

Gordon Bacon, CEO Emeritus

Pulse Canada / Canadian Special Crops Association



Gordon Bacon served as the CEO for Pulse Canada from 1997 to 2021 and was CEO of the Canadian Special Crops Association for 16 years. Gordon has been an active member on the Executive of the Global Pulse Confederation (GPC) since 2001 and now serves the GPC as Director, Food Systems.

Mr. Bacon was part of a national and global pulse leadership group that worked to have the United Nations declare 2016 as International Year of Pulses and a UN designation of World Pulses Day each year in February.

For two decades Gordon has been a champion of positioning pulses as an affordable, nutritious and healthy food with an important contribution to both sustainable cropping systems and reducing the ecological foot print or providing protein to diets for both people and animals.

Prior to joining Canada's pulse industry Gordon was Director of Market Development at the Canadian Wheat Board (CWB). He has also served as Senior Policy Advisor to a Federal Cabinet Minister in Ottawa, and as well as various roles with federal and provincial departments of agriculture.