proposal sufficient, or is a separate written request required?

A. Bidders may identify proposed partners and their anticipated role in the proposal. Pulse Canada recognizes that Japan and South Korea are distinct markets, and Bidders may structure their proposals around their respective areas of expertise. For example, a firm with stronger expertise in Korea may place greater emphasis on Korea within its proposal.

Budget

Q3. Is an indicative budget range or ceiling available for Phase 1, or any guidance on the expected split between professional fees and direct costs?

A. No specific budget range or ceiling has been provided. Bidders are encouraged to provide a detailed budget by expense category and/or specific activity. This will help Pulse Canada understand the resources required and identify areas that could be adjusted, added or reduced depending on available resources.

Q4. Do the cost-share rules under the Agriculture and Agri-Food Canada program place any eligibility limits or caps on the cost categories listed in the RFP, or make any category ineligible?

A. This information is not available at this time. Bidders should prepare their proposals based on the activities and resources they believe will generate the most successful outcome.

Q5. Will Pulse Canada staff travel to Japan or South Korea during Phase 1, and if so, should those costs be reflected in the Bidder's budget?

A. Pulse Canada staff travel does not need to be included in the proposal budget.

Industry events

Q6. Is the consultant expected to exhibit at recommended events, or is attendance with pre-arranged meetings sufficient? If exhibiting, should registration, booth and associated travel costs be included in the fee submission?

A. Event participation can include activities such as exhibiting at an event, securing a speaking slot at a conference, and one-on-one meetings with food and pet food companies. As stated in the RFP, registration and travel costs for events are included within the budget scope.

Q7. Does Pulse Canada have existing exhibition or delegation arrangements in either market that Bidders should plan around rather than duplicate (for example, a Canada pavilion, or participation through Agriculture and Agri-Food Canada or Canadian embassies)?

A. At this time, there are no confirmed activities in the region in which Pulse Canada is participating.

Market intelligence report

Q8. Is the market intelligence report a single deliverable produced early in the engagement, or is it to be updated at intervals over the contract period?

A. An initial market intelligence report should be developed during the early stages of the engagement. Bidders may propose any subsequent updates or refinements they consider appropriate to support the objectives of the project.

Q9. In the requirement to identify three to five scalable application categories per sector per market, does "sector" mean the two broad groupings of packaged food and pet food, or the sub-categories listed beneath them (bakery, snacks, noodles and pasta, ready meals, and so on)?

A. "Sector" refers to the two broad markets: (1) pet food and (2) human food. The application categories within each sector include areas such as bakery, snacks, noodles, dog food and so on.

Q10. Is there an expected length or format for the report, and does Pulse Canada have a template or an earlier report from another market that the consultant should follow?

A. No specific length or format has been prescribed. Bidders may propose a format they consider appropriate for effectively communicating the findings and recommendations.

Manufacturer engagement and contact management

Q11. Which contact management system does Pulse Canada use? Will the consultant be given direct access or submit records in a specified format, and which fields are required for each contact?

A. The consultant will be provided access to Pulse Canada's CRM for contact management and reporting. Pulse Canada will work with the successful consultant to ensure that appropriate data-management and privacy practices are aligned between both parties.

Q12. Does Pulse Canada already hold contacts or have prior engagement in either market that should be treated as existing relationships rather than new targets, and would those count toward the 50 new companies or contacts per market referred to in the RFP?

A. Current outreach in the region is limited. For the purposes of this project, the proposed outreach would generally be considered new engagement.

Localization of technical materials

Q13. How many documents are expected to be localized, and what is their approximate total length? Are editable source files available, and does Pulse Canada require layout and design work in addition to translation and technical adaptation?

A. Examples of Pulse Canada's food and pet food resources can be found at www.pulsecanada.com. Consultant support is needed for technical adaptation and translation/localization. Design and layout work will be managed by Pulse Canada in Canada.

Q14. Who at Pulse Canada would review and approve localized claims and terminology, given that nutrition and sustainability claims must be checked against Japanese and Korean labelling and advertising rules?

A. A technical expert with relevant subject-matter expertise will be identified for the project, as needed, and involved in reviewing the appropriate technical content and terminology.

Partnerships with technical institutions

Q15. Please define further the term "initiate partnerships" for Phase 1. Does it mean identification and introductory discussions, or does Pulse Canada expect agreements to be signed or collaborative projects to begin within the contract period?

A. In the context of this RFP, "initiate partnerships" refers primarily to identifying relevant technical institutions and initiating introductory discussions with potential partners. These discussions may ultimately lead to joint projects, knowledge-exchange activities or other forms of collaboration.

Q16. Should the Phase 1 budget allow for technical work such as ingredient samples and shipping, formulation or bench trials, or sensory and palatability testing, or would those be funded separately?

A. Any technical projects that emerge would be funded separately.

Project schedule

Q17. With Phase 1 concluding on March 31, 2027, few relevant trade shows fall inside the contract window, and several well-suited shows take place after it. Should event recommendations be confined to events before the project end date, or has Pulse Canada considered any alternative timeframe?

A. Given the short contract period outlined in the RFP, Pulse Canada is interested in continuing market outreach and engagement in subsequent years. Bidders may therefore include recommendations for relevant events taking place beyond the current contract period, where appropriate.

EXTENSION OF SUBMISSION DEADLINE AND REVISED SCHEDULE

The deadline for submission of responses is extended from October 16, 2026 to **October 30, 2026, no later than 4:00 PM CDT**. This extension gives Bidders time to address the language requirements and responses to Bidder questions set out in this addendum.

All references in the RFP to the October 16, 2026 closing date, including in Section 2, iv. Schedule of Events and Section 3, i. Submission of Proposals, are amended to read October 30, 2026. Proposals must be submitted as described in Section 3, i. Submission of Proposals.

The anticipated contract start date in Section 2, iv. Schedule of Events is revised from October 31, 2026 to **November 16, 2026**. The Phase 1 project end date remains March 31, 2027.

The revised Schedule of Events is as follows:

Event	Date
Deadline for submission of responses	October 30, 2026, no later than 4:00 PM CDT
Anticipated contract start date	November 16, 2026
Project end date (Phase 1)	March 31, 2027

ACKNOWLEDGEMENT OF ADDENDUM

Bidders must acknowledge receipt of Addendum No. 1 in the cover letter of their proposal. Bidders who have already submitted a proposal may submit a revised proposal before the closing deadline; the most recent proposal received will be evaluated.

CONTACT

Questions about this addendum or the RFP may be directed to:

Tanya Der

Director, Diversification & Market Insights, Pulse Canada
Email: tder@pulsecanada.com | Phone: 204-925-3783



PULSE CANADA

REQUEST FOR PROPOSAL

RFP No. 20260821

Pulse Food and Pet Food Market Development
in Japan and South Korea.

August 21, 2026

Section 1 – General Information

i. Introduction

Pulse Canada is seeking proposals from qualified firms to support a targeted market expansion initiative aimed at building new demand for Canadian pulse crops, including yellow peas, in Japan and South Korea. This initiative will focus on identifying growth opportunities, engaging key market stakeholders and developing strategies that position Canadian pulses for long-term adoption in these markets.

ii. 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 Saskatchewan Pulse Growers) and the processors and exporters of Canadian pulses that are members of the Canadian Pulse and 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 2 – Terms and Conditions

i. 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.

ii. 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.

iii. 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.

iv. Schedule of Events – Critical Dates

Deadline for submission of responses	October 16, 2026 no later than 4:00pm CDT
Anticipated contract start date	October 31, 2026
Project end date (phase 1)*	March 31, 2027

*This project is designed as Phase 1 of a multi-year strategy, and Pulse Canada anticipates continued engagement with a consultant beyond this initial contract period.

v. 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, Quality, Science & Food Innovation at Pulse Canada. The Bidder, if successful, agrees by submitting a proposal to abide by the terms and conditions of the RFP as specified.

vi. 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.

vii. 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.
- Strength of the written proposal with clearly defined objectives, research design and methodology.
- Bidder's reputation and experience.
- Cost competitiveness.

viii. 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.

ix. 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.

x. 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.

xi. Contact

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

Tanya Der, Director, Diversification & Market Insights, Pulse Canada

Email: tder@pulsecanada.com Phone: 204-925-3783

xii. 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 3 – Instructions to Bidders

This section describes the Proposal requirements.

i. Submission of Proposals

All proposals must be submitted via email, be clearly identified and submitted no later than 4:00PM CDT on October 16, 2026 to:

Tanya Der

Director, Diversification & Market Insights, Pulse Canada

tder@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.

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

ii. Responding to RFP Items

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.

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 4 – Statement of Work

Background

Pulse Canada is the national industry association representing Canadian growers, traders, and processors of pulse crops — peas, lentils, chickpeas, and beans. Our mission is to grow a strong and sustainable Canadian pulse industry through market development, technical innovation and international trade advocacy.

Canada is the world's largest producer of peas and lentils. Canadian pulses are exported to more than 100 countries, supported by over 100 companies under the Canadian Pulse and Special Crops Trade Association. Pulse Canada's market development work connects Canadian suppliers with global food manufacturers, ingredient buyers, and research institutions, positioning Canadian pulses as the preferred choice for quality, supply reliability, and sustainability.

More than 60% of yellow peas produced in Canada are exported to Asia, with China and India as the dominant markets. Pulse Canada is actively seeking to diversify into markets with greater price stability, higher value-added opportunity, and strong alignment with sustainability goals. Japan and South Korea represent strategically significant growth opportunities:

Japan

- Demonstrates both traditional and new uses of pea ingredients: noodles, bakery, snacks, and infant food.
- High interest in protein fortification, fibre enrichment, clean-label reformulation, and sustainable procurement.
- Currently subject to tariffs that have limited commercial scale; however, as of April 1, 2028, these tariffs will be eliminated for CPTPP members. Canada has opportunity to establish an early first-mover advantage in Japan before tariffs are eliminated.

South Korea

- Demonstrates both traditional and new uses of pea ingredients: noodles, bakery, snacks, and infant food.
- Growing pea and lentil flour demand in beverage and health product categories; active early-adopter market for pulse-based functional food innovation.

Therefore, this project aims to accelerate market development by directly engaging end users, identifying opportunities and barriers to adoption of pulse ingredients, and facilitating increased incorporation of Canadian pulses into commercial products.

Objectives:

The selected agency will be responsible for developing and executing a campaign that achieves the following objectives:

1. Assess market opportunities, trends, and barriers for incorporating pea ingredients (and, where relevant, lentil and chickpea ingredients) in Japan and Korea's pet food and human food markets.
2. Prioritize and directly engage prospective end users in the food and pet food sectors in both markets.
3. Identify and initiate partnerships with technical institutions and commercial companies to collaboratively address formulation or regulatory challenges.
4. Support long-term adoption of Canadian pulses by building Pulse Canada's market presence, relationships, and technical credibility in both markets.

Scope of Work:

The agency will be responsible for the following:

- **Market Intelligence & Opportunity Mapping:**
 - Packaged food categories: bakery, snacks, noodles/pasta, ready meals, meat, cereal-based foods, beverages, infant food, etc.
 - Premium pet food segments: dry, wet, treats and weight-management formats.
 - Assessment of regulatory frameworks, protein-claim environments, premium positioning dynamics, and cost sensitivity.
 - Competitive ingredient landscape: soy, whey, wheat, rice protein, local flours — and where Canadian pulses are differentiated.
 - Regulatory and labelling intelligence: specific requirements for pulse protein claims, allergen declarations, and novel food status per market.
 - Identification of 3–5 scalable application categories per sector per market
- **Targeted Manufacturer Engagement:**
 - Conduct structured introductory and follow-up meetings with multinational and regional food and pet food manufacturers. E.g. 50 new companies/contacts per market, 10–20 in-depth meetings, etc.
- **Industry Event Participation:**
 - Participate in key regional food or pet food industry events, innovation forums, or trade shows across the two markets. Proposals should identify which events the consultant recommends attending and provide rationale. Registration and travel costs for events are included within the budget scope.
- **Localization & Technical Resource Adaptation**
 - Adapt existing Pulse Canada technical briefs, nutrition summaries, sustainability materials, and ingredient specification sheets for use in Japan and South Korea.
- **Partnerships & Facilitation**
 - Identifying technical institutions or research bodies in Japan or Korea for potential collaborative projects.

Deliverables:

1. Market Intelligence Report – priority application categories, regulatory landscape, competitive positioning and top opportunities per market per sector.
2. Target Companies and Organizations (longlist and rationale for prioritization)
3. Manufacturer Engagement – updated status in Contact Management System.
4. Localized Technical Materials (positioning nutrition, health, sustainability and functionality of Canadian pulses)
5. Final report of all findings and recommendations; include matrix of barriers & opportunities.

Budget:

The funding for this activity will be provided through a cost-shared program with Agriculture and Agri-Food Canada; however, the exact budget amount is unavailable at this time. Proponents are expected to submit a detailed anticipated budget based on their understanding of the information provided above, allocating costs across professional fees, travel, event registration, translation/localization, and any other anticipated costs.