



FALL 2013 / Vol. 3, No. 01



**Farm Bill Frustration**



**Chairman Profile**



**Market Predictions**

*Take Your*  
**PULSE**  
MAGAZINE

## Increasing the Use of Pulse Crops in School Meals

Our Director of Health and Nutrition, Janice Rueda, Ph.D., lays out the American Pulse Association plan to get pulse crops in the hands of school children.

## Gluten-Free Label Law

Gluten-Free is not just a wacky health craze, it's the *newest* wacky health craze (and it isn't that wacky, either)... and now it's official. Food Marketing Manager, Ali McDaniel explains the new FDA final ruling on gluten-free labeling requirements.

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It's split; it's soup,... and it's very yellow (and delicious)!



## Yellow Pea Split Soup

Move over split pea soup, it's... well, split pea soup, but with a brighter make-over.



## USADPLC Reaching Out

WEB: [www.pea-lentil.com](http://www.pea-lentil.com)

CONSUMER: [www.cookingwithpulses.com](http://www.cookingwithpulses.com)

TWITTER: [www.twitter.com/USADPLC](http://www.twitter.com/USADPLC)

FACEBOOK: [www.facebook.com/USADPLC](http://www.facebook.com/USADPLC)

YOUTUBE: [www.youtube.com/user/USADPLC](http://www.youtube.com/user/USADPLC)

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Dry Peas,  
Lentils &  
Chickpeas  
*The Standard for Quality*

# Take Your **PULSE** Magazine

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## ON THE PULSE FRONT

Dear Pulse Industry Member,

*I love harvest!*

I love the smell of ripe crops before they are cut; the logistical challenge of harvesting a field and getting it to the bin before Mother Nature decides to pour all over your parade; the projected per acre yield calculations you make to keep yourself awake on those hot afternoons in your combine or truck; counting the income per acre before it is sold; always hoping the market goes up, but worrying it will go down.





Harvest is not all romance and roses of course. There are frustrating breakdowns that raise your blood pressure and produce a unique harvest vocabulary that usually ends in @#\$....!&\*%... #!.

The frustrating part of harvest is a lot like trying to pass a farm bill in the House of Representative right now. Working with the House involves a lot of bad words. In July the dysfunctional House of Representatives voted to separate the nutrition title from the Farm Bill over the objection of almost every agricultural organization in the country, including the USADPLC. The Agriculture/Nutrition coalition has been passing bipartisan farm bills since the former Chairman of the House Agriculture Committee, Rep. Tom Foley (D-WA) and later Speaker of the House, formally included the Nutrition Title in 1977. The President and Senate have stated clear-



ly that any farm bill must include a nutrition title. Congress has until the end of September before the current farm bill expires. I encourage you to call your Congressman and tell them to stop the political posturing and pass a bipartisan Farm Bill. If they don't, show them the door.

There are many exciting things happening in our industry. In this issue of Take Your Pulse we take a look at the following issues:

-  U.S. Pulse Stock Report- Stock levels of dry peas, lentils and chickpeas remain at historically low levels.
-  Market Outlook- Demand for pulse crops remains strong.
-  Revenue Crop Insurance- Over 20 % of the pulse acreage was enrolled in pulse revenue insurance in the first year of the pilot.
-  Gluten Free Market- The market for Gluten Free products is growing and pulse crops are taking advantage of the trend.

As this magazine went to press growers were reporting average to above average yields. Harvest is my favorite time of year frustrations and all. I hope your harvest was safe and bountiful.

*Wishing you the very best,*

Tim D. McGreevy, CEO

INDUSTRY  
PARTNERS



Idaho  
Pea & Lentil  
Commission



Washington  
Dry Pea & Lentil  
Commission



APA  
American Pulse Association



# Snapshot of a Pioneer

## A Profile of USADPLC Chairman, Kim Murray



ABOVE

The town of Froid, Montana.

Explorer Meriwether Lewis wrote of the town in 1805, “I walked down and joined the party... on the point of land formed by the junction of the [Missouri and Yellowstone] rivers; found them all in good health and much pleased at having arrived at this long-wished-for spot.”

The township of Froid, Montana is a small, sleepy farm town nestled among the high rolling plains of Northeastern Montana. The 250 plus residents that call Froid home take a lot of pride in their home town, and like to refer to it as one of the “last best places” in America. The town is small, even by “small” standards. In 2007, the graduating class of Froid High School was... one. But the quaint charm of the town is not defined by its size; that’s only one of its attractions. The town takes pride in neighborliness, and basic work ethic values. Kim Murray knows this only too well. He’s spent his life here. And, it’s a good life, too.

Kim graduated from Froid in 1974 and received his associate’s degree in electronics from Northern Montana College. While still attending college, his great uncle suggested he purchase his farm, and the idea of a career in electronics dissipated. So, with a degree in hand and only two years out of high

school, third generation farmer Kim Murray married his wife of 37 years, Denise and moved back to Froid. Within a stone’s throw of his Dad, a long time farmer in the area, Kim came home to continue the family farming tradition.

The farming family tradition happened to be wheat farming. His grandfather was an original homesteader in the area. With some remote exceptions, the entire area was a spring wheat, summer fallow rotation. Kim’s “new” farm was 80 acres total, with 40 in wheat and then 40 acres fallow every summer. He provided the labor, and his dad provided the equipment. Wheat farming was profitable through the first few years... until the drought came in the 80’s; around 10 years of it. To survive and keep the family farm from going under, Kim took a lot of odd jobs, including trucking, until the early 90’s when it started to rain (adequately) again. It was about that time that Kim started to think that

he needed an alternative to summer fallow.

“My initial thought with raising these pulse crops is if I don’t have to summer fallow and I can break even? That’s great,” Kim said. “What happened was, the pulse crops got to be pretty profitable.”

To Kim, farmland without a crop planted is just a lost opportunity to make money. So, 15-16 years ago, when a neighbor introduced him to desi chickpeas, he was intrigued enough to give it a try on just a few acres. Chickpeas were not cheap to plant, but if successful, he had another crop in his rotation. Kim incorporated his farm in the 90’s, making him the president of Flat Center Farms, Inc. His chickpea experiment proved so successful he was able to contract his chickpeas to Canada for three years. He started growing kabuli chickpeas as well, when he ran into the “plague of chickpeas”, Ascochyta blight. By the time he learned what was happening



to his crop, it was too late. This blight decimated his kabuli crop, and cut the yield of his desi chickpea crop by half. This experience soured him on chickpeas, so Kim switched to yellow peas, and then added Richlea lentils; until last year, when he introduced green peas into the mix.

Now, Kim realizes that through rotation management with other grains and pulses, along with spraying, Aschochyta could be managed.

"I look at those losses as tuition," Kim said. "They're worth doing. I've never had a year where I've regretted seeding any of these pulse crops. They've taken me to school a time or two, but that's knowledge

learned the hard way and a lesson you don't forget."

Today, Flat Center Farms, Inc. plants a significant amount of acreage (far more than when he started) in grain and pulse crops in rotation, along with millet and alfalfa

**"They've taken me to school a time or two, but that's knowledge learned the hard way and a lesson you don't forget."**

KIM MURRAY

for his small herd of cattle. Pulse crops account for 25% of his gross income, with the potential to grow to one-third of his total income. Not bad for a rotation crop. However,

Kim claims the pulse crops provided far more value to him than simply the profit. Today, he farms with his son, Blake, and his family. And, his daughter Gina and her family farm nearby as well.

"It's allowed my son to come back to the farm. Instead of half of our acreage laying unproductive, we have a combination of crops over 100% of our land," Kim stated. "That has not been without headaches and growing pains, but it's been profitable and allowed him to come back. I don't think he could have come back if we hadn't have been doing these things."

Kim's association with the USA Dry Pea and Lentil Council came about as part of his farming journey. He was already a member of the Mon-

*continued page 8*

ABOVE LEFT

Kim is a shutterbug and is often seen lugging his trusty Nikon DSLR wherever he goes.

ABOVE RIGHT

This unassuming woman was indifferent to Kim as he took her picture during a walking tour on a MPAC funded trip to Cuba. This is one of Kim's favorite pictures.

CENTER

The Murray's next generation-Kim and Denise with their grandchildren.



# Kim Murray Profile, continued

## USADPLC Chairman



tana Grain Growers Association, and recognized the importance of organizing Montana pulse farmers early on. Around 2003, Grant Zerbe and Mike Waters, both Montana growers, were involved in these early discussions. They decided that if establishing a growers group were going to happen, it would be the three of them that would get it done. At that time, both Grant and Mike put their hands on Kim's shoulders and said, "We'll help you."

And, with their help and a lot of other pulse growers in Montana, he established the Montana assessment "check off" and a grower group simultaneously. Ultimately, the Montana growers merged with the North Dakota growers, and the Northern Pulse Growers Association was born.

Today, Kim Murray is the Chairman of the national organization representing pulse growers, processors and exporters, the USA Dry Pea and Lentil Council. He is also a director of the American Pulse Association, Chairman of the Montana Pulse Advisory Committee and the chair of the Info/Gov committee for the USADPLC. A modest man, Kim is the first to give credit to those that support him.

"One doesn't do something like this without it taking a toll on somebody," Kim said. "I can't be two places at once." Blake and Denise keep the business and home front running smooth while Kim is out representing the industry.

"I've travelled the world because of this... Cuba, Brazil, Columbia, and will be travelling to Cologne, Germany for the Anuga world

trade show in October," he said. "It will be the perfect end to an incredible beginning, really. Never in my wildest dreams did I think we'd accomplish all the things we have in the state and on an international level."

"It's a lot of personal pride, for sure. I'd be lying if I said it wasn't," he said, quietly. "I've always said I've taken away more than I have given; it's been a valuable experience being a part of this council, as well as being on the ground floor of the Northern Pulse Growers Association and the Montana Pulse Advisory Committee."

Kim plans on finishing his last term as the national chair, pulling back a bit from his other commitments and then "retiring" full-time to farming, with his family.

ABOVE  
Kim at Flat Center Farms, Froid, MT.

BELOW  
Denise and Kim Murray, married 37 years.





## CROP REVENUE INSURANCE

# Pulse Crop Revenue Report

## Dave Paul, Risk Management Agency

USADPLC has worked with USDA Risk Management Agency (RMA) for the past 13 years to establish a Pulse Crop Revenue Policy similar to the popular Crop Revenue Coverage (CRC) Programs for small grains. This spring, in a pilot program for Idaho, Washington, Montana and North Dakota, pulse producers were able to provide revenue insurance for selected pulse crops. This is the first year in a three-year pilot program and the USADPLC is continuing to work with RMA and our contractor, Watts and Associates to make the pilot a success. Below are comments from Dave Paul, Regional Director of the Western Region, RMA in Spokane, WA.

"The RMA is very pleased with the participation rates in the first year of the new Pulse Crop Revenue Insurance

Pilot Program filed for 2013 in the States of Idaho, Montana, North Dakota, and Washington. This pilot program provides pulse growers in these four states with a product very similar in design to the revenue coverage from crops like wheat and barley.

The Insurance Industry did a great job in delivering this new pilot program in the four states. Overall participation rates in the revenue program were exactly what RMA was looking for in the first year of the pilot. Acreage is still being reported to RMA, but as of August 12, the percent of policy holders who chose revenue protection over yield protection were 22 percent in Idaho, 21 percent in Montana, 25 percent in

North Dakota, and 32 percent in Washington State. This shows that this revenue-based coverage is already popular in the first year available for purchase, indicating this program provides producers with an opportunity to manage an important element of their overall risk.

RMA is looking forward to evaluating the first year results as soon as harvest is complete and losses are finalized. As the acreage reports come in and the statistical data is finalized we will continue to update your organization with total acreage, premium volume, and coverage details under the pilot."

**Federal Crop Insurance Corporation**  
Crop Year Statistics for 2013  
As of: August 12, 2013  
Nationwide Summary - By Crop/State

	Idaho		Montana		North Dakota		Washington		Totals	
	Policies	Acres	Policies	Acres	Policies	Acres	Policies	Acres	Policies	Acres
APH Revenue Yield Catastrophic Total (Policies/ Covered Acres)	107	273	743	170,870	2,790	201,888	494	68,653	107	273
	282	39,611	2,625	310,219	8,159	181,870	918	79,515	4,309	481,022
	809	46,485	203	26,395	138	5,273	152	24,192	12,511	618,089
	60	4,915							553	60,775
	1,258	91,284	3,571	507,484	11,087	389,031	1,564	172,360	17,480	1,160,159
Percent Revenue Type Insured Acres/ Rev Coverage	22%	43%	21%	34%	25%	52%	32%	40%	25%	41%
Total Pulse Acres	91,284	39,611	507,484	170,870	389,031	201,888	172,360	68,653	1,160,159	481,022
Percent of Insured Acres/ Adoption	119,670	119,670	613,000	613,000	451,600	451,600	223,285	223,285	1,407,555	1,407,555
	76%	33%	83%	28%	86%	45%	77%	31%	82%	34%



# Walk softly; carry a big stick.

## Brenda Udy, Compliance Manager for the USADPLC

Like any good movie, every office too requires a ‘behind the scenes’ operator. At least, that is how I have looked at my position as the Compliance Manager for the past 13 years. Since my job does not require me to travel much, with the exception of the USAEDC meeting held once a year in Baltimore for FAS training, I am a main-stay in the office. And while my sole responsibility is to enforce Foreign Ag Service regulations, Commodity Credit Corporation, and the USDA for our industry’s MAP (Market Access Program), FMD (Foreign Market Program) and EMP (Emerging Market Program), I have acquired many in-house duties of the office along the way. However, I’ve been asked to expand on the duties of audit prepara-



**“I am a country girl at heart...but more importantly to you, I am your fearless Compliance Manager.”**

BRENDA UDY

tion for this assignment, and with no less, a touch of humor. I’d just like to throw out there that if any of you have

been audited or are presently going through an audit, you’ll know why the humor will be slim to none. The only humor I can muster up is that when my audits are completed, I’m confident that a 2 week detox at the local Funny Farm should be added to my job requirement.

Our office goes through 2 types of audits, an internal audit performed yearly by Presnell and Gage and the FAS audit which is generally yearly as well, although due to budget cuts, has been expanded to around every 3 years. This past year however, we have undergone 2 FAS audits in under a year’s time.

For our internal audit performed by Presnell and Gage, my responsibility is to assist in answering questions primarily about the international funding that our office receives



## ..... Carry a big stick .....

in grants from USDA. It is imperative that our staff and traveling membership keep good records of their trips

Deadlines are important with MAP, FMD and EMP funding, as well as UES contracts, International Rep contracts,



so that questions regarding receipts, credit card billing, airline tickets and payments are kept to a minimum. It is important that the travel regulations set by the board are followed.

For the FAS audit, I evaluate reimbursement claims from our international reps, staff, board members and USPLTA membership to make sure that all receipts and claims comply with the FAS travel regulations. Each program, MAP, FMD and EMP has their own set of guidelines; all collected in a 300 page "easy-reading" manual. If receipts are missing or there are questions about trip expenses, it is my responsibility to keep asking questions until we feel the reimbursement is 'audit ready'.

Expenses are broken down into 5 categories; Consultant Fees, Travel, STRE, Shows and Promotions. Anything over \$25 requires a receipt or extensive documentation. Trip reports are also required when using USDA funding, to ensure that a task or mission is being accomplished and is eligible for reimbursement.

and Year-End reports, and need to be monitored regularly. Deadlines for all of these programs and activities are crucial and non-negotiable with FAS.

On a lighter note, I can answer the phone, run a fax, post mail, wait on customers, and monitor the forecast of a Palouse storm from the comfort of my chair by whether I can see the Kibbie Dome or not. I am a country girl at heart, mother of 4, wife of 1, but more importantly to you, I am your fearless Compliance Manager.

So, in a nutshell, I am a jack of all trades. I regulate the government and staff reimbursements and travel as needed, with or without a big stick, I am a volunteer EMT and firefighter, so literally, if the building catches fire or someone needs CPR, I could probably handle the crisis.

### FAR LEFT

Dan and Brenda have been known to finance four colleges at the same time. Brenda explains, "Having 4 kids in less than 4 years will create that dilemma!"

From left: Brenda; Dan; Jenalee, 26; Justin, 24; Jordan, 23; and Jaymon, 22.

### FAR LEFT CENTER

Brenda on the cattle ranch in Potlatch, Idaho.

### NEAR LEFT

Brenda and Dan Udy are past Ag teachers and 4-H leaders. All four of their kids have received their American Farmer Degrees.

### BELOW

The Udys manage a registered Angus cow-calf operation, while also raising commercial Timothy hay for overseas markets.





1

## 2013 Photography Competition Winners

The USA Dry Pea and Lentil Council sponsored a photography competition to coincide with the National Lentil Festival, held in Pullman, Washington on August 16-17, 2013. The theme, "Your Favorite Use of Lentils" challenged photographers of all skill levels to celebrate the artistic, colorful, nutritional and beautiful nature of the lentil. Here are the first, second, and third place winners of the competition.

**1. ABOUT THIS PHOTO** ABIGAIL "ABI" POWERS (AGE 6) IS OUR MIRACLE. AT 9 MONTHS SHE GOT VERY SICK AND WE WERE TOLD TO PLAN HER FUNERAL BUT DUE TO THE PRAYERS OF OUR FRIENDS AND FAMILY AND THE GRACE OF GOD SHE NOT ONLY SURVIVED, SHE THRIVES. WHILE SHE IS MENTALLY DISABLED SHE IS BRIGHT, HAPPY AND LEARNING MORE AND MORE EVERY DAY. ALECXANDER "ZANDER" POWERS (AGE 2) IS FONDLY NICKNAMED "EVIL KNIEVIL". HE IS ALL BOY AND LOVES EVERYTHING ABOUT THE OUTDOORS. BOTH OF THEM LOVE HELPING MOM IN THE KITCHEN. SOMETIMES THOUGH THEY TEND TO LIKE TO PLAY WITH THEIR FOOD TOO.

ABOUT THE PHOTOGRAPHER: **Ruth Powers** of Pullman, Washington has been practicing photography for a better part of twelve years. She loves being able to capture memories for years to come. Ruth has been married for nine years to Josh Powers, and they have two children, as seen above in her award winning photo.





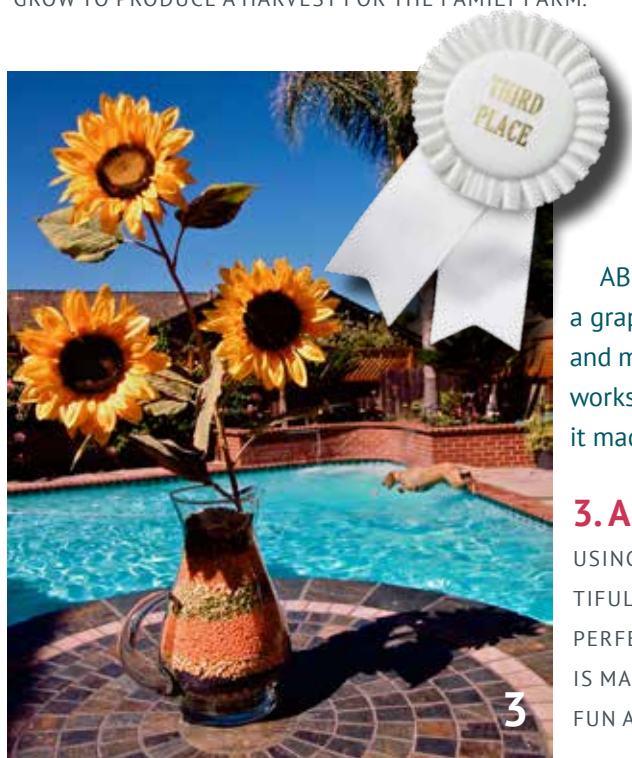


ABOUT THE PHOTOGRAPHER: **Angela Lenssen** of Pullman, Washington is a photography hobbyist and started taking photography seriously about 5 years ago. A couple of classes and thousands of pictures later, she feels like she has honed a skill that is priceless to her and her family.

**2. ABOUT THIS PHOTO** THIS PHOTO CAUGHT A SPECIAL MOMENT WHERE 50+ YEARS OF LENTIL GROWING EXPERIENCE WERE TRANSLATED TO A YOUNG MIND EAGER TO LEARN AND A HEART WITH A PASSION TO FARM. DAD HAS PLANTED AND NURTURED LENTIL SEEDS TO GROW WHILE HE PLANTS SEEDS OF KNOWLEDGE IN MY YOUNG SON IN HOPES THEY'LL GROW TO PRODUCE A HARVEST FOR THE FAMILY FARM.



ABOUT THE PHOTOGRAPHER: **Taylor Lusk** of Chico, California is a graphic design student at Chico State University. "I love photography and my dad, Donald Lusk, sent me a link one day to this competition. He works for Satake and has access to all kinds of beans and rice; therefore it made this project fun and easy."



**3. ABOUT THIS PHOTO** IN THIS PHOTO I AM USING DIFFERENT COLORED LENTILS TO MAKE A BEAUTIFUL SUMMER CENTER PIECE USING FAKE FLOWERS. PERFECT FOR BY THE POOL PARTIES. IN THIS PICTURE IS MAXWELL HOMER LUSK (YELLOW LABRADOR) HAVING FUN AND JUMPING IN THE POOL.



# Towards Managing Stemphylium Blight of Lentil in the Pacific Northwest

Dr. Weidong Chen, Dr. Rebecca McGee,  
and George Vandemark  
USDA-ARS, and Washington State University

Dr. Michael Wunsch  
Carrington Research Extension Center  
North Dakota State University

&  
Dr. Mary E. Burrows  
Montana State University



» FIG. 1

## Stemphylium blight of lentil,

caused by the fungus *Stemphylium botryosum*, has recently emerged as a disease problem in the Pacific Northwest. It has been known as a devastating disease of lentil in Bangladesh and India and to be present in Canada for many years. The recently released lentil cultivar 'Morena' is very susceptible to this disease, even though it has better resistance than previous lentil cultivars like 'Merrit' and 'Pardina' to the chronic and persistent root disease *Rhizoctonia* root rot. Due to potential negative impact of *Stemphylium* blight on lentil yield, we have been closely monitoring the situation of the disease on 'Morena' lentils since 'Morena' lentils went into commercial production in the 2013 growing season.

## First we need to learn

how to identify the early signs of *Stemphylium* blight on lentil. It is not a seedling or early season disease. It occurs in the middle season right after canopy closure. The pathogen likes warm temperatures above 77°F. In

the Palouse regions, the disease starts in late June or early July. It

affects only lentil leaflets

(or leaf blades) at least during early stages of the disease. A

major characteristic of *Stemphylium* blight is that the affected leaflets

turn tan color starting near the base or the edge of the leaflets, then whole leaflets turn a tan color as they are blighted (Fig. 1). Adjacent leaflets can look unaffected. As the disease progresses, all leaves turn a tan color, or become 'blighted.' Under humid conditions such as under a dense canopy, the infected leaves may turn black in color (sooty) due to production of



» FIG. 2

FIGURE ONE  
Early signs of *Stemphylium* blight of lentil showing affected individual leaflets (arrows) turning tan color with adjacent leaflet look unaffected.

FIGURE TWO  
Affected leaflets under moisture in a dense canopy turn black (sooty) due to spore production by the pathogen.



spores by the pathogen (Fig. 2). In the Palouse region, the blighted leaflet may stay on the plants (Fig. 3). In more humid regions like in North Dakota, severe infection may cause total defoliation, and stems and pods may also be affected under severe disease conditions (Fig. 4). However, it seems that even under severe disease conditions, the top leaves may stay unaffected and remain on the otherwise defoliated plants (Fig. 4). When the disease occurs late in the season, it can be very difficult to distinguish *Stemphylium* blight from normal crop maturity (senescence), especially when disease pressure is mild.

## Information from the literature

and from our field observations suggests that the disease can be managed. First of all, you may choose to plant resistant lentil cultivars if you want to avoid the disease completely. *Stemphylium* blight had not been a problem in this region before. So the previous lentil cultivars commonly planted in the Pacific Northwest like 'Brewer' and 'Pardina' are likely resistant or tolerant to *Stemphylium* blight. However, if you want to plant 'Morena' lentil taking advantage of its resistance to *Rhizoctonia* root rot and higher yield potential, the *Stemphylium* blight can be managed through application of fungicides that are effective against the disease. Our field observations have shown that 'Morena' lentil fields that had received fungicide applications before canopy closure had much less disease than the fields that did not receive fungicide application before canopy closure. Additional applications of fungi-



» FIG. 3

cide after canopy closure may be necessary depending on disease pressure. If more than one application is applied to a lentil field, it is strongly suggested fungicides with different mode of actions should be alternated to prevent potential development of fungicide resistance in the pathogen population. Consult your crop advisors or county extension agents for proper and available fungicides. Experimental data on fungicide efficacy and

timing in the Palouse region are still lacking. As time goes by and as 'Morena' lentil gains popularity, we will experiment and develop a more comprehensive strategy for managing *Stemphylium* blight of 'Morena' lentil. And more importantly, future lentil cultivars will be bred to include resistance or tolerance to *Stemphylium* blight.



» FIG. 4

FIGURE THREE  
Affected tan-colored leaflets remain on the plants under dry conditions.

FIGURE FOUR  
Severe infections cause defoliation under humid conditions. Note the top leaves remain green and attached to the otherwise defoliated plants.

# International Marketing Updates

A word from our marketing representatives across the globe!

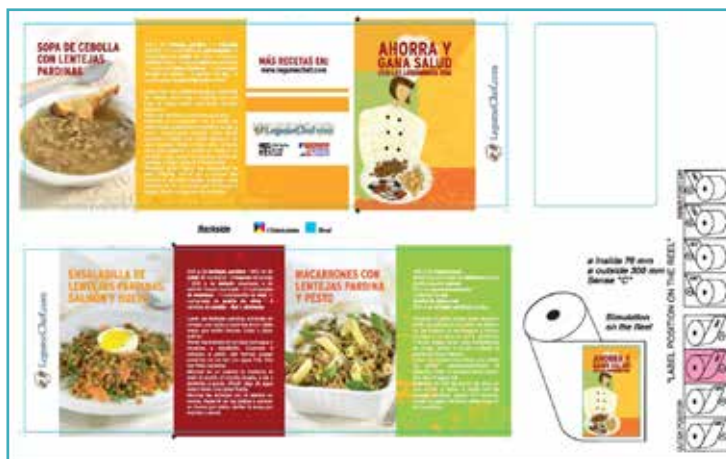


## MEDITERRANEAN REGION

### DAVID MCCLELLAN

David has worked with legume trade members in the Mediterranean Region since 1989 conducting trade missions, reverse trade missions, trade shows, promotions and public relations in Spain, Italy and Portugal as well as Greece, North Africa and the Middle East.

These regions represent some of the largest lentil and chickpea markets in the world. This is why USADPLC has worked here for so long to help its exporters develop close working relationships with companies that understand and can pay a price premium for our superior quality lentils and chickpeas. In Southern Europe, this work has helped generate solid, steadily growing markets.



### SPAIN AND ITALY

- Demand for lentils and chickpeas was strong in Spain and Italy this last year and promises to be strong again in 2013-14 given the high prices for dry beans and good consumer demand for economical food.
- Our U.S. lentil promotions in Spain and Italy are evidence of the close collaboration that has developed between the U.S. industry and its Spanish and Italian customers.

### GREECE

- Canadian Estons dominate lentil market though U.S. gets a couple thousand MT/yr
- Almost all chickpeas from Mexico
- North Africa holds large potential for sales of U.S. dry peas, lentils and chickpeas, yet the U.S. industry has not become a major player in these markets:
- Algeria imports 70,000 MT/yr of large green lentils, 60,000 MT/yr of chickpeas and 10,000 MT/yr of green peas, mostly split. Although the U.S. sells some lentils and chickpeas to Algeria every year, Canada dominates the lentil market with n°2 Lairds (a product the U.S. does not produce but the Algerian market prefers) while Mexico and India have the lion's share of the chickpea market.
- Morocco imports of lentils (predominately Estons) have declined
- Egypt is a large importer of red lentils which the U.S. does not supply until recently
- Egypt is also a major market for Canada which only has about 50% of red lentil market – also Turkey and Australia
- Tunisia: U.S. sold over 300 MT/yr of chickpeas for the last couple years



### EUROPEAN REGION

#### JOHANNA STOBBS

Johanna covers the following markets: Northern Europe (Belgium, Denmark, France, Germany, Ireland, the Netherlands, Norway, Sweden and the UK), Eastern Europe (Bulgaria, Czech Republic, Hungary and Romania) as well as Russia, Turkey and Sub-Sahara Africa.

The USADPLC conducts dynamic promotional programs in these regions, focusing on trade servicing, an electronic newsletter (PulsePicture), trade shows, trade missions and trade visits. Each of these markets has its own characteristics, opportunities and challenges.

#### NORTHERN EUROPE

In 2012, the U.S. exported nearly 10,000 MT of green peas and lentils to Germany, and more than 7,000 MT of green peas and lentils to Belgium. Much of this was then trans-shipped onwards. In France, Belgium and Germany, there are leading manufacturers of pea protein, fiber and starch, including Roquette (France), Cosucra (Belgium) and Emsland (Germany). These companies are waiting for samples of U.S. yellow peas from the 2013 crop, to test for protein levels. Their capacity to buy is enormous. Large volumes of U.S. yellow peas are also being sought after by Norwegian manufacturers of pet foods and fish feed.

#### RUSSIA

U.S. dry peas, lentils and chickpeas are now

starting to penetrate the Russian market. In 2012, the U.S. shipped nearly 1,950 MT of product to Russia. In the first six months of 2013, U.S.

exports have already reached 1,286 MT. Most of this is whole green dry peas for the vast Russian canning industry, but chickpeas are also starting to make inroads as hummus becomes the new food fashion in restaurants and in homes. PulsePicture, the electronic newsletter that is produced by Stobbs for the European trade has now been translated into Russian (see page 3). This should help Russian importers to become more familiar with U.S. pulse products.

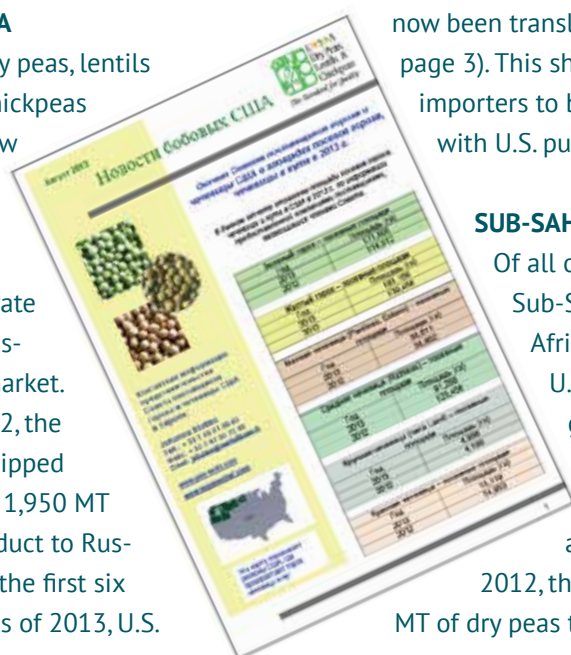
#### SUB-SAHARA AFRICA

Of all of the markets in Sub-Sahara Africa, South Africa, at this time, offers U.S. pulse exporters the greatest opportunity for commercial sales. This is essentially a dry pea market. In 2012, the U.S. exported 7,712 MT of dry peas to South Africa. In just

the first six months of 2013, exports already have climbed to 5,377 MT.

#### TURKEY

Turkey is one of the USA Dry Pea & Lentil Council's most dynamic emerging markets. In 2012, Turkey imported nearly 12,000 MT of U.S. dry peas, lentils and chickpeas. Thanks to the USADPLC's marketing efforts, U.S. dry peas are now commonly used in the Turkish canning industry. The most surprising phenomenon in this market is the sudden rise in demand for U.S. chickpeas. The U.S. has expanded its chickpea exports to Turkey by a startling 476%, with volumes rising from 1,283 MT in 2011 to 7,392 MT in 2012, for a value of \$8.7 million.



## LATIN AMERICA

### RAUL CABALLERO

Raul represents U.S. pulse industry interests in all of Latin America.

### MEXICO

The Mexican food market continues to develop a niche for natural and healthy foods. The Mexican population has just been presented by the FAO as the most obese child and adult population in the world. This unfortunate situation has led the Mexican government to campaign against the consumption of junk foods, in favor of eating healthier and with the task to promote exercise within the population. The campaign has included educational awareness for healthier eating, the banning of junk foods in schools and a campaign to invite children and adults to exercise.

As a food staple in Mexico, dry beans are served everyday on Mexican meals. However, not all the Mexican consumers are aware of the richness and nutritional qualities of legumes. Peas, lentils and chickpeas are not consumed in the same scales as dry beans, however, our great USA legumes are popular within the population and they are used for side dishes and for ingredients for soups, salads and other dishes. There are new opportunities beyond the regular consumption of legumes. Food manufacturers, especially snack companies are looking to re-formulate their corn and wheat snacks in order to be able to fortify their products with more protein and fiber. With the snack and lunch foods that have been banned at schools, Mexican manufacturers are looking for new options. Pea, lentil and chickpea flours are the answer that manufacturers are searching in Mexico.

Since 2004, the USADPLC has been promoting in the snack segment the use of peas as a healthy snack. Fried or roasted, peas have gained a little terrain within the traditional snacks in Mexico. Starting in 2011, when the banning of certain foods was enforced by the Mexican government to campaign against obesity, manufacturers have been looking for options to make their products healthier. For this reason the USADPLC has been working since 2012 with a Quality Samples Program from USDA to promote "pea flour" within food manufacturers by providing industry samples to snack and bakery manufacturers for testing and consideration for R&D and product development. Both bakery and snack companies are accepting samples to test on them for product development with the support of our Food Technician.

Pea flour is the perfect ingredient that may be combining with other flours as a functional ingredient. The recommended percentage makes the ingredient affordable and brings to the formulas more fiber, more protein and more vitamins. It is a non GMO crop and it also does not contain allergens such as soy bi-products. Throughout 2013, the USADPLC in market representative in Mexico along with a R&D Food consultant, have been distributing samples of pea flour and helping companies do testing to consider this functional ingredient for their future formulas as these are needed to change.

Several companies are involved in the testing and we are hoping to convince the Food manufacturing segment in Mexico to consider pea flour as an answer to the request to decrease the glycemic index in their formulas. The targets include snack, bakery, pasta and cereal manufacturers.



## SOUTH ASIA

### SHAKUN DALAL

Shakun has represented the USA Dry Pea and Lentil Council in South Asia for over 27 years and is one of the reasons India is the number one market for U.S. dry pea exports.

### SOUTH ASIA

South Asia is the powerhouse for production, consumption and imports for pulses. India, Pakistan, Bangladesh, Sri Lanka, Nepal & Bhutan combined is called South Asia.

India is the largest and most populated of all these six countries with 1.2 billion people to feed generating a demand for pulses at 21 to 22 million MT. India imports 3 to 3.5 million MT of pulses annually to fill the gap between their production and consumption, spending close to 2.5 billion dollars to do so.

### INDIA'S STATUS IN U.S. PULSE MARKET

India ranks as the top export market for all pulse exporting countries, including the United States. The U.S. has a fairly small market share of India's exports, yet the numbers are significant. Can the U.S. increase both the volume and dollar value presence in India?

India has increased their own acreage planted for pulses in the last 2-3 years, harvesting more pulses and decreasing their reliance on pulse imports. With this year's monsoon being extremely good and Indian farmers already harvesting 25% more acreage for kharif pulses as well as rabi pulses, India will not be importing as many pulses this year.

Frankly, India pulse import volume each year depends on the Indian domestic production for pulses like yellow peas, lentils, chickpeas, black matpe beans, mung beans and pigeon peas.

However, India does not have dry green pea production. In fact, there is a shortage of dry green peas in India. Due to US-ADPLC efforts, India now uses dry green peas both in commercial establishments and in households to gap the deficit for 8 months in a year.

U.S. dry green peas are respected and preferred in India over other exporters. Keeping this in mind U.S. farmers should continue to grow green peas and processors should continue to grade high quality peas in terms of both size and color.

### HURDLES

- Due to the low value of the rupee, U.S. pulses have become extremely expensive for India buyers.
- Plant Protection and Quarantine (PPQ) issues have also not been resolved completely, due to the U.S. inability to provide weed and soil contamination certification.
- These two factors result in a 35-40% hike in price to the Indian importer before the product ever reaches the consumer's hands.

### CONCLUSION

Despite the hurdles and India's increased production of other pulses, the U.S. is in a unique position in regard to dry green peas. It is my opinion that India will continue to import U.S. green peas and will remain your # 1 market in the future.

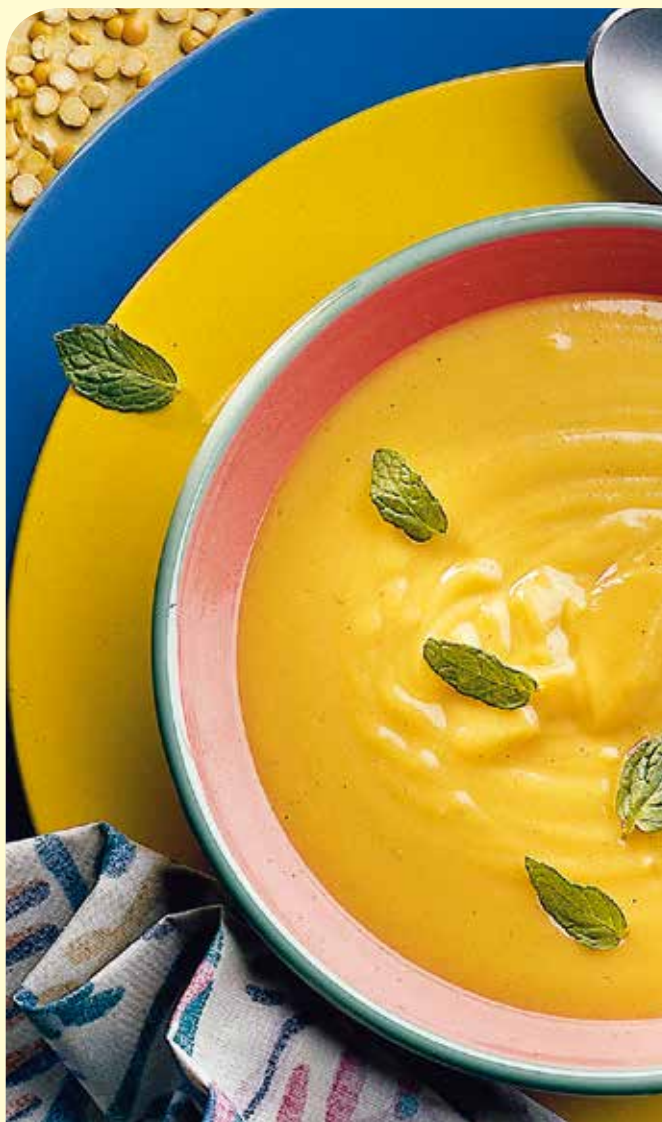


# Yellow Split Pea Soup

Serves 4-6

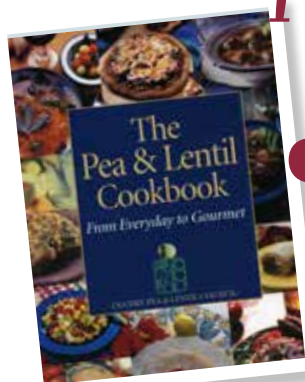
Yellow split peas lack the chlorophyll of green split peas, giving them a more neutral taste.

- 2 med. onions, chopped.
- 3 cloves garlic, minced.
- 2 tbsp. spoons olive oil
- 2 cups dry USA yellow split peas, rinsed
- 1 tsp. dried oregano
- 1/2 tsp. dried thyme
- 1 tsp. salt
- 1 tsp. ground black pepper
- 1/8 tsp. hot red pepper sauce, or to taste
- 6 cups low-fat chicken broth
- 1/2 tsp. red wine vinegar or balsamic vinegar



1. In a heavy saucepan over medium heat, gently cook onion and garlic in oil until they are soft but not browned.
2. Stir in yellow split peas, then the seasonings, pepper sauce, and broth.
3. Raise heat to medium and bring to a boil. Reduce heat, cover, and simmer for about 1 hour, stirring occasionally, or until soup is fairly thick.
4. Stir in vinegar. Adjust seasonings, adding more pepper sauce, salt, or pepper, as desired.

Nutrition Facts	
Serving Size 1	
Serving Per Container 4	
Amount Per Serving	
Calories 280	
% Daily Values*	
<b>Total Fat</b> 7g	<b>11%</b>
Saturated Fat 0g	<b>0%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 1392mg	<b>58%</b>
<b>Total Carbohydrate</b> 40g	<b>13%</b>
Dietary Fiber 14g	<b>56%</b>
Sugars 0g	
<b>Protein</b> 16g	<b>32%</b>
Calcium 4%	Iron 16%
Folate 28%	Magnesium 16%
*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.	
	Calories 2,000 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2400mg 2400mg
Total Carbohydrate	Less than 300g 375g
Dietary Fiber	25g 30g



## The Pea & Lentil cookbook

Yellow Split Pea Soup is just one of many palate pleasing recipes overflowing with basic facts about USA grown lentils, split peas and chickpeas you'll find in this book!

### From Everyday to Gourmet

"This is the best cookbook I have ever seen for split peas, chickpeas (garbanzo beans) and especially lentils. For most cookbooks, I am happy if I find a few useful recipes. In this book you will find page after page of interesting and usually easy to fix recipes that you will want to try. The collection includes everything from appetizers to soups, salads, sides, entrees, and even desserts."

-Amazon.com review-

[www.pea-lentil.com/store](http://www.pea-lentil.com/store)



# Yellow Peas Pack a Punch

Without a doubt the majority of Americans are familiar with the traditional dried green pea.

Split-pea soup, a thick and homey concoction of green pea soup, ham and pepper, has been a tried and trusted source of protein and iron since Greek and Roman times. With so much familiarity and trust of an old staple like the green pea, is there room for an upstart?



Enter, the Yellow Pea. Yellow peas are also a legume, and can be purchased whole or split. They have a soft texture and mild flavor which is often described as “earthy”. The yellow pea is similar to the lentil both in cooking versatility and nourishment. In fact, they are very rich in protein, vitamins, fiber, iron and zinc.

Yellow peas are usually marketed as a dry packaged product. However, yellow peas can be used in any way that green peas are used, and make an excellent split pea soup as well. They can be used to make dips and spreads,

or just included in other foods for nourishment and texture.

However, the potential of the yellow Pea to the American diet is significant. Yellow peas are often milled to create gluten-free flour; and yellow pea flour has a naturally low glycemic index, meaning it is much healthier for a diabetic diet. A recent study in the Journal of Food Science recommended the use of whole yellow pea flour as an alternative ingredient in producing “tasty, low glycemic foods that help prevent and manage type 2 diabetes.”

U.S. dry yellow peas are also the cheapest dry legume in the world, because they yield far higher volume than dry green peas. With that in mind, they are growing in popularity in the international market, including Africa. Examples of interna-

tional product applications include fruit-flavored dry pea drinks in Indonesia, extruded snacks in Asia, industrial starch in France and enriching pastas and breads in the U.S.

In fact, most of the U.S. yellow pea crop is exported. India is the dominant export market for U.S. yellow peas, taking about 1/3 of our whole yellow pea export volumes. Yellow peas are used in the traditional Indian dish called dal, and are also used to make besan, a flour used in Indian cooking to make both savory and sweet dishes. Indians consume dal and besan on a daily basis.

China is also an important export market for U.S. yellow peas. China extracts the starch from yellow peas to make the thin glassy noodles that they call ‘vermicelli’ (courtesy of Marco Polo). China produces large volumes of vermicelli for both domestic consumption and export, and since pea production in China is trending downward, their whole pea export requirements continue to expand.

Another use of U.S. yellow peas is the food aid sector. Food aid organizations often include yellow peas in their plans because yellow peas provide a cost-effective way of adding protein to food aid rations. In addition, yellow split peas cook very quickly, and that helps in situations where cooking fuel is scarce.

So there you have it; two powerhouse peas in the pulse arsenal of goodness and nutrition. Yellow-peas have the added distinction of being low-cost, non-GMO and a natural protein-enhancer that can be added to a wide range of food products to boost nutrition.

# Increasing the Use of Pulse Crops in School Meals

**Janice M.W. Rueda, Ph.D.**  
**Director of Health and Nutrition**

**Pulse crops are nutrition powerhouses and provide critical nutrients that are often lacking in typical American diets.** Deficiencies of dietary fiber, potassium and magnesium are linked to increased risk of chronic diseases, including heart disease and type 2 diabetes, and children are particularly at risk. Pulse crops offer an economical solution to these nutrition challenges, and the American Pulse Association has made increasing the healthfulness of school meals a top priority.

In 2012, over 31 million students participated in the National School Lunch Program, which operated in over 100,000 schools and served over 5.2 billion lunches. The American Pulse Association continues to work to increase the use of pulse crops in school meals, particularly in urban areas where racial and socioeconomic disparities exist in access to healthy foods.

In addition to the \$10 million Pulse School Foods Pilot initiative in the Farm Bill, the American Pulse Association set out to learn just how pulses are currently being used in school feeding programs. We conducted three research projects that were presented at the American Society of Nutrition meeting in April to an audience that included USDA National Program Leaders and senior research and development scientists from Kraft, Nestle, General Mills and many others.

We documented the availability of pulse foods to states through the USDA Foods Program. We learned:

- Only 8 states made the full list of 16 pulse foods available to districts.
- Most states offer less <50% pulse items, and 4 states offer none.
- Canned pulse items are offered far more frequently than dry pulses in bags.
- Most frequently available items were canned pinto, re-fried, and vegetarian beans.
- Least frequently available items were dry bags of lentils and garbanzo beans.

Another study looked at how pulse foods were menued

in 13 different school districts during a single month. We learned:

- Beans most utilized pulse crop, while lentils and dried peas were not menued at all
- Soups were rarely served
- Pulses were used mostly as a vegetable rather than as a protein source
- Large urban districts and those operated by contracted catering service used pulses most frequently
- Pulses mostly used a



vegetable, as the primary ingredient in side dishes, and mixed in main dishes

- The lack of available pulse foods in “heat & serve” ready foods is limiting their use in school feeding programs

We convened focus groups at the Washington State School Nutrition Association to learn from school food service directors what the perceived impediments to greater utilization of pulses in their feeding programs. We learned:

- School districts use the “heat & serve” model of food service (foods are premade, no cooking or mixing required) most often
- Chickpeas and dark red kidneys are the pulses served most frequently, and these are served on the salad bars, straight out of the cans.
- Opportunities exist for increased education, food service staff training and the development of promotional materials for parents

In the 2012-13 fiscal year, 2 of the 3 pilot projects funded by the American Pulse Association focused on school food. One aims to develop and measure acceptability of pulse food products for elementary children, and the other aims to develop a school garden curriculum for pulses and measure how exposure to pulses in a garden affects whether children are more likely to eat them in the cafeteria.

The American Pulse Association will continue to provide the industry with data it can use to develop strategies to increase the use of pulse crops in school feeding programs. We look forward to sharing our progress and success with you in the coming year!



# Gluten-Free Label Law

**Ali McDaniel, USADPLC Food Marketing Manager**

The FDA published a final ruling on gluten-free labeling requirements in August of this year. The Food Allergen Labeling and Consumer Protection Act of 2004 directed the Secretary of Health and Human Services to look into the term “gluten-free” and work with experts to determine an appropriate definition. An initial proposed rule for “gluten-free” was released in 2007 and then reopened in 2011 for public comment. According to the final rule by FDA the term “gluten-free” can be applied to food that does not contain more than 20 parts per million (ppm) of gluten per kilogram of food. In addition to this, the rule states that the term “gluten-free” can only be used on products that do not contain any gluten-containing ingredients (i.e. wheat, spelt, etc.). If the term wheat or other gluten-containing ingredient is on the ingredient statement (e.g. wheat starch) then a separate statement must be made on that packaging explaining that the gluten has been removed.

According to the FDA,

approximately 95% of manufacturers selling “gluten-free” products are already abiding by the 20 ppm guideline. For the other 5% and those



manufacturers looking to get into the market, they have until August 5, 2014 to comply with the new ruling. Manufacturers will need to safeguard that proper testing and recall methods are in place to ensure compliance. Testing is only required for food products that wish to use the term “gluten-free” on their packaging.

For consumers, this means confidence when purchasing “gluten-free” products. Specifically for those 1 in 133 Americans suffering from Celiac’s Disease, the new rule will allow greater confidence in the “gluten-free” products on the market. However, this rule does still allow

for small traces of gluten and those individuals with severe intolerance should note there could still be trace amounts of gluten in products labeled “gluten-free.”

This ruling could not come at a more opportune time. The number of gluten-free products is skyrocketing. According to Packaged Facts Report, the gluten-free market for food and beverages reached \$4.2 billion in 2012 and the market share could exceed \$6.6 billion in 2017. This prediction is most likely low, as it does not account for sales through restaurant and foodservice, Whole Foods, Trader Joe’s, store brands. Taking these additional channels into account, BEST VANTAGE Inc. estimates that gluten-free market could potentially reach \$10-15 billion by 2020.

Major restaurant chains such as Dunkin’ Donuts and Domino’s Pizza released gluten-free



options in the past year and General Mills launched LARABAR ALT, which uses pea protein. As more “gluten-free” products come to market the need for nutritious options within the “gluten-free” market are becoming more and more apparent. Dry peas, lentils and chickpeas and their flours are naturally gluten-free and have been getting a lot of interest for their superior protein, fiber, and micro-nutrient content. Products from chips to pasta and even nutritional bars are using pulse fractions in their formulations. The word is out- Gluten-free is here to stay and pulses fractions are the hot new ingredient! It will not be long before gluten-free products formulated with pulse fractions are the new norm and the new FDA ruling will help ensure uniform product offerings to consumers.



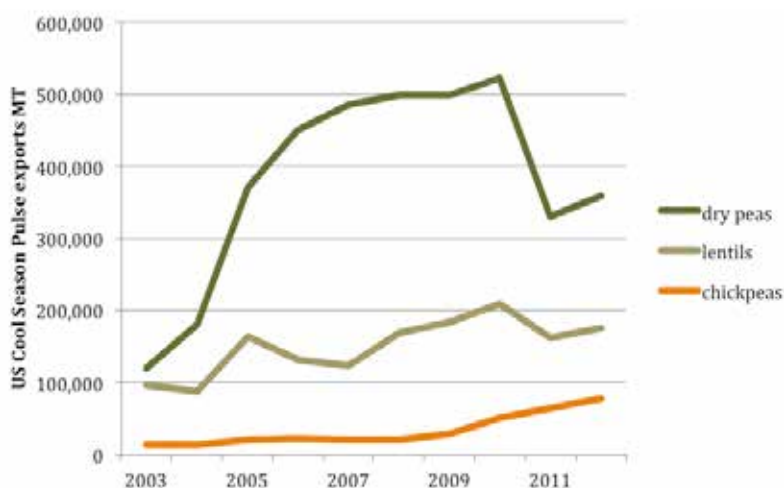
TOP  
Gluten-free pasta made with red lentil flour.  
[www.tolerantfoods.com](http://www.tolerantfoods.com)  
MIDDLE  
Gluten-free chips made with lentil flour.  
[www.plentils.com](http://www.plentils.com)  
LOWER  
Gluten-free bar made with pea protein.  
[www.larabar.com](http://www.larabar.com)

# The Crystal Ball Shows... Growth Markets!



**Pete Klaiber, Director of Marketing**

U.S. Cool-Season Pulse Exports 2003-2012



SOURCE: USDA GATS

## The Past

*The last ten years have been exciting ones for U.S. dry pea, lentil and chickpea producers, and for the global pulse trade in general. Exports have been a key factor in our growth over the last decade, but the ride hasn't always been a smooth one.*

## The Future

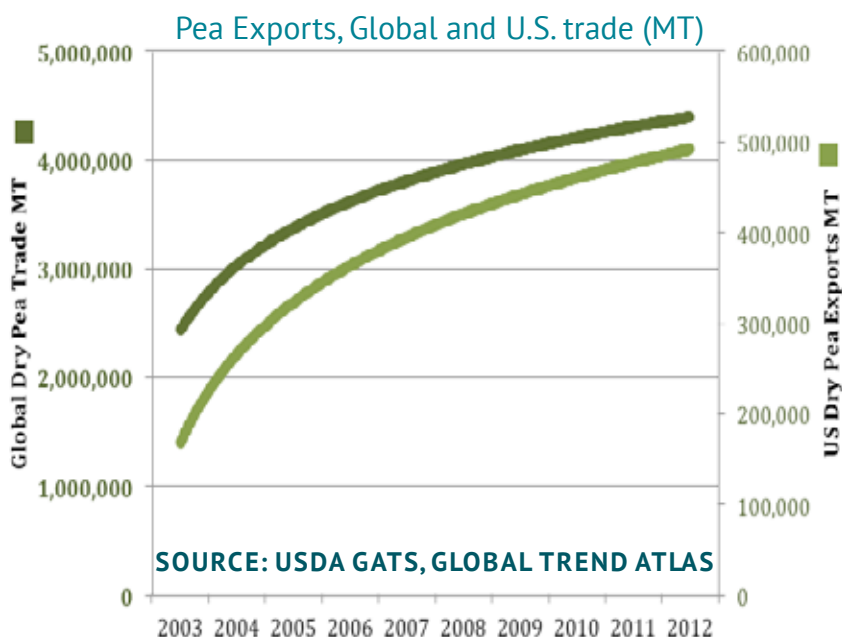
With exports absorbing 74% of our dry pea production, 68% of our lentil production, and 50% of our chickpea production, it is clear that global sales have been a major factor in our recent success. But what does the future hold?

There are many factors that will affect trends in the global pulse trade in coming years, some of which may inhibit trade while others encourage it.

But underneath every sale lies the most basic factor of all – supply and demand.

We think that the supply and demand scenarios for peas, lentils and chickpeas will continue to signal strong export markets for US cool-season pulses.

Here is a graph showing the trend in global dry pea trade volumes in metric tons on the scale on the left, and the US dry pea exports in metric tons on the right. [This graph has been “smoothed out” to reduce the visual impact of annual variances and give a better representation of long-term trends.]

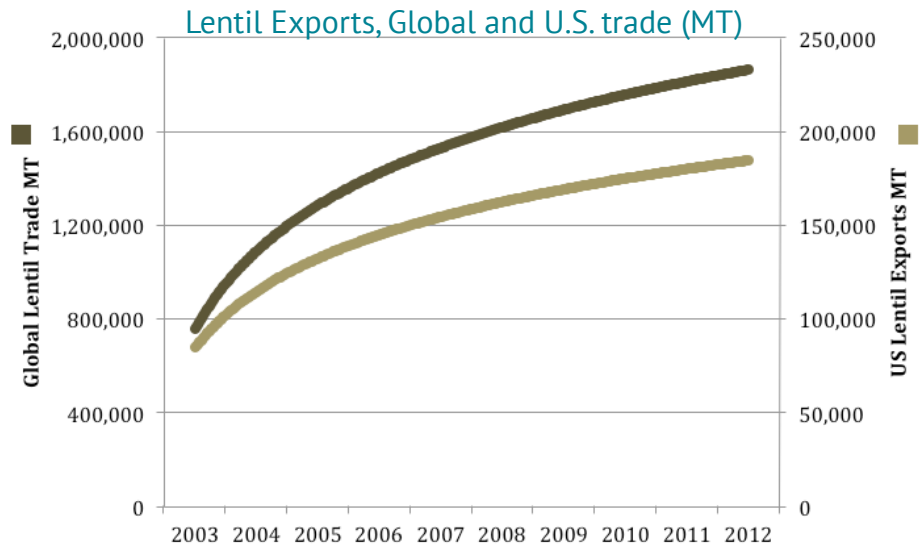


SOURCE: USDA GATS, GLOBAL TREND ATLAS



Over the last ten years, our proportion of the total pea trade has been increasing, but there is room for additional improvement as global pea sales continue to trend upwards.

The next graph shows the global lentil trade and US exports over the past ten years. It is difficult to generalize about the lentil trade, since the green lentil and red lentil markets differ markedly from year to year. In addition, a significant proportion of the US export market is made up of Pardina lentil exports to the Mediterranean region, and these sales are also different from both red and green lentil trading. Nonetheless, the increasing volumes of the global lentil trade certainly suggest that US lentil exports have room for growth, as global lentil sales have



been increasing even more quickly than our exports.

Finally, this is a graph showing the export data for the global trade and the US. (The global chickpea numbers, however, include both Desi and Kabuli chickpeas, despite the different markets for these chickpea

types.) While domestic hummus production has been taking about half of our chickpea production in recent years, we have been able to increase our export volumes as well. And this chart indicates that we can do even more on the export side as global chickpeas sales continue to expand.



## Prediction

**“All in all, our export opportunities look promising, and we can increase our market share globally if we increase our production of dry peas, lentils, and chickpeas while maintaining the high standards of quality and service that differentiate us from the rest of the world.”**

PETE KLAIBER



# Stocks on Hand

## The Crystal Ball Sees All and Shows All

*There is no storage bin, however remote, that has not been considered in this report on Stocks on Hand!*

### The PulseGazer says...

*"Read this exclusive report, and absorb the wisdom of ancient realms combined with the analytic powers of the world's most sophisticated computers!"*



PEAS			
supply/demand (metric tons)			
supply	JUN 2010 - MAY 2011	JUN 2011 - MAY 2012	JUN 2012 - MAY 2013
acres harvested	711,400	342,800	621,000
yield	1,999	1,641	1,751
US Production	645,060	255,148	493,143
Carry In 1 JUN	182,982	167,469	85,320
Imports	25,044	45,657	73,047
Total US Supply	<b>853,086</b>	<b>468,274</b>	<b>651,510</b>
disappearance			
Exports	453,608	261,233	256,770
domestic food	45,000	30,000	50,000
domestic feed/waste	151,482	41,993	125,000
Total Domestic, ex seed reserve	196,482	71,993	175,000
seed in ground/reserve	35,527	49,000	73,953
Total usage	<b>685,617</b>	<b>382,226</b>	<b>505,723</b>
SOH	<b>167,469</b>	<b>86,048</b>	<b>145,787</b>
SOH as % of US Supply	<b>16.0%</b>	<b>18.4%</b>	<b>22.4%</b>

In past years, the USDA did a survey of stocks on hand as of June 1st, and issued a report in early July. This spring, however, due to budget constraints, there was no USDA S-O-H survey.

In order to fill the information gap, USADPLC turned to industry sources and market price signals to put together the stocks on hand figures you see on this page.

LENTILS			
supply/demand (metric tons)			
supply	JUN 2010 - MAY 2011	JUN 2011 - MAY 2012	JUN 2012 - MAY 2013
acres harvested	634,000	411,000	450,000.00
yield	1,365	1,151	1,178.00
US Production	<b>392,679</b>	<b>214,642</b>	240,493.00
Carry In 1 JUN	17,418	78,971	79,423.00
Imports	13,739	25,853	21,381.00
Total US Supply	<b>423,836</b>	<b>319,466</b>	<b>341,297.00</b>
disappearance			
Exports	181,969	143,127	125,083.00
Total Domestic, ex seed reserve	132,376	82,687	100,000.00
seed in ground/reserve	12,802	14,000	8,512.00
Total usage	<b>344,865</b>	<b>239,814</b>	<b>233,595.00</b>
SOH	<b>78,971</b>	<b>79,652</b>	<b>107,702.00</b>
SOH as % of US Supply	<b>16.0%</b>	<b>24.9%</b>	<b>31.6%</b>

CHICKPEAS			
supply/demand (metric tons)			
supply	JUN 2010 - MAY 2011	JUN 2011 - MAY 2012	JUN 2012 - MAY 2013
acres harvested	144,100	131,600	206,300
yield	1,346	1,628	1,610
US Production	87,952	97,206	150,637
Carry In 1 JUN	12,882	14,923	16,011
Imports	20,074	17,682	17,747
Total US Supply	<b>120,908</b>	<b>129,811</b>	<b>184,395</b>
disappearance			
Exports	49,760	40,000	59,450
Total Domestic, ex seed reserve	56,525	63,799	<b>75,000</b>
seed in ground/reserve	6,687	10,000	16,525
Total usage	<b>112,972</b>	<b>113,799</b>	<b>150,975</b>
SOH	<b>7,936</b>	<b>16,012</b>	<b>33,420</b>
SOH as % of US Supply	<b>6.6%</b>	<b>12.3%</b>	<b>18.1%</b>

SOURCES:  
National Agricultural  
Statistics Service  
(NASS)

Foreign Agricultural  
Service (FAS)

USA Dry Pea and  
Lentil Council  
(USADPLC)



# Will Congress Pass a Five-Year Farm Bill?

Tim McGreevy, CEO

The answer to that question depends on how many calls members of the House of Representatives receive from those of us who care about agriculture, trade, research, conservation, crop insurance, energy and nutrition.

If you want a Farm Bill,

August 2, 2013

Letter Sent To House and Senate Ag Committee Members and Leadership,

America's agriculture, conservation, rural development, finance, forestry, energy and crop insurance companies and organizations strongly urge you to complete a Farm Bill as soon as possible. This important legislation supports our nation's farmers, ranchers, forest owners, food security, natural resources and wildlife habitats, rural communities, and the 16 million Americans whose jobs directly depend on the agriculture industry. Farm bills represent a delicate balance between America's farm, nutrition, conservation, and other priorities, and accordingly require strong bipartisan support from both houses of Congress.

For decades, the threat of reinstatement of the long-outdated policies of the 1938 and 1949 Acts have served as strong motivation for Congress to enact new farm bills. Repealing those Acts and making the 2013 farm bill commodity title permanent law could make it difficult to generate sufficient political pressure to adjust the commodity safety net provisions should conditions in production agriculture change. As recently as last December, the threat of reverting to permanent law was the critical element that forced the last Congress to pass an extension of the current farm bill when it provided impossible to complete action on the new five-year farm bill – an action that provided important safety net programs for 2013 and ensured Congress would have time this year to consider comprehensive reforms that will contribute billions to deficit reduction.

We also are concerned that if the 2013 farm bill's Title I is made permanent, other important farm and rural programs covered in other titles would risk not being reauthorized if the bill expires after five years. If this should occur and we revert to "permanent" law, then programs covering conservation, forestry, research, energy, rural development, specialty crops, trade, etc., could be left to the will of the appropriations process, likely with limited funding and little opportunity to updated or adjusted to meet changing needs in agriculture and rural communities.

And we also fear that a Farm Bill without a meaningful nutrition title will make it difficult, if not impossible, for the House and Senate to reach agreement on a final version that can be signed by the President. We urge you to move forward on a unified farm bill that continues the "marriage" between the nutrition and farm communities and our constituents. Developing and adopting comprehensive farm legislation has been an effective, balanced arrangement for decades that has ensured all Americans and our nation benefit from the farm bill.

We stand ready to work with you to complete passage of the new five-year Farm Bill before the current law expires again on September 30, 2013.

Sincerely,

The USA Dry Pea and Lentil Council joined over 450 Agriculture, Conservation, Research, Crop Insurance, Energy, Trade, Forestry and Nutrition organizations in signing this letter.

Congress had a nice vacation, but now they have until the end of September 2013 to decide to approve a five year farm bill or pass another extension. An extension does little

for the pulse industry. We need a five-year farm bill to achieve our goal of placing a higher priority on pulse crops in our agricultural policy from the commodity title to increased research and nutrition programming.

The letter below was signed by the USADPLC and over 450 organizations that are concerned by the House of Representatives move to separate the nutrition title from the farm bill and replace the 1938 and 1949 permanent law. In July the House of Representatives voted to separate the nutrition title from the bill breaking a bipartisan coalition that has successfully passed farm bills since 1974. President Obama has promised to veto any Farm Bill that does not include the nutrition title. Replacing the 1938 and 1949 permanent law would take away the primary incentive for Congress to update agricultural policy every five years.

The USADPLC continues to work for fair treatment for pulse crops in the commodity title, the Pulse Health Initiative in the Research Title and the School Pulse Food Pilot project in the Nutrition Title of the Farm Bill. All of these provisions are included in the bipartisan Farm Bill passed by the Senate.

Call your Congressman!

Capital Switch Board: 202-224-3121

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