



Pulse Canada

REQUEST FOR PROPOSAL

RFP No. 2024-STIP01

Literature Review for Pulse Canada

November 12, 2024

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SECTION I – GENERAL INFORMATION

Introduction

Pulse Canada is requesting proposals to develop a literature review of sensory research for foods formulated with pulse ingredients to identify barriers to acceptance and areas for improvement.

Background

The Science and Technical Industry Program (STIP) is an initiative led by Pulse Canada that provides a collaborative forum for pulse industry stakeholders to prioritize and develop downstream public-good or pre-competitive research projects critical for the success and growth of the broader category of pulses and pulse ingredients. This includes projects too large in scope and/or cost for any one company or stakeholder group to tackle on their own, projects that benefit the whole sector with no proprietary or competitive advantage to an individual company, and projects that would benefit from credible, collaborative, unbiased approach. Research projects implemented under STIP create shared marketing information for the sector and address broad knowledge gaps or data bottlenecks that limit the growth and success of the Canadian pulse industry.

Member companies representing pulse ingredient processors and the consumer-packaged goods sector that participate in STIP designate staff to sit on technical committees. STIP technical committees strategically identify research priorities and commit funding to projects that enhance efficiencies, increase the value of, and support growth in the Canadian pulse industry.

STIP currently has 3 technical committees for 2024 that develop collaborative, pre-competitive projects with participating members. Under the theme of Improving Sensory Properties, committee members have identified the following priorities for the current fiscal year:

- 1) Understand consumer expectations of the sensory experience for pulse-containing foods, identifying barriers to acceptance and areas for improvement
- 2) Evaluate combinations of pulses/proteins to optimize taste and texture
- 3) Evaluate pulse-specific complementary flavours, defining what is the right combination to realize improvements in sensory attributes for each product category

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).

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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 quoted 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	November 13, 2024
Deadline for submission of responses	November 25, 2024
Anticipated notice of intent to award	November 29, 2024
Anticipated contract start date	December 6, 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, 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.

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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.

11. Contact

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

Janelle Carlin
Director, Quality & Processing
Pulse Canada
Telephone: 204-925-4451
Email: 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.

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1. Submission of Proposals

All proposals must be submitted via email, be clearly identified and **submitted no later November 25, 2024** to:

Janelle Carlin
Director, Quality & Processing
Pulse Canada
Email: 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 V - 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 November 25, 2024 and all vendors will be notified of Pulse Canada's decision.

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

The effect of pulse ingredient inclusion on the sensory properties of end-products has often been cited as one of the most limiting factors preventing their increased consumption in food products. Many strategies have been explored to improve the taste, smell, texture, and overall sensory experience of pulse derived products including breeding, new processing technologies and/or modifications to food formulations. Despite these efforts, understanding sensory science and consumer experience remains one of the most complex areas involved in food product development with pulse ingredients. One of the challenges that adds to the complexity lies in the diversity of pulse types, pulse ingredient offerings and end use applications that they may be used in.

Considerable research efforts have already been conducted to understand the factors associated with consumer liking and purchasing behavior of foods. There are many nuances between food product categories, where different product attributes might impart a more significant impact than others depending on the product. Pulse Canada is commissioning a literature review to:

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- 1) Provide an overview of the most important intrinsic sensory attributes affecting consumer liking of key food product categories - leveraging data from North American consumer and sensory science studies. The following categories should be explored:
 - a. Baked goods
 - i. Wheat-based
 - ii. Gluten-free
 - b. Snack foods
 - c. Plant-based beverages & dairy alternatives
 - d. High-protein products (i.e protein shakes, meal replacements, ...)
- 2) Within each food product category, highlight the specific influence of incorporating pulse ingredients on the attributes identified - leveraging instrumental and/or sensory panel data. Where possible, highlight any pulse-type (i.e pea vs. lentil) or pulse-format (i.e flour vs protein) specific impacts on sensory properties.

The overall objective for this review would be to highlight the largest barriers to acceptance of pulse-containing products, considering the nuances between food product categories, and to identify opportunity areas of improvement for future research and food product development efforts.

A total budget of \$30,000 CAD is available for this work. The final deliverable(s) will be:

- Draft manuscript to be submitted into an open-access, peer-reviewed journal

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
- Description of bidder’s expertise and/or experience in the areas of consumer or sensory science
- If Bidder is subcontracting any portion of deployment, the Bidder must provide the name and contact information of subcontractor
- Budget