

EAT MORE PULSES

DRY PEAS | BEANS | LENTILS | CHICKPEAS



VOLUME XVI ♦ ISSUE 20

PulsePipeline

Your Pulse Connection

CELEBRATING 2016 INTERNATIONAL YEAR OF PULSES NOVEMBER 11, 2016

October Update

Media Asks "GOT PULSES?"

My husband who claims he doesn't like chickpeas is eating them right now plain! Last week he turned my lentil salad into a cracker dip. He also claimed he didn't like lentils! Thank you for influencing the masses one by one.

Mel Fix

Just wanted to say thank you for the Pulse Pledge initiative. The recipes are wonderful and the information given was so helpful. The whole program was absolutely first class and I'm going to use it as a guide to alter my cooking and dietary habits. Thank you for educating us and for showing us how to eat healthier. Keep up the great work Pulse People!

Cathy Smallwood

Dear Pulse Pledge Team, I'm going to be 86 years young next year and am aware how important it is...to live as healthfully as possible. You've made not only my day, but my YEAR as well!

Great Grandma Julianna

As we near the end of the IYP and the term "pulses" continues to gain acceptance, media coverage has increasingly transitioned from the more informational on the year itself to focus on specific benefits of pulses and recipes featuring them as individual ingredients. This is a positive and sustainable trend, because pulse recipes are a major driver in trial/adoption of ingredients among millennials in particular. Six months ago, only 6% of consumers surveyed knew the term "pulses" referred to dry peas, lentils, chickpeas and beans. Today, we're over 25%. Does this translate to sales? Only time will tell (although check out those AMAZING exports on page 4!).

In October, we generated a total of **18 media stories**, including

multiple recipe shares on popular millennial-focused websites, [Refinery29](#) and [Buzzfeed](#), reaching a combined **24 million** consumers overall.

In addition to media coverage, our blogger ambassadors and influencer partners continued to showcase pulses via recipes, blog posts, social posts and even a local broadcast segment this month, reaching a combined total of **8.9 million**.

Combined, this coverage as well as the support of optimized social ads, event participation and strategic content in the monthly Pulse Pledge newsletter resulted in an **increase in traffic** this month to the pulse pledge website, with 68K+ users visiting the site from

various sources.

Pulses remain top of mind for media around the country as their uses and benefits become more widely known. Just this week, as a result of a relationship built at the FNCE trade show, **The Washington Post** (31M readers), shed some light on the growing number of products available made with pulses, in a story titled, ["A new crop of innovative bean-based foods is coming to your grocery store."](#) The author, RD Ellie Krieger of Food Network fame, notes that "There is good reason to be pro-pulse. They are powerfully nutritious food, packed with protein, essential, minerals, fiber and antioxidants." She also mentions the IYP and our key messages, including those on sustainability and versatility.

The Pulse Pledge has been really great for my health. I find that by eating pulses more frequently, I have less desire for meat and lean more towards a plant based diet.

Margarita D.

I love this website. So simple and amazingly delicious!

Anna Ahern on Facebook

I never thought that eating pulses would be this beneficial! I can't have meat, so just getting the recipes each week was helpful.

Brandon Bruxton

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October Update
Media Asks "GOT PULSES?"
CONTINUED

Oregon-Based newspaper **The Bend Bulletin** (145.5K readers) picked up the story [a couple days later](#).

In a story in the **Capital Gazette** (684.6K readers), nutritionists and dietitians, Ann Caldwell and Maureen Shackelford, [wrote about their excitement](#) around "this food that's caught the global spotlight" by sharing 5 ways to add pulses to your diet alongside a Mediterranean chickpea salad recipe.

We also spotted coverage of pulses in a **BlogHer** (1.4M readers) article titled "[Make the Right Choice... Choose Pulses!](#)" in which the author shared the health benefits of pulses and a simple recipe to try.

Finally, **SmartBrief** (1.2M readers) covered the [tops trends at Expo East](#) this year by discussing the growth of pulses in the snack market, including a mention of the IYP.

Influencer Coverage

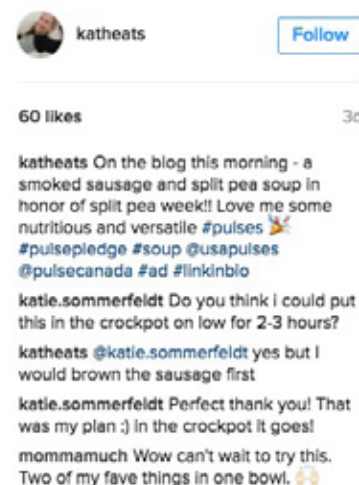
In honor of Split Pea Soup Week, influencer partner **Kath Eats Real Food** shared her recipe for [Smoked Sausage and Split Pea Soup](#). In the post, Kath provides a definition of pulses, all of our key messages, and notes that split peas are her favorite pulse because of their earthy taste. Her recipe reached a combined 267K blog and social readers. RD partner Cara Harbstreet included the hashtag #PulsePledge in her chickpea salad sandwich [Instagram post](#), reaching 2.5K followers.

On the organic coverage side, Ellie Krieger [tweeted](#) her **Washington Post** article (shared above) with her 22.8K fans, including the pulses image. Additionally, CIA attendee Anna Bullet included the Pulse Pledge hashtag in her black bean soup [Instagram pic](#), reaching 1.3K followers.

Ambassador Coverage

Ambassador Lee at **Fit Foodie Finds** shared a [One-Pan Cauliflower Nacho](#) recipe, noting that a "1-cup serving is only 250 calories and contains just 2.5g fat." She also mentions that pulses are fibrous, low-fat, easy to prepare and inexpensive. The nacho recipe was shared on her [Twitter](#), [Facebook](#), [Instagram](#) and [Pinterest](#), reaching a combined blog and social audience of 485K.

I Am a Food Blog put together a [pulse round up](#) post with her top three favorite pulse recipes (made for



the IYP) – Miso Hummus with Crispy Onion Furikake, Black Dal and Naan and Mini Red Bean Dorayaki. In the post, the author mentions the IYP and includes messaging on nutrition and affordability. The blog post reached 620K readers. We expect this ambassador to share the recipe across her social channels throughout the month.

Ambassador partner Kate Taylor of **Cookie + Kate** created a mouth-watering [Herbed Quinoa and Chickpea Salad with Lemon-Tahini Dressing](#) recipe, providing a simple way to add pulses into an everyday meal. Kate shared this recipe with her social following on [Facebook](#), [Pinterest](#), [Instagram](#) and [Twitter](#), garnering a total combined reach of 1.4M.

Additionally, **Nutrition Stripped** developed a [Baked Pea Falafel with Sesame Rice Balls](#) recipe for her 823.5K blog and social followers, sharing the post on [Facebook](#), [Instagram](#), [Pinterest](#) and [Twitter](#). Noting that "Peas are not only a great source of protein but they're also super affordable and in the family of pulses," this blogger encourages her readers to eat more pulses and take the Pulse Pledge.



PULSE MARKET NEWS

Today's Exchange Rate:
1 Canadian dollar = 0.74 U.S. Bank of Canada

PULSE PRICE CHART (Grower Prices in U.S. \$/cwt. on #1 Grade)				
Pacific Northwest		November 11, 2016	November 4, 2016	LAST YEAR
Green Peas (whole)	\$	9.00-10.00	\$ 9.00-10.00	\$ 10.00-12.00
Yellow Peas (whole)	\$	10.00	\$ 10.00	\$ 12.00
Lentils (Brewer)	\$	25.00-28.50	\$ 25.00-28.50	\$ 38.00-40.00
Lentils (Pardina)	\$	25.00	\$ 25.00	\$ 38.00-39.00
Chickpeas (Large Kabuli)	\$	34.00-36.00	\$ 34.00-36.00	\$ 29.00-30.00
Northern Plains				
Green Peas	\$	9.58-10.83	\$ 8.33-10.00	\$ 8.75-10.00
Yellow Peas	\$	9.17-11.67	\$ 7.92-10.83	\$ 10.83-12.92
Lentils (Richlea)	\$	32.00-35.00	\$ 32.00-35.00	\$ 32.00-34.00
Chickpeas (Large Kabuli)	\$	34.00-47.00	\$ 34.00-47.00	\$ 30.00
Canada (Prices in U.S. \$/cwt.) As of November 9, 2016				
Green Peas	\$	11.05	\$ 10.13	\$ 9.94
Yellow Peas	\$	9.94	\$ 9.24	\$ 9.53
Feed Peas	\$	7.75	\$ 7.75	\$ 5.90
Lentils (Laird)	\$	43.87	\$ 40.59	\$ 32.97
Lentils (Red)	\$	23.71	\$ 22.54	\$ 24.98
Lentils (Richlea)	\$	35.93	\$ 32.79	\$ 29.56
Chickpeas (Desi)	\$	22.57	\$ 22.57	\$ 19.66
Chickpeas (Kabuli 9mm)	\$	39.50	\$ 38.48	\$ 21.65

✓ **COMPARED TO LAST WEEK:** Trading activity was steady with slow to moderate demand.

- 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.



No Published Change this Week.

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	
		2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015
Pulse Loan Rate: #2 Grade		\$5.97	\$5.81	\$5.29	\$5.31	\$13.86	\$14.04	\$10.59	\$10.40	\$11.28	\$11.28	\$7.43	\$7.43
November 4, 2016	NPP	\$8.72	\$8.72	\$8.04	\$8.22	\$22.40	\$22.40	\$19.13	\$18.76	\$32.95	\$32.95	\$26.73	\$26.73
October 28, 2016	NPP	\$8.67	\$8.67	\$7.99	\$8.17	\$22.40	\$22.40	\$19.13	\$18.76	\$31.73	\$31.73	\$26.73	\$26.73

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



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PULSE CROP EXPORTS

Prelude

From the time that we first reported the 2016 projected plantings, we have been saying that this would be a crop year like no other. That sentiment continued through harvest, as we saw record production levels for dry peas, lentils and chickpeas. And it is certainly the case for the September export numbers just released by USDA NASS (see following page).

Our marketing year runs from SEP through AUG, and we kicked off the 2016-17 year with a bang. Pea exports for SEP 2016 totaled 98,779 MT, just below the record monthly export volume of 100,613 MT set in SEP 2009. Lentil exports for SEP totaled

NOTES

Production figures are from USDA/NASS (2012-16) and USADPLC (chickpeas 2016)

Export values and volumes are from USDA/FAS

62,400 MT, far above the previous record of 41,961 MT set in APR 2013. And last but not least, chickpea exports exploded for the month, hitting 28,257 MT, an amazing 130% higher than the prior one-month record of 12,290 MT set in October 2011. In SEP 2016 in aggregate, we exported 189,436 MT with a value of \$107.6 million. That is a very strong beginning to the new crop year, but given the size of the 2016 harvest, we are going to need a series of solid months of pulse exports to absorb our record harvest volumes.

The chart below incorporates the NASS production data published on November 9th, 2016.

	MONTHLY RESULTS		CROP YEAR TOTALS				2012-15 AVG
USA DRY PEA EXPORTS	Sep-16	Sep-15	Sep 2015 - Aug 2016	Sep 2014 - Aug 2015	Sep 2013 - Aug 2014	Sep 2012 - Aug 2013	4 YR AVG
export value US\$	\$40,543,505	\$28,505,240	\$278,441,795	\$227,884,281	\$287,481,745	\$182,920,655	\$244,182,119
export volume MT	98,779	70,812	529,560	467,030	556,602	310,909	466,025
export unit value \$/MT	\$410.45	\$402.55	\$525.80	\$487.94	\$516.49	\$588.34	\$530
US production MT	1,226,027	778,145	829,311	778,145	708,518	493,143	702,279
exports / production	8.1%	9.1%	64%	60%	79%	63%	66%
USA LENTIL EXPORTS	Sep-16	Sep-15	Sep 2015 - Aug 2016	Sep 2014 - Aug 2015	Sep 2013 - Aug 2014	Sep 2012 - Aug 2013	4 YR AVG
export value US\$	\$47,039,245	\$26,232,929	\$173,098,273	\$146,916,258	\$133,541,112	\$150,791,075	\$151,086,680
export volume MT	62,400	35,755	220,356	216,347	219,423	233,593	222,430
export unit value \$/MT	\$753.83	\$733.69	\$785.54	\$679.08	\$608.60	\$645.53	\$679.26
US production MT	564,093	239,318	239,318	152,726	227,660	240,497	215,050
exports / production	11.1%	14.9%	92%	142%	96%	97%	103%
USA CHICKPEA EXPORTS	Sep-16	Sep-15	Sep 2015 - Aug 2016	Sep 2014 - Aug 2015	Sep 2013 - Aug 2014	Sep 2012 - Aug 2013	4 YR AVG
export value US\$	\$19,992,322	\$3,434,189	\$48,496,011	\$34,013,251	\$47,489,226	\$70,461,326	\$50,114,954
export volume MT	28,257	4,367	59,100	41,763	54,523	65,799	55,296
export unit value \$/MT	\$707.52	\$786.40	\$820.58	\$814.44	\$870.99	\$1,070.86	\$906.30
US production MT	226,497	114,442	114,442	127,370	157,352	151,139	137,576
exports / production	12.5%	3.8%	52%	33%	35%	44%	40%
TOTAL EXPORT VALUE	Sep-16	Sep-15	Sep 2015 - Aug 2016	Sep 2014 - Aug 2015	Sep 2013 - Aug 2014	Sep 2012 - Aug 2013	4 YR AVG
	\$107,575,072	\$58,172,358	\$500,036,079	\$408,813,790	\$468,512,083	\$404,173,056	\$445,383,752

DRY PEAS



Pea exports in SEP 2016 can be summed up in one word — India. India was the largest taker of green peas, yellow peas, and even split peas. Overall, India accounted for 74,000 MT of the total of 98,000 MT exported. China was a distant second at 5,000 MT. Pakistan, the Philippines, Mexico and Colombia all took higher volumes than a year ago, but all of them were dwarfed by the shipments to India.

LENTILS



India was also the leading taker of exported lentils in SEP 2016, but Canada gave them a run for the money. India took about 19,000 MT for the month, and Canada was at 17,500 MT. We know that of the 17,500 MT of US lentils exported to Canada in SEP, some were shipped to Vancouver for export, and that since those shipments were not destined for a bonded warehouse facility, the export destination was shown as 'Canada'. However, we think most of the lentils sent to Canada were blended with Canadian

lentils to raise the overall grade to a Canadian #2. Making a #2 would allow Canadian lentil shippers to meet contractual obligations. We would not be surprised to see large volumes of lentils going to Canada in OCT as well — they have a lot of blending to do in order to get their rain-damaged lentils up to grade.

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NASS Production Report THE POCKET GUIDE

The USDA National Agricultural Statistics Service (NASS) released their crop production data this week for acres planted, harvested, production and yield, including those for dry peas, lentils and chickpeas. USADPLC recently released our 2016 production report as well, and below are the differences between the two reports.

The NASS dry pea production figure is slightly below the USADPLC estimate, but it is not a significant difference.

NASS lentil production is almost 10% below our estimate, and that is significant, especially given the large volume of lentil sales that are already on the books. [NASS lentil acreage is actually higher than our number, but NASS yield is lower.] Based on the NASS production number, we exported 14% of our 2016 lentil production in AUG/SEP.

The differences between the USADPLC and NASS planted chickpea acreage numbers are negligible, but the NASS figures show a difference between

planted and harvested acres for chickpeas that is much higher than usual. Typically, almost all chickpea are harvested.

The USADPLC 2016 USA Pulse Production Report can be found at www.usapulses.org/member for USAD-PLC members!



2016 Pea Crop	USADPLC	NASS
acres planted	1,268,000	1,383,000
acres harvested	1,208,100	1,334,800
production (metric tons)	1,255,911	1,226,027
yield (lbs/acre)	2,292	2,029

2016 Lentil Crop	USADPLC	NASS
acres planted	930,000	935,000
acres harvested	867,000	917,000
production (metric tons)	623,307	564,093
yield (lbs/acre)	1,585	1,356

2016 Chickpea Crop	USADPLC	NASS
acres planted	290,000	321,100
acres harvested	283,180	277,500
production (metric tons)	226,497	tba
yield (lbs/acre)	1,763	tba

2016 Large Chickpeas	USADPLC	NASS
acres planted		210,000
acres harvested	192,320	186,900
production (metric tons)	151,941	tba
yield (lbs/acre)	1,742	tba

2016 Small Chickpeas	USADPLC	NASS
acres planted		111,000
acres harvested	90,860	90,600
production (metric tons)	74,556	tba
yield (lbs/acre)	1,809	tba

PULSE CROP EXPORTS CONTINUED



CHICKPEAS

Can you guess the leading export destination for US chickpeas in SEP? If you said, "India", you've been paying attention. India took 20,607 MT of US chickpeas for the month, or 73% of our total chickpea exports. Spain and Turkey took most of the rest, with Canada also scooping up US chickpeas due to weather-related losses for the Canadian chickpea crop. As with lentils, it would not be surprising to see our chickpea exports to Canada go even higher in OCT since traders estimate that at least 70% of the Canadian chickpea crop has been lost to wet conditions.

Statistical Chart by Tayebbeh Soltani,
Assistant Marketing Manager.

Analysis by VP of Marketing, Pete
Klaiber and Tayebbeh Soltani.



COUNTY COMMITTEE ELECTIONS

Farm Service Agency (FSA) announced that the U.S. Department of Agriculture (USDA) are mailing ballots to eligible farmers and ranchers across the country for the 2016 FSA County Committee elections. Producers must return ballots to their local FSA offices by Dec. 5, 2016, to ensure that their vote is counted.

"Producers elected to FSA county committees play a vital role in local agricultural decisions," said FSA Administrator Val Dolcini. "Their contributions are essential to the daily operation of nearly 2,200 offices across the country. It is a valued partnership that helps us better understand the needs of the farmers and ranchers we serve."

Nearly 7,700 FSA County Committee members serve FSA of-

fices nationwide. Each committee has three to 11 elected members who serve three-year terms of office. One-third of county committee seats are up for election each year. County committee members apply their knowledge and judgment to help FSA make important decisions on its commodity support programs, conservation programs, indemnity and disaster programs, and emergency programs and eligibility.

Producers must participate or co-operate in an FSA program to be eligible to vote in the county committee election. Approximately 1.5 million producers are currently eligible to vote. Farmers and ranchers who supervise and conduct the farming operations of an entire farm, but are not of legal voting age, also may be eligible to vote.

Farmers and ranchers will begin receiving their ballots the week of Nov. 7. Ballots include the names of candidates running for the local committee election. FSA has modified the ballot, making it easily identifiable and less likely to be overlooked. Voters who do not receive ballots in the coming week can pick one up at their local FSA offices. Ballots returned by mail must be postmarked no later than Dec. 5, 2016. Newly elected committee members will take office Jan. 1, 2017.

For more information, visit the FSA website at www.fsa.usda.gov/elections. You may also contact your local USDA Service Center or FSA office. Visit <http://offices.usda.gov/> to find an FSA office near you.



FRIDAY FUNNY



U★S★A
**Dry Peas, Lentils,
 Chickpeas & Beans**
The Standard for Quality

PulsePipeline
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USA Dry Pea and Lentil Council

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