



Take Your
PULSE MAGAZINE

Take Your PULSE MAGAZINE



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ROTC Cadet, Erik
Solveson meets Dan D.
Pea at the 2013
National
Lentil Festival.

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SHAKUN DALAL

Celebrate 27 years of service to the pulse industry with Shakun Dalal, the USA Dry Pea and Lentil Council marketing representative to India.



FRACTIONATES!

From chickpea flour to pea starch, fractionates may be the future of the pulse industry. Thunyaporn "Naggie" Jera-dechachai, a crop quality specialist at the Northern Crops Institute tells us why.

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ENJOY THE SPECIAL CUT-OUT CENTERFOLD!





Pop the Champagne!

TIM MCGREEVY, CEO

you never grow.

So I called my travel agent and told her to change my ticket and chart a new course for Menomonie, WI. Cindy Brown of Chippewa Valley Bean Company was the outgoing Chair of the U.S. Dry Bean Council at the time. She listened to my proposal. She thought I was crazy. But she called incoming USDBC chair Dennis Engelhard and they rallied the rest of the board to fund this crazy idea.

Our crazy idea? Join together two national organizations that were more accustomed to working separately vs. working together. This crazy idea led to the creation of the American Pulse Association (APA). This crazy idea joined the strength of the entire pulse industry membership into a single force to pursue increased research funding for all pulse crops.

The APA hosted a meeting of the leading pulse scientists in the United States in Beltsville, MD in March 2011. The outcome of

this scientific meeting was the Pulse Health Initiative (PHI) strategic plan. I would like to thank all the scientists who participated in the development of the PHI strategic plan. I remember telling this group of scientists to dream big. We did and now the PHI plan you developed is in the farm bill.

Funding from the pulse industry allowed the APA to hire Dr. Janice Rueda, a PhD in Nutrition from Wayne State University in Detroit, Michigan. Janice came to our staff with experience in school nutrition.

Hiring Janice led to a discussion of the Whole

Grain pilot in the 2008 Farm Bill

that was being implemented in school systems around the country.

A review of the whole grain pilot led to

another crazy idea to pursue a School

Pulse Food Pilot program in the Farm Bill.

The APA spent the next three years laying the groundwork for inclusion of the PHI and the School Pulse Food Pilot in the new Farm Bill. We spent three years trying

As I watched the President sign this bill and my arms shot above my head in celebration, I couldn't help but reflect on how this historic accomplishment all began.

As with most great accomplishments it started simply with two people having a conversation. It was just before Thanksgiving 2010. I was on my way back from another frustrating trip to Washington D.C. where I had been told for the millionth time that there was no money for research on dry peas, lentils and chickpeas because they could no longer fund "Evil Earmarks". I hit bottom. The old system of securing research earmarks from our congressional champions was dead. We needed a new strategy.

I called my USADPLC officer team Greg Johnson, Jim Thompson, Kim Murray and Joe Bloms and told them that I had a crazy idea. They listened to my proposal. They were skeptical. In the end they thought the idea was just crazy enough it might work. It is the reason I love working for this industry. Change is never easy, but if you never change

IT STARTED WITH A CRAZY IDEA AND RESULTED IN TWO MAJOR INITIATIVES FOR PULSE CROPS IN THE 2014 FARM BILL.

2014 FARM BILL



PRESIDENT OBAMA PENNED HIS SIGNATURE ON THE AGRICULTURE ACT OF 2014, OTHERWISE KNOWN AS THE "FARM BILL", AT MICHIGAN STATE UNIVERSITY IN FEBRUARY OF THIS YEAR, MARKING THE BEGINNING OF A NEW ERA FOR THE U.S. PULSE INDUSTRY

to convince the most dysfunctional Congress in history to pass a five-year farm bill. Congressional inaction was frustrating, time consuming and costly. But the APA never stopped pushing and educating our elected leaders.

There were many members in both national organizations that believed this effort was a waste of money and would never achieve its goals. As the farm bill process dragged out over three years those who doubted this investment seemed justified. Despite all the delays and congressional inaction, I remained hopeful that the PHI and School Pulse pilot would be in the final bill. We had built strong bipartisan support for both programs.

To illustrate my point I offer the following example. In June 2012 the Senate Ag Committee sent their version of the farm bill to the floor of the Senate without the School Pulse Crop Pilot in the bill. The APA was very surprised not to be in the Committee bill. We were told that Senator Roberts the ranking member on the Senate Ag Committee at the time objected to its inclusion. We flew back to Washington

DC to seek a champion to fight for an amendment to include the School Pulse Pilot.

Senator Maria Cantwell (D-WA) teamed with Senator John Hoeven (R-ND) to push through an amendment on the floor of the Senate that placed the \$10 million School Pulse School Pilot program into the final Senate Farm Bill. Passing an amendment to an existing committee bill is very difficult. Senator Cantwell and Hoeven served a pulse lunch to all of their colleagues prior to the vote and convinced them that pulse crops could offer a healthy choice to combat childhood obesity. The School Pulse Food Pilot amendment passed 56-44 with a lot of help from the Senators who represent pulse crops in our states. We even got Senator Roberts to vote in favor of the amendment.

To pass any new legislative initiative you need a Champion who is in a position to defend that initiative all the way through to final passage. In the case of the PHI and School Pulse Pilot that champion was the Chair of the Senate Ag Committee, Debbie Stabenow (D-MI).

We owe a significant debt of gratitude to Senator Stabenow because she faced significant opposition from the House to the inclusion and dollar amount of the PHI and School Pulse Pilot initiatives.

Achieving these two initiatives would not have been possible without the full support of the US-ADPLC staff, and I would like to thank them for their dedication to the cause.

We began this journey with a crazy idea. We merged the power of our individual memberships into one very effective voice for the U.S. Pulse Crop Industry. Over the past three years, I have had the privilege to get to know so many passionate and committed people in the bean industry. Thank you for your friendship. It has been my honor to represent you.

We have much work to do. But today we celebrate. Congratulations!

27 Years of Service with...

SHAKUN DALAL,JI USADPLC REPRESENTATIVE TO INDIA

BY DREX RHOADES, COMMUNICATIONS MANAGER

Serendipity is defined as an occurrence and development of events by chance in a happy or beneficial way. Serendipity is a happy, fortunate accident. And that's how our 27-year relationship with marketing representative to India, Shakun Dalal began.



became too ill to participate. This is where “serendipity” stepped in.

Shakun Dalal was a marketing professional by trade and a friend of the ill representative. She agreed to help out at the last minute to “fill in” for her sick friend. Shakun had no background in agriculture and very little knowledge of dry peas. However, she was good with people and engaging. The USADPLC representatives at the fair watched as she handled the growing number of interested attendees at the fair, with charm and patience, and were impressed enough to invite her to Spokane to attend the international pulse trade show. At the end of the convention they asked her to officially represent the USADPLC in India and the whole of South Asia; that was 1986. Since then, the scope of her efforts has been focused on the major market of India.

The council trained her for 15 days at their headquarters on the Idaho/Washington border, and then sent her to Seattle to learn from an advertising agency how to promote pulse products, and from some supermarkets on how the products were sold locally. Shakun found this training to be extremely useful, but most of her education was on-the-job training.

She was starting from scratch, because in India dry peas were something of a curiosity. “Traditionally, India eats pulses, but we did not know of the existence of dry peas, as such,” she said. “We knew lentils, chickpeas and fresh peas, but not dry peas.”

When she was first hired, her job was to educate the consumer on how to cook with dry peas. “I was the first to promote dry peas in India. I had to explain how to soak them and how to cook with them,” Shakun remembered. “The USADPLC can actually claim the honor as the first exporter in the world to teach India to eat dry peas!”

MARKETING PROFILE

Shakun Dalal officially represents the USADPLC in East Asia, including India, Sri Lanka, Nepal, Bangladesh, Pakistan and Afghanistan. However, to be specific, she represents India almost exclusively. India is by far the largest and most accessible of these markets, and is without a doubt the largest international consumer of U.S. dry peas. India purchases around 130,000 tons of U.S. dry peas annually, and 35,000 tons of U.S. lentils. That very fact is a source of pride for Shakun Ji. You see, when Shakun Dalal first started working with the USADPLC, most consumers in India had not even heard of a dry pea.

FACT: THE SUFFIX “JI” IN INDIA IS A BRAND OF RESPECT, MUCH LIKE THOSE IN THE STATES USE THE PREFIX MR. OR MS. HOWEVER, “JI” IS GENDER NEUTRAL.

In 1985, the USADPLC board of directors attended an industrial fair in India. They purchased space for a booth to promote U.S. dry peas, and to educate participants of the potential of dry peas in India. The board hired a marketing representative from India to work the booth during the event. Unfortunately, the representative they hired for the event

SHAKUN DALAL

CONTINUED

In fact, USADPLC marketing efforts in India were so successful that for a while the U.S. could not produce an adequate supply to fill Indian demand. So, lack of supply drove the prices too high to compete well in India's price-driven market. "Once I joined the USADPLC, the happiest moment came when Montana and North Dakota started growing pulses and we could supply much more than the earlier days," she said. "With Montana and North Dakota... the supply had grown and India could buy U.S. peas. Now, India is our best customer and will remain so."

Today, Shakun no longer educates consumers as much as she works with the food wholesalers, importers, and both domestic and international brokers to further develop the market for dry peas in India, as well as Sri Lanka and Bangladesh. She still promotes the product, but to the larger food service sector as a whole, consulting with food processors and product manufacturers, and retail stores on how to promote U.S. pulse products. "I look after all of the interests of the U.S. pulse industry in India," Shakun states proudly. She does much of her work through personal contacts and newsletters, and developing long-lasting relationships in the pulse industry that benefit the USADPLC.

As a result of her work as well as the work of the U.S. pulse industry to export a quality product, the reputation of U.S. dry peas and lentils in India is as a "top-shelf" product.

Shakun feels a real sense of pride when she hears Pete Klaiber, the Marketing Director for the USADPLC announce that India is the biggest market for dry pea sales, because she knows her efforts contributed to that success. "Hearing this gives me my happiest moment," she states.

And the market is growing for lentils as well. Shakun says the marketing strategy is to compare our quality against that of other countries. However, she points out it is one thing to target a market with a product like lentils, but another feat entirely to create a market from scratch. "India is currently purchasing 1.2 to 1.5 million tons of dry peas annually," she said.

"Starting from Zero. Indians already ate lentils; but dry peas? We created that market from nothing."

After 27 years of promoting pulses, Shakun Dalal is still passionate about what she does, and proud of the international market she helped create. Despite some of the phytosanitary issues that can sometimes be a frustrating obstacle to getting our products to Indian markets, she sees nothing but a bright future, with one caveat; we need to invest in further education of the Indian consumer. "What we're doing (in India) is very important. With a bigger investment in education in India, we could expand the market further."

The good news is that Shakun Dalal loves her job. She has no plans of leaving it, even though other companies have tried to lure her away from the USADPLC. "I can say it is part of my life. It is part of me now," she claims. "I love this job. I'm too attached to my work; that I can assure you."

Not too attached, thankfully, that she cannot enjoy the finer moments in life, like reading, music, movies and meeting with her three grown children; and her two grandchildren. "I don't lead a very glamorous life," she said, "but it's not boring. It is a good life."





Making an Impact in Military Feeding

BY CULINARY SALES SUPPORT, INC.

U.S. MILITARY “GO FOR GREEN” PROGRAM

To encourage and assist diners in making healthier food choices, all branches of the U.S. military use a “stoplight” signage program known as Go for Green. Menu items are labeled green (eat often), amber (eat occasionally) or red (eat rarely) based on whether or not the foods are considered high-performance or performance inhibiting. Posters and menu cards are provided on the serving line to explain the color-coding system. With almost 1.5 million service members utilizing these dining facilities each year, Go for Green is the perfect program tie-in for the USA Dry Pea & Lentil Council to educate military foodservice directors on the benefits of incorporating pulses onto the menu.

Working with Culinary Sales Support, Inc. we initially met with decision-makers at Lackland Air Force Base in San Antonio, Texas. Our goal for the

meeting was to showcase menu concepts that were full of flavor and also adhered to the Go for Green guidelines—entrées containing less than 300 calories, 10 grams of fat and 480 mg of sodium. We started with an educational overview of pulse crops, as some attendees were unfamiliar with dry lentils and couldn’t believe all of the positive health attributes.

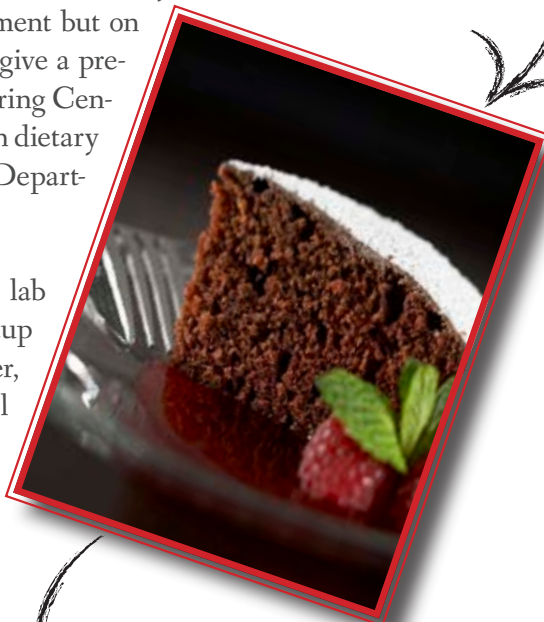
With only minimal preparation equipment at our disposal—an electric burner and a warming plate—we prepared samples of six recipe concepts right on the conference room table! The feedback we received was amazing, and the menu concepts we presented were healthy, cost effective and operationally feasible for the U.S. Air Force on-base dining structure.

Lentil Tacos



Thanks to the success of the Lackland meeting, we earned a rare introduction to members of the culinary development team at the U.S. Army Natick Soldier Systems Center near Boston, Massachusetts. This team rarely utilizes the services of outside organizations for menu development but on the recommendation of the Lackland group, they invited us to give a presentation. Members of their Research, Development & Engineering Center develop new foodservice equipment, create recipes and design dietary programs that are implemented on a global level for the entire Department of Defense.

Our presentation took place in a professional development lab with multiple kitchens, each simulating a foodservice setup that would be utilized in the field—submarine, aircraft carrier, desert camp, etc. Of the concepts we featured, the turkey lentil chili and beef lentil tacos were added to the military recipe database, and lentils have been added to their official approved ingredient list. This represents an opportunity to dramatically increase chickpea and lentil orders moving forward.



But we're not stopping there—we are in the process of securing an educational presentation at a U.S. Army facility where soldiers are being trained to work in on-base dining centers. The target date of that initiative is spring 2014. In the meantime, we have been asked to work on a Go for Green recipe project that involves editing existing recipes from the military database to incorporate chickpeas and lentils.

Thanks to the team's culinary creativity and educational support, the USA Dry Pea & Lentil Council is now a trusted resource for the US military!

Chocolate-Lentil Cake



For additional "Go for Green" program information, please reference the Government Food Service magazine archives at:

http://ebmpubs.com/Archives/archive_gfs.asp

Fractionates in Value-Added Foods

BY THUNYAPORN "NAGGIE" JERADECHACHAI, NORTHERN CROPS INSTITUTE



Pea ingredients, namely pea flour, protein, starch, and fibers, have established itself in the market due to the nutritional value, clean-label, low-allergen-

icity, and wide range of product applications. In 2013, there are 198 new packaged products containing pea ingredients launched worldwide, compared to 63 products five years ago (Mintel GNPD, 2013). Pea flour ranked highest in terms of usage, followed by pea fiber, pea starch, and pea protein, respectively. The question is: What do they go into?

Pea flour is used in thirteen different food categories. The highest usage is in snacks (33%), followed by bakery (21%), soup (14%), meat substitute (10%), baby food (8%), dessert and ice cream (4%), sauces and seasonings (3%), pasta and noodle (3%), and some other applications (<4%). How is pea flour made into many existing products today? The technology of making pea flour is becoming more advanced and a variety of flours are available. When making pea flour, the peas are cleaned and undergo heat treatment to help extend the shelf life, and most importantly, improve the overall flavor of the flour. Often times, we call this type of pea flour precooked, heat treated, or pre-gelled type.

The raw pea flour, where the peas do not undergo heat treatment, is also available and widely used. Furthermore, pea flour can be made from whole peas or split peas. So, now there are many variations of pea flour existing for food manufacturers to integrate into their desired products.

The highest usage of pea fiber is in processed meat and poultry products (35%). Pea fiber is approved by the USDA as Safe and Suitable Ingredients used in the production of meat, poultry, and egg products. They can be used as meat binders to help meat hold water and natural juices. Other fiber are in bakery especially in sweet centers (12%), snacks

and natural usages of pea products (23%), biscuits and cakes, meal (10%), chocolate confectionary (6%), sauces and seasoning (6%), and some other categories (<8%).

Pea starch is highly functional and can be used to replace other commonly used starches. Pea starch has high capacity to form firm opaque gel, and excellent film-forming property. Because of its ability to form gel, pea starch is used to bind



FRACTIONATES

CONTINUED



and extend processed meat and poultry products (41%). Snacks, mainly the crunchy expanded snacks, are one of the top applications for pea ingredients. The snack category

ranked second in pea starch application (18%); however its main use is not in the expanded snack, but in the making of liquorice. Pea starch is also used in soup



Pea protein demand is on the rise in the food world because it is highly functional and low in allergenicity. Pea protein has been used to replace soy, egg and milk protein. The highest use of pea protein is in protein bars (snack category, 21%). Pea protein can be texturized and used to extend

processed meat and poultry products (17%). In gluten-free pasta, pea proteins are used in place of egg ingredients to add protein content as well as the firmness of pasta (17%). Moreover, pea protein is used to replace soy and whey protein in meal replacement applications (13%).

Pea ingredients have unique position to accommodate several current trends. The availability of highly functional pea ingredients, the wide selection of ingredients, and its healthy image are definitely putting pea ingredients in the spotlight in the food world.



Pea Ingredients by Use in Food Manufacturing

Pea Flour

- 33% Snacks
- 21% Bakery
- 14% Soups
- 10% Meat Substitute
- 08% Baby Food
- 04% Dessert & Ice Cream
- 03% Sauces
- 03% Pasta/Noodles
- <4% Other

Pea Starch

- 41% Meat/Poultry
- 18% Snacks & Liquorice
- 11% Soups
- 09% Bakery
- 21% Other

Pea Fiber

- 35% Meat / Poultry Products
- 23% Bakery
- 12% Meal Centers
- 10% Snacks
- 06% Choc. Candies
- 06% Sauces/Seasonings
- <8% Other

Pea Protein

- 21% Protein Bars
- 17% Meat/Poultry
- 17% GF Pastas
- 13% Soy/Whey Replacement
- 32% Other

NOTE: DATA AND STATISTICS ARE OBTAINED FROM MINTEL GLOBAL NEW PRODUCTS DATABASE, 2013.

THUNYAPORN "NAGGIE" JERADECHACHAI IS A CROP QUALITY SPECIALIST AT NORTH DAKOTA STATE UNIVERSITY, SEEN HERE GIVING A PULSE INGREDIENTS WORKSHOP AT THE NORTHERN CROPS INSTITUTE.

FUN CUT-OUTS!

PREPARING Chickpeas

A nutrient powerhouse, chickpeas are iron rich, high in folate and easy to prepare.



For more information and recipes, visit www.cookingwithpulses.com

3 Easy Steps

Soak your chickpeas.



OVERNIGHT: Use three cups of cold water for each cup of chickpeas, let stand for 8-24 hours and drain.



QUICKSOAK: Use three cups of cold water for each cup of chickpeas, boil 2 minutes, remove from heat, cover and let stand for one hour, drain.



2



Combine chickpeas and water, bring water to a boil.

3



Simmer for 1.5-2 hours.



For every cup of chickpeas, use 2 cups of water.

TIPS:



1 cup dry -



2 cups cooked



Use unsalted water - salt toughens chickpeas during cooking.



Start the soaking process when you make your morning coffee. When you get ready to make dinner, your chickpeas will be ready to cook.



Once cooked, chickpeas can be refrigerated in their liquid for up to a week. Just drain and add to salads, soups or sides for a quick protein punch.

Preparing Pulses

A nutrient powerhouse, pulses are low-cost, versatile and easy to prepare.

Dry Peas



1

Rinse dry peas with water - no need to soak!



2

Combine dry peas and water, bring water to a boil.



3

Simmer for 30 minutes.

For every cup of dry peas, use 2 cups of water.

Lentils



1

Rinse lentils with water - no need to soak!



2

Combine lentils and water, bring water to a boil.



3

Simmer for 15-20 minutes.

For every cup of lentils, use 2.5 cups of water.

Chickpeas



1

Soak your chickpeas.



2

Combine chickpeas and water, bring water to a boil.



3

Simmer for 1.5-2 hours.

For every cup of chickpeas, use 2 cups of water.

TIPS:



Use unsalted water - salt toughens pulses during cooking.



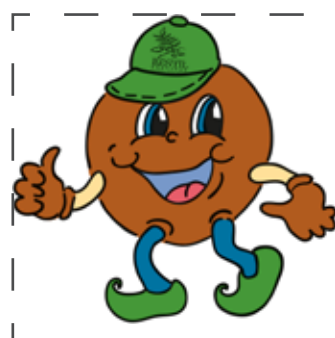
Acidic ingredients like tomatoes slow cooking. Add them late in the cooking process.



Pulses get softer the longer they cook. Vary cooking time accordingly.



For more recipes and info, visit cookingwithpulses.com



FUN CUT-OUTS!

PREPARING Dry Peas

A nutrient powerhouse,
dry peas are high in
potassium, fiber rich, and
effortless to prepare.



For more information
and recipes, visit
www.cookingwithpulses.com

3 Easy Steps

1



Rinse dry peas
with water – no
need to soak!

2



Combine dry peas
and water, bring
water to a boil.

3



Simmer for
30 minutes.

TIPS:

- 1 cup dry =
 2 cups cooked
- Use unsalted water
– salt toughens dry
peas during cooking.
- Acidic ingredients
like tomatoes slow
cooking. Add them
late in the cooking
process.
- Dry peas get softer
the longer they cook.
Vary cooking time
accordingly.



For every cup of dry peas, use 2 cups of water.

PREPARING Lentils

A nutrient powerhouse,
lentils are low in fat,
protein rich and easy
to prepare.



For more information
and recipes, visit
www.cookingwithpulses.com

3 Easy Steps

1



Rinse lentils
with water – no
need to soak!

2



Combine lentils
and water, bring
water to a boil.

3



Simmer for
15-20 minutes.

TIPS:

- 1 cup dry =
 2 1/2 cups cooked
- Use unsalted water
– salt toughens lentils
during cooking.
- Acidic ingredients
like tomatoes slow
cooking. Add them
late in the cooking
process.
- Different lentils
have different
textures. Use softer
red (decorticated)
lentils for soups or
dhal and firmer
French green lentils
for salads.



For every cup of lentils,
use 2.5 cups of water.



ADVENTURES in INDIA

INDIA PULSES CONCLAVE TRADE TEAM JOURNAL
-PETE KLAIBER, DIRECTOR OF MARKETING

The first day in-country is a typical winter day in Mumbai: temperature 87°F, and relative humidity around 70%. Our marketing representative in India, Mrs. Shakun Dalal, is taking us to visit the Mumbai wholesale market, known as a 'godown' in Hindi, which houses small display areas fronting warehouse space for over 300 wholesalers. The USADPLC team includes Dustin Kregger of Columbia Grain Intl, Divyesh Patel of Global Agro Commodities, and Andrew Fontaine and Charlie Shrope of Spokane Seed Company.

Even before we enter the godown, we see two women hand-sorting a bag of Clipper brand chickpeas from PNW Cooperative, Genesee ID. Charlie Shrope of Spokane Seed shows his team spirit by joining in to help, although the shipment is very clean, and rejects are few.

The Clipper chickpeas are being sorted by the Himital Hirji & Co. The company warehouse space also holds bags of Ten brand (JM Grain, Garrison ND), Heart brand (Columbia Grain Intl, Great Falls MT), Top Notch brand (GF Brocke & Sons, Kendrick ID) and Rumba brand (Spokane Seed Co., Spokane WA).

The discussion at Himital Hirji is wide-ranging. We hear the good news that US #1 green peas remain the premium dry pea product in the India market. In addition, US #1 yellow peas are gaining popularity with snack makers because of uniform size and color and low moisture content.

Pritesh Nandu of Himital Hirji also tells us that wholesalers may be interested in purchasing 30 KG bags of dry peas and lentils from US suppliers -- the 30 KG size is large enough to be exempt from India's detailed new consumer package labeling rules, while small enough to appeal to many buyers.

After the wholesale market in Mumbai, it's off to the India Pulses Conclave in Goa, India. The Pulse Conclave has over 800 registrants, including virtually all of the India pulse trade, as well as attendees from Australia, Canada, China, Pakistan, Sri Lanka, and elsewhere, and a solid contingent from the USA.

The Pulse Conclave kicks off on Wednesday, and very quickly, two themes emerge in the presentations: 1) the 'pulse gap' in India between per capita consumption and the minimal recommended amounts needed for good nutrition continues to grow, and 2) there are many challenges to the supply of pulses to India in the coming year, including logistical problems in North America, drought in Australia, and the devaluation of the Indian Rupee.



PHOTO: CHARLIE CHICKPEAS

INDIA

A collection of opinions and insights gathered during the Conclave:

- US #1 whole green peas are in very short supply, and there are reports that recent Indian price spikes for high quality green peas caught the attention of Chinese traders, who shipped some of their US green pea supplies into India to grab a quick profit.
- India will have general elections in late spring. Polling shows the ruling Indian National Congress party is headed toward a major defeat, although who will head the new government is far from clear. Whatever the election results, there is a general consensus that Indian policies on domestic crop subsidies and food import regulations will not change significantly under a new government in order to avoid disruptions to the food supply and avoid a new cycle of food price inflation.
- Statistics on India's current and future need for pulses and protein flew hot and heavy during the Conclave; one speaker indicated that India will have to double pulse yields and increase pulse plantings by three million acres by 2030 in order to meet Indian per-capita nutritional requirements.
- One way that India may increase yields is through the commercial production of GMO pulses. Indian researchers stated that pest-resistant varieties of pigeon peas and desi chickpeas are one to two years away from being ready for commercial release. There was no official comment on whether the release of GMO pulses would in fact be permitted.
- In Canada, the forces of supply and demand have been trumped by logistical issues in getting pulses to port. Last year's bumper crops in the Canadian plains provinces have overwhelmed storage and rail capacities for both grains and pulses. Buyers now face long waits for 2013 crop deliveries, and rail space for shipments of 2014 crop is expected to sell out quickly.
- Australia is experiencing its pulse growing drought in its pulse growing regions, but there is a large carryover of desi chickpeas and the Indian desi



crop is expected to be good, so the impact on desi prices will not be overwhelming.

- Global pea production will be flat in 2014, but US and Canadian production will rise. Global peas stocks will end the 2014 crop year at 6%.
- Red lentil prices have moved upward, pushed by a delayed lentil harvest in India due to poor weather, Australia's drought, early season problems in Turkey, and low carryover stocks. With Egypt and Dubai buying red lentils aggressively, the red lentil situation is projected to be tight until at least the Canadian harvest, and perhaps beyond.

As always, traveling in India had some lighter moments:

- At one point as we sat in Mumbai traffic at a dead stop, there was an ambulance next to us; it couldn't move any faster than anyone else in the curb-to-curb traffic. The ambulance had a life insurance company advertisement painted on its side. I couldn't decide whether that was very effective targeted marketing, or extremely bad taste, or both.
 - In one short car ride in Mumbai, we passed hundreds of small businesses. One particularly international street, I saw the German Laundry, American Express Bakery, and Dr. Berkowitz's Fountain of Youth Clinic. Judging by the appearance of Dr. Berkowitz's storefront, access to the fountain of youth has not translated into significant financial gain for Dr. B.
 - One evening in Goa, we rode the two mile length of the scenic Ribandar Causeway along the banks of the Mandovi River. The next day, the local paper had a front-page article, "Ribandar Causeway hanging by a few threads." Turns out the causeway was built in 1634 and underwent significant repairs 225 years later, in 1859 -- seems to me that the next scheduled maintenance isn't until 2084, so I'm not sure what the fuss is about.



PHOTO: INDIAN TAXI CAB

Pulse Ingredients in Foods

A FOOD & BEVERAGE INDUSTRY WEBINAR PRIMER

DANIEL BEST, BEST VANTAGE, INC.

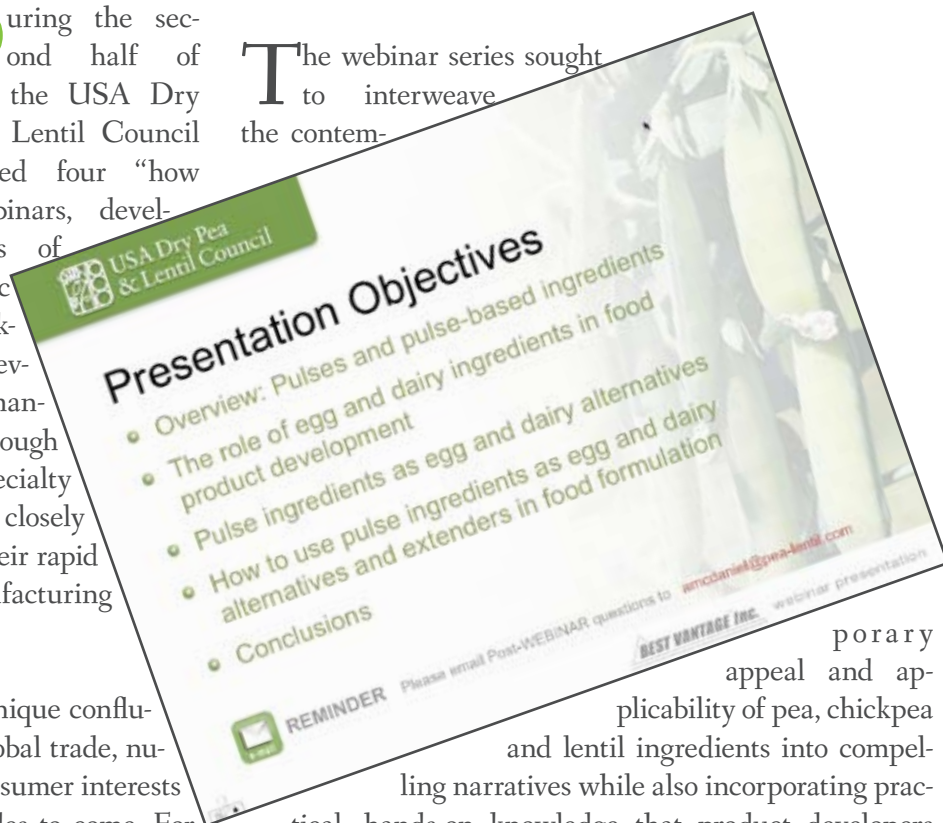


During the second half of 2013, the USA Dry Pea & Lentil Council sponsored four “how to” webinars, developed to build the nutritional, functional, economic benefits and availabilities of dry pea, chickpea and lentil ingredients among food, beverage, nutritional product and pet food manufacturers. The project was funded through an Idaho Department of Agriculture specialty crop block grant. Those of us who work closely with pulses recognize their value and their rapid growth in consumer appeal. Food manufacturing companies, for the most part, do not...yet.

Pulse and pulse ingredients sit in a unique confluence of rapidly evolving trends in global trade, nutritional science, food regulatory and consumer interests that should boost their appeal for decades to come. For example, burgeoning demand for animal proteins in Asia, Latin America, MENA (Middle East and North Africa) and other areas of the world have opened a big window for more-economical pulse proteins. Science, meanwhile, confirms the exceptional nutritional and nutraceutical benefits of pulse consumption. Pulses also offer timely alternatives to address consumer concerns over gluten and other food allergens (soy, dairy, egg, peanut, etc.). Meanwhile, heightened consumer demand for nutritional value and culinary innovation drives the development of new, pulse-containing foods. Pulses, in short, enjoy an especially positive consumer brand image today.

ONE
IMPORTANT
GOAL OF THIS
WEBINAR SERIES WAS
TO HELP EDUCATE
THE FOOD INDUSTRY
ON THE BENEFITS OF
USING PULSES
INGREDIENTS

The webinar series sought to interweave the contem-



porary appeal and applicability of pea, chickpea and lentil ingredients into compelling narratives while also incorporating practical, hands-on knowledge that product developers could apply to the development of new foods, beverages and nutritional products.

DEVELOPMENT PROCESS

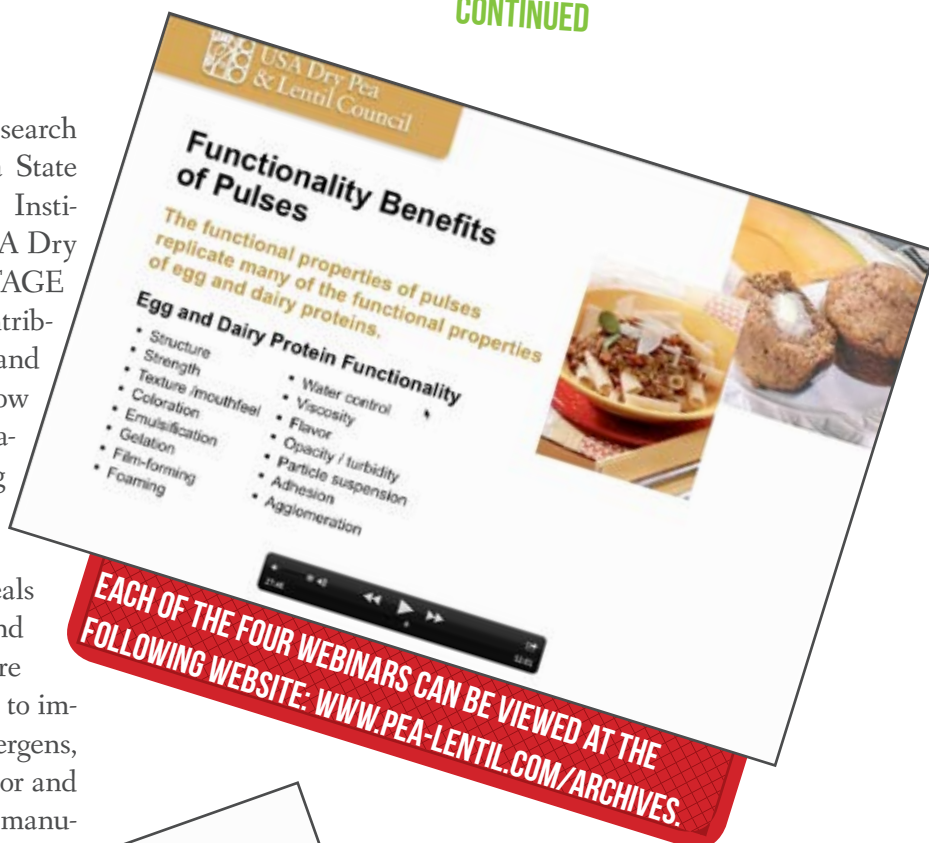
For manufacturers, ingredients must conform to a number of criteria, including (but not limited to) nutritional and health claims, ingredient label requirements, functional properties (for e.g., flavor, texture, shelf stability), availability, reliability and cost. Consequently, manufacturers prefer to work with familiar ingredients: new ingredients must pass by a food company's marketing, quality, safety, regulatory, processing and purchasing functions to gain approval. Ergo, pulse ingredients cannot be sold as commodities: they require broad but detail-rich technical sales presentations. One important goal of this webinar series was to help educate the food industry on the benefits of using pulses ingredients and thereby to lower their barriers to adoption. Another was to help support the suppliers of pulse ingredients in their sales process.

WEBINARS

CONTINUED

SPECIFIC APPLICATIONS

The webinars drew heavily from research developed at the North Dakota State University-affiliated Northern Crops Institute and industry members of the USA Dry Pea & Lentil Council. BEST VANTAGE and other food industry sources contributed additional market, economic and technical information. Hands-on “how to” applications guidelines and formulations were provided for incorporating dry pea, chickpea and lentil ingredients into breads, cakes, cookies, pasta, fried foods, extruded breakfast cereals and snacks, nutritional beverage and other products. Specific examples were given on how to use pulse ingredients to improve nutritional quality, eliminate allergens, allow new health claims, improve flavor and texture, and contribute cost savings to manufacturers.



WEBINAR SERIES SUMMARY

The four webinars attracted more than 206 registrants from North America and around the world. Participants represented key decision makers at leading American and international food companies, such as: Unilever; General Mills; Pepsi Co; ConAgra Foods; Basic American Foods; Nestlé and Mars, as well as leading suppliers of pea, chickpea and lentil ingredients. Follow-up surveys rated the webinars highly for content and value.

This is an ongoing process. The timing is right and much more needs to be done, but the process of “mainstreaming” pulse ingredients into the food, beverage, nutritional product and pet food industries made important progress in 2013.

	Peas	Lentils	Chickpea
	percent of total composition		
Total Starch	39.0	47.4	50.4
Total Dietary Fiber	18.9	16.2	16.1
Insoluble Fiber	13.9	11.3	11.0
Soluble Fiber	5.3	2.8	7.3
α-Galactosides	0.9	0.3	0.3
Raffinose	2.0	1.9	1.3
Stachyose	1.8	0.3	-
Verbascose	-	-	-
Mono & Disaccharides	-	0.10	4.70
Fructose	2.10	1.70	-
Sucrose	-	-	-

From: Frimpong, A. "A study of chickpea (Cicer arietinum L.) seed starch concentration, composition and enzymatic hydrolysis properties". 2010. Submitted thesis. University of Saskatchewan, Saskatoon, Saskatchewan.

BEST VANTAGE INC. webinar presentation

DANIEL BEST IS PRESIDENT OF BEST VANTAGE INC., A NORTH-BROOK, ILLINOIS-BASED FOOD AND BEVERAGE INDUSTRY CONSULTING COMPANY THAT HELPS COMPANIES COMMERCIALIZE NEW INGREDIENTS TECHNOLOGIES FOR THE FOOD, BEVERAGE AND NUTRITIONAL PRODUCTS INDUSTRIES.

FINANCIAL REPORTS

USA Dry Pea & Lentil Council National Board

(as of July 1, 2013)



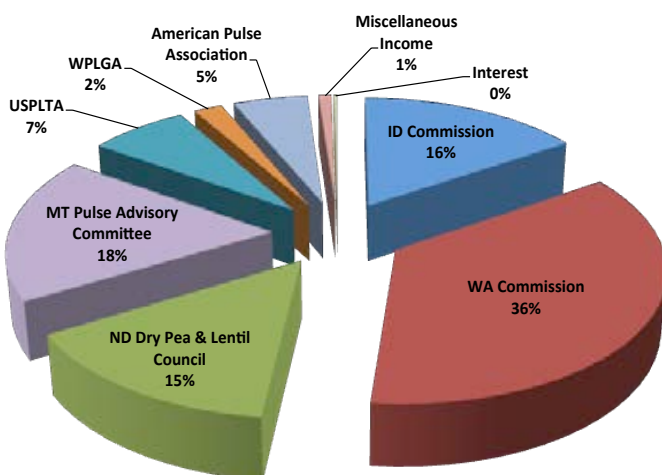
Kim Murray - Froid, MT (Chair)
 Joe Bloms - Ray, ND (Vice-Chair)
 Pat Smith - Kendrick, ID (Sec./Treas.)
 Beau Anderson - Williston, ND
 Marty Anderson - Lewiston, ID
 Greg Ferrel - Walla Walla, WA
 Andrew Fontaine - Spokane, WA

Gary Heaton - Spokane, WA
 Richard Mickelson - Rolla, ND
 Howard Nelson - Wilbur, WA
 Brian Silflow - Kendrick, ID
 Jim Thompson - Farmington, WA
 Grant Zerbe - Frazer, MT
 Tim McGreevy - Moscow, ID (CEO)

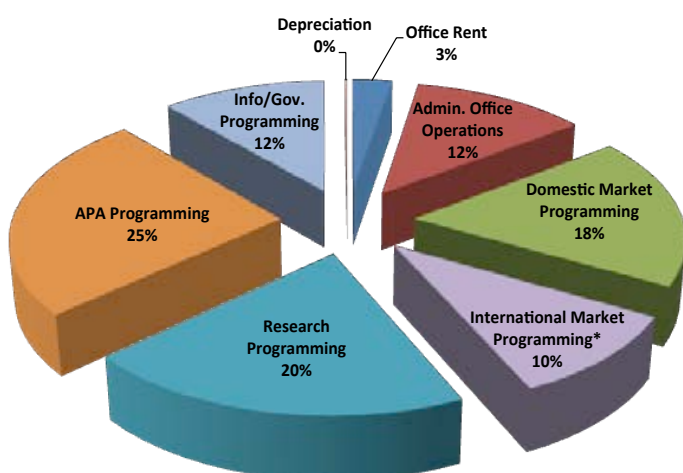
USADPLC Financial Report

FY = July 1-June 30

FY 2012-13 Income: \$2,363,372



FY 2012-13 Expenses: \$2,236,576



FY 2013-14 Income

ID Commission	\$ 371,682
WA Commission	\$ 851,028
ND Dry Pea & Lentil Council	\$ 350,000
MT Pulse Advisory Committee	\$ 425,000
USPLTA	\$ 165,279
WPLGA	\$ 47,216
American Pulse Association	\$ 125,000
Miscellaneous Income	\$ 21,666
Interest	\$ 6,501
Total Income	\$ 2,363,372

FY 2013-14 Expenses

Office Rent	\$ 61,600
Administration Office Operations	\$ 270,826
Domestic Market Programming	\$ 407,635
International Market Programming*	\$ 226,466
Research Programming	\$ 449,551
APA Programming	\$ 562,291
Info/Government Programming	\$ 254,584
Depreciation	\$ 3,623
Total Expenses	\$ 2,236,576
Change in Net Assets	\$ 126,796

*MAP/FMD Grants = \$1,132,668

Idaho Financial Report

FY = July 1-June 30

Idaho Dry Pea & Lentil Commission

Howard Jones, Genesee - Chair
 Lee Hawley, Moscow - Vice Chair
 Marty Anderson, Handler, Lewiston
 Dennis Dau,
 Pat Smith, Kendrick
 John Foltz, Moscow (ex-officio)
 Tim McGreevy, Moscow, (CEO)

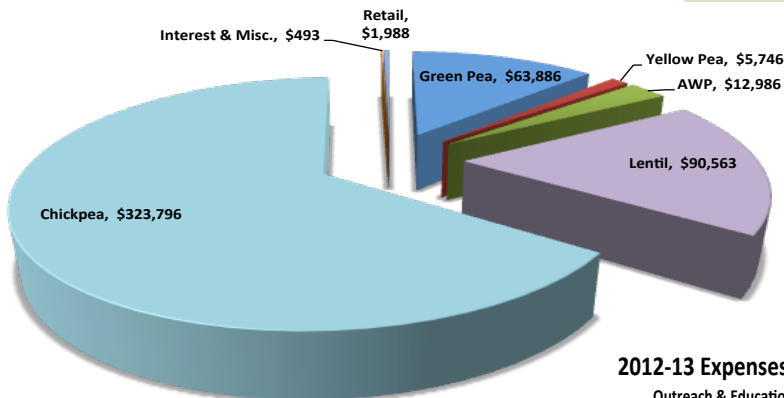


(as of July 1, 2013)

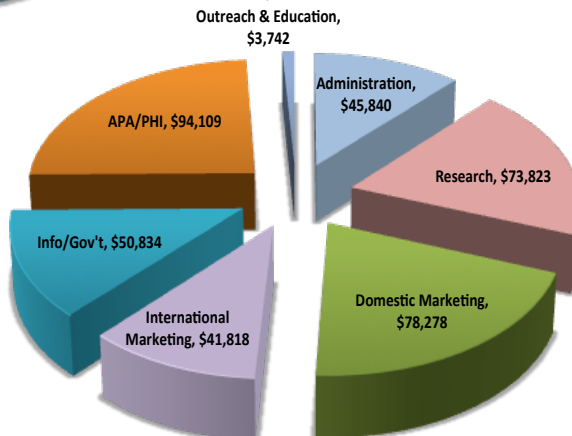
Income		2012-13
Green Pea	\$	63,886
Yellow Pea	\$	5,746
AWP	\$	12,986
Lentil	\$	90,563
Chickpea	\$	323,796
Interest & Misc.	\$	493
Retail	\$	1,988
Total Income	\$	499,458
Cost of Retail	\$	-
Gross Profit	\$	499,458

Expenses		
Administration	\$	45,840
Research	\$	73,823
Domestic Marketing	\$	78,278
International Marketing	\$	41,818
Info/Gov't	\$	50,834
APA/PHI	\$	94,109
Outreach & Education	\$	3,742
Total Expenses	\$	388,444
Net Income	\$	111,014

FY 2012-13 Income: \$499,458



2012-13 Expenses: \$388,444



2012-13 Net Income: \$111,548

financials

Idaho Pea & Lentil Commission

MONTANA

LETA CAMPBELL RETIRES FROM COLUMBIA GRAIN

Leta Campbell started her career in the grain industry in 1989, utilizing her banking background for a small grain elevator located in Chinook, Montana. She jokingly claims that she was so bossy they decided to make her manager of the elevator. For several years, Chinook handled wheat almost exclusively, just like every other elevator in the area.

In 1997, Columbia Grain purchased a pea and lentil operation in Idaho. That purchase sparked a decision to turn the little elevator in Chinook into a pea and lentil processing plant. "And we've been processing peas and lentils there to this day," she stated. "In fact we just did a huge renovation there." In 2011, Leta took on the management job of a shuttle facility at Wolf Point, Montana along with the management of the local pulse elevator. Columbia Grain's shuttle facility transports "non-specialty" crops, like wheat, in and out of export facilities. Although they are seeing an increase of yellow peas passing through. Leta was also one of the original appointees of the Montana Pulse Advisory Committee.

So, after 23 years in the pulse and grain industries, and having lived the last sev-

eral years in Wolf Point, Leta Campbell has decided to retire to the milder climate of the Black Hills in South Dakota, where she'll enjoy her view of Mount Rushmore, a mere six miles away.

The new manager of the Wolf Point elevator is Charlie Redfield, who had worked for Gavilon Grain for the last 17 years (now a "sister" company to Columbia Grain). During the transition, Leta has agreed to help out with some of the bookwork, so her retirement, although official has not technically begun.

"It has been a really fun ride," Leta states. "Columbia Grain is a very fine company to work for, and I am appreciative of every opportunity they have given me."



LETA CAMPBELL

GOODBYE BOYER, HELLO FALCON

After 27 years working for the Montana Department of Agriculture, Rural Development Bureau Chief, Lee Boyer hung up his hat. Lee was an instrumental resource for the Montana Pulse Advisory Committee from its infancy, and has been a strong supporter for pulse growers. Lee left his post with Montana being

ranked as one of the top two states in dry pea and lentil production in the United States. Lee plans on "retiring" to his family ranch in Bridger, Montana, spending time travelling with his wife Sarah, mending some fences (literally) and enjoying his

seven-day week of Saturdays.

On the heels of Lee's retirement, the bureau has announced a replacement. Kim Falcon will step down as the Executive President of the Montana Wheat and Barley Committee to accept the position as Bureau Chief.

Falcon has been the head of the wheat and barley committee for eight years, marketing Montana's wheat and barley crop to domestic and foreign buyers. "Now I will be focused on marketing pulse crops and other new developments," Falcon said.



LEE BOYER



KIM FALCON

TOM STEFANIAK JOINS NORTH DAKOTA STATE UNIVERSITY

TOM STEFANIAK IS THE NEW ASSISTANT PULSE CROP BREEDER AT NDSU'S NORTH CENTRAL RESEARCH EXTENSION CENTER.

Dr. Tom Stefaniak has joined North Dakota State University's North Central Research Extension Center near Minot as assistant pulse crop breeder.

He works in conjunction with Dr. Kevin McPhee, pulse crop breeder in the NDSU Plant Sciences Department in Fargo, on the development of dry pea, chickpea and lentil varieties that will do well in North Dakota growing conditions.

“This was a great opportunity to be involved in applied plant breeding,” Stefaniak says.

Stefaniak, a native of Lexington, Ky., earned a bachelor of arts degree in humanities from Michigan State University, and a master's degree in plant and soil science and a doctorate in crop breeding from the University of Kentucky.

Before joining NDSU, he was a research associate at the University of South Carolina and a postdoctoral scholar at Texas A&M.

“We're excited to have someone of Tom's caliber,” says Jay Fisher, director of the North Central Re-

search Extension Center. “He is a well-trained, experienced breeder in at least five different crops.”

The North Dakota Legislature approved the establishment of a pulse crop breeding program at NDSU in 2007 because of the need for varieties specifically adapted to the state. North Dakota is one of the nation's top producers of pulse crops.

“We are very pleased with the hiring of Tom Stefaniak as the assistant breeder at North Central Research Extension Center,” says Shannon Berndt, executive director of the Northern Pulse Growers Association. “He brings a great deal of knowledge and expertise to the pulse breeding program that was established at NDSU.”

“To continue to meet growing pulse market opportunities, it is important that we are able to provide improved varieties that meet the environmental and quality needs of our producers,” she adds. “The pulse breeding program is essential to the success and profitability of the pulse industry in our region.” - NDSU Ag Communications News Release



update

North Dakota

WASHINGTON

Washington Financial Report

FY = July 1-June 30

Washington Dry Pea & Lentil Commission

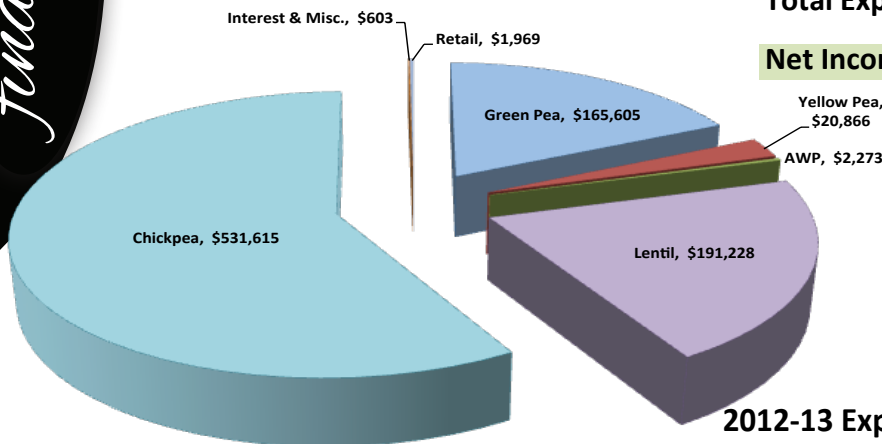
Scot Cocking, Farmington - Chair
Aaron Flansburg, Palouse - Vice Chair
Dan Bruce, Handler, Farmington
Randy Duncan, Tekoa
Greg Ferrel, Walla Walla
Braidy Haiden, Wilbur
Wes Suksdorf, Fairfield
Don Potts, Spokane (WSDA Rep.)
Tim McGreevy, Moscow, ID (CEO)



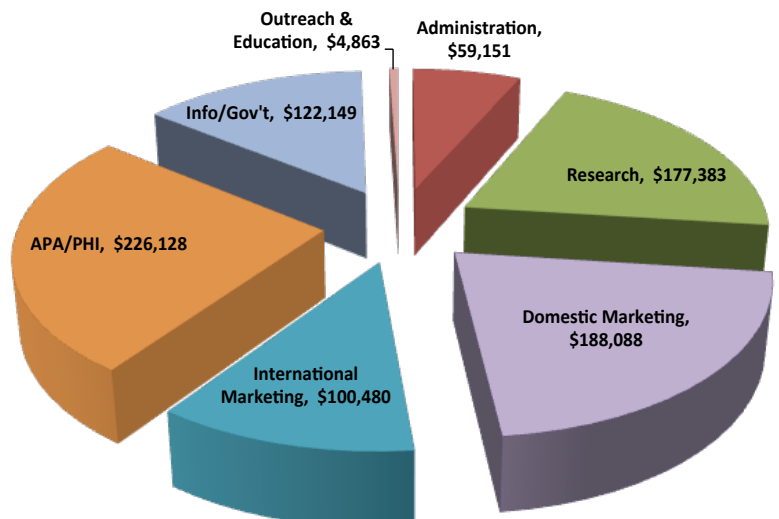
Income		2012-13
Green Pea	\$	165,605
Yellow Pea	\$	20,866
AWP	\$	2,273
Lentil	\$	191,228
Chickpea	\$	531,615
Interest & Misc.	\$	603
Retail	\$	1,969
Total Income	\$	914,159
Cost of Retail	\$	-
Gross Profit	\$	914,159

Expenses		
Administration	\$	59,151
Research	\$	177,383
Domestic Marketing	\$	188,088
International Marketing	\$	100,480
APA/PHI	\$	226,128
Info/Gov't	\$	122,149
Outreach & Education	\$	4,863
Total Expenses	\$	878,242
Net Income	\$	35,917

2012-13 Total Income: \$914,149



2012-13 Expenses: \$878,242



TURKEY LENTIL CHILI



Culinary Sales
Support, Inc.

INGREDIENTS

1 T	OLIVE OIL
5 ea	GARLIC CLOVES, CHOPPED
1 ea	MED. YELLOW ONION, CHOPPED
2 t	CHILI POWDER
1 ^{1/2} t	CUMIN
1 ^{1/2} t	OREGANO
1 ^{1/2} lb	TURKEY, GROUND
3 c	TOMATO, CRUSHED
1 t	SALT
32 oz	TORTILLA SOUP BASE (PACIFIC®)
garnish	GREEK YOGURT (OPTIONAL)

Nutrition Facts	
Serving Size (227g)	
Servings Per Container	
Amount Per Serving	
Calories 220	Calories from Fat 50
Total Fat 6g	% Daily Value*
Saturated Fat 1.5g	9%
Trans Fat 0g	8%
Cholesterol 40mg	
Sodium 420mg	13%
Total Carbohydrate 26g	18%
Dietary Fiber 5g	9%
Sugars 2g	20%
Protein 18g	
Vitamin A 10%	• Vitamin C 10%
Calcium 4%	• Iron 25%
*Percent Daily Values are based on a 2,000 calorie diet.	

STEPS

1. Over medium heat, sauté garlic and onion until fragrant.
2. Add chili powder, cumin, oregano and turkey. Cook until turkey is browned.
3. Add lentils, crushed tomato and salt. Cook 2-3 minutes or until turkey is cooked through (no pink).
4. Add soup base; simmer 6-8 minutes or until lentils are soft.
5. To serve, ladle 8 oz. of soup into bowl; garnish with Greek yogurt (optional).

YIELD

12 servings (8 oz. ea.)

USA Dry Pea & Lentil Council

2780 W. Pullman Road - Moscow, ID 83843

Email: pulse@pea-lentil.com - Ph: 208-882-3023

**THIS IS HOW
I ROLL.**

