

VOL 6, ISSUE 2  
SUMMER/FALL 2017

# Take Your PULSE MAGAZINE



EXPLORE THE WORLD OF PULSES...



**HELLO PULSES**  
DRY PEAS | BEANS | LENTILS | CHICKPEAS

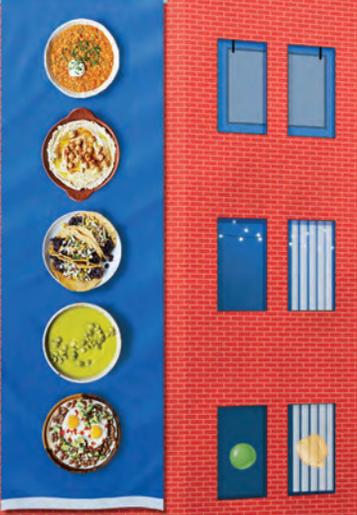
**PULSES** Let's Start Cooking. Explore recipes [www.pulses.org](http://www.pulses.org)

RB  
PEA  
HILL

PULSE PLAZA  
CREEK PEAS  
GREAT NORTHERN

**JUST ADD PULSES**  
1918

✓Nutritious, ✓Affordable ✓Sustainable, ✓Delicious



**Pulse Market**  
DRY PEAS, BEANS  
LENTILS, CHICKPEAS

**LE' NTIL BISTRO**

TONY LENTILLINI'S  
SCHOOL OF CULINARY ARTS

**DRY P. EISENHOWER  
Elementary School  
HOME OF THE FIGHTING PEAS**

**SCHOOL LUNCH  
BROUGHT TO YOU BY  
PULSES**  
A great crop of friends!



# ADVENTURES IN PULSE MILLING



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### ABOUT THE COVER:

Introducing the new USADPLC/ APA trade display campaign, Explore the World of Pulses, a “Where’s Waldo” take on the fabulous world of pulse products and ingredients. Design by Cody Muir.

USA Dry Pea  
& Lentil Council



**AMERICAN PULSE**  
ASSOCIATION



# Reflections from the CEO

## BELIEVE IT OR NOT



In 1982, Before the days of digital “Special Effects” and “Doctored Photoshop” pictures, ABC revived a TV show from the early 50’s called Ripley’s “Believe it or not”. I loved this show. I can still hear the voice of the host Jack Palance describing some amazing human feat like the man from Japan who decided to ski down Mt. Everest - the tallest peak in the world. It was crazy and it was *REMARKABLE*.

I have spent the last four years writing to you about the opportunity and potential impact of the United Nations declaring 2016 The International Year of Pulses (IYP). Leading up to and during 2016, I probably looked and sounded a lot like John the Baptist encouraging the pulse industry to invest in the marketing and research needed to change how consumers perceive our crops.

The 2016 International Year of Pulses has come and gone. It was wildly successful. Our pulse promotion campaign went viral. We achieved over 3.4 billion media views during the 2016 campaign. Pulse crops were voted one of the hottest

trending foods in North America by a number food publications and influencers. Food manufacturers stepped up to plate and launched a record number of new food products containing whole pulses and pulses as an ingredient (see Just Add Pulses on page 8).

Fourteen years ago, board members of the USA Dry Pea and Lentil Council (USADPLC) decided it was time to increase their investment in domestic marketing. They approved hiring a full-time domestic marketing manager with the goal of creating new demand for pulse crops in the United States. Industry members realized that to grow the pulse industry in the United States would require increasing demand at home. They set a ridiculous goal, at the time, to increase sales of peas, lentils and chickpeas as an ingredient.

The USADPLC made investments in extrusion and pulse milling technology (see Adventures in Pulse Milling on page 6). We spent years training food manufacturers on how to use pulses as a food ingredient. We demonstrated that pulses had a fit in food applications for breakfast, lunch, dinner, desserts, and beverages. Progress was slow at first but we were making headway. The food manufacturers told us that we needed to invest more money to educate consumers on the benefits of pulses. They told us we needed to “create a buzz” that would tell the amazing story of nutrition, health and sustainability of these great foods.

The International Year of Pulses was a platform to tell our story, and an opportunity to change consumer perception. We joined with Pulse Canada to fund the biggest social media marketing campaign ever attempted in North America for pulse crops. It was a huge investment of staff time and financial resources with the hope that it would increase pulse crop sales.

In the United States, there is no official government statistics on the domestic consumption of pulse crops. USDA collects data on the acreage and production of pulses and the remaining stocks on hand at the end of the marketing year. U.S. Customs Data measures pulse crop imports and exports. The USA Dry Pea and Lentil Council domestic consumption estimate is derived from these official statistics.

On the last day of June 2017, the USDA National Ag Statistic Service published the 2016 Marketing year end Stocks on Hand report for dry peas, lentils and chickpeas. 2016 was a record-breaking year for the pulse industry. We broke all previous records by planting over 2.5 million acres and harvesting over 1.6 million metric tons of dry peas, lentils and chickpeas (see the Pulse Production maps on page 12). U.S. Customs data revealed that we exported and imported a record number of pulses into and out of the United States. Pulse prices remained strong (with the exception of green peas) throughout the marketing year.



*"The best days of the pulse industry are ahead of us."*

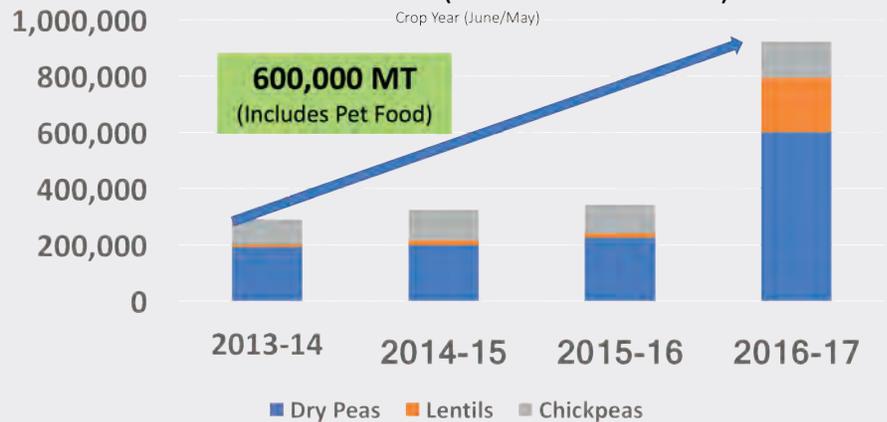
-Tim McGreevy

However, the real story of Marketing Year 2016 was the record shattering consumption of dry peas, lentils and chickpeas in the United States. By our calculation, domestic consumption of our crops went from 300,000 metric tons in MY 13/14 to 900,000 metric tons of dry peas, lentils and chickpeas in MY 16/17. This increase in domestic consumption includes a significant rise in demand for pulse crops in pet food. There is no other way to describe this three-fold increase in domestic demand other than **REMARKABLE**.

There will be some who look at this chart and say, "you can't trust the numbers from the government". It's true that we don't always agree with the ending stock numbers published by USDA. However, even if you thought USDA was wrong by 50% the increase in domestic demand would still be stunning. Pulse foods are trending.

Success has many parents and the dramatic increase in pulse domestic consumption was the result of years of technical seminars, product development, research and promotion funded by this organization and many, many other members of the pulse industry family. No doubt pulse crops are trending in part because of a significant shift in consumer behavior toward increasing consumption of more plant based foods. However, there are many plant foods to choose from and every plant based food is promoting themselves as the best. To compete in this space, we have to promote ourselves.

## U.S. Domestic Pulse Consumption Estimated (Metric Tons)



Source: USDA.

The risk to heavily invest in the 2016 International Year of Pulses and our North American Pulse Marketing Campaign resulted in a significant increase in awareness and a dramatic rise in pulse crop consumption in MY 16/17. So a heartfelt "thank you" to every pulse producer and industry member who contributed to this campaign. Big dreams yield big rewards.

I would like to thank the growers in WA, ID, MT and ND for going deep into their reserve funds to help fund IYP activities and our pulse marketing campaign in 2016. Special thanks to the members of the American Pulse Association, the US Pea and Lentil Trade Association, and the growers in the state of Idaho who significantly increased their dues and assessment so we could pay for additional marketing efforts and take advantage of this once in a life time opportunity. I would also like to thank all the growers in Washington and Montana who voted on the proposal to increase their assessment from 1% to 1.5% for three years. The 2017 referendum in Washington and the advisory poll in Montana failed in both states. The Idaho Pea and Lentil Commission board voted to return its assessment to 1% as of August 1, 2017.

The beauty of a democratic process is that everyone gets an opportunity to cast their ballot and have their say. I was hoping for a different result but I accept the outcome. We will move forward with the financial resources provided to impact the bottom line of every grower and industry member who funds our activities.

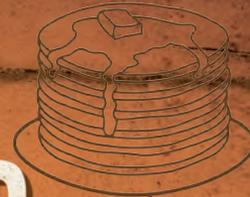
The best thing about our success in 2016 is that we have just begun.

I think Lily Tomlin says it the best. "The road to success is always under construction."

In this publication, you will learn how we plan to capitalize on our success in 2016 and continue to grow the pulse industry in the United States through our new **Half Cup Habit, Just Add Pulses** marketing campaign.

"Believe it or not" the best days of the pulse industry are ahead of us.

Tim McGreevy, CEO



# ADVENTURES

## IN PULSE MILLING



BY JEFF RUMNEY, DIRECTOR OF RESEARCH



I have often said “We do not eat wheat - we eat pizza, bread, pancakes, noodles, and pasta. **But** we do eat pulses. Lentil soup, chickpeas in a salad and rice & beans for dinner. The interest in products made from pulse flour ingredients is very high. In a recent article from Specialty Food News (2-28-17), plant protein has the potential to supplant animal protein by 2020. So perhaps, one day I will need to update my trope: “ We do not eat pulses - we eat snacks, pasta, drink pulse milk and eat pulse burgers”.

In March of this year, the USADPLC and APA in partnership with Pulse CA and Buhler inc., hosted a workshop; inviting U.S. and Canadian scientists to discuss with industry experts the opportunities and challenges of pulse milling. The goal was to identify “gaps” in our knowledge that are causing barriers to using pulses as food ingredients.

The attendees, consisting of 75 participants from the industry, identified the following areas of pulse technology that need further research and innovation:

**Flavor:** “Off” flavor of pulse flours and ingredients like protein is a major barrier to introducing these products into processed foods. The challenges or barriers are similar to what the soy industry faced decades ago and has overcome both by breeding and processing technology. The pulse industry can model that success to our crops.

**Consistent Supply:** Food industry, from major manufacturers to brand-new start-ups, demand a consistent supply of pulses. This supply should be of consistent volume (quantity), quality and price.

**Quality Standards:** The pulse industry has relied on visual factors like color and defects to determine the quality of pulses suitable for traditional dishes. As pulses are used as ingredients in processed foods, the quality standards for contracting and delivery must reflect factors that will predict the end use functionality of the pulses.

**Functionality:** Related to standards, the workshop attendees also identified the need for testing procedures that will predict the end-use functionality. Similar to protein content and farinograph in wheat,

bench top functionality tests are needed.

### **Plant breeding and variety**

**development:** Finally, related to all of the above, breeding for improved flavor, adaptation, yield and improved functionality were identified as a research priority.

In response to these research needs and knowledge gaps, the USADPLC and APA and others have immediately responded to the challenge.

Dr. Cliff Hall at NDSU, has written a research grant to NIFA titled “Enhancing Pulse Utilization Through Flavor Modification”. Dr. Hall will use and demonstrate various methods to “deflavor” and “deodorize” pea flour. The stability of flour in storage will be tested as well as testing the flavor profiles for standard products containing pulse flour.

Buhler Inc, in a very exciting event at the GPC (Global Pulse Confederation) has announced the creation of a “Global Pulse Application Center.” At the center, the pulse industry will be able to use a pulse pilot mill, food innovation center and extrusion lab to demonstrate technology, explore pulse innovation and launch new ideas. According to Nick Hay, the Pulse Innovation Center (which is due to open in 2018) will feature:

- Grain Exploration Space - A flexible pilot plant scale facility for turning new pulses and grains into highly functional and nutritive ingredients
- Extrusion Lab
- Quality and Kitchen Labs

- Food Safe Concept

Also inspired at least in part by the pulse milling workshop, is a surge in interest and investment by private industry in pulse milling. Although, not ready for public announcement, several well respected companies are planning new and expanded operations in the Northern Plains.

During the current and coming fiscal

***“We are working with a number of food and agricultural processing companies who are considering major investments in pulse milling and processing operations in the Great Falls, Montana region.”***

**-Brett Doney,  
Great Falls Montana Development Authority**

years, the USADPLC and APA are sponsoring research that addresses some of the concerns identified at the workshop:

1. *Evaluating the nutritional and processing qualities of dry pulses (peas, lentils, and garbanzo beans) and finding specific applications based on the processing qualities,* by Dr. Girish Ganjyal.
2. *Developing Healthy Snack Food Alternatives from By-Products of Commercial Pea Protein Isolation,* by Dr. Brennan Smith.
3. *Development and validation of near-infrared spectroscopy calibrations to measure whole seed quality characteristics for improving nutrition of pulse crops through breeding,* by Dr. Jingau Hu.
4. *Acute effects of whole vs. powdered green pea and lentil casseroles on glycemic response in adults with type 2 diabetes,* by Dr. Donna Winham

Discussions have been initiated with pulse breeders to move towards integration of industry needs to pulse programs. Items include; providing seed of elite lines for pilot studies, quality and functionality testing and food product development.

During FY 17/18, the USADPLC and APA is using the success of the Pulse Milling workshop to address several

topics in the upcoming months. In January we will host a Protein Innovation workshop in San Francisco. This event will feature scientists from around the US and Canada who

are experts in protein utilization and innovation.

A good strategy for most things in life - *Begin with the End in Mind.* The reasons driving all this effort is well defined: increasing pulse consumption will benefit the health and well-being of North Americans; a majority of whom suffer from a preventable chronic disease.

There is a singular purpose to all these activities: To Increase the Demand for Pulses. Increasing the use of pulse ingredients is a very strong trend. It is quite exciting to explore the local grocery store and see the wide variety of pulse-based products that line the shelves. This opportunity has been very well recognized and acted on by the members of the pulse industry.

The industry is moving forward.





# JUST ADD PULSES

BY DIRECTOR OF FOOD MARKETING,  
JESSIE HUNTER, RDN

The United Nation's designation of 2016 as the International Year of Pulses (IYP) provided an unprecedented opportunity to focus the world's attention on pulses.

The energy and momentum generated by IYP continues to build throughout the world. In the U.S., awareness and demand for pulses is growing in a variety of market segments from pet food to beverages. The unique nutrient and compositional profile of pulse crops allow for fitting into several distinct areas of consumer demand including high protein, plant protein, high fiber, low glycemic index, gluten-free, and allergen "friendly" (meaning pulses are not one of the top 8 allergens that must be listed on food labels). New ingredient development and product innovation has sparked an explosion in new product launches that continues to grow (figure on right).

- Consumer research conducted by the American Pulse Association, Pulse Canada, and USA Dry Pea & Lentil Council re-

vealed a strong consumer interest in eating pulses to improve nutrition and health. Key areas of opportunity for driving increased consumption of pulses, identified through surveys and focus groups, include

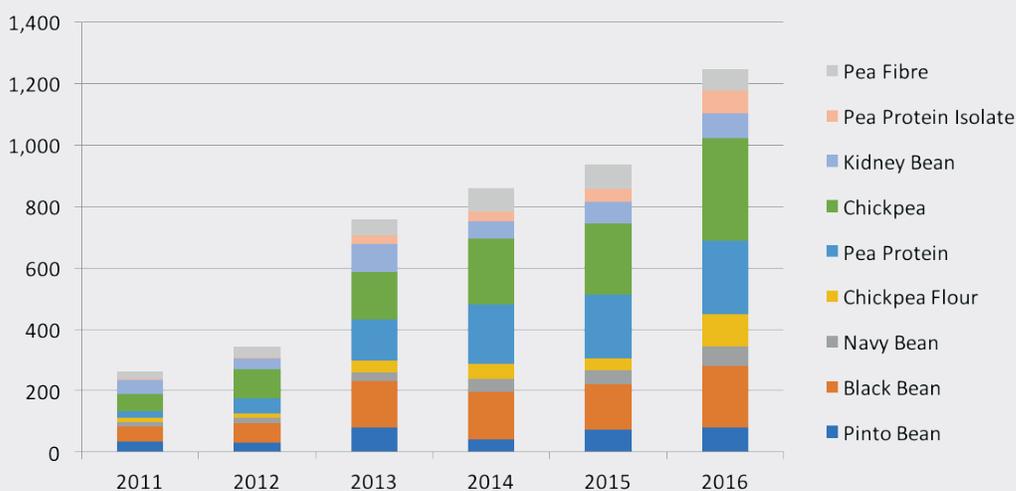
- Emphasis on **taste and enjoyment**-pulses are extremely versatile foods that can taste delicious.
- Highlighting **nutritional benefits**-consumers are seeking foods rich in protein and fiber. Of course, we know pulses deliver this in spades, as well as being rich in vitamins and minerals.
- **Health benefits & future self-**pro-

vides hope to those seeking to choose habits that support health and longevity, in which pulses **play an important role.**

- **Recognizing consumers' fear** of developing chronic diseases as a motivation for change and providing tools to help consumers meet their goals using pulses.

Keeping pulses top of mind is essential to reaching our consumption goals of 13 pounds per person per year. Highlighting easy, straightforward ways of adding pulses is important in changing eating habits across North America and guides consumer outreach >>>

**10 year growth in pulse product launches in North America**



and education in 2017 and beyond.

Building on the success of the Pulse Pledge Challenge, in which over 50,000 North Americans committed to eating pulses once a week for 10 weeks, the next phase- Just Add Pulses-Half cup Habit (HCH) was launched the first day of summer, June 21, 2017.

HCH encourages people to Just Add Pulses to the foods they are already eating - ½ cup cooked pulses 3 times per week for 4 weeks, which is in line with the Dietary Guidelines for Americans recommendations of 1 ½ cups per week for a 2000 Calorie diet. One serving of ½ cup of cooked pulses provides a meaningful amount of essential vitamins, minerals, fiber, and protein that support healthy lifestyles including weight management.

**Here's what you get in a ½ cup serving of cooked pulses:**

<b>1 SERVING = ½ CUP COOKED</b>	PINTO BEANS	LENTILS	CHICKPEAS (garbanzo beans)	SPLIT PEAS	WHITE RICE	BROWN RICE	POTATO	BROCCOLI
Kcals	122	115	134	116	121	109	68	27
Fat (g)	0.56	< 0.5	2.12	.38	< 0.5	0.81	0.08	0.32
Protein (g)	<b>7.7</b>	<b>8.9</b>	<b>7.27</b>	<b>8.17</b>	2.21	2.26	1.46	1.86
Carbohydrates (g)	22	20	22.48	20.68	26	23	16	5.6
Fiber (g)	<b>7.7</b>	<b>7.8</b>	<b>6.2</b>	<b>8.1</b>	0.3	1.8	1.4	<b>2.6</b>
Potassium (mg)	<b>373</b>	<b>365</b>	<b>239</b>	<b>355</b>	27	77	296	229
Iron (mg)	<b>1.79</b>	<b>3.3</b>	<b>2.37</b>	<b>1.26</b>	0.19	0.52	0.24	0.52
Magnesium (mg)	<b>43</b>	36	39	35	12	<b>43</b>	17	16

● Highlighted Text ≥ 20% Daily Value      Data from the USDA National Nutrient Database  
**Bold Text** ≥ 10% Daily Value

**LAUNCH DAY ACTIVITIES**

On June 21, 2017 – HCH Launch Day – we executed a Thunderclap social sharing campaign for USA Pulses and Pulse Canada. Combined, the Thunderclap was shared more than 60 times by food bloggers, registered dietitians, member organizations and more, reaching a combined audience of **150,000 consumers**.

The pulsepledge.com website was transitioned to pulses.org – geo-targeting visitors based on IP address. So visitors from the U.S. and Canada are directed to the North American section of the website. New website features include Industry links to U.S. and Canada specific resources, Pulse brand information, meal plans and shopping guides, and the HCH!

HCH Participants receive:

- A how-to guide with simple, healthy recipes
- Weekly email inspiration and swap ideas
- Nutrition, information and pointers

**“I joined the #HalfCupHabit for better health. It's easy to #JustAddPulses to your diet. Sign up: <http://thndr.me/TtSY6h>”**

Other news features of note on launch day included the Huffington Post feature entitled: **Meatless Monday: A Cup Half Full — Get the Half-Cup Habit** reaching 31 million. >>>

To reach and resonate with our target audience where they are, from people they look to for health and lifestyle advice, we work with food and health bloggers and consider this approach an important component of the North American consumer campaign. Our influencer partners posted HCH messages throughout the day across Facebook, Instagram and Twitter. The orange measuring cup really stood out across their feeds, and all of the content included the hashtags #HalfCupHabit and #JustAddPulses.

One example of an influencer post is from our ambassador partner Rachel Mansfield who shared a recipe for split pea avocado mash tostadas with her 302K blog and social fans.

Building relationships with groups and organizations sharing common goals is another way the USADPLC and APA extend the reach of our messaging and drive people to our website.

Maneet Chauhan - chef, restaurateur, and participant on the FoodNetwork's Chopped demonstrated a summer lentil salad during a Facebook Live event, making pulses approachable for consumers and directing viewers to Pulses.org. As of now, her video has been viewed more than 32,000 times.

We partnered with WebMD.com and Greatist.com, expanding our reach via credible third-party endorsements while encouraging HCH sign-ups. Both campaigns launched on June 21, including a combination of sponsored editorial content,

**Continued on Page 14>>>**



# 1/2 CUP HABIT

## PULSES

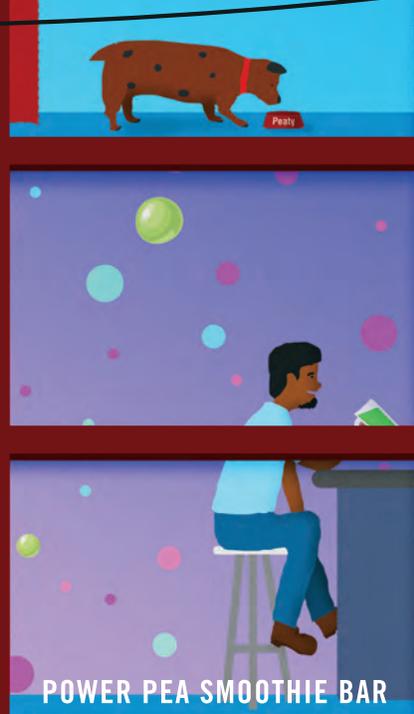
*The new 10' wide "Explore the World of Pulses" display is part of USA efforts to attract food industry professionals to the USADPLC vendor booth at professional conferences and meetings.*

### HELLO PULSES

DRY PEAS | BEANS | LENTILS | CHICKPEAS



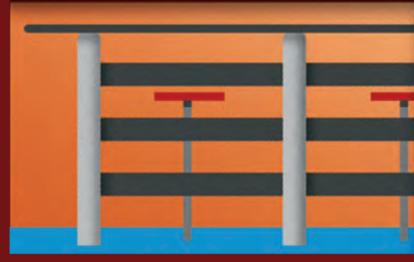
PULSES Let's Start Cooking. Explore recipes [www.pulses.org](http://www.pulses.org)



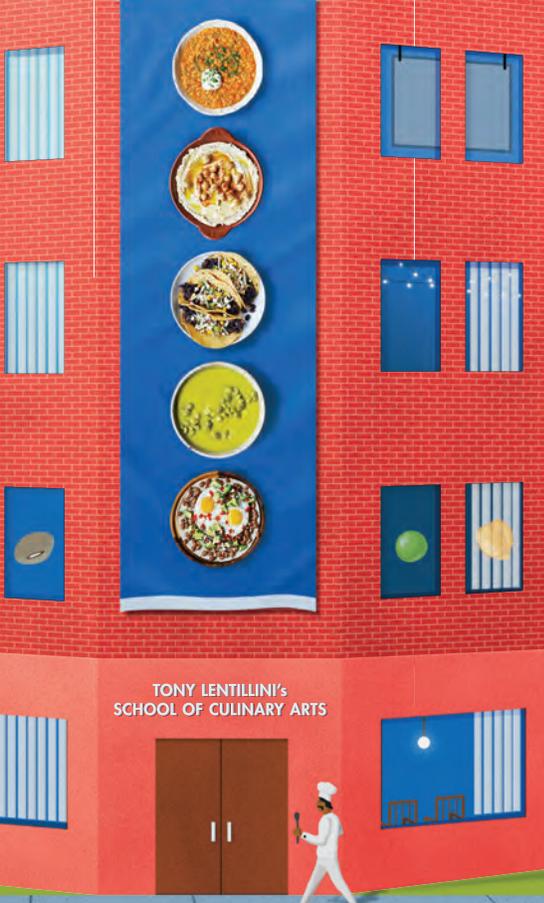
POWER PEA SMOOTHIE BAR



FIBER pardina  
PEAS delicious let  
CHICKPEAS NAVY  
vegetarian PUL



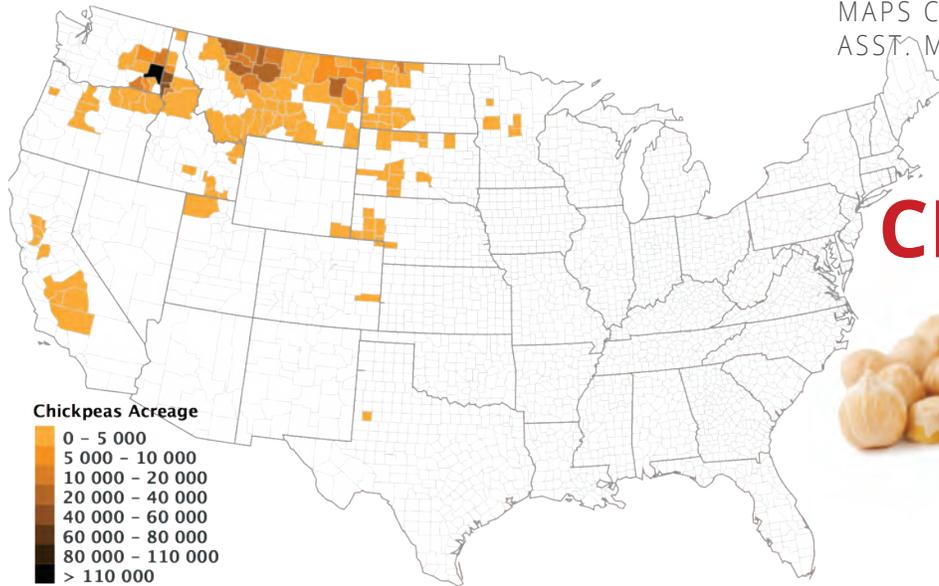
√Affordable √Sustainable, √Delicious



TONY LENTILINI'S  
SCHOOL OF CULINARY ARTS



MAPS CREATED BY TAYEBEH SOLTANI,  
ASST. MARKETING MANAGER



**Chickpeas Acreage**

- 0 - 5 000
- 5 000 - 10 000
- 10 000 - 20 000
- 20 000 - 40 000
- 40 000 - 60 000
- 60 000 - 80 000
- 80 000 - 110 000
- > 110 000

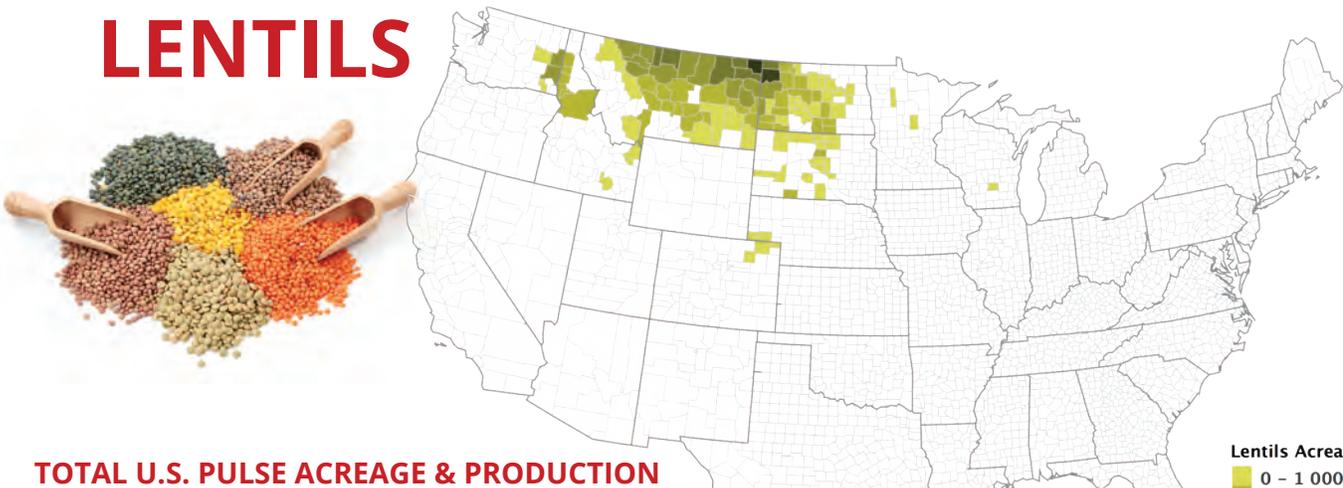
# CHICKPEAS



# PULSES PRODUCTION 2017 MAPS

Enjoy these pulse production maps illustrating where “pulses” (dry peas, beans, lentils, & chickpeas) are grown in the United States!  
Source: USDA, by county.

# LENTILS



**Lentils Acreage**

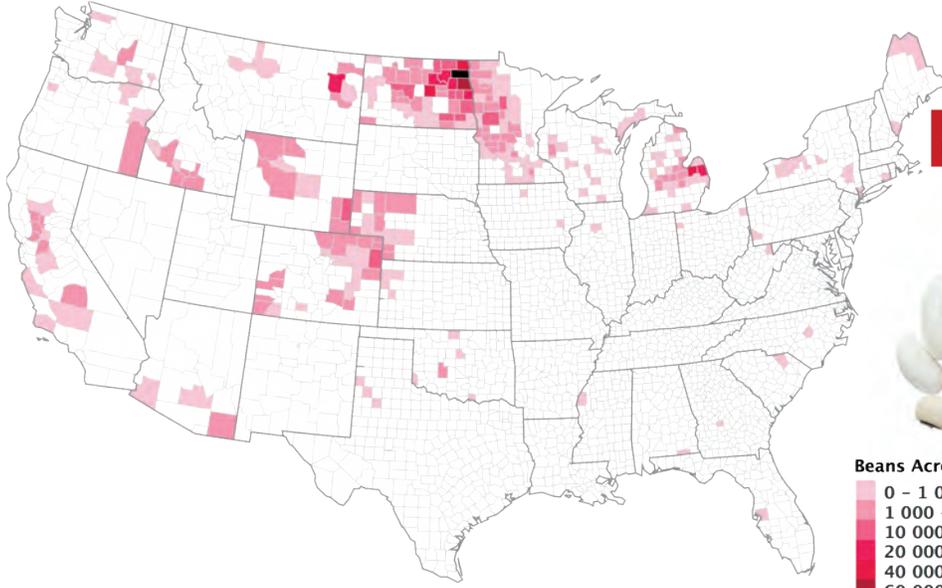
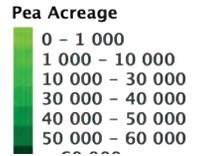
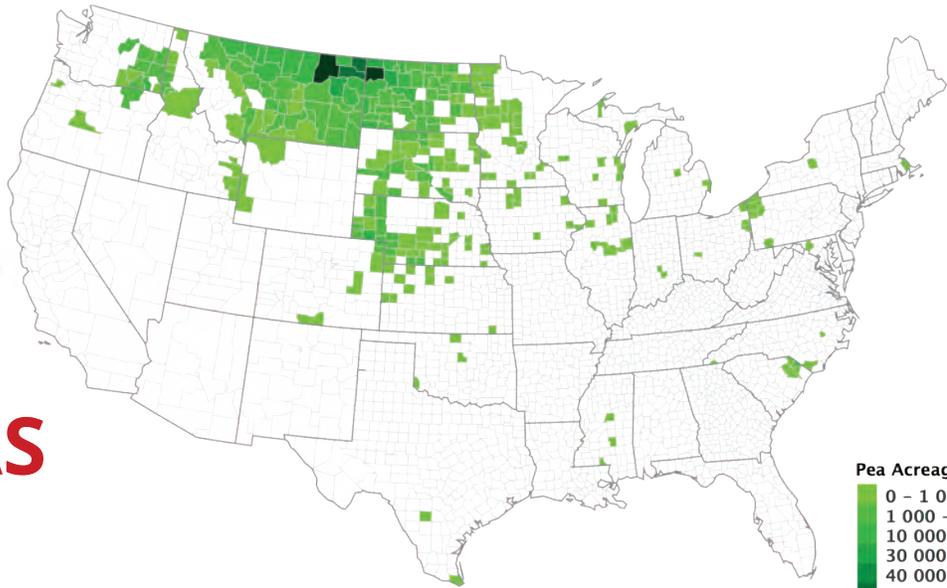
- 0 - 1 000
- 1 000 - 10 000
- 10 000 - 40 000
- 40 000 - 70 000
- 70 000 - 90 000
- 90 000 - 110 000
- 110 000 - 130 000
- > 130 000

## TOTAL U.S. PULSE ACREAGE & PRODUCTION

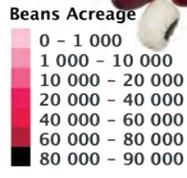
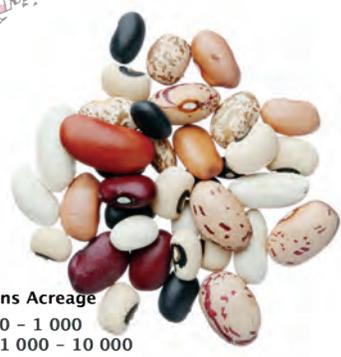
2017	Dry Pea	Lentil	Chickpea	Dry Bean	Total
Acres	1,137,000	1,015,000	603,800	1,484,700	4,240,500
Prod. est.(MT)	843,625	540,857	258,343	1,295,000	2,938,000



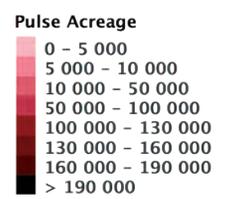
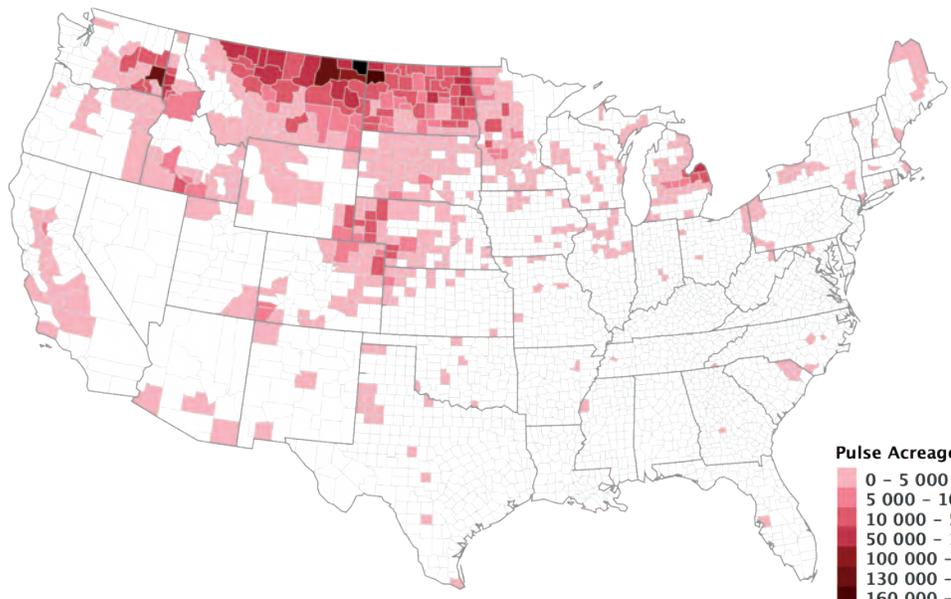
# DRY PEAS

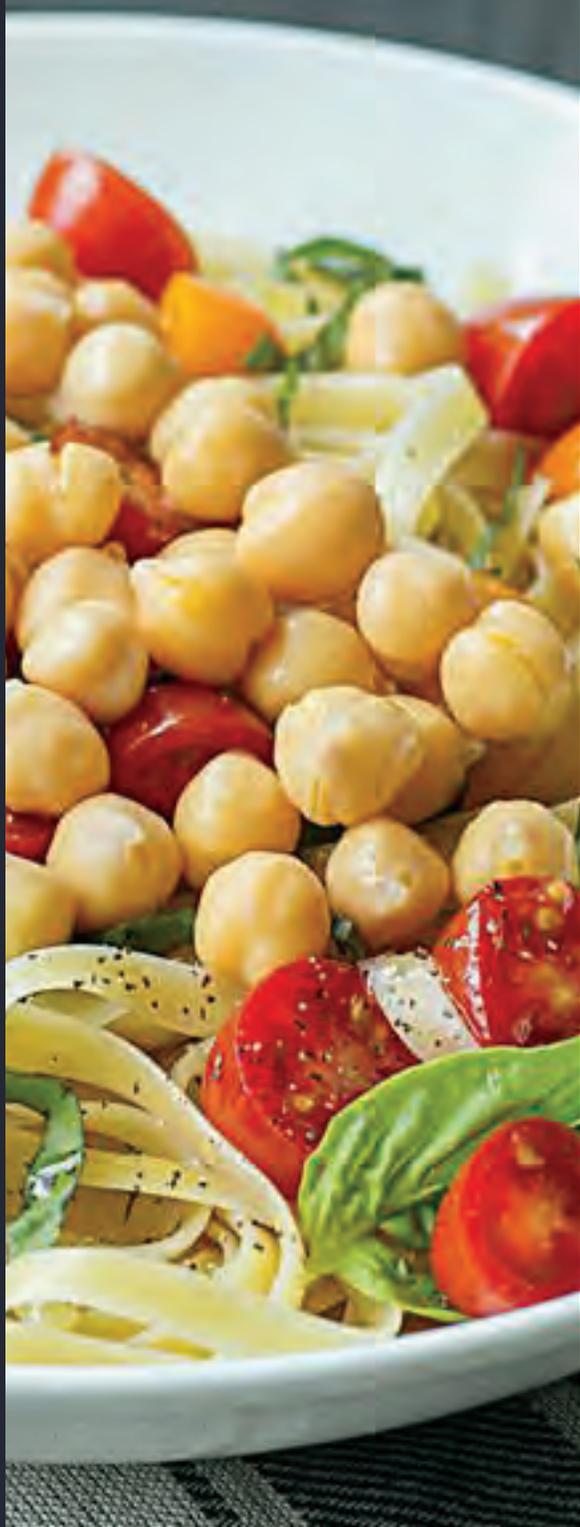


# BEANS



# PULSES





subscriber newsletters, social media promotion, recipe videos and display ads. In June, the combined digital ad content generated 3.2 million impressions and drove 1,400 visits to *Pulses.org*.

**Campaign Results to date:**

Total Reach of 862 Million

474,724 unique website visits

7,900 Half-Cup Habit sign-ups in the first 10 days of the campaign.

In addition to the North American Campaign, USADPLC/ APA shares the depth and breadth of pulse possibilities and opportunities by sending outreach boxes with sample materials and handouts and encouraging people at tradeshows and outreach events to **Explore the World of Pulses**. This is a light hearted “Where’s Waldo” style campaign combining elements of the North American Consumer Campaign with interactive elements encouraging individuals to consider the many ways pulses

are and can be used meals from Breakfast – Lunch- Snacks- and Dinner and new products from pet foods to protein bars. Join us in Exploring the World of pulses designed by Cody Muir.

Sign up for the Half-Cup Habit at [www.pulses.org](http://www.pulses.org)

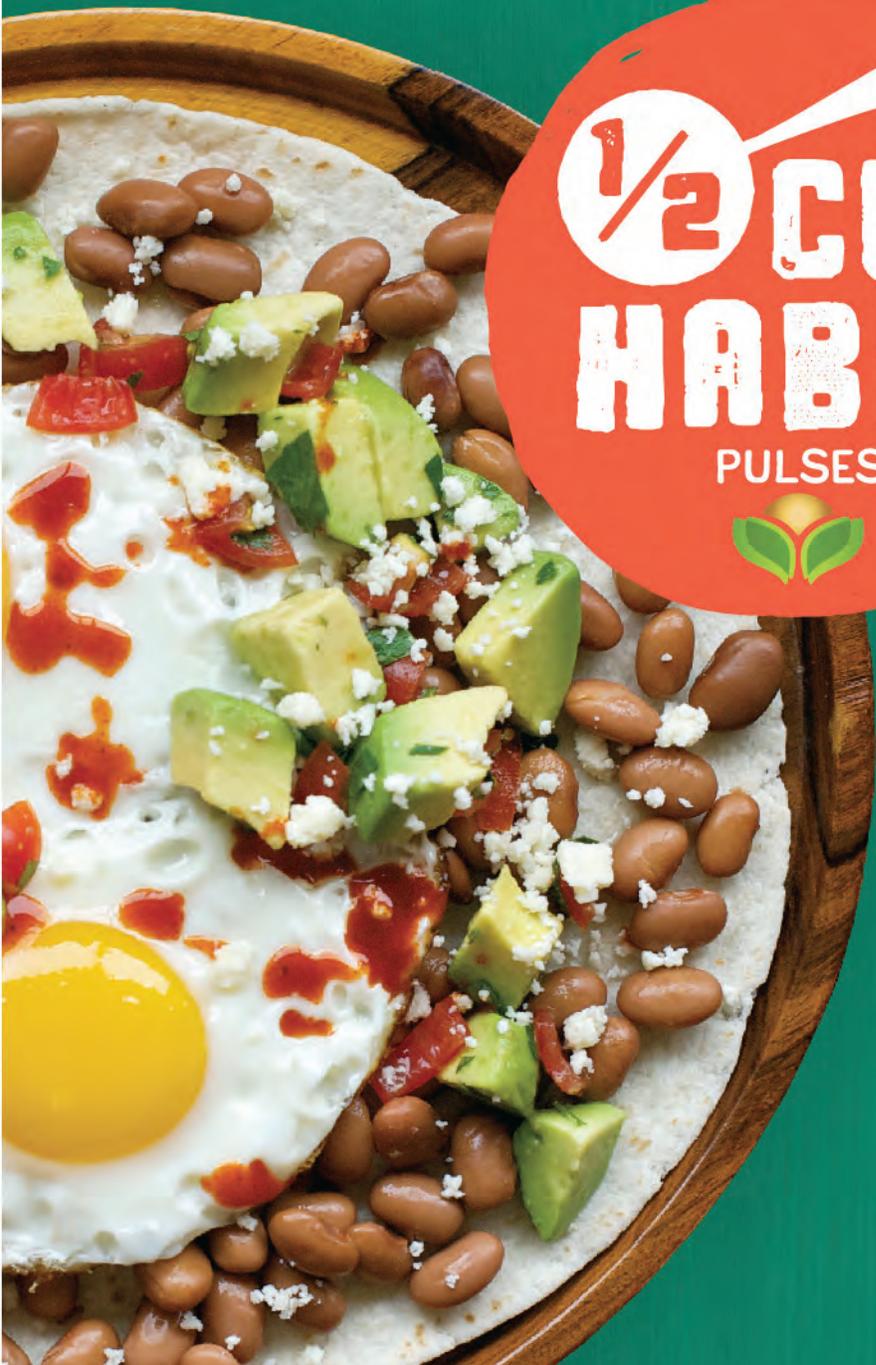
The Outreach Boxes shown below are to be customized for audiences ranging from Supermarket Registered Dietitians to R&D scientists looking to expand use of pulses in product development. 



**“ Keeping pulses top of mind is essential to reaching our consumption goals of 13 pounds per person per year. ”**  
-Jessie Hunter

# JUST ADD PULSES

✓ 3x Week for Better Health



**1/2 CUP  
HABIT**  
PULSES



**JOIN THE  
HALF-CUP HABIT  
MOVEMENT!  
SIGN UP AT**

[PULSES.ORG](https://pulses.org)

# Introducing the Pulse Brand

BY DIRECTOR OF MEMBERSHIP  
KIM MONK

The Pulse Brand and 'Made with Pulses' seal are critical components of a global strategy aimed at increasing the awareness and consumption of pulses.

The Pulse Brand is designed to be used by pulse stakeholders and will be universally known to represent pulses around the world. The 'Made with Pulses' seal is intended to be used on product packaging, advertising and promotional materials. It helps consumers looking for products made with pulses.

2016 was a year of unveiling, rapid growth and development for the Pulse Brand. The Pulse Brand was featured on thousands of advertisements and promotional items. It was used at hundreds of events, on numerous company websites and almost every International Year of Pulses output. The 'Made with Pulses' seal can now be seen on millions of products in stores around the world.

## PULSES

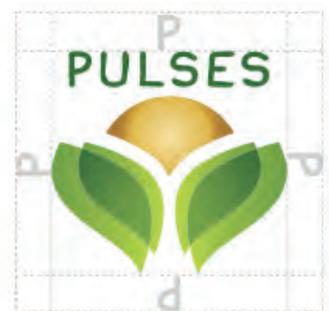


### PULSE BRAND BENEFITS

- ✓ Unlimited use of Pulse Brand and imagery
- ✓ Access to all Pulse Brand collateral (eg. user guide, graphic standards)
- ✓ Quarterly newsletter updates on brand activities and news
- ✓ Recognition of company on pulses.org website
- ✓ Product recognition on searchable online database
- ✓ Access to high-level consumer research information
- ✓ Support and guidance (materials, photo galleries, videos, and campaign images)

### JOIN THE PULSE BRAND PROGRAM

Become a Pulse Brand Licensee to use the Pulse Brand and 'Made with Pulses' seal. Join a community and global network of pulse industry, food sector, research entities, governments, NGO's, NFPs, marketers and many other companies and organizations that are committed to increasing awareness and availability of pulses. The Pulse Brand provides access to numerous services and programs, and is designed to support companies in meeting their goals.



**To learn more about using the Pulse Brand,  
contact Kim Monk at [kmonk@usapulses.org](mailto:kmonk@usapulses.org)**

# Adopt the Pulse Brand



Introduced in the U.S. and Canada on June 21, 2017, the Half-Cup Habit is a campaign to inspire consumers to eat more pulses and raise awareness of their benefits through simple nutritious recipes, inclusion tips and promotion of pulse-based foods.

Designed to make eating pulses easy and delicious, consumers will be encouraged to “just add pulses” to their diets by committing to a 4-week challenge to eat a ½ cup serving of pulses 3X per week. The campaign will be supported by social media advertising and content, partnerships with consumer influencers and bloggers, digital and native advertising and earned media placements, driving to the Half-Cup Habit landing page on [www.pulses.org](http://www.pulses.org).

## How to Participate

Pulse Brand licensees are encouraged to use the Half-Cup Habit symbol in promotional activities and on products. Licensees can download Half-Cup Habit promotional materials beginning early June on the Members Only section of [www.pulses.org](http://www.pulses.org).

Consumers can identify and learn about products that will contribute to their half-cup goals by accessing the interactive searchable product database on [www.pulses.org](http://www.pulses.org) which features Pulse Brand pulse products.

## Become a Pulse Brand Licensee

Contact the American Pulse Association - USA Dry Pea & Lentil Council Industry Office for specific details and to sign up.

Email Kim Monk: [kmonk@usapulses.org](mailto:kmonk@usapulses.org) or call 208-882-3023.

### Half-Cup Habit Symbol

#### PROMOTIONAL

Pulse Brand licensees can use the Half-Cup Habit symbol on products that qualify for the ‘Made with Pulses’ seal. Companies that choose to use the Half-Cup Habit symbol are responsible for ensuring that labelling regulations are met in the jurisdiction where the food product is sold.

(see *Pulse Brand User Guide for ‘Made with Pulses’ seal details*)

### ‘Made with Pulses’ Seal

#### PRODUCT

Pulse Brand licensees can engage consumers by integrating the Half-Cup Habit messaging and imagery into materials and into planned promotional activity across all consumer-facing channels.

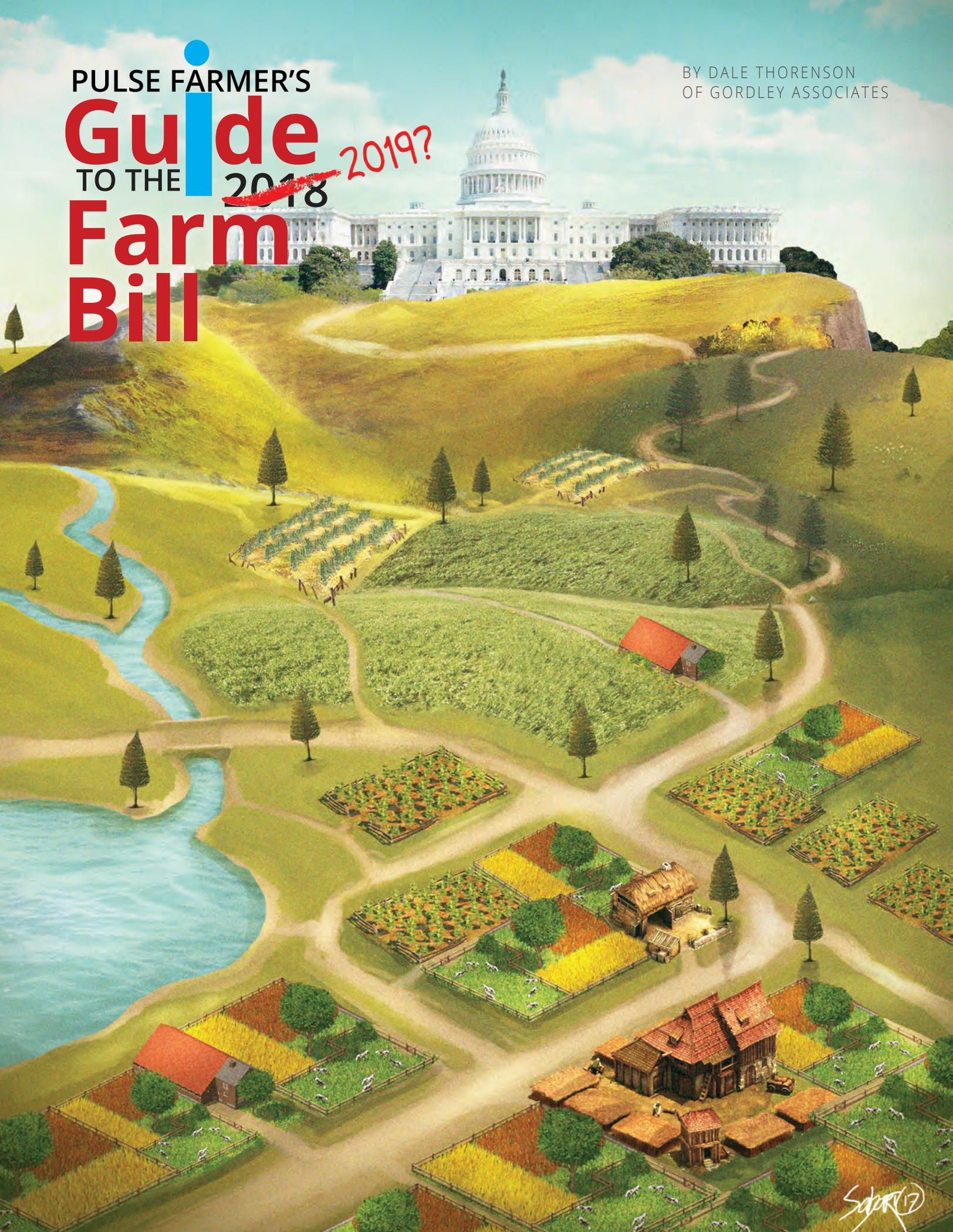
To learn more, call 208-882-3023 or email [kmonk@usapulses.org](mailto:kmonk@usapulses.org)



[www.usapulses.org/pulsebrand](http://www.usapulses.org/pulsebrand)

PULSE FARMER'S  
**Guide**  
TO THE ~~2018~~ *2019?*  
**Farm**  
**Bill**

BY DALE THORENSEN  
OF GORDLEY ASSOCIATES



Schmitt (7)

Most farmers mark the passing years with references to crop years, with remarks such as “this will be my 30th crop” or “on average, a farmer in his lifetime has only 40 at bats with regards to producing a crop.” Also mentioned will be the bad and occasional good years: “1977 was the year we were hailed out. 1988, now that drought had to rival those our elders suffered through during the dirty thirties. 1999, who knew prices could go so low! 2010, a bumper crop and great prices!”

The “Aggies” who work on agricultural issues in Washington DC use a different measurement to mark the passage of time: the farm bill. Those musings include, “this will be my 4th farm bill” or “what a newbie, this will be my 8th.” “Remember when the House passed the bill with the Trade Title missing, and had to pass it again? And the President vetoed them both so they had to have two separate votes to over-ride his veto?” And so the conversations and memories go, detailing all the behind the scenes drama that goes along with putting a large piece of legislation together. And there is drama with each bill.

The Agriculture Act of 2014 - aka the 2014 Farm Bill - expires on September 30, 2018, in just a little over a year. The House and Senate Agriculture Committees began holding hearings on specific titles earlier this year, and professional staff are fleshing out specific titles. The House Agriculture Committee hopes to mark up and report out the 2018 Farm Bill this fall, if they can be assured of getting time to consider and pass the bill on the floor of the

House. The Senate would likely follow suit a few months later. And in a perfect world, the House and Senate versions would then be conferenced in late winter with final passage by early spring. So, plenty of time, right?

Wrong. Consider that the 2014 Farm Bill took over 2-1/2 years - about 920 days - to complete. The process officially started on August 2, 2011 with the passage of the Budget Control Act of 2011; and the final bill was finally signed into law on February 7, 2014. Between those dates a great deal of drama played out, way more than one needs or wants to get into, other than it was supposed to be a 2012 Farm Bill; then a 2013 Farm Bill... But the bottom line is, the stars will need to align perfectly for the 2018 bill to be finished by the time the 2014 bill expires.

Congress has two items it must complete this year: pass the 12 annual appropriations bills and increase the national debt limit. Congress has a healthy wish list of items it wants to do this year: repeal the Affordable Care Act, pass major tax reform (which requires a fiscal year 2018 bicameral budget to be passed), and pass a major infrastructure bill. The farm bill will come after the first two “must pass” items are finished, and the other items either pass or fail. Which brings us back to why the House Agriculture Committee will wait to see if there is “time” on the floor for consideration of their farm bill.

And if consideration of the farm bill slips into late spring 2018, election year politics will increasingly hinder

progress. A third of the Senate is up for election next year - 23 Democrats along with 2 Independents aligned with them, including 10 Democrats in states President Trump won; and only 8 Republicans. To make things even more difficult, 7 members of the Senate Agriculture Committee are up for election - all Democrats.

So, what happens if Congress can't pass a farm bill by the end of September, 2018? They will be forced to extend the 2014 Farm Bill for a period of time - most likely an additional year - or face the prospects of reverting to permanent farm law, aka the Agricultural Adjustment Act of 1938, because all subsequent farm bills have been temporary amendments to permanent law for the time period specified by their authorization.

Reverting back to permanent law would bring back parity support for milk and the program crops of that era (not pulse crop, oilseeds, etc.), acreage allotments, and chaos. Permanent law is a cliff that no one wants to go over, and so it is the hammer that requires Congress to either get a bill done or pass an extension of the latest bill until they do.

2019 is not an election year, and would be more conducive for progress. The only problem is that the farm bill budget baseline will likely erode further by then, leaving less money to write the legislation. Which is why the Agriculture Committees would like to get a “2018” farm bill finished in the next year rather than defaulting to a “2019” farm bill. Time will tell which scenario plays out.

# PULSES ON A GLOBAL SCALE

BY DIRECTOR OF MARKETING,  
PETE KLAIBER



*For two days before the start of the Global Pulse Confederation Convention in Vancouver in July, USADPLC's six overseas marketing representatives joined me in Vancouver for our annual Marketing Staff Conference. Jose Flores of the USDA Foreign Agricultural Service also participated in our meetings, and Tim McGreevy, USADPLC CEO sat in for one day before his duties as a member of the GPC Board pulled him away.*

**T**he staff conference covered a wide range of topics, including the Pulse Brand campaign, audit issues, and online management tools. But perhaps the most interesting discussion during the sessions came from a 'homework assignment' that each of the representatives completed before coming to Vancouver. The assignment was to complete this sentence:

"For the USADPLC, the most important thing we can do maintain and expand our market share in my markets is: (FILL IN YOUR ANSWER)."

The reps had to follow two rules in drafting their answers:

a. Answers were limited to one sentence, and the sentence could not be overly long. (That rule was too limiting for some of the reps, but we

did avoid answers that went beyond one paragraph.)

b. The answer could not be 'lower prices'; we wanted to focus on what we can control, not what we can't control.

Given the differences in our various overseas markets, it is no surprise that we received a wide variety of responses to the assignment. But when we sat as a group in Vancouver and discussed each representative's write-up, three common themes emerged.

**Theme 1.** In-person meetings are key. Putting sellers in front of buyers for face-to-face discussions may be old-fashioned, but it is still critical in building the relationships that lead to higher sales volumes. These meetings may come about in various

ways for our industry members -- working the booth at major international trade shows like ANUGA, SIAL, Gulfood, etc.; meeting with inbound trade teams; going on outbound trade teams; or attending meetings like the Global Pulse Confederation (GPC) annual convention, the Mexico Pulse Congress or the India Pulses and Grains Association (IPGA) Conclave. The kinds of events may vary widely, but every marketing rep wants to increase opportunities for face-to-face meetings between US pulse suppliers and the buyers in their region. That means that as we plan future marketing activities, we have to ensure that our plans include a time and place for one-on-one discussions.

For many years, the Mexico Pulse Congress has used a 'speed dating' system to maximize buyer-seller >>>

Pulse traders from across the globe gather at the 2017 Global Pulse Confederation annual convention held in Vancouver, B.C.



contacts on the last day of the event. We have tried to copy that arrangement in other activities, but the results have been uneven. Whether it's some variation of 'speed dating' for our inbound trade teams, booking booth space at some of the regional overseas trade shows, or hosting industry receptions at the GPC Convention or the IPGA Conclave, we have to give some additional thought to the best way to increase our members' 'face time' with the global pulse trade.

**Theme 2.** Social media can deliver our message efficiently. The marketing representatives want to use social media to spread the word about US pulses. They were amazed by the success of IYP and the Pulse Brand Campaign. In particular, they were excited by the way the Pulse Brand campaign used social media to increase interest in pulses, pulse recipes, and products featuring pulses as ingredients. While traditional advertising campaigns are beyond our financial reach, the reps feel that we can use social media to reach our

target audiences. In fact, the reps were so impressed, they talked about doing two different campaigns:

- The first campaign would be global in nature, and would be aimed at the pulse trade -- both domestic and international. It would include newsletter stories of interest, USDA statistics on plantings, production and stocks on hand (and similar information for other pulse producers such as Canada and Australia), photos and notes from trade shows, reports on trade team visits, stories on technical seminars we hold, and other newsworthy items, including new product introductions. The overarching idea would be to keep the pulse trade interested in what's happening in the US pulse trade, and to encourage them to think of us as a leading source of information on pulse markets.

- The second campaign would vary from region to region, but the target in each region would be consumers/end users. Given the many variables in our overseas markets, there cannot be a 'one size fits all' approach for a consumer-oriented campaign. Each market will need a custom-designed campaign, with our reps tapping into in-house or 3rd party expertise in their own markets to craft an effective outreach strategy. We do know that they will all need access to a stream of content that is fresh and relevant, because without regular -- and relevant -- updating, social media campaigns quickly grow stale and lose their audience. We plan on using a mix of social media materials developed for the Pulse Brand / 1/2 Cup Habit campaigns, supplemented with content developed for local markets.

The idea will be to use these campaigns to reach the upwardly mobile segment in each market and create an awareness of the high quality of US pulses.

**Theme 3.** Technical training will create new export opportunities. The marketing reps know that as standards of living improve globally, consumers will turn from 'cooking from scratch' to buying more processed foods in order to save time while making meal prep and clean-up easier. Technical training on the functionality and versatility of pulses -- including pulse flours and pulse protein, fiber and starch -- will ensure that demand for pulses continues to grow as buyers transition to processed foods. Overseas food manufacturers are interested in new ways to use pulses, but they need someone to show them how pulses can be utilized in various ways, and to demonstrate how to use pulses to make healthy, easy-to-use products. The development of a US-based Pulse Application Center will give us the chance to increase training opportunities exponentially, but the reps were quick to comment that the Application Center training will have to be supplemented with overseas expertise and technical support in order to help food manufacturers adapt pulses to their particular circumstances.

Our marketing representatives did a great job of mapping out the strategies that will help us continue to grow as a force in the global pulse marketplace. It is going to be an exciting time as we work to turn their plans into reality. Stay tuned. 

# PEST MANAGEMENT STRATEGIC PLAN

BY VP OF RESEARCH &  
MEMBER SERVICES, TODD SCHOLZ



The year 2016 as the UN International Year of the Pulse (IYP 2016) created a lot of attention for the nutrition, versatility, sustainability and economic benefits of pulses as a food category. IYP 2016 also created awareness of the research needs for pulse crops. As a result, the USDA Western Regional Integrated Pest Management Center (WRIPMC) approved a grant for the USA Dry Pea & Lentil Council (USADPLC) to conduct a workshop to update the Pulse Industry Pest Management Strategic Plan (PMSP) in 2016 in honor of the International Year.

Pest Management Strategic Plans (PMSPs) are widely recognized as a conduit for communication from growers and other IPM practitioners to regulators and granting agencies. These documents give a realistic view of pest management issues and strategies used in the field and provide a forum to set meaningful research, regulatory, and educational priorities. PMSPs are developed by growers and other stakeholders to identify their pest management needs. Each plan has a state, region or national focus. The plans take a

pest-by-pest approach to identifying the current management practices (chemical and non-chemical) and those under development. Plans also state priorities for research, regulatory activity, and education/training programs needed for transition to alternative pest management practices.

The pulse industry has gathered together twice before to update the PMSP, once in Saskatoon, Saskatchewan in 2002 in a joint PMSP with Canada, and the second time in Spokane in 2006 as the pulse industry in the USA expanded.

Last November, 2016, in Bozeman, MT, the USADPLC led an effort to revise and rewrite the Pulse Crop PMSP for the third time. Over 30 participants representing scientists, producers, regulators and processors gathered together to discuss pests of pulse crops, prioritize the importance of these pests and strategize for possible solutions to these pest issues.

Before the group began the actual work, the group heard about the expansion of pulse crops into

Montana, Nebraska, Colorado, and Kansas and the impacts of the IYP 2016 on demand in North America. Neil Anderson, Branch Chief for Risk Management Branch, EPA gave the group an brief outline of the current state of pesticide regulation at the EPA. Amanda Crump revved the team up with a brief description of what a PMSP is used for and why it needs to be updated periodically. Finally, Ronda Hirnyck, Uofl Extension and IR-4 Coordinator, served as the facilitator and set the ground rules for the workshop and the assembled group got down to business.

Previous versions of the PMSP assisted the industry to accomplish a wide variety of activities in support of pest management. One item to note is the expansion of fungicide and seed treatments to protect against Ascochyta Blight and other foliar diseases. When the first plan was written, only one fungicide was labeled on pulses and several were available only with emergency registration. Today, there is disease resistance present in the crop and a wide variety tools are available to producers to manage this devastating disease.



Sally O'Neal, WSU Research Editor, Prosser, WA  
 Ronda Hirnyck, UofI Extension Pesticide Specialist, Boise, ID  
 Todd Scholz, VP Research and Member Services, USADPLC  
 Mary Burrows, PHD, MSU Extension Pathologist, Bozeman, MT

In addition to giving producers access to additional tools, with the award of a major grant focused on aphid and aphid vectored diseases, producers benefited from research supported by the PMSP. The grant focused on breeding for resistance to viruses in pulses, worked to develop early protection strategies and actually tracked the arrival of aphid and the virulence of their infection. The final result of this effort is the [aphidtracker.com](http://aphidtracker.com) website located at [www.cals.uidaho.edu/aphidtracker](http://www.cals.uidaho.edu/aphidtracker). The site still provides tracking information, calculators determining the need for applying pesticide and the results of different IPM strategies against aphid vectored viral disease.

Besides developing new tools and justifying grants for research into IPM strategies, the PMSP serves the following functions:

- Regulators receive information on actual pest management practices and therefore will be less likely to use default assumptions in risk assessments.
- Regulators are provided information on important uses for special concerns (e.g., resistance management, geographical concerns).
- Stakeholders identify appropriate contact people to facilitate future communication.
- Grant seekers acquire documentation of stakeholder priority needs to support funding requests.
- Growers have available documentation to support Section 18 Emergency Exemption and Section 24(c) Special Local Needs requests.

- Participants gain insight in emerging pest management issues toward prioritizing their research, education or other programs they sponsor.
- Commodity representatives get a document that can be used to convey their needs to policy makers.
- Support for IR-4 Food Use Workshop research prioritization is provided.
- Registrants may use PMSPs to identify niche markets for development of new products.
- Workshops provide a forum to discuss reduced-risk management options.
- PMSPs foster multi-state and multi-regional collaboration resulting in less duplication of efforts and more judicious use of limited dollars.
- PMSPs provide readily available information for interested members of the general public, students and others.

Highlights included in the third edition of the Pulse Crop PMSP are new sections addressing pest management in organic systems, and additional input from new growing areas of South Dakota, and the rapidly expanding areas of Montana. The plan also includes considerations for the advent of fall seeded legumes and the pest management concerns presented by these cultivars.

So, after a lot of effort and cooperation across disciplines and across regions, the third edition of the Pulse Crops Pest Management Strategic Plan is published. It is available on line at [https://ipmdata.ipmcenters.org/documents/pmsps/2016PulsePMSP\\_FINAL.pdf](https://ipmdata.ipmcenters.org/documents/pmsps/2016PulsePMSP_FINAL.pdf).

With this plan published, the industry is looking forward to more progress in Pulse Crop Pest Management.

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& Lentil Council

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# JUST ADD PULSES

✓ 3x Week for Better Health

 **1/2 CUP  
HABIT**  
PULSES

