

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

Member Services

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The Pulse Brand

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

PULSES



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

Inspiring Consumers

Activating Consumers

Inviting Consumers

To change the way we
live and eat

www.usapulses.org



AMERICAN PULSE
ASSOCIATION

www.usapulses.org

MISSION, VISION AND GOALS

Mission

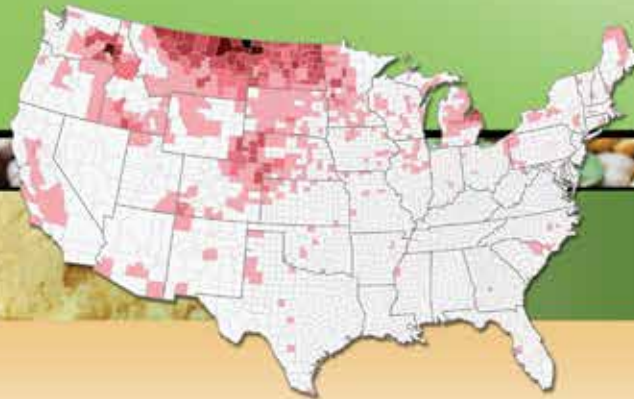
Generate a level of demand for U.S. pulse crops that provides a competitive return on investment for the entire U.S. pulse crop value chain.

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



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
- AACCI - Chicago, IL



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

