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FOR IMMEDIATE RELEASE

Manitoba Pulse Growers Association Inc. Announces Larry Taylor as Executive Director

Larry Taylor will be directing all aspects of MPGA activities and responsibilities under the guidance of the board of directors, including research, market development, policy, liaison, strategic planning, and communication.

Carman, Manitoba – October 15, 2013 – MPGA is pleased to announce the appointment of Larry Taylor as Executive Director effective immediately. MPGA represents producers in Manitoba who grow soybeans, edible beans, peas, lentils, chickpeas and faba beans, and provides these producers with production knowledge, market development support and focused research results. Recently, Manitoba has seen tremendous expansion of soybean acres in the province and a goal of MPGA is to lead soybean research and development in western Canada. MPGA would like to see edible bean and pea acres increase as well.

MPGA's current Executive Director, Roxanne Lewko, is going on a 1-year maternity leave beginning January 2014. "We wanted substantial overlap between Larry and Roxanne before January," states MPGA Chair Kyle Friesen. "There are very important meetings, including strategic planning and goal setting, to manage in late fall and having Larry attend these key meetings is a great opportunity for him to network and gain an understanding of MPGA business."

Larry has significant experience in the agri-business sector with an extensive network of contacts in government and industry. He obtained his Bachelor of Science and Master of Science, both in Agriculture, from the University of Manitoba, and his MBA from the Olin School of Business in St. Louis. He spent 22 years in various positions of increasing responsibility with Monsanto, including Research & Development Manager, Product Development Manager, Director of Growth and Business Development, Technology Director of Biotechnology and Seed, and others. Since 2002, through Technology Focus Inc., Larry has gained experience in management, sales, marketing, business development and technology commercialization services in agriculture. Larry also teaches a Professional Ethics course for the Manitoba Institute of Agrologists.

Larry is from a farm in Manitoba and has worked in the agriculture industry his entire career. His experience, project management skills, and strong sense of strategic direction make him a great fit as Executive Director for MPGA. MPGA has contracted Larry for a 15-month term with the possibility of it becoming a permanent position.

About MPGA

MPGA was founded in 1984 and represents nearly 3,000 producers in Manitoba who grow soybeans, edible beans, peas, lentils, chickpeas and faba beans. MPGA's mission is to provide pulse grower members with production knowledge and market development support, through focused research, advocacy and linkages with industry partners. MPGA is funded by a 0.5% check off levy and is governed by a board of directors, including elected active producers and appointed industry representatives.

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