

***Business Development Mission to  
Canadian Special Crops Association Conference  
August 20 – 22, 2019  
Montreal, QC***

Saskatchewan Trade & Export Partnership (STEP) is recruiting companies to participate in a Business Development Mission to the Canadian Special Crops Association (CSCA) Convention in Montreal, QC from August 20 – 22, 2019. The CSCA Convention is North America's large pulses and special crops industry event. The convention provides opportunities to network and discuss important issues influencing the pulse and special crops industry.

The CSCA Convention is expected to bring together pulse and special crops processors and exporters, service providers and buyers from around the world. This event will give you the opportunity to network and make connections with the buyers.

The programing will include discussions on the global food system, consumption trends, changing consumer behavior as well as what the pulse industry is doing to address the current deadlock in the market and what impact it will have in the future. There will be different sessions on market access issues as well as outlook of peas, chickpeas, lentils, beans and faba beans. Hear updates on market access and transportation issues impacting the industry and learn about new market opportunities for pulses and special crops.

STEP is seeking your interest to participate in a B2B meeting session with select international buyers during the event. The event is scheduled on August 20 from 9:00am to 12:00pm. There is no cost to participate at this STEP business meeting session.

**STEP Market Access Program (MAP)** - a funding program for new market development efforts may be available for regular members. If approved, STEP MAP would provide reimbursement on eligible expenses for 1-2 company representatives as well as booth space rental fees. For complete information on the program, please refer to [www.sasktrade.sk.ca](http://www.sasktrade.sk.ca) or indicate below that you wish to discuss.

**Mortoza Tarafder, Director, Agriculture**  
P.O. Box 1787  
#320 - 1801 Hamilton Street  
Regina, Saskatchewan S4P 3C6  
Tel: 306.787.9687 Fax: 306.787.6666

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- I would like to join the STEP Business Development Mission to CSCA from August 20 – 22, 2019.  
(Participants need to pay convention registration fees by visiting the event website:  
<http://www.cvent.com/events/pulse-special-crops-convention-2019/event-summary-8485af225283472c92a9b8a552b83330.aspx>)
  - I would like to participate in the B2B meetings at the event.
  - I will need market intelligence to prepare for this show and want to place a request.
  - I am interested in applying for MAP funding through STEP. Please send me the forms.

Company Name: \_\_\_\_\_

Contact Name/Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ URL: \_\_\_\_\_

Signature: \_\_\_\_\_  
*(Your signature confirms your company's intention to participate in this program)*

Please return this form to Mertoza Tarafder, Director, Trade Development, Agriculture prior to  
**Friday, June 21, 2019**  
Tel: 306 787 9687 Fax: 306 787 6666  
Email: [mtarafder@sasktrade.sk.ca](mailto:mtarafder@sasktrade.sk.ca)

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