

# Become A Member

## USPLTA Members

The USPLTA was established in 1962 to represent and support those engaged in processing, merchandising, brokering and warehousing dry peas, lentils, and chickpeas.

As the industry has grown, the Membership now includes food manufacturing and processing, transportation, ports, bagging, equipment and other industry-related companies.

## Voting Members

- Processor
- First Purchaser/Elevator
- Warehousemen/Seed Dealers
- Exporter/Dealer
- Broker/Commission Agent
- Finished Product Processor/  
Food Manufacturer

## Non-voting Members

Non-voting Members are associated companies:

- Financial
- Chemical/Seed Treatment
- Packaging/Bagging
- Transportation
- Ports
- Those engaged in closely related industry activities.

# Be a Part of Something Bigger to Help Guide the Growth of the U.S. Dry Pea, Lentil, and Chickpea Industry.



## Join Today!

[usapulses.org](http://usapulses.org)

For More Information Contact

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**USA Dry Peas, Lentils, and Chickpeas**

*The Standard*

*For Quality*

*Around The World*



# What We Do For You



## International Market Development

- International Trade Shows
- International Trade Missions
- Inbound Foreign Buyers Missions
- Foreign Market Research and Development
- Access to the foreign market database
- Pulse production & trade database
- Food Aide Announcements
- Industry Rules of Conduct
- Trade barrier reductions
- Promote the US Standard for Quality



## Domestic Market Development

- Pulse Branding Campaign
- Food industry outreach
- Foodservice training events
- R&D innovation summits
- Health professionals outreach
- School nutrition & policy promotion
- Consumer social media campaigns
- Trade show promotions
- Consumer research trends

## Research

- New crop protection programs
- Health and Nutrition research
- Sustainability and Production research
- Innovative product development seminars
- Improved varieties
- Maximum Residue Limit (MRL) harmonization
- Functionality and End Use

## Info. & Government Education

- Pulse Crop Health Initiative
- School Nutrition & the School Pulse Crop Products Program
- Transportation
- Farm programs and Food Aid
- Grading standards for dry peas, lentils, and chickpeas
- Industry publications

# Membership Benefits

## The Pulse Program: Pulse Branding

The USPLTA has an additional benefit – membership in The Pulse Program. The Pulse Program was created by the global pulse industry as a way to share information on pulse nutrition, health, sustainability, processing, applications and consumer insights with stakeholders.

The Pulse Brand is designed to be used by all pulse value chain stakeholders including processors, exporters and on packaging at the retail level. Members-only also have access to a Pulse Research Database, updates and summary reports on research, consumer and market insights and webinars on research and market development topics.

Nominal fees vary for USPLTA members depending on membership level.



## Double Bonus

A successful campaign was launched promoting the Half-Cup Habit to inspire consumers to eat more pulses and raise awareness of their benefits. The campaign is supported by social media advertising in addition to other promotions. USPLTA members who use the Pulse Brand can also use the Half-Cup Habit symbol.



## Website and Trade Directory

- Inclusion on our website [www.usapulses.org](http://www.usapulses.org) in the Trade Directory section with your company information, logo and direct link to your company website
- Members-only statistics and reports
- Annual hard copy Trade Directory of members companies, other related organizations, related university programs and extension
- Trade Directory also includes are current board and committee member listings and contact information

## Trade Leads

- Leads from international trade shows including SIAL, the world's largest food show exhibition and ANUGA, the world's largest food industry trade fair with over 7000 exhibitors from more than 100 countries; other international trade leads
- Representation at international events like SIAL and ANUGA as well as at U.S. events including the School Nutrition Association conference, International Food Technology meeting & food expo and other related major marketing events
- Leads from domestic trade shows and website

## Annual Meeting

- Member rates for attending annual convention
- Informative agenda
- Opportunities for networking with other members of industry

## Communications

- Weekly newsletter: *Pulse Pipeline*
- Market and pricing information
- Relevant issues, latest research and crop protection information



## Electronic Distribution of Publications:

- Statistical reports
- Market news
- P.L. 480 and Section 32 announcements
- Annual meeting updates
- "High priority" immediate and direct notifications

## Additional Privileges

- Participate as a member of USPLTA committees, including Foreign Marketing, Domestic Marketing, Research & Seed, Government Liaison, Transportation and Fair Average Quality
- Access to international and domestic trade teams
- Participate as a team member on annual Washington DC mission, meeting with congressional offices, USDA agencies and others on behalf of the industry
- Be eligible to travel on behalf of the industry to domestic and/or international events
- Direct industry efforts in Research, International Marketing, Domestic Marketing and Policy