



Efficiency.
Value.
Profitability.

ABOUT THE CSCA

The Canadian Special Crops Association (CSCA) is an alliance of over 100 processors, exporters and service providers engaged in the production and trade of Canadian pulses and special crops – including peas, lentils, chickpeas, beans, mustard, canaryseed, sunflower and buckwheat.

The CSCA helps increase the profitability of its members by delivering programs that:

- 1 **Create efficiencies** in the transportation and marketing of pulses and special crops, and
- 2 **Enhance the value** of members' products and services through development of new market opportunities.

The CSCA also provides funding and strategic direction to Pulse Canada, the national pulse industry association that represents growers, processors and traders of pulse crops in Canada.

Key Program Areas

CREATING EFFICIENCIES

Transportation

Finding solutions for transportation-related challenges is a top priority for the industry. With support from the CSCA, Pulse Canada works with policymakers and other Canadian shippers to deliver a more predictable, responsive and efficient transportation system serving Canada's pulse and special crops sector.

Market Access

Canada is a world leader in pulse and special crop production and trade, exporting to over 120 countries annually. Access to international trade markets is critical for continued profitability and growth of the industry. The CSCA brings the trade perspective to Pulse Canada. Pulse Canada works to minimize trade disruptions by identifying and resolving trade barriers, harmonizing regulatory approaches between countries, and securing better access to priority countries.

ENHANCING VALUE

Market Growth & Innovation

Increasing demand for pulses and special crops in new markets is imperative to reduce market access risks and increase price stability. With support and input from the CSCA, Pulse Canada is working to find new uses or markets for 25% of Canadian pulse production by 2025. Pulse Canada promotes the benefits of pulses and pulse ingredients directly to food manufacturers, foodservice companies and consumers. Ensuring pulses are emphasized in dietary guidelines and have marketing opportunities within food labelling frameworks is another important part of Pulse Canada's work. Pulse Canada also facilitates pre-competitive research to establish key nutrition, health, and sustainability benefits, as well as priority areas for processing and utilization of pulses.

The Pulse Brand Program

The Pulse Brand Program is designed to provide enhanced support to the food industry, from producers to food manufacturers, in increasing consumer demand for pulses. By joining the Pulse Brand Program, companies will receive information and expertise that supports their efforts to market pulses, pulse ingredients and pulse-based food products to end users and consumers. Pulse Brand Program members receive exclusive access to pulse-related market insights; the latest research on pulse nutrition, health, processing, functionality and sustainability attributes; support in positioning marketing messages; and complimentary use of the Pulse Brand logo on packaging and promotional materials. Pulse Brand Program members are also featured on the consumer-facing website, pulses.org.

OTHER SERVICES

Government and Industry Relations

The CSCA communicates industry perspectives on transportation, market access, and economic growth opportunities to federal and provincial-level policymakers. The CSCA also works with other industry groups, both domestically and internationally, to develop common policy objectives and commercial opportunities.

Pulse & Special Crops Convention

The CSCA hosts the annual Pulse & Special Crops Convention, the largest event of its kind in North America. The convention attracts over 100 international delegates and provides opportunities to network and discuss important issues impacting the industry. CSCA Members and Partners are entitled to reduced registration rates for the event.

Trade and Arbitration

The CSCA has a comprehensive set of Trade and Arbitration Rules which are used to facilitate the trading of pulses and special crops in Canada.

Become Part of the Results and Rewards of the CSCA

MEMBERSHIP CATEGORIES

All fees subject to applicable taxes.

1 Members

Members of the CSCA are Canadian individuals, partnerships, corporations or other legal entities engaged in the growing, export, merchandising or brokerage of pulses and special crops in their whole, split, flour and fraction forms.

Regular Members - \$1,500 CAD

Regular Members have voting privileges, receive standard benefits and are featured on the CSCA website. Regular Members can receive a Pulse Brand Program* membership for an additional fee of \$1,000 CAD.

CSCA Gold Members - \$5,000 CAD minimum

Gold Members have voting privileges, receive enhanced benefits and a complimentary Pulse Brand Program membership* and are featured prominently on the CSCA website. Gold Members are encouraged to make additional contributions to projects of interest.

2 Partners – \$1,500 CAD

CSCA Partners are individuals, partnerships, and corporations, including international companies, with an interest in connecting with other CSCA members and Partners. Partners are not eligible to vote. Partners receive standard CSCA benefits and are listed on the CSCA website.

3 Affiliations for Other Associations – \$200 CAD

Other industry associations and non-profit organizations may become a CSCA Affiliate. Affiliates are listed on the CSCA website.

2018 MEMBER AND PARTNER BENEFITS

| BENEFITS | CSCA Regular Members/ Partners \$1,500 CAD | CSCA Gold Members \$5,000 CAD |
|--|---|----------------------------------|
| Advocacy on behalf of the industry to resolve market access, transportation, and crop protection issues | ✓ | ✓ |
| Real-time updates on market access and transportation issues impacting the industry | ✓ | ✓ |
| Access to CSCA Trade Rules and Arbitration services at a discounted rate | ✓ | ✓ |
| Advocacy on behalf of the industry related to food regulations and dietary guidelines | ✓ | ✓ |
| Annual report on key results achieved by the CSCA in the areas of transportation, market access and market growth/innovation | ✓ | ✓ |
| Discounted registration rate for Pulse & Special Crops Convention | ✓ | ✓ |
| One complimentary registration to annual Pulse & Special Crops Convention | | ✓ |
| Additional support from staff and first opportunity to provide feedback on CSCA activities | | ✓ |
| Complimentary membership in the Pulse Brand Program (\$1,500 USD value)* | | ✓ |
| First opportunity to provide product used to promote the Pulse Brand to consumers | | ✓ |
| One year membership in the Pulse Brand Program for an additional fee of \$1,000 CAD (\$1,500 USD value)* | ✓ | |

* Pulse Brand Program benefits include:

- ✓ Support from staff with expertise in food product development and commercialization, health, nutrition and environmental sustainability, and marketing/consumer promotion
- ✓ Members-Only Access to the Global Pulse Research Database
- ✓ Quarterly newsletters with the latest information on pulse-related research; consumer and market insights; and promotional opportunities
- ✓ Members-Only webinars
- ✓ Customized reports upon request on pulse nutrition, health, processing, functionality, sustainability attributes as well as consumer research and market intelligence
- ✓ Market intelligence related to pulse consumption in the North American and Asian markets
- ✓ Unlimited use of the Pulse Brand logo on bags, food products and promotional materials
- ✓ Promotion of food products using the Pulse Brand logo on the consumer website pulses.org

Your Association.



CONTACT US TODAY

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