

EAT MORE PULSES

DRY PEAS | BEANS | LENTILS | CHICKPEAS



VOLUME XVI

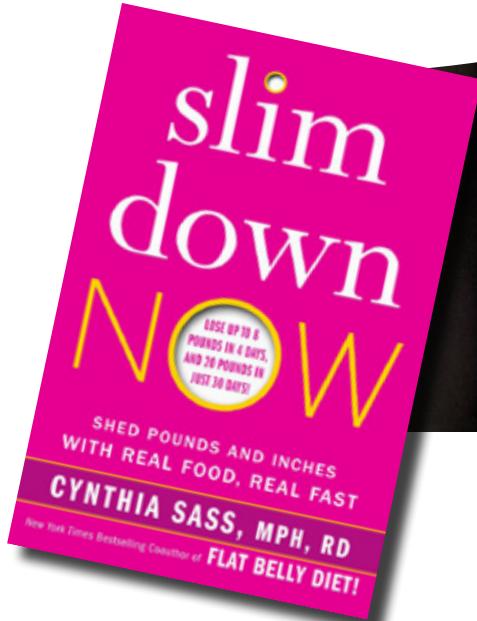
ISSUE 15

Pulse Pipeline

Your Pulse Connection

CELEBRATING 2016 INTERNATIONAL YEAR OF PULSES OCTOBER 07, 2016

THE PULSE INDUSTRY is GETTING SASSY!



The 51st Annual U.S. Pea & Lentil Trade Association Meeting held last week in Spokane, Washington was a huge success, with the strongest showing ever in the history of the organization for the special 2016 International Year of Pulses (IYP) themed event. This was an event celebrating the trade of all-things pulses, not just dry peas and lentils as the event title would seem to foretell.

Of course, the agenda had the solid trade based activities, topics, speakers and panels that are the "meat and potatoes" of all the pulse trade conventions. Research, transportation and international trade issues always take front and center. But this year, IYP events and activities, marketing campaigns and the pulse brand campaign fleshed out a year that is unprecedented in the

history of the pulse industry. Aside from some special opportunities to interact with international pulse marketing representatives (ala a "speed dating" theme), photo ops with pulse industry mascots Chef Dan D. Pea and Chelsea Chickpea, and a terrific showing at the event's first-ever "Feel the Pulse" fun run, it is fair to say the premiere opportunity at this convention was the chance to attend a presentation by celebrity nutritionist and pulse ambassador Cynthia Sass.

Sass is a contributing editor at **Health Magazine**, as well as **Athlete's Quarterly**, the only magazine for and about pro athletes. She's a sports nutritionist who consults with professional teams like the NY Yankees and others. She is also a freelance writer and recipe developer. She's collaborated with Rachel Ray and Dr. Phil, and is working with the UCLA Executive Health program, working with CEOs from Fortune 500 companies. She says she must stay on the cutting edge of health

and nutrition, and this drive to stay current led her to her obsession with pulses.

It all started with a study she found on the internet in 2012 while researching for a new book (more on that later) that relayed the results of a weight loss study about pulses. She was attracted by the findings of the research where participants of the study lost weight simply by adding pulses (dry beans, lentils, dry peas and chickpeas) to their diets, without counting calories. Delving further, she found a lot of research on the benefits of pulses; satiety (feeling fuller); pulses naturally increase calorie and fat burning after meals; they lower the risk of type2 diabetes, and control cholesterol. In fact, this led to Sass writing an article for **Health.com** online magazine, "5 Foods that Naturally

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USDA ARC/PLC PAYMENTS OVER 7 BILLION SERVED!

Earlier this week, the USDA announced that they distributed more than \$7 billion in payments to farmers under the ARC and PLC programs for the 2015 crop year, including payments to dry pea and lentil growers if they were entitled to a payment. That's the good news. The "moderate" news is that the FSA did not provide a breakdown of the payments by program, commodity, or state at this time. On inquiry, the FSA said that each state office will see a breakdown next week and issue news releases based on the report. Payment for chickpeas will be announced in December, as prices have yet to be established.

ARC provides payments when county revenue for a commodity falls below the average for previous years. PLC payments are triggered when the average annual price for a commodity falls below a target level. The USDA says farmers enrolled 66% of wheat base acres in the ARC County program. Payments announced are for the previous year's crop.

"Pulse growers took a hit last year as far as yield and quality in some of our growing states," said CEO Tim McGreevy. "A robust and responsive farm safety program, in conjunction with the RMA Pulse Revenue Program keeps our industry financially stable during lean times. USDA's announcement of these program payments is great news, and the USADPLC wants to voice our continued support for these USDA safety programs.

"These payments will help provide reassurance to America's farm families, who are standing strong against low commodity prices compounded by unfavorable growing conditions in many parts of the country," Agriculture Secretary Tom Vilsack said in a press release.

"We look forward to seeing a breakdown of these payments, as our industry worked very hard to include pulse crops in the farm safety-net program," said McGreevy. Look for more information in next week's Pulse Pipeline.



THE PULSE INDUSTRY GETTING SASSY!

Lower Cholesterol," where pulses are listed as #1. Other benefits that she found supported by research included cancer prevention, increased nutrient intake (including many essential nutrient that many people fall short of daily intake requirements), and improved athletic performance. "Which as a sports nutritionist was really huge to me," she stated.

Sass was blown away. "I thought, 'This is fantastic!' There's all this research behind this and I felt this also was really on trend for what was happening with consumers, because pulses are naturally gluten free."

To Sass, pulses had a story to tell and she decided to be the story-teller. She began writing her book, **Slim Down Now: Shed Pounds and Inches with Pulses-The New Superfood**, to make pulses the cornerstone of a healthier diet. It's not a diet book, Sass is quick to say, but a meal-planning aid based on a metaphor of picking out your outfit every morning. Just like you would choose socks, shirt, pants, etc. for your outfit, you'll pick certain foods to compile a healthy meal. Pulses are the star, as an affordable and nutrient packed plant-based protein. She released the book just as the United Nations declared 2016 as the International Year of Pulses, and she practically jumped for joy. "For me it's been amazing throughout

this year to see the excitement around this term pulses, as well as this food group. What I have found is that chefs, nutritionists, other health professionals and consumers have really embraced pulses, and are really excited about them because of all these fantastic positives that they have, and honestly no down-side. They're not controversial, they're entirely win, win, win, win."

It's been a year-and-a-half since her book has been released, and she recalls no negative feedback concerning her proposed meal planning method and the role pulses play in her plan. Just positives. In fact, focus group results of her eating plan have been tremendous. Her "Rapid Pulse" plan which is designed to transition someone into healthier eating habits helped a woman drop 12.6 lbs. in four days. "That may sound like too much to be real, but for people that follow the traditional American diet high in processed foods, high in sugars, high in refined carbohydrates... when you switch them over to a clean, nutrient-rich, whole foods diet that includes nutrient rich, high fiber pulses... they do lose weight quickly." And they continue to lose fat, but perhaps not as quickly as during their transition.

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PULSE MARKET NEWS

Today's Exchange Rate:
1 Canadian dollar = 0.76 U.S. Bank of Canada

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

Pacific Northwest		October 7, 2016		September 30, 2016		LAST YEAR	
Green Peas (whole)		\$ 10.00-11.00		\$ 10.00-11.00		\$ 10.00-12.00	
Yellow Peas (whole)		\$ 10.00		\$ 10.00		\$ 12.00	
Lentils (Brewer)		\$ 25.00-28.50		\$ 26.00-28.50		\$ 38.00	
Lentils (Pardina)		\$ 25.00		\$ 25.00		\$ 37.00	
Chickpeas (Large Kabuli)		\$ 34.00		\$ 34.00		\$ 30.00	
Northern Plains							
Green Peas		\$ 7.50-8.33		\$ 8.33-10.00		\$ 8.33-8.75	
Yellow Peas		\$ 7.50-10.42		\$ 7.50-10.42		\$ 10.83-11.25	
Lentils (Richlea)		\$ 22.00-24.00		\$ 23.00-24.00		\$ 30.00	
Chickpeas (Large Kabuli)		\$ 35.00-42.00		\$ 32.00-40.00		\$ 24.00	
Canada		(Prices in U.S. \$/cwt.) As of September 28, 2016 (no update)					
Green Peas		\$ 9.20		\$ 8.94		\$ 10.21	
Yellow Peas		\$ 8.85		\$ 8.94		\$ 11.40	
Feed Peas		\$ 7.95		\$ 7.95		\$ 6.05	
Lentils (Laird)		\$ 36.69		\$ 36.94		\$ 34.44	
Lentils (Red)		\$ 19.73		\$ 19.68		\$ 24.89	
Lentils (Richlea)		\$ 33.90		\$ 33.06		\$ 29.97	
Chickpeas (Desi)		\$ 23.18		\$ 23.18		\$ 11.95	
Chickpeas (Kabuli 9mm)		\$ 37.15		\$ 36.39		\$ 20.62	

✓ **COMPARED TO LAST WEEK:** Trading activity was steady with slow demand. A lot of contracted commodities moving still. Logistics is becoming an issue on the west coast and the possibility of sending to the Houston port is becoming an option. Canadian garb and lentil quality is being reported from report contacts as not meeting the exportable grade.

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.



- 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](#).

USDA 2015-16 National Posted Price and Loan Rate Summary

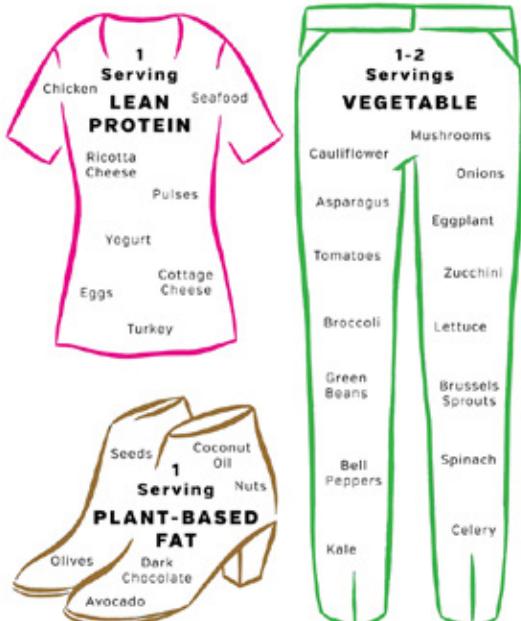
New Loan Rates Eff: May 1		Dry Peas				Lentils				Large Chickpeas		Small Chickpeas	
		West		Midwest		West		Midwest		All		All	
Pulse Loan Rate: #2 Grade		2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015
October 7, 2016	NPP	\$8.83	\$8.83	\$8.15	\$8.33	\$22.40	\$22.40	\$19.13	\$18.76	\$30.50	\$30.50	\$25.50	\$25.50
September 30, 2016	NPP	\$8.83	\$8.83	\$8.15	\$8.33	\$22.40	\$22.40	\$19.13	\$18.76	\$30.50	\$30.50	\$25.50	\$25.50

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](#)

THE PULSE INDUSTRY is GETTING SASSY! CONTINUED

DIET WARDROBE STAPLES:



Sass had a few thoughts on the future of health nutrition, and how pulses may come out as a star. One of the benefits of pulses that perked the ears of many in the crowd was that the consumption of pulses helps to reduce belly fat. It turns out, that research on gut microbiota may have the answer. Sass thinks that there are three reasons pulses reduce belly fat; 1) pulses contribute to beneficial gut microbiota that feed the good probiotics in your stomach helping them flourish; 2) there is a huge relationship between pulses and blood sugar insulin, which is a key reason for this benefit; and, 3) Pulses curb your appetite, thus slowing down calorie intake. Sass believes that the future of health and nutrition research is the metabolic impact on hormonal regulation and gut microbiota. The American Pulse Association is currently funding two studies on gut microbiota. Look for a summary of this research in upcoming newsletters.

One thing is for certain based on her 20 years of professional

nutrition experience, Sass really does believe the future of food are pulses. "What I feel is going to happen, is there will be more interest, more demand and more research around pulses for a variety of reasons." Listed below:

- **Gluten-Free.** Reports show the number of people who identify as being "gluten-free" has tripled from 2009-2014, and that trend will grow.
- **Sustainability.** Interest in planet friendly solutions has increased, and pulses can provide a resource for healthy, nutrient rich foods for an increasing population.
- **Weight control.** Obesity and therapeutic-nutrient needs are only increasing. Extrapolating current consumption data, by 2050, 1 in 3 Americans may have type2 diabetes.
- **Affordability.** Cost per serving compared to animal protein is dramatically lower. People love a cheaper source of protein.

• **Growth of interest in international cuisine:** Pulses are one of the only foods that no matter where you go in the world you'll find on the menu. Pulse are a staple in the Mediterranean diet which is the "gold standard" for health and nutrition and disease prevention.

In addition, pulses show promise as a protein source for "flexitarians," a growing group of consumers who are not strictly vegetarians, but have pledged to reduce animal based protein in their diets. Furthermore, the fact you can see healthy results from simply increasing your consumption to a $\frac{1}{2}$ cup of pulses a day is a big plus to her clients, Sass related to her audience.

Images, L-R, part of Sass's Slim Down Now meal building strategy.

After discussing trends in plant-based food (it's not a trend) and barriers to pulse consumption (like flatulence) that Sass said her own research shows is minimized with more consumption (read her book if you want to know more about Sass's "Toot Tracker"), she believes that there is only great potential for pulses in the American diet.

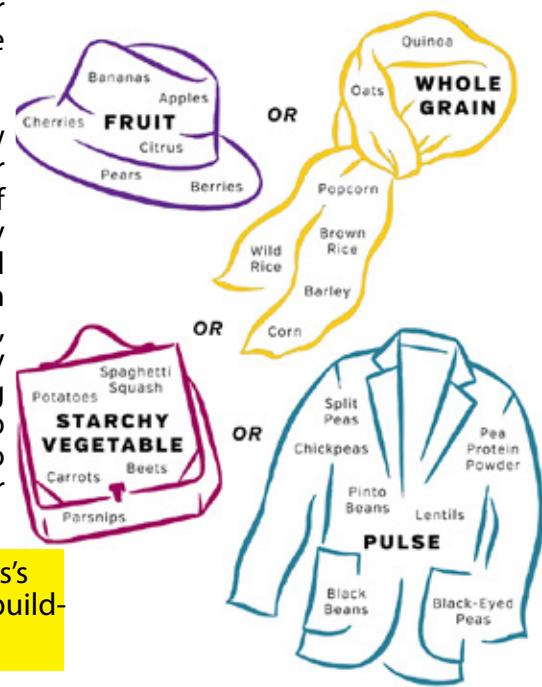
"We know we have a way to go. People are consuming fewer pulses than we would like them to, but if we can change some of these statistics and get people to replace some of their animal protein intake with pulses, we can do a lot to impact the obesity crisis and turn around some of these stats in concern with heart disease, type2 diabetes and cancer," she announced. "I'm very excited about that. There's a lot of room to grow."

PULSES



DRY PEAS, BEANS, LENTILS & CHICKPEAS
THE FUTURE OF FOOD

ENERGY ACCESSORIES: CHOOSE 1 OR 1/2 PORTIONS FROM 2



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USPLTA MEETING PHOTO GALLERY

Have you ever seen anyone so happy about winning a "Pea-Brain" Award? Russell Peterson shows off his prize.



Candy Willett Attacked by Pulses.
News at 11.



Mascots Chelsea Chickpea & Dan D. Pea Attacked by Candy Willett.

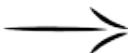


This is what the players look like
when they think they're ahead.
Dirk Boettcher and Max Hinrich
look positive.

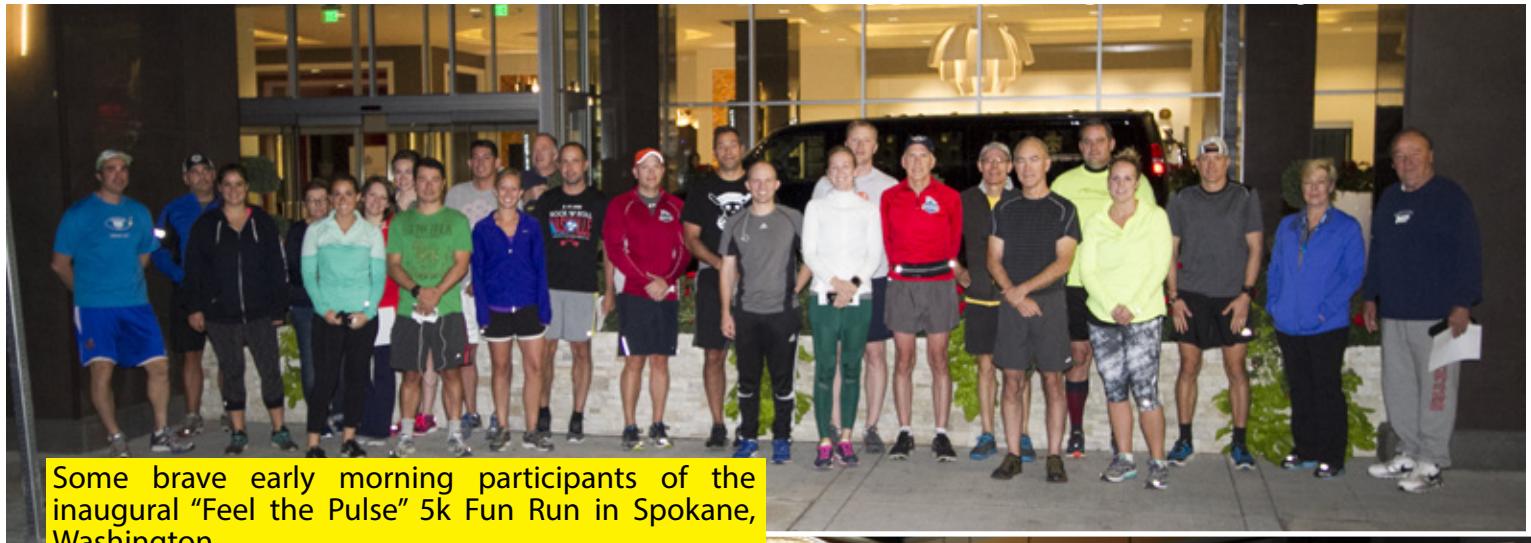


This is what real winners look like. L-R; Adam Sack-
mann, Dustin Kreger, Phil Hinrichs and Kevin Walls,
the undisputed winner of the 2016 Pulse Classic.

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USPLTA MEETING
PHOTO GALLERY CONTINUED



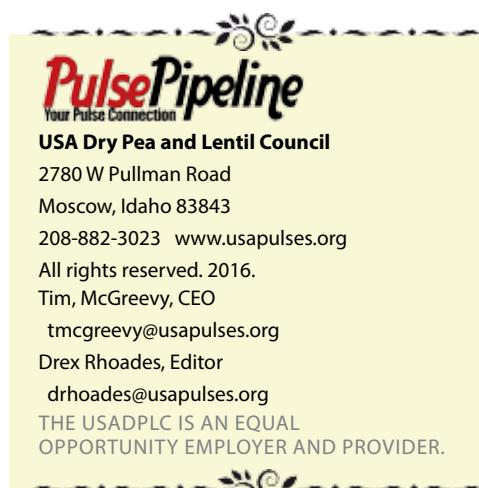
Some brave early morning participants of the inaugural "Feel the Pulse" 5k Fun Run in Spokane, Washington.

Participants in the wine tasting adventure had a great time visiting Spokane's historic sites and museums.

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

FRIDAY FUNNY

OF COURSE I'VE TRIED
CURSING IT.



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