

Pulse Pipeline

Your Pulse Connection

CELEBRATING 2016 INTERNATIONAL YEAR OF PULSES DECEMBER 16, 2016



51st Annual WPGA GROWER MEETING

THE 51st annual Western Pulse Growers Association Annual Meeting exceeded all expectations as over 170 PNW growers and industry reps registered. A snow storm limited participation just a bit, to roughly 140, but those lucky enough to have braved the wintry cold and deep drifts were treated to a wondrous agenda filled with International Year of Pulses information, swag, and surprises.

The participants of the event held on Wednesday received a "Pulse brand" swag bag filled with a unique IYP Recipe Book; a pulse brand hat; various IYP information brochures and products from members.

Co-Chairs Jon Olsen, a Garfield, WA grower and Cole Riggers, a grower from Craigmont, Idaho moderated the event. After a brief description of the upcoming events, they introduced a two-hour pesticide credit session featuring pulse crop researchers from Washington and Idaho discussing all the mainstays of production research-virus and insects, integrated pest management, root disease and seed treatments as well as weed management. Dr. Kurt Schroeder from the UI made a surprise presentation on the

Photos clockwise: Chef Pickarski's cooking demonstration; WPGA convention crowd enjoying a good laugh; USADPLC Chair Pat Smith and CEO Tim McGreevy sharing a moment; Growers Jim Hermann and Dan McKinley relaying their experiences at an IYP event.



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Idaho variety trials. To be specific, the presentation was only a surprise to him, as he found out about it that morning (which led to a group chuckle). Regardless, the session was well received, as were the WA/ID pesticide credits it offered.

Todd Scholz, VP of Research and Member Services introduced Ben Thiel from the Spokane Regional Office of the USDA Risk Management Agency. The RMA and the USA Dry Pea & Lentil Council are partnering on a free grower education project that will offer six educational modules throughout the coming months on reducing risk when growing pulse crops in the Pacific Northwest (this material can be of interest to Montana and North Dakota as well). This program, called **PulsED**, is the beginning of a movement to make the www.usapulses.org website the one online resource for growing pulse crops in the United States.

The USADPLC and the Northern Pulse Growers Association are planning a similar project for the Northern Plains, but that's another story. Todd and Ben Thiel briefly introduced the project before Thiel

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began his presentation on RMA pulse crop products, and in particular a whole farm product that looks very promising for pulse crop growers. If you want more information about this risk management tool, **PulsED**, or to register for this FREE grower education program visit www.usapulses.org/PulsED. One of the modules will be specifically about risk management programs.



Of course, the star of the day was the International Year of Pulses, and CEO Tim McGreevy was on hand to present the activities that took place during the year, as well as the incredible results of the North American pulse crop marketing campaign. At one point, members of the Washington and Idaho Commissions and the WPGA board started handing out samples of new and innovative food products available on the grocery shelves today. Want non-dairy milk made of peas (yes, we jokingly referred to it as "Pea Milk")? it's called Ripple, and it is fantastic; want squeezable pulse baby food that Tim McGreevy advocates for a quick lunch? It's made by Plum Organics and features culinary delights like "Lentils & roasted squash with

apricots." McGreevy led the crowd through the entire grocery shopping experience and pulses ran the gamut from breakfast, to lunch and dinner, and even desserts like chickpea cheesecake. Of course, gourmet pet food made the list as well. The list is so impressive that the



Pipeline will be posting a virtual holiday grocery list next week featuring many of these items. McGreevy's point was that a year ago many of these items did not exist, but now, due to increased demand via the efforts of the global and North American marketing campaign (paid for in part by the good pulse growers of the USA), food manufacturers are discovering pulse ingredients en masse. Demand is there, and food manufacturers are working hard to meet it.

The lunch ceremony that followed, whose menu featured a recipe designed by one of the winners of the Powered by Pulses school lunch recipe contest, was in honor of the Pullman Chamber of Commerce 2016 Lentil Family of the Year. The winners are Kurt and Chris Braunwart, owners of ProGene Plant



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PULSE MARKET NEWS

Today's Exchange Rate:
1 Canadian dollar = 0.75 U.S. Bank of Canada

PULSE PRICE CHART (Grower Prices in U.S. \$/cwt. on #1 Grade)

Pacific Northwest		December 16, 2016	December 9, 2016	LAST YEAR	
Green Peas (whole)		\$ 9.50-10.00	\$ 9.50-10.00	\$	11.50-12.00
Yellow Peas (whole)		\$ 10.00	\$ 10.00	\$	12.00
Lentils (Brewer)		\$ 27.00-27.50	\$ 27.00-27.50	\$	38.00-40.00
Lentils (Pardina)		\$ 25.00	\$ 25.00	\$	38.00-39.00
Chickpeas (Large Kabuli)		\$ 35.00-36.00	\$ 35.00-36.00	\$	30.00-31.00
Northern Plains					
Green Peas		\$ 10.00-11.25	\$ 10.41-11.67	\$	8.75-10.42
Yellow Peas		\$ 10.42-14.17	\$ 10.41-12.92	\$	10.83-14.58
Lentils (Richlea)		\$ 36.00-40.00	\$ 38.00-40.00	\$	40.00-44.00
Chickpeas (Large Kabuli)		\$ 36.00-47.00	\$ 46.00-47.00	\$	30.00-33.00
Canada		(Prices in U.S. \$/cwt.) As of December 7, 2016			
Green Peas		\$ 11.33	\$ 11.20	\$	10.89
Yellow Peas		\$ 11.23	\$ 10.60	\$	13.10
Feed Peas		\$ 8.79	\$ 8.79	\$	8.16
Lentils (Laird)		\$ 47.96	\$ 47.71	\$	44.63
Lentils (Red)		\$ 22.31	\$ 23.69	\$	35.93
Lentils (Richlea)		\$ 40.27	\$ 40.36	\$	41.04
Chickpeas (Desi)		\$ 25.82	\$ 25.82	\$	19.93
Chickpeas (Kabuli 9mm)		\$ 41.91	\$ 41.91	\$	21.60

✓ **COMPARED TO LAST WEEK:** Trading activity was steady with light demand. According to NASS crop report December 9, 2016, dry edible beans harvested acres is 1567.5. According to FSA acreage report December 1, 2016, dry edible beans planted acres is 1836.5.

- Market prices contained in this newsletter may or may not reflect actual market conditions at the time of sale.
- U.S. prices are gathered from [USDA Bean Market News](#) which uses averages based on U.S. #1 production from the date surveyed and are for thresher run, clean basis.
- Canadian prices are gathered from the [Saskatchewan government](#).

PNW: Prices reported on a cwt basis, Del warehouse, thresher run and U.S. No. 1's.

Northern Tier: Prices reported on a cwt basis, Del warehouse, thresher run and U.S. No. 2's or better.



USDA 2015-16 National Posted Price and Loan Rate Summary

New Loan Rates Eff: May 1	Dry Peas				Lentils				Large Chickpeas		Small Chickpeas	
	West		Midwest		West		Midwest		All		All	
Pulse Loan Rate: #2 Grade	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015
	\$5.97	\$5.81	\$5.29	\$5.31	\$13.86	\$14.04	\$10.59	\$10.40	\$11.28	\$11.28	\$7.43	\$7.43
December 16, 2016	NPP	\$8.33	\$8.33	\$7.65	\$7.83	\$25.02	\$25.02	\$21.75	\$21.38	\$35.75	\$35.75	\$30.75
December 9, 2016	NPP	\$8.33	\$8.33	\$7.65	\$7.83	\$24.52	\$24.52	\$21.25	\$20.88	\$35.75	\$35.75	\$30.75

Midwest region: all counties in Montana and North Dakota, plus all counties in all other states not in the West Region.

Source: USDA Farm Service Agency

51st Annual WPGA GROWER MEETING CONTINUED

Research, who received the honor for their dedication to the pulse industry. As a related side note, last spring Kurt and Chris prepared a live display of pulse crops next to the highway that crossed the border between Washington and Idaho. It happens to be next to the USADPLC headquarters, and staff could see people stopping to look at the IYP display throughout the summer. Congratulations to Kurt and Chris.



Idaho's Howard Jones urges Washington Growers to consider the assessment increase

Of course, the afternoon was filled with great presentations as well as the usual business that transpires at an annual grower meeting. Howard Jones, Chair of the Idaho Pea and Lentil Commission urged



Dayton, WA grower David Carlton gave the Pisco Sour drink with Aquafaba the nod. Cheers!

Washington growers to match the ½ percent increase in the assessment that Idaho has voluntarily voted in for a three-year period. Dave Harlow, Chair of the Washington Pulse Crops Commission followed up on that thought offering reasons why supporting the assessment increase in Washington is a good idea from the WPCC board's point of view. They both concluded their reports with the offer to talk with anyone that wanted to discuss the upcoming referendum report in person. To conclude the business section of the meeting, the WPGA held their meeting next, nominating new officers for the year (see an article in next week's Pipeline).

Pete Klaiber, VP of Marketing then moderated a market overlook panel featuring Don Driscoll of Maviga, Andrew Fontaine of Spokane Seed, and Phil Hinrichs of Hinrichs Trading, to discuss domestic and international markets for lentils, dry peas, and chickpeas respectively. Driscoll and Hinrichs both had positive projections for lentil and chickpea sales in the U.S. Driscoll expects an even larger acreage increase in Montana, stating that lentil acreage is only limited by the availability of seed. Hinrichs mentioned that the seed stock is getting old and projected that the industry will see new seed in the next 3-5 years, stating that chickpea breeding needs to step it up a notch. Fontaine allowed that the dry pea market is in a slump, but mentioned that he has spoken with many traders in the industry.

Shelby and Brian Silflow get the message at the Pulse Pillar reception.



They concede that although the dry pea market is slow, it has probably hit bottom and demand (and price) will probably go up shortly. So hang in there.



Guest speaker Cynthia Sass hosted the Health & Nutrition pillar.

To end the regular agenda of the convention, Chef Ron Pickarski, the official United Nations IYP Chef for North America offered a cooking demonstration of the entrée to be featured at that night's special IYP dinner. Pickarski prepared a Salisbury steak with lentils for the crowd, and then ended the presentation showing how to make the Aquafaba foam topping (made from chickpea water) for the Pineapple Pisco Sour refreshment served at the Pulse

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51st Annual WPGA GROWER MEETING CONTINUED

Pillar Reception. This IYP gathering for the attendees featured pulse stations representing the four pillars of the International Year of Pulses (versatility, sustainability, health and nutrition and affordability). Each pillar was hosted by a specialist in that particular topic to answer questions and offer all the pulse crop information anyone could wish for, as well as delicious pulse crop hors d'oeuvres.

To end the evening, the WPGA hosted the IYP Pulse Dinner Celebration featuring a special guest, celebrity nutritionist and best-selling author Cynthia Sass. In an intimate gathering, Sass sat before the group of 100 diners to discuss her pulse journey that led to her writing *Slim Down Now*, a diet program that emphasizes eating pulses to shed weight. Sass is also an ambassador for the NA marketing campaign, and she finished her presentation by stating that as a Registered Dietician and diet consultant to professional athletes and high profile business leaders, she sees a bright future for the pulse industry.

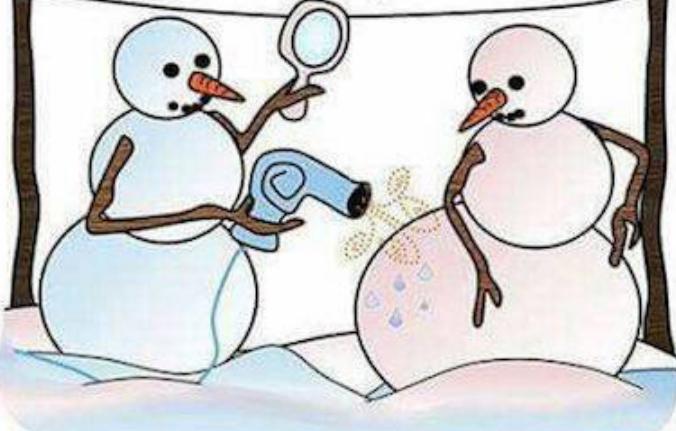
"The International Year of Pulses is only the beginning for you," Sass stated to the crowd of growers and industry representatives. "I talk to people all over about pulses, and many more people are aware of how good pulses are for you than one year ago.

There's so much more to come."



FRIDAY FUNNY

FREE WEIGHT-LOSS
CLINIC TODAY!



Idaho grower Aaron Flansburg and Washington growers Dan McKinley and his wife, Krista at the Pulse Pillar reception.



The most popular message of the night. Ron Wachter of Helena Chemical points out that we've got it (Momentum) and we need to roll with it. A great message to end a great event (and Cynthia Sass agrees).

