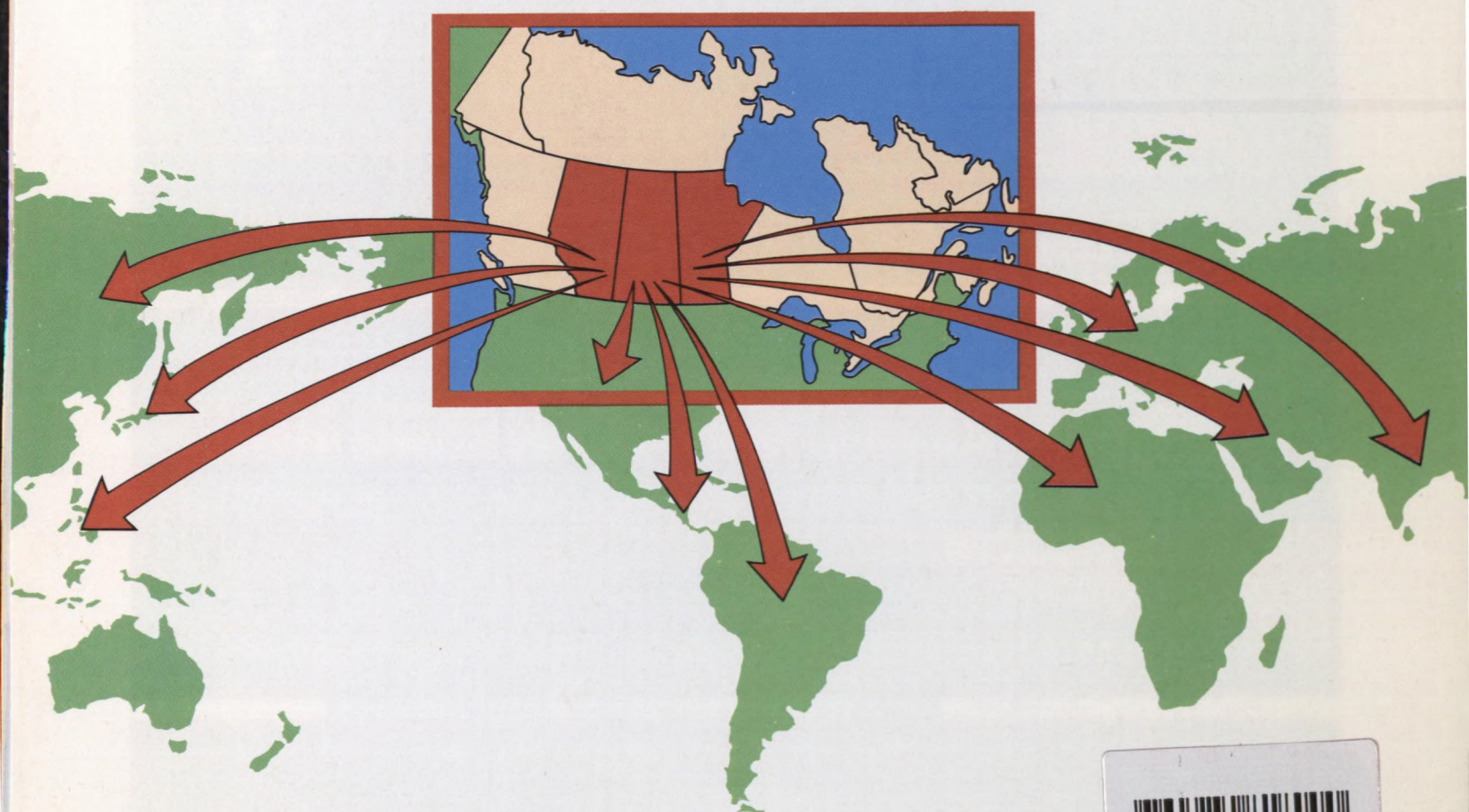


# Meeting World Demand



From producer to processor, everyone involved in the Western Canadian pulse industry has a strong commitment to meeting the world demand for crop quality, supply, delivery and economy. This commitment is reflected in our extensive investment in research and plant breeding programs.

Aside from worldwide commercial sales, Canada has supplied pulse crops as food-aid to many countries suffering famine. Western Canadian lentils, peas, fababeans and beans are rich in protein, fibre, vitamins and minerals.

Having a much longer storage life than meat and costing less to produce, pulse crops offer a ready answer to world food problems.

Western Canada has the land, human resources and commitment to meet your requirements for quality pulse products, now and far into the future.

*For further information on Western Canadian pulses, please contact one of the three provincial associations or any of the exporters on the inserted listing, opposite.*