

THE PULSE

newsletter

SPRING 2023



Pictured Left to Right: Jamie Simpson, Nicole Allport, Elyce Simpson-Fraser, Trevor Simpson and Tyler Simpson at the table where Simpson Seeds Inc. was conceived.

BUILDING THE FUTURE

WHILE HONOURING THE PAST

Written by: Elyce Simpson Fraser - President & CEO

In the ever changing world of business and agriculture, it's become increasingly important to us as a 5th generation farm and a 3rd generation business, to remain true to our roots while also innovating and adapting to changing market conditions.

While the company and our farm have transitioned to the next generation, we reflect on those who came before us to pave the way for our success. Our farm division, Simpson Farms Joint Venture (SFJV) recently moved its main office into our grandparents, Jim and Helen Simpson's, farmhouse located on the farm plant site southeast of

Moose Jaw. Being in the home that our grandparents raised our fathers and aunt in keeps us grounded, and surrounded by the memories of how our farm grew and where Simpson Seeds was established. It all began at the supper table, now the boardroom table (pictured above). Our fathers told us stories of having discussions about starting a seed cleaning plant and ways to diversify on the farm. The vision was birthed into reality when they built the plant in 1979 and started growing peas on the farmland to incorporate pulse crops into the production mix. ...continues inside





...continued from front page

We have been working hard this past year on building the new direction for the company. As many of you know we made the decision to divest of our facility in Swift Current in November 2022. Over the past few years there have been permanent shifts in the international markets. Large import markets have switched to vessels as the main cost-effective way to achieve access to food supply. Policy to keep food affordable for countries like India, Sri Lanka, Pakistan, and Turkey has driven purchasing from alternate origins to achieve lower food costs and quicker delivery period. There has been a domino effect felt throughout the globe, as a result of adjusting during a pandemic, and now the disruptive war in Ukraine.

While these events have had a significant impact, there have also been encouraging developments in the pulse ingredient space. The need for more food to feed a growing population in healthy and sustainable ways continues to drive demand for plant-based foods, which include products made with lentils, peas, and chickpeas.

Growth projections in the North American markets for whole and consumer packaged goods, including pulse ingredients, are very promising. Continued research and development are moving forward with the demand for products. The plant-based movement shows no signs of slowing down as Canada is growing in its number of launches in plant-based food and beverage.

DID YOU KNOW...



Canada ranks 4th for food & beverage launches with a plant-based claim between 2018 & 2022*

1. United States - 32%
2. United Kingdom - 10%
3. Australia - 5%
- 4. CANADA - 5%**
5. Germany - 4%

*Data sourced from plantbasedfoodscanada.ca



A Division of Food, Health & Consumer Products





Senior Management Team (L to R): Clayton Bzdel, Sherry Robart, Nicole Allport, Elyce Simpson-Fraser and Tyler Simpson.

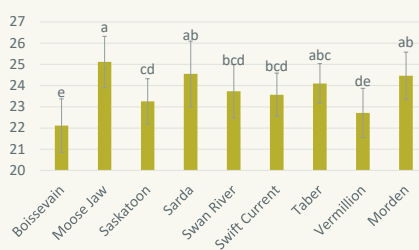
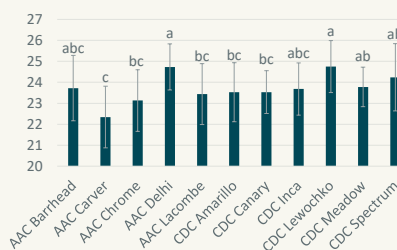
Photo of SSI Founding Members (L to R): John, Greg and Tom Simpson.

Pulse ingredients that fit into some of the new product launches range from starch, protein, fiber, flour and grits. There is even research conducted for higher protein values of growing regions within Saskatchewan. The chart below shows trials done on yellow pea varieties. As you can see Moose Jaw area shows promising results in growing higher protein content crop. Even more reason for us

to continue to expand in our location in Moose Jaw to source high quality lentils, peas and chickpeas.

Since the sale of our Swift Current facility we have also added to our Senior Management team with the addition of Sherry Robart, Quality Assurance & Continuous Improvement Manager, and Nicole Allport, Director of Value Add Operations. Nicole has

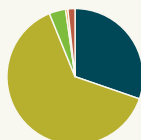
been key in advancing our research and development projects on pulse ingredients, and we are excited to create a plan for a new product line and facility expansion soon. Our Senior Management Team is focused on building upon the foundation that our family members have established over the past 43 years by increasing value in innovative pulse products.



Protein (%db)

Sample Range 19.9 – 28.0%

Letter differences indicate a significant ($p < 0.05$) difference between means
Main effect significant at * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$



Percent Variance Contribution

*Data sourced from Pulse Canada May 19, 2022.





2023 SEED PRODUCTS AND PROGRAMS

AVAILABLE VARIETIES AND CONTRACTS



Simpson Seeds Inc offers an exclusive Spanish Brown lentil variety called Iberina™. The program has been successful in establishing itself in the Spanish, German, and US markets. We are contracting limited acres and the seed is available through us. Agronomically, this variety is similar to a red lentil with a 10% yield bump over CDC Maxim.

Currently we are contracting at 40 cents/lb for #1 and 38 cents/lb for #2 quality. If you have interest to grow this variety and to find out more information, please call 306-693-2132 and speak to Mike.

Simpson Farms Joint Venture continues to move forward and invest in the pedigree seed program, offering the newest varieties in durum, lentils, chickpeas, flax, barley, and canary seed. We continue to make strides in offering better varieties, and service to our customers. We have

increased staff presence and have invested more into our seed storage and seed distribution operations. **Call 306-693-9402 to inquire about any of the varieties.**

CURRENT VARIETIES AVAILABLE:

- CDC Defy Durum
- CDC Simmie Red Lentils
- CDC Neela Flax
- CDC Lumio Canary Seed
- Indian Head (Beluga Lentils)
- CDC SB-4 (Iberina™) Spanish Brown Lentils
- French Green Lentils
- CDC Orkney Chickpeas
- AAC Synergy Barley

We look forward to working with you in the future and wish you the best of luck in the 2023 growing season.

