

EAT MORE PULSES

DRY PEAS | BEANS | LENTILS | CHICKPEAS



VOLUME XVI ◆ ISSUE 11

PulsePipeline

Your Pulse Connection

CELEBRATING 2016 INTERNATIONAL YEAR OF PULSES SEPTEMBER 9, 2016

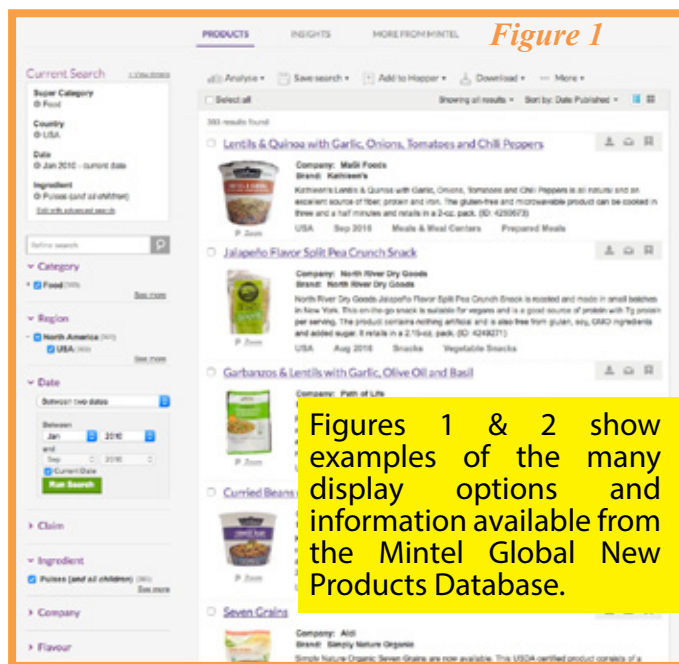
MINTEL

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.

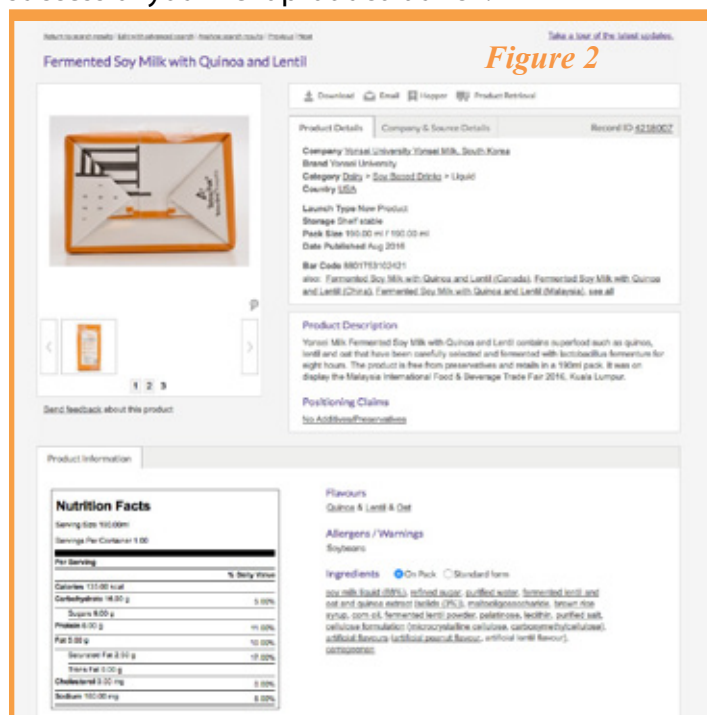


Figures 1 & 2 show examples of the many display options and information available from the Mintel Global New Products Database.

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

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APA Funds LCA PULSE LIFE CYCLE ASSESSMENT



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.



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.



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PULSE MARKET NEWS

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

Grower Price Chart (Prices in U.S. \$/cwt. on #1 Grade)				
	This Week		Last Published	
	September 9, 2016		September 2, 2016	
Pacific Northwest	September 9, 2016		September 2, 2016	
Green Peas (Vine)	\$	10.00-11.00	\$	10.00-12.50
Green Peas (Upright)	\$	10.00-11.00	\$	10.00-12.50
Yellow Peas	\$	8:33-11:00	\$	8:33-11:00
Austrian Winter Peas	Not Established		Not Established	
Lentils (Brewer)	\$	25.00-26.50	\$	25.00-26.50
Lentils (Pardina)	\$	25.00	\$	25.00
Chickpeas (Large Kabuli)	Not Established		\$	36.00-38.00
			\$	30.00
Northern Plains	September 9, 2016		September 2, 2016	
Green Peas	\$	8.75-9.58	\$	10.00-10.42
Yellow Peas	\$	7.92-9.17	\$	7.92-10.00
Lentils (Richlea)	\$	24.00-28.00	\$	24.00-26.50
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
Yellow Peas	\$	9.38	\$	9.21
Feed Peas	\$	8.06	\$	8.06
Lentils (Laird)	\$	35.81	\$	35.37
Lentils (Red)	\$	22.11	\$	23.70
Lentils (Richlea)	\$	32.64	\$	33.45
Chickpeas (Desi)	\$	23.49	\$	23.49
Chickpeas (Kabuli 9mm)	\$	38.31	\$	38.33
			\$	20.46

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](http://www.usda.gov) 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](http://www.saskatchewan.ca).

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.

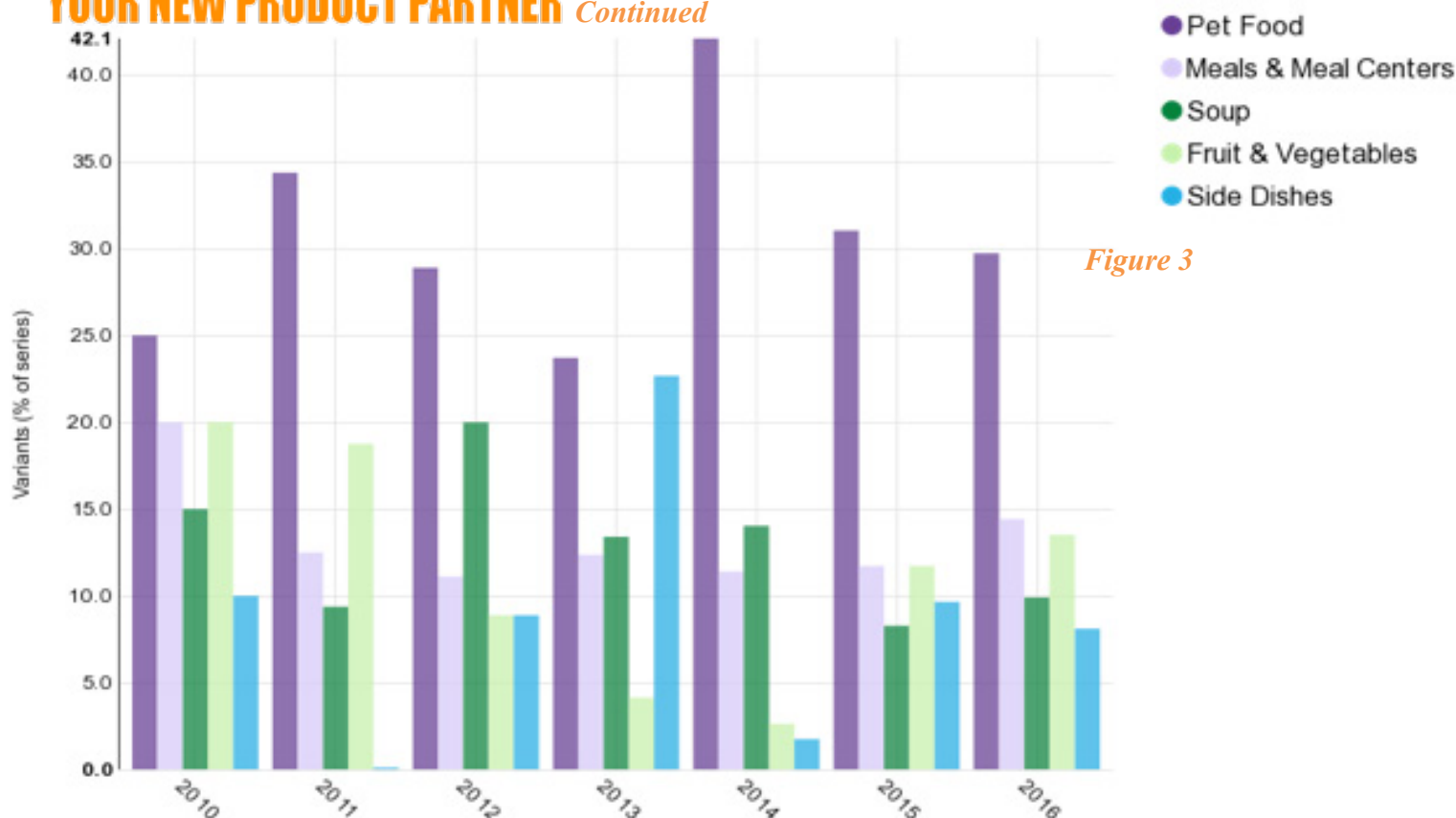


USDA 2015-16 National Posted Price and Loan Rate Summary

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



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%	9.66%	8.11%	9.42%





REGISTER NOW!



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

PulsePipeline
Your Pulse Connection

USA Dry Pea and Lentil Council

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