



## **Pulse Canada**

REQUEST FOR PROPOSAL

RFP No. 2023-CRACKER

Effects of Lentil Flour Characteristics and Processing  
Conditions on the End-Use Quality of Crackers

July 12<sup>th</sup>, 2023

**Request for Proposal #: 2021-FLOUR**  
**Food Industry Consultant for Pulse Flour Market Development**

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## **SECTION I – GENERAL INFORMATION**

### **Introduction**

Pulse Canada is requesting proposals for a research project will serve to develop our technical knowledge on the inclusion of lentil flour in cracker formulations. To successfully market lentil flour opportunities in this category, there is a need to develop further knowledge linking physicochemical properties of lentil flour to final product quality. Further insights on processing adjustments which can be leveraged to optimize quality will also help to support inquiries and food product development efforts in this category.

### **Background**

The Canadian industry has strategically identified an ideal growth scenario for Canadian lentils in which 25% of the produced volume is used in North America, EU, and U.K within retail, foodservice and pet food by 2030. A key strategy to achieve this ideal growth scenario is through supporting Canadian value-added processing by building capacity and shared expertise on lentil flour milling and functionality while marketing its unique quality advantages to target audiences.

Crackers have been identified as a high-volume end-use category which may benefit from the unique nutrition and sustainability advantages of lentil flour inclusion. Euromonitor Passport Database highlights the total tonnage volume of cracker sales in North America and Western Europe as roughly 1.3 million MT. This translates into a 20-30MT opportunity for lentil flour, assuming 5% market penetration and a minimum inclusion rate of 20%.

### **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 Special Crops Association (CSCA).

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

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**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**

Availability of RFP	July 12, 2023
Deadline for submission of responses	August 15, 2023 no later than 4:00pm CDT
Anticipated notice of intent to award	August 31, 2023
Anticipated contract start date	September 30, 2023
Final Report Due	September 30, 2024

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### 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, Quality & Processing 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.
- Strength of the written proposal with clearly defined objectives, research design and methodology
- Bidder's reputation and experience
- 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.

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**11. Contact**

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

Janelle Carlin  
Director, Quality & Processing  
Pulse Canada  
Telephone: 204-297-5907  
Email: [jcarlin@pulsecanada.com](mailto:jcarlin@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.

**1. Submission of Proposals**

All proposals must be submitted via email, be clearly identified and submitted no later than 4:00PM CDT on August 15<sup>th</sup> 2023 to:

Janelle Carlin  
Director, Quality & Processing  
Pulse Canada  
Email: [jcarlin@pulsecanada.com](mailto:jcarlin@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 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.

The successful candidate will be chosen by September 30, 2023 and all vendors will be notified of Pulse Canada's decision.

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## 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**

This study will evaluate a gluten-free cracker formulation incorporating a minimum of 20% lentil flour. However, a preliminary evaluation should be incorporated into the research plan to determine its optimal inclusion rate. Consideration should be given to formulations that will allow for potential fiber and/or protein content claims in NA, EU/UK. A minimum of two forms of red lentil flour should be incorporated as treatments. These may include, but are not limited to, whole vs. dehulled, different particle sizes, different varieties, differently milled flours, or raw vs. pre- or post-treatments. Finally, a minimum of two processing conditions for their effects on enhancing final product quality. These may include, but are not limiting to, differences in mixing, fermentation, sheeting, and baking conditions, die shape, additives, etc. The effects of each treatment on cracker quality characteristics should be documented.

The final deliverables will be:

- A written final report including interpretation of results and statistical analysis of data.
- High resolution photographs of all treatments provided as the original photo in full size, RAW format.

## **SECTION V – BIDDER'S RESPONSE**

RFP responses must include the following:

- Description of proposed approach to the services requested in Section IV – Statement of Work
- If Bidder is subcontracting any portion of deployment, the Bidder must provide the name and contact information of subcontractor
- Timeline and budget