The Pulse Brand establishes pulses as different and relevant to consumers with a simple message and a universal logo.

Alliances

American Culinary Federation
American Society for Nutrition
School Nutrition Association
Academy of Nutrition & Dietetics
Oldways-Mediterranean Food Alliance
American Institute of Cancer Research
Global Pulse Confederation
USA Dry Pea & Lentil Council
Pulse Canada
Northern Crops Institute
Northern Pulse Growers Association
UC Davis World Food Center

PULSES

Dry Peas, Beans, Lentils & Chickpeas
The Future of Food

Inspiring Consumers
Activating Consumers
Inviting Consumers
To change the way we live and eat

Member Services
Kim Monk
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www.usapulses.org
**MISSION, VISION AND GOALS**

**Mission**  
Generate a level of demand for U.S. pulse crops that provides a competitive return on investment for the entire U.S. pulse crop value chain.

**Vision**  
Collaboration in the pulse crop value chain to achieve common goals and achieve growth in the U.S. pulse industry.

**Goals**  
- Increase demand (sales and consumption) for pulse crops  
- Increase the body of research on health/nutrition, functionality and production/sustainability of pulses  
- Ensure the adoption of policy that will promote and protect the U.S. pulse industry  
- Increase membership in the pulse crop coalition

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**ACHIEVEMENTS**

**North American Pulse Research**  
- Funded multiple research projects to study the health benefits of regular pulse consumption on weight management to control obesity  
- Funded research projects with USDA to study the true caloric value of pulses  
- Funded Life Cycle Analysis to demonstrate the sustainability of pulse crop production across the U.S.  
- In collaboration with Pulse Canada and private industry funded research to study the role of pulse consumption on nutrient intake in U.S. and China

**North American Marketing**  
- Pulse Protein Innovation Summit  
- Pulse Innovation - Miami, FL  
- World of Flavor - event at CIA - Greystone, CA  
- Protein Trends - Westin Hotel - Itasca, IL  
- American College of Sports Medicine Annual Meeting - Minneapolis, MN  
- School Nutrition Association Meeting  
- American College of Sports Medicine Annual Meeting - Minneapolis, MN  
- Institute of Food Technologists - IFT- Chicago, IL  
- AACC - Chicago, IL

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**MEMBERSHIP BENEFITS**

**Policy**  
A committed focus to national policy for pulses  
- Child Nutrition Act  
- Dietary Guidelines for Americans  
- Pulse Crop Health Initiative  
- Pulse Crop Pilot Program  
- USDA RMA Crop Revenue Insurance

**Research**  
Pilot Grants provide funding for proof of concept research projects  
- Health and Nutrition  
- Sustainability and Production  
- Functionality and End Use

**Promotion**  
National promotion of pulse food category through marketing and outreach  
- Driving awareness of pulses via social content and advertising  
- Targeting and educating special markets at trade shows  
- Leadership of the Global Pulse Brand

**Communications**  
Collaboration with membership  
- Pulse Mill – bi-weekly industry newsletter  
- Pulse Connection – immediate press releases and news notification vehicle