

SCIENCE & TECHNICAL INDUSTRY PROGRAM

(STIP)

**An Opportunity for Research Collaboration in
Canada's Pulse Industry**

**An initiative led
by **Pulse Canada**,
the national
association
representing
growers, traders
and processors
of Canadian
pulse crops.**

OUR FOCUS

STIP 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 to 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.

STIP currently has 5 technical committees identified for 2023 that will develop collaborative, pre-competitive projects with participating members:

- Nutrition & Digestibility
- Improving Sensory Properties
- By-Product Utilization
- Supply Chain Sustainability
- Industry Methods & Standards

Under these themes, STIP technical committees will strategically identify and fund research to enhance efficiencies, increase value and support growth of the Canadian pulse industry. Significant efforts will be made to leverage member investments, complement work being undertaken by other organizations and to ensure that gaps related to all pulse types, formats (i.e whole, fractions, flours), end-use markets and applications (i.e cereal-based foods, meat and dairy products, pet food, animal feed, industrial) are covered.

HOW WE WORK

Any of Pulse Canada members¹, including individual companies who are members or partners of the Canadian Pulse and Special Crops Trade Association (CPSC), have an exclusive invitation to join any of the 5 technical committees for a minimum of \$10,000 CAD contribution per committee. Each contributing CPSC member company or Pulse Canada member can designate one representative to participate in technical committee meetings, where they will have the opportunity to provide input on priorities and contribute to the development of projects.

¹ For Pulse Canada members (Alberta Pulse Growers, Saskatchewan Pulse Growers, Manitoba Pulse Growers, Ontario Bean Growers) who are interested in participating in a technical committee, contributions can be made directly to Pulse Canada

² Individual companies will be invoiced by the CPSC for their participation on a committee, and the CPSC will provide pooled contributions from individual members to Pulse Canada.



WHAT *STIP* PROVIDES

- An avenue for all members of the pulse value chain to co-invest, guide and shape pre-competitive and shared priority projects
- An opportunity for participants to significantly leverage their funding contribution
- The ability to get front row and early access to project results
- The ability to facilitate pre-competitive research on pulses that addresses industry priorities and private sector needs

JOIN US TODAY

To learn more about STIP, contact **Julianne Curran** at jcurran@pulsecanada.com