

EAT MORE PULSES

DRY PEAS | BEANS | LENTILS | CHICKPEAS



VOLUME XVI

ISSUE 11

Pulse Pipeline

Volume XVI • Issue 11

Your Pulse Connection

CELEBRATING 2016 INTERNATIONAL YEAR OF PULSES SEPTEMBER 9, 2016



MINTEL MARKET INTELLIGENCE
YOUR NEW PRODUCT PARTNER

The USA Dry Pea & Lentil Council (USADPLC) in partnership with the American Pulse Association (APA) has invested in a partnership with Mintel to access their Global New Products Database (GNPD) (www.gnpd.com).

Mintel is the leading consumer marketing research firm in the world. With offices in Chicago, London, Belfast, Toronto, Tokyo and many more world trade cities, Mintel reports on over 33,000 product launches a month. They ask thousands of consumers their opinions on products every day, and track consumer spending across 34 countries.

The GNPD monitors innovative product launches and retail success in consumer packaged goods worldwide. As a member of the APA/USADPLC, you now have access to reports tracking new pulse product launches, marketing information on current trends in food categories, such as snacks, soups, desserts, etc., and the ability to tailor reports of the success of your next product launch.

Take a tour of the latest updates.

Figure 2

Product search results - Nutrient Advanced Search - Product search results - Previous Next

Fermented Soy Milk with Quinoa and Lentil

Download Email Hooper Product Retrieval

Product Details Company & Source Details Record ID: 521802

Company Yonsei University Yonsei Milk, South Korea
Brand Yonsei University
Category Data > Soya-Based Drinks > Liquid
Country USA
Launch Type New Product
Storage Shelf stable
Peak Sale 100.00 ml / 100.00 ml
Date Published Aug 2018
Bar Code M01133/0321
also: Fermented Soy Milk with Quinoa and Lentil (Canada), Fermented Soy Milk with Quinoa and Lentil (China), Fermented Soy Milk with Quinoa and Lentil (Malaysia), see all



Send feedback about this product

Product Information

Nutrition Facts

Serving Size 100.00 ml
Servings Per Container 1.00

Per Serving	% Daily Value
Calories 111.00 kcal	100.00%
Carbohydrate 10.00 g	3.00%
Sugar 6.00 g	
Protein 8.00 g	16.00%
Fat 2.00 g	10.00%
Saturated Fat 0.50 g	17.00%
Trans Fat 0.00 g	
Cholesterol 0.00 mg	
Sodium 100.00 mg	8.00%

Flavours
Quinoa & Lentil & Oat

Allergens / Warnings
Soybeans

Ingredients On Pack Standard form
200 ml liquid (soy), refined sugar, purified water, fermented lentil and oat and quinoa extract (beide (2%), maltodextrin, inulin, rice syrup, corn oil), fermented soybean powder, pectin, lecithin, purified salt, emulsifier (soy lecithin), flavor (concentrated coffee, concentrated chocolate), artificial flavor (butylated flavor), artificial lentil flavor, carboxymethylcellulose.

Current Search 12/26/2018

Sugar Category
0 Fats

Country
0 USA

Date
0 Jan 2010 - current date

Ingredient
0 Pulses (and all children) [See more](#)

Company
0 [Mintel](#) [Mintel.com](#)

Flavour

Category
0 [Food](#) [See more](#)

Region
0 [North America](#) [See more](#)
0 [USA](#) [See more](#)

Date
0 Between two dates [See more](#)
Between Jan 01 2010 and Jan 01 2018 [See more](#)
 Current date [Run Search](#)

Claim

Ingredient
0 Pulses (and all children) [See more](#)

Company

Flavour

PRODUCTS **INSIGHTS** **MORE FROM MINTEL**

[Analyze](#) [Save search](#) [Add to Hopper](#) [Download](#) [More](#)

Select all [Showing 380 results](#) [Sort by: Date Published](#)

380 results found

Lentils & Quinoa with Garlic, Onions, Tomatoes and Chili Peppers


P. 2oz

Company: [Mintel Foods](#)
Brand: [Kalein's](#)
Kalein's Lentils & Quinoa with Garlic, Onions, Tomatoes and Chili Peppers is all natural and an excellent source of fiber, protein and iron. The gluten-free and microwaveable product can be cooked in three and a half minutes and retails in a 2.5-oz. pack. (ID: 4209697)
USA Sep 2018 [Meals & Meal Centers](#) [Prepared Meals](#)

Jalapeño Flavor Split Pea Crunch Snack


P. 2oz

Company: [North River Dry Goods](#)
Brand: [North River Dry Goods](#)
North River Dry Goods Jalapeño Flavor Split Pea Crunch Snack is baked and made in small batches in New York. This on-the-go snack is suitable for vegans and is a great source of protein with 12g protein per serving. The product is non-GMO, contains no artificial colors or preservatives, is also free from gluten, eggs, GMO ingredients and added sugar. It retails in a 2.5-16oz. pack. (ID: 4249807)
USA Aug 2018 [Snacks](#) [Vegetable Snacks](#)

Garbanzos & Lentils with Garlic, Olive Oil and Basil


P. 2oz

Company: [Pam's Lata](#)

Curried Beans


P. 2oz

Seven Grains


P. 2oz

Company: [Ahi](#)
Brand: [Simply Nature Organics](#)
Simply Nature Organic Seven Grains are now available. The USDA certified product consists of a

Figures 1 & 2 show examples of the many display options and information available from the Mintel Global New Products Database.

Figures 1 & 2 show examples of the many display options and information available from the Mintel Global New Products Database.

As an example of the power of this database, we performed a quick search using the criteria of USA; Food; 2010-Present; Ingredient of Pulses. Almost instantly the search revealed all products launched with pulses as ingredients (not whole product). The chart generated on the next page (figure 3) shows the top five pulse food categories, and the legend (figure 4) indicates what percentage of the sample comprised that category.

The APA/USADPLC will run monthly reports examining the innovative food trends involving *Continued on Page 4*

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APA Funds LCA PULSE LIFE CYCLE ASSESSMENT



The four pillars of the United Nations International Year of Pulses are sustainability, health/nutrition, affordability and versatility. Claims of affordability and versatility can be substantiated by pointing to the cost of a pulse based protein versus a meat based protein. Versatility is trending so powerfully now given the work of the North American marketing campaign, that versatility is all but an accepted fact. Although studies exist that support the nutritional benefits of pulses, the American Pulse Association, the USA Dry Pea & Lentil Council and Pulse Canada among others in the industry are supporting more and more health and nutrition research in order to make health claims based on sound scientific research. In fact, the Journal of Food Science has recently accepted a research article sponsored by the APA and submitted by researchers at the University of Minnesota on the satiety of pulse based smoothies.

Claims of sustainability are a bit more ethereal and arguably more difficult to verify. The pulse industry is pointing to decade old research on water use, for instance. In an attempt to help substantiate the sustainable benefits of pulse farming, the American Pulse Association is funding research on the life cycle assessment/analysis (LCA) of pulse crops in the United States. LCA is a tool to gain a deeper understanding of the environmental impact of a product. The purpose of the APA's research is to gather detailed information on the agricultural inputs and outputs associated with pulse production in the major growing regions of the U.S.

In order to gather the data required to make this analysis possible, we are relying on our members to help provide the data or connect the researcher with growers willing to share the information. In fact, grower partners have recently been identified for all target states, including Colorado. As of today, data have been provided by growers of dark red kidney beans, dry peas, and lentils in the following states: ID, MN, MT, WA, WI. Additional information is needed on black beans, blackeye peas, chickpeas, great northern beans, lima beans, navy beans, nor pinto beans; as well as the following states: CA, CO, MI, ND, TX.

The validity of this study is dependent on obtaining as much survey data as possible. If you know producers who might be willing to participate, please contact Dave Gustafson, PhD at dr.dave@real-whirlwind.com.

Phase 1 of the information gathering aspect of the project is complete and the project is beginning phase 2 (see below).

Phase 1 - Complete

Idaho: dry peas, lentils, chickpeas

Washington: dry peas, lentils, chickpeas

California: chickpeas, black eye peas, lima beans, dark red kidney beans

Minnesota/Wisconsin: dark red kidney beans

Michigan: black beans, navy beans

Phase 2 - Ongoing

Montana: lentils, dry peas

North Dakota: pintos, navy or great northern beans

Colorado: pintos, navy or great northern beans

Texas: black eye peas

Dr. Gustafson, PhD is the principal researcher on this project, conducting the study through his company Real Whirlwind, LLC.



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PULSE MARKET NEWS

Grower Price Chart (Prices in U.S. \$/cwt. on #1 Grade)

Today's Exchange Rate:
1 Canadian dollar = 0.77 U.S.
Bank of Canada

		This Week	Last Published	Last Year
Pacific Northwest		September 9, 2016	September 2, 2016	SEPTEMBER
Green Peas (Vine)		\$ 10.00-11.00	\$ 10.00-12.50	\$ 11.00-13.00
Green Peas (Upright)		\$ 10.00-11.00	\$ 10.00-12.50	\$ 11.00-13.00
Yellow Peas		\$ 8.33-11:00	\$ 8.33-11:00	\$ 10.42-12.00
Austrian Winter Peas		Not Established	Not Established	\$ 25.00
Lentils (Brewer)		\$ 25.00-26.50	\$ 25.00-26.50	\$ 30.00-36.00
Lentils (Pardina)		\$ 25.00	\$ 25.00	\$ 38.00
Chickpeas (Large Kabuli)		Not Established	\$ 36.00-38.00	\$ 30.00
Northern Plains				
Green Peas		\$ 8.75-9.58	\$ 10.00-10.42	\$ 8.33-8.75
Yellow Peas		\$ 7.92-9.17	\$ 7.92-10.00	\$ 10.83-12.33
Lentils (Richlea)		\$ 24.00-28.00	\$ 24.00-26.50	\$ 30.00-32.00
Chickpeas (Large Kabuli)		Not Established	\$ 30.00-35.00	\$ 24.00
Canada (Prices in U.S. \$/cwt.) As of August 31, 2016				
Green Peas		\$ 9.19	\$ 9.89	\$ 10.34
Yellow Peas		\$ 9.38	\$ 9.21	\$ 11.52
Feed Peas		\$ 8.06	\$ 8.06	\$ 6.13
Lentils (Laird)		\$ 35.81	\$ 35.37	\$ 32.68
Lentils (Red)		\$ 22.11	\$ 23.70	\$ 27.74
Lentils (Richlea)		\$ 32.64	\$ 33.45	\$ 28.54
Chickpeas (Desi)		\$ 23.49	\$ 23.49	\$ 12.11
Chickpeas (Kabuli 9mm)		\$ 38.31	\$ 38.33	\$ 20.46

Dealer Information:

✓ **PNW:** Green whole Peas were steady. Green Split Peas, Yellow Split Peas, Whole Yellow Peas, Pardina Lentils, Brewer Lentils, and Austrian Winter Peas were not established.

PNW: Demand is moderate.

✓ **Northern Plains:** Richlea Lentils, Whole Green Peas and Whole Yellow Peas were not established.

Grower Information:

✓ **PNW:** Pardina Lentils, Brewer Lentils, Whole Yellow Peas and Whole Green Peas were steady. Austrian Winter Peas were not established.

✓ **Northern Plains:** Whole Green Peas, Whole yellow peas and Richlea Lentils were steady.

Northern Tier: Demand for Green Peas is light and Yellow Peas and Lentils are moderate.



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
September 9, 2016	NPP	\$9.25	\$9.25	\$8.57	\$8.75	\$23.59	\$23.59	\$20.32	\$19.95	\$31.29	\$31.29	\$26.32	\$26.32
September 2, 2016	NPP	\$9.25	\$9.25	\$8.57	\$8.75	\$23.90	\$23.90	\$20.63	\$20.26	\$31.43	\$31.43	\$26.43	\$26.43

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

MINTEL MARKET INTELLIGENCE
YOUR NEW PRODUCT PARTNER *Continued*

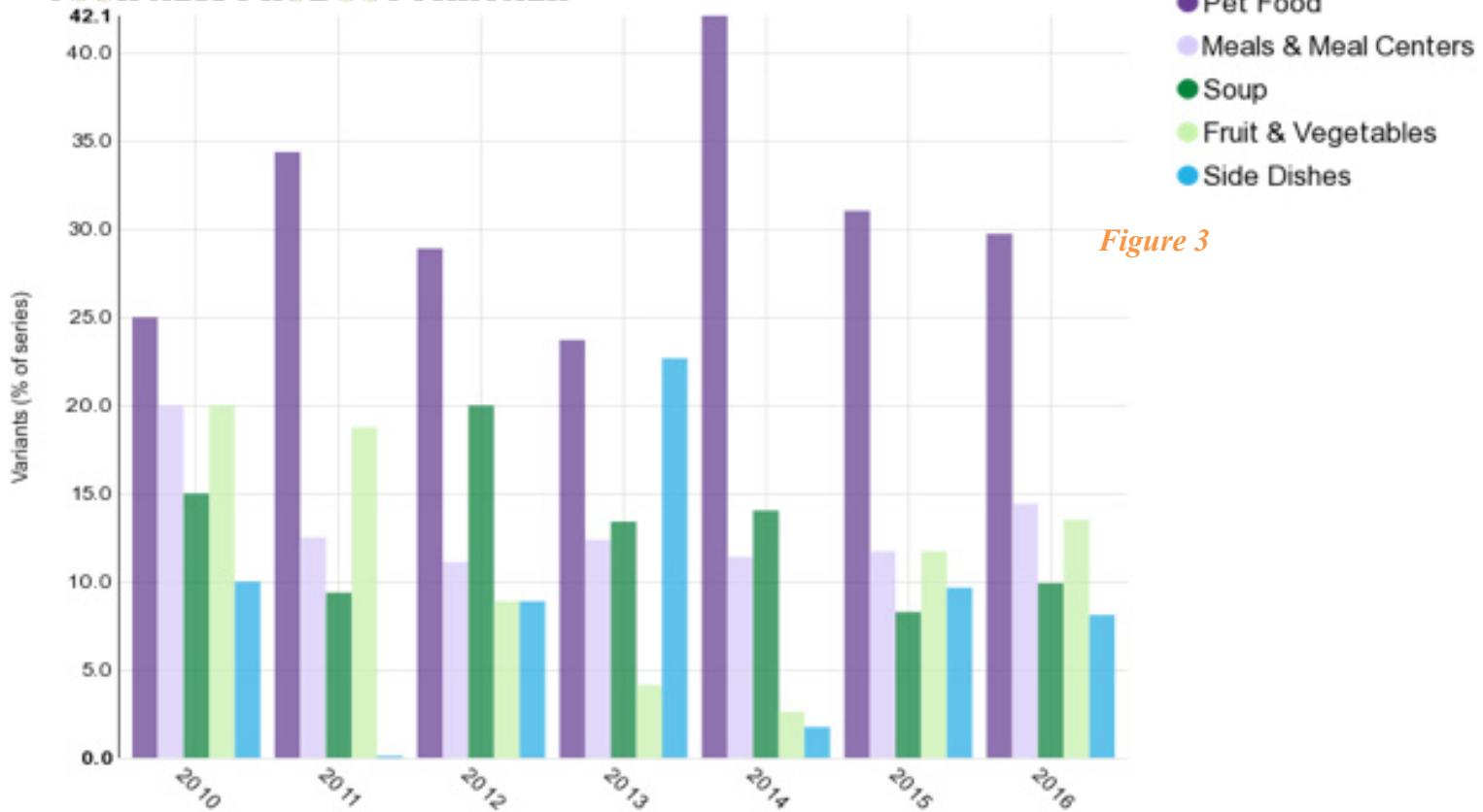


Figure 3

pulses. Your contribution as members of the APA/USADPLC is valuable as we determine the search criteria for each report. Please send your suggestions and needs to Jessie Hunter, Director of Domestic Marketing at jhunter@usapulses.org.

For more information about the database, visit www.gnpd.com, or view this promotional video at www.youtube.com/watch?v=Fljq4sM8Sf8.

Figure 4 (Top 5 food categories)

Category	2010	2011	2012	2013	2014	2015	2016	Total Sample
Pet Food	25.0%	34.38%	28.89%	23.71%	42.11%	31.03%	29.73%	31.34%
Meals & Meal Centers	20.0%	12.5%	11.11%	12.37%	11.4%	11.72%	14.41%	12.84%
Soup	15.0%	9.38%	20.0%	13.4%	14.04%	8.28%	9.91%	11.99%
Fruit & Vegetables	20.0%	18.75%	8.89%	4.12%	2.63%	11.72%	13.51%	9.76%
Side Dishes	10.0%	n/a	8.89%	22.68%	1.75%	9.86%	8.11%	9.42%



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FRIDAY FUNNY

I was checking out at the local grocery store with just a few items. A customer behind me put her things on the belt close to mine, so I picked up one of those dividers that they keep by the cash register and placed it between our items so they wouldn't get mixed.



After the clerk scanned all of my items, he picked up the divider, looked it over, turning it around, again and again with a puzzled look. Clearly not finding a bar code, he turned to me, "Do you know how much this is?"

I said, "I've changed my mind. I don't think I'll buy that today." He nodded, accepted my payment and told me to have a nice day. He had no clue what happened. But the lady behind me, was laughing as I carried my bags out the door.

-One of those obviously true stories posted on the Web-ernet.

PULSES



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

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

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USA Dry Pea and Lentil Council

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