



take your
PULSE



JUNE 2012 - Vol. 2, No. 1

On the Pulse Front



Jon Olson seeding McGreevy farm near Pullman, WA

Dear Pulse Industry Member,

For years the McGreevy farm has been pursuing a goal of reducing erosion on our highly erodible soils just outside Pullman, WA. I have employed practices popular in direct seed circles including a two pass system, baling, mowing, chiseling, light cultivation and harrowing. Lots of harrowing.

I consider myself to be a pragmatic person. I like to study the options, look at the latest research. Talk to the experts and make my decision. But there are some decisions so radically different from past choices that the decision is more like stepping off a cliff with no bungee cord attached.

My father used to tell me, "If you are going to take a risk, make it memorable". This spring I decided it was time to push all my chips to the center of the table and actually try to accomplish my twin goals of reducing erosion and the number of passes over my field. With the help of Western Pea & Lentil Growers Association board member, Jon Olson of Double J Farms Custom Seeding, I planted my large Kabuli chickpeas (Sierra) directly into standing fall wheat stubble.

Jon used an AgPro Air Seeder built in Lewiston, ID, with low disturbance cross slot openers developed in New Zealand. How "low disturbance" you ask? Two days after the field was seeded (before the crop insurance deadline, thank goodness) my neighbor asked my sister if our field had been seeded yet. He was standing looking at the field not 50 feet away.

The USADPLC has launched a number of new initiatives to grow the U.S. dry pea, lentil and chickpea industry into the future. We have goals and activities to take these pulse crops to the center of the plate instead of an afterthought. We are seeding new ground, with new approaches in the hope of a big harvest in years to come. Thank goodness the chickpeas germinated, and the rain came when it was needed.

All the best,

Tim D. McGreevy, CEO
USA Dry Pea & Lentil Council

Table of Contents

New Pulse Crop Revenue Insurance in Development	3
Working for Harmonization: MRLs	4
Congress Begins Work on 2012 Farm Bill	6
2012 Farm Bill Summary	7
Identifying & Managing Ascochyta Blight	8
Pulse School Food Pilot Gains Support	10
2,4-D Residue Found in Lentil Shipments	11
Make Cents During Spray Season	12
Hail, Colombia!	13
Lights, Camera, Action	14
Be Social	15
The Global Pulse	16
2012 Crop Tours	18
Recipe: Zesty Fiesta Pasta Salad	19

Contact

USA Dry Pea & Lentil Council
2780 W. Pullman Road
Moscow, ID 83843

Ph: 208-882-3023
Fax: 208-882-6406
Industry web: www.pea-lentil.com
Consumer web:
www.cookingwithpulses.com

Tim McGreevy, CEO
mcgreevy@pea-lentil.com

Erica Beck, Communications Manager
ebeck@pea-lentil.com



 USA Dry Pea
& Lentil Council

New Pulse Crop Revenue Insurance in Development

Alex Offerdahl, Crop Insurance Division Head at Watts & Associates

In February, the Federal Crop Insurance Corporation (FCIC) voted to approve the implementation of revenue-based crop insurance coverage for pulse crops. This was a precedent setting decision, marking the first time revenue coverage had ever been approved for non-perishable crops that are not widely traded based on prices available from a futures market.

Starting in 1999, the USA Dry Pea & Lentil Council (USADPLC) began its efforts to initiate a new revenue crop insurance product, initially focused on peas and lentils. The next 10 years were marked by several near-misses and disappointments. In the spring of 2010, a coalition of pulse crop groups including the USADPLC and the Northarvest Dry Bean Growers banded together to offer an entirely new request for improved crop insurance for pulse crops. Together these two organizations represent producers of dry peas, lentils, chickpeas and several classes of dry beans. After more than two years of intensive research, development and interaction with federal agencies, the combined submission was finally approved earlier this year.

For many years, dry pea and dry bean growers have been able to insure their crops only for yield losses but not for any losses due to falling prices. In contrast, many other crops that compete with pulse crops for acreage, including wheat, soybeans and corn, can all be insured under revenue-based insurance plans. These

revenue plans offer coverage for yield losses, falling prices or a combination of the two.

Over the last several years, revenue plans have been very popular with growers, composing over 85% of the policies sold for the crops on which they are offered. Growers and lenders have both noted that this difference in the availability of coverage puts pulse crops at a competitive disadvantage and effectively discourages producers from planting these soil-restoring crops. The proposal submitted by USADPLC and Northarvest Bean Growers was designed to offer pulse crop growers revenue coverage that is very similar to the coverage that has been available to other crops under the existing revenue insurance programs.

Despite the FCIC approval, a number of important steps must be completed before producers may purchase revenue coverage for their pulse crops. In particular, the USDA Risk Management Agency personnel responsible for oversight of the product will have to approve the specific contract language and a number of procedural processes delegated to them by the FCIC. The process can be time consuming and unpredictable. If all goes as expected the coverage will be available for purchase in the 2013 crop year, available for sale by any crop insurance agent in the spring of next year.

**Questions about pulse crop revenue insurance?
Contact the USADPLC office at mcgreevy@pea-lentil.com**

Working for harmonization MRL: Maximum R

After a year of work and overseas travel, the USA Dry Pea & Lentil Council (USADPLC) is able to report the maximum residue limit (MRL) for glyphosate on lentils is all but final in both the European Union (EU) and Codex standards. Glyphosate has been used for many years as a pre-harvest aid on lentils in the US and Canada but is not used in the same capacity in the EU. The different uses for glyphosate led to a MRL discrepancy between countries. Reconciling these differences has been a priority the last 12 months.

What is the status in the EU? The EU Commission, the final approval body in a long line of approval bodies, has met and approved a recommended MRL of 10 parts per million (ppm) for glyphosate on lentils (the US standard is 8 ppm). The EU published a final rule in its equivalent of the US Federal Register May 24, 2012. The EU MRL for glyphosate on lentils set at 10 ppm will go in effect June 13, 2012.

What about Codex MRL? Codex is the international default for MRL standards when countries have not established their own. Establishing a common MRL for glyphosate on lentils with Codex became a priority as well. The Codex Committee on Pesticide Registration (CPR) recommended an MRL of 5 ppm for glyphosate on lentils at the annual meeting held in Shanghai, China, in April. The Codex Alimentarius Commission meets in early June to approve the actions of the CPR. Once approved, the MRL will be official 21 days later.

Reviewing the EU process. The EU review process usually takes 18-24 months to establish a MRL. Due to a collaborative effort from all corners of the North American pulse industry and government agencies, the updated EU MRL was approved in 12 months.

In the EU process, there must be a country rapporteur or advocate who escorts the dossier (package of documents presented to the scientific review body) through the system. The dossier is compiled and presented by the registrant (Monsanto in this particular case). Entering the process at the beginning of 2011, a country rapporteur and the dossier had to be in place with less than 30 days notice. If that time window had been missed, the wait could have extended another 12 months.

Background to Codex process.

Lois Rossi, Chief of the Registrations Division of the US Environmental Protection Agency, played a key role in establishing a Codex MRL for glyphosate on lentils. Codex is an element of the UN Food and Agriculture Organization (FAO) and World Health Organization (WHO) organized to establish fair trading standards and food safety programs for global trading partners. The Codex CPR is tasked to establish MRL standards which facilitate trade and insure a safe food supply for the world.

Thanks to Rossi's support, the additional use of glyphosate on lentils was added to a periodic review already being considered in 2011. This cut nearly three years off the process. Codex is severely



Residue Limit

Todd Scholz, USADPLC Director of Research & Information

constrained by limited resources. The JMPR scientific body meets once a year and only considers 10 chemicals for review. While many different crops and use combinations are included in the review process, the small number of active ingredients severely limits actions under Codex. In the US, there are over 300 registered products. Adding to the limitation, Codex CPR must perform periodic review of already registered products every 15 years. Four of the 10 chemicals reviewed at the annual meeting must be products eligible for periodic re-review.

Success due to a collaborative approach.

It is important to recognize all the effort necessary to accomplish this goal. The USADPLC and Pulse Canada along with representatives from Environmental Protection Agency, Foreign Agriculture Service, US Trade Representatives Office, Monsanto USA and their counterparts in Canada all collaborated to reconcile the differences in MRLs. In addition, members of CICILS representing EU countries, Canada and the US traveled through the EU to discuss the situation.

In the end, the rather routine action at the Codex CPR was an incredible accomplishment which fully utilized government officials, the registrant, the entire pulse industry and just a little plain old luck.

Where do we go from here? USADPLC and Pulse Canada have established a joint MRL priority list with desired products that need MRLs in Codex. In addition, we have joined CICILS/IPTIC to request that member countries ask for increased capacity for Codex CPR and the JMPR through funding and possible reform.

The lentils in the ground right now can be treated with glyphosate as a pre-harvest aid according to the registered label. This is great news for growers trying to control perennial weeds in their fields and processors trying to market high quality lentils.



UN flag outside FAO headquarters in Rome

Congress Begins Work on 2012 Farm Bill

Dale Thorenson, Gordley Associates

With just over five months to go before the current farm bill expires, legislative action in Congress finally began April 26th when the Senate Agriculture Committee marked up and reported out its version of the 2012 Farm Bill by a 16-5 vote. The bipartisan legislation was developed jointly by Chairwoman Debbie Stabenow (D-MI) and Ranking Member Pat Roberts (R-KS). Senator Roberts offered a comprehensive, overall defense of the bill in his opening statement that addressed concerns raised about the legislation, including the move away from payments tied to base acres established in the 1980s.

On May 15th, 44 senators wrote to Senate Majority Leader Harry Reid (D-NV) and Minority Leader Mitch McConnell (R-KY) urging them “to schedule floor consideration of the ‘farm bill’ as soon as possible.” With the apparent strong support for moving the legislation, the full Senate is expected to take up the bill during the month of June. If the Senate is successful in passing the legislation, all eyes will turn squarely on the House as it tries to pass its version of the 2012 Farm Bill that will then have to be reconciled with the Senate bill.

To that end, the House Agriculture Committee finished its series of hearings regarding the 2012 Farm Bill May 17th. Chairman Frank Lucas (R-OK) offered his views on crafting the bill during a two-day hearing on the Commodity and Crop Insurance Titles. Chairman Lucas stated the farm bill “must work for all regions and all commodities” and also predicted the development of legislation would be bipartisan. The Committee expects to mark-up its legislation during June as well.

Once the Agriculture Committee finishes its work, though, the path forward will become less clear. The House has been considering legislation under “open rules” during the 112th Congress, which means there are no restrictions on the number and nature of amendments that can be offered. There have been indications the Agriculture Committee was going to request consideration of the farm bill under a “closed rule.” However, upon hearing about the potential request, several members of Congress wrote Speaker John Boehner (R-OH) stating they “adamantly oppose any scenario that would truncate a full

and open legislative process on Farm Bill reauthorization in the House of Representatives.” Also, conservative groups including American for Taxpayers Reform, Freedom Works and the Heartland Institute wrote Congress calling for a minimum cut of \$33 billion to farm programs. These letters confirm concerns the lower Chamber’s seemingly perpetual desire to slash spending could result in an all-out attack on the farm bill, should the legislation make it to the floor.

In addition, the Senate and House are not on the same page regarding the Commodity Title. The Senate bill puts in place a revenue program that would protect against shallow losses based upon a crop’s previous five-year Olympic average of revenue. However, it did not include a target price option. The House bill is expected to closely resemble the bill developed last fall (for the Super Committee’s failed deficit reduction package) which allowed farmers to choose between either a revenue or target price program.

The only certainty is the current farm bill expires September 30th, and Congress will be hard-pressed to reauthorize a replacement bill in such a short time-span.



Senate Ag Committee 2012 Farm Bill Summary

The Senate Agriculture Committee approved a bipartisan 2012 Farm Bill on April 26, 2012, by a vote of 16-5. The following is a summary of the 980 page Senate Ag Committee bill and some of the major provisions of interest to pulse producers.

Title I. Commodity Title, Farm Program Safety Net

Eliminated: The Senate bill drops direct payments, counter-cyclical payments and the Average Crop Revenue Election (ACRE) program.

Average Risk Coverage (ARC): The Senate bill establishes a new safety net called the Average Risk Coverage (ARC) program which covers planted acres for wheat, corn, grain sorghum, barley, oats, long grain rice, medium grain rice, pulse crops, soybeans, other oilseeds and peanuts.

- **Farm vs. County Election:** During 2013-17, producers must make a one-time, irrevocable election to receive either individual coverage (farm trigger) or county coverage for all acres under the producer's operational control. Payments would be made when the actual crop revenue for the covered commodity in any one year is less than the ARC guarantee. The ARC guarantee is 89% of the benchmark revenue.

- **ARC Calculation:** The actual crop revenue is the yield multiplied by the higher of the midseason price (midseason price is the national average market price received by producers for the first five months of the marketing year) or, if applicable, the national marketing assistance loan rate for the covered commodity. The actual average individual yield will be determined by the Secretary, as will the actual average yield for the county for the covered commodity.

- **Coverage:** In the farm trigger election the producer's actual yields are used (5-year Olympic average for the benchmark). In the county election it is county average yields that are used (also on a 5-year Olympic average basis for the benchmark). Actual revenue is calculated the same: individual yields or county average yields multiplied by the midseason (first 5 months) price compared to the loan rate.

- **Payment rate:** The payment rate equals the lesser of the amount that the ARC guarantee exceeds the actual crop revenue for the crop year or 10% of the benchmark revenue for the crop of the covered commodity. The ARC payment rate for individual (farm trigger) coverage will be 65% for planted acres and 45% for acres prevented from being planted. The ARC payment for county coverage will be made on 80% of planted acres and 45% of prevented plantings.

- **Eligible Acres:** The total number of eligible acres shall not exceed the average total acres planted or prevented from being planted to the covered crops for the 2009 through 2012 crop years. (Special Note: This provision is good for pulse crops because it reflects what a farmer has actually planted in the past 5 years vs. the old base acre system.)

Marketing Loan: The nonrecourse marketing assistance loans will remain for all program crops with a 9-month term. Pulse crop loan rates remain unchanged from 2008: Dry peas = \$5.40/cwt., Lentils = \$11.28/cwt., Small Chickpeas = \$7.43/cwt., Large Chickpeas = \$11.28/cwt.

Pulse Health Initiative Included in Research Title

The Senate bill establishes a Pulse Crop Health and Extension Initiative and authorizes \$25 million for each fiscal year from 2013 to 2017 in the Research Title. The USADPLC and the American Pulse Association have been working for the past two years to include the PHI in the 2012 Farm Bill. A **\$125 million research investment over five years** would have a significant impact on the entire pulse industry. We encourage all pulse producers to write their Congressman and Senators in support of research funding for the Pulse Health Initiative. If you have any questions about the farm bill process or PHI, please call the industry office at 208-882-3023.

Title III. Trade

- **MAP/FMD:** The Market Access Program (MAP) and the Foreign Market Development (FMD) programs are extended through 2017 and funded at \$200 million (MAP) and at no less than \$34.5 (FMD) million.

- **Food Aid:** The P.L. 480 Food for Peace, Food for Progress and McGovern-Dole international Food for Education and Child Nutrition programs were all reauthorized to 2017. There is a limit on the monetization of commodities donated so that no commodity shall be made available unless the rate of the return for the commodity is at least 70%.

- **Local Purchase:** Authorizes the appropriators to spend \$40 million to procure local and regional food aid.

Identifying & Managing **Ascochyta Blight**

Dr. Mary Burrows, Extension Plant Pathologist at Montana State University

Ascochyta blight in pulse crops can be devastating. It makes a plant pathologist's heart pump to see those plants melt from fungus, and it makes a farmer's heart pump at a much faster cadence. So, we need to be careful and be able to recognize and manage this disease.

Some of you may remember the Ascochyta blight epidemics in 2000-2001, which essentially eliminated chickpea acres from Montana for many years afterwards. Chickpea varieties, especially the kabuli types, are very susceptible to Ascochyta blight, but there has been a lot of progress made breeding for resistance. Peas and lentils are more resistant as a general rule, but as we plant more pulse acres the disease pressure will also increase.

Integrated management techniques including crop rotation, preventing introduction of the pathogen through seed transmission, irrigation management and fungicide use remain extremely important. We've got a number of new foliar fungicides available for use in pulse crops for disease control. In Montana, as we've seen more pulse acres, we've also been tracking the amount of Ascochyta in seed lots voluntarily submitted for testing. There is a lot of seed out there with either trace (1 seed of 500) or over the 5% threshold at which we suggest taking an action. Seed testing is the best way to keep the pathogen out of your field (although it does not protect you from nearby fields that are infected!).

If you do have a seed test positive for Ascochyta blight, this does not necessarily mean you will get disease on

the crop, but it puts you at a higher risk. For any disease to develop you need a susceptible crop (variety), the pathogen and a favorable environment (wet, 60-75°F).

We have what we call a 'threshold' value – after you reach the threshold (0% for chickpea, 5% for pea and lentil) you should consider an action. In this case, that action is treating seed with LSP/Mertect for Ascochyta control in addition to your normal seed treatment. Normal seed treatments help stand establishment and prevent damping off and root rot for 2-3 weeks after planting but do not have proven efficacy against Ascochyta blight. LSP/Mertect will reduce the amount of Ascochyta in the seed lot but will not eliminate it. We are currently testing new seed treatment fungicides for disease management.

If you have any questions about recognizing ascochyta blight on the plants, there are a few resources you can tap. Look for the disease, insect and weeds of pulse crops calendar we're putting together for 2013 in Montana and North Dakota – this is funded by the Northern Pulse Growers Association. A pdf is available on the MSU Extension Plant Pathology website at <http://www.msuextension.org/plantpath/>. The Legume IPM PIPE and Western Region IPM Program funded a printing of Diagnostic Cards that include Ascochyta blight – these will be available at field days and other extension events in Montana and North Dakota, by asking your county agent, or PDFs are available for printing on the Legume IPM PIPE website at <http://legume.ipmpipe.org>.

Levels of seedborne ascochyta in pulse crop samples submitted for testing in Montana, 2009-2012

	Chickpea				Pea				Lentil			
	<i>n</i>	% above threshold	% with Asc.	Avg. %	<i>n</i>	% above threshold	% with Asc.	Avg. %	<i>n</i>	% above threshold	% with Asc.	Avg. %
2009	2	0	0	0.0	57	12	26	0.2	25	4	12	0.1
2010	4	25	25	0.8	83	10	65	1.7	53	0	43	0.3
2011	14	43	43	0.5	107	5	85	1.8	163	12	47	4.0
2012	19	74	74	0.8	149	11	74	1.8	149	6	41	1.8

n = number of samples submitted for testing

% above threshold = % of samples above the threshold for ascochyta (0% chickpea, 5% pea and lentil)

% with Asc = % of samples with 1 seed of 500 or more with ascochyta

avg % = the average % of ascochyta in all seed samples tested



Quick tips on Ascochyta blight:

1. Ascochyta blight is caused by a fungus.
2. The fungus survives in seed and on crop residue.
3. The species of fungus are different on each crop, so what we call Ascochyta blight on lentil does not infect peas or chickpeas, for example.
4. We recommend at least 3 years in the crop rotation between pulse crops because of Ascochyta blight and soilborne root diseases.
5. The Ascochyta blight on chickpeas in Montana and North Dakota is resistant to strobilurin fungicides: products such as pyraclostrobin (Headline) and azoxystrobin (Quadris) are still not recommended for this disease in chickpea. These products are still effective against Ascochyta blight in peas and lentils.
6. You can get your seed tested for Ascochyta blight when you submit your seed for quality measurements. The test takes 2-3 weeks, so we recommend submitting directly after harvest or very early in the new year so you get your results before planting.
7. Rotate fungicide chemistries (modes of action, or Fungicide Resistance Action Committee (FRAC) groups) on all crops so we do not see further fungicide resistance develop for this disease on all pulse crops.
8. The amount of Ascochyta blight in seed tests has been steadily rising in recent years. This is probably because we're planting a lot more pulse acres and not everyone recognizes and manages this disease.

*Top/Bottom: Leaf symptoms of Ascochyta blight in lentils
Middle: Comparison of fungicide (plant on left) and no fungicide (plant on right)*

Below: Leaf symptoms of Ascochyta blight in chickpeas

Pulse School Food Pilot Gains Support

Dr. Janice Rueda, USADPLC Director of Health & Nutrition

Obesity is the major health concern facing our country's children today. Approximately 17% of children aged 2-19 are obese, and obese children are more likely than healthy-weight children to be obese adults. Obesity also increases the risk of developing type-2 diabetes, high blood pressure and high cholesterol – all risk factors for cardiovascular disease.

The link between diet, obesity and chronic disease risk is widely recognized, and in an effort to stem the rising prevalence of childhood obesity, the Institute of Medicine (IOM) instituted new standards for school meals in January 2012. The USDA has identified fiber, potassium, magnesium, calcium and vitamin E as “Nutrients of Concern” for children, meaning they need to increase these in their diets.

But nutritious, minimally processed meals pose an economic challenge for cash-strapped school districts, particularly large, urban districts with high proportions of students eligible for free or reduced price meals through the National School Lunch Program. These districts tend to do little to no actual cooking and instead rely on premade, highly processed foods that can be heated and served to students.

Pulse crops offer the most cost-effective way to increase the nutritional quality of school meals. In fact, pulses are the least expensive sources of dietary fiber and potassium in the food supply. But despite these unique attributes, pulse crops are not widely used in most large school food service operations. The American Pulse Association (APA) is taking steps to change that.

Our Pulse School Food Pilot initiative has received bi-partisan support on Capitol Hill, and we are continuing to encourage legislators to include it in the 2012 Farm Bill. The program would aim to promote increased interest and awareness of pulse-based foods and evaluate their acceptability among school-aged children. It would also evaluate the increased healthfulness of school meals that include pulses.

We are also in the process of submitting a USDA grant in collaboration with Michigan State University to identify and overcome supply chain gaps in getting pulses into schools.

The APA is also organizing a workshop that will bring together school food service directors and food manufacturers with the goal of identifying current impediments to including pulses in school meals and developing solutions to make them more readily used, particularly in large, “heat and serve” districts.

55.5 million
that's the approximate number
of students enrolled in our nation's
elementary through high schools in the
2011-12 school year. If each of those
students enjoyed just one serving of
pulses each week, that would increase
domestic demand of pulse crops by
approximately **174 million pounds!**

Nutrient Comparison						
1 serving = 1/2 cup or 1 slice	Pinto Beans	Lentils	White Rice	Brown Rice	White Bread	Whole Wheat Bread
Kcals	116	115	103	109	67	62
Fat (g)	< 0.5	< 0.5	< 0.5	0.8	0.9	1.1
Protein (g)	7.0	8.9	2.1	2.6	2.0	2.4
Carbohydrates (g)	22	20	22	22	12	11
Fiber (g)	7.3	7.8	0.3	1.8	0.6	1.7
Potassium (mg)	398	365	28	42	30	63
Iron (mg)	2.2	3.3	1.0	0.4	0.8	0.8
Magnesium (mg)	43	36	9	42	7	13

Data from USDA National Nutrient Database

Bold text ≥ 10% daily value

Highlighted boxes ≥ 20% daily value (“Excellent Source”)

2,4-D Residue Found in Lentil Shipments

Todd Scholz, USADPLC Director of Research & Information

Earlier this year, the USADPLC learned that two shipments of lentils to Japan were rejected over the last nine months. The cause? 2,4-D residues were detected above the tolerance of 0.05 parts per million (ppm). The US tolerance for 2,4-D in lentils is also 0.05 ppm.

Since 2,4-D is not labeled for application on lentils (it kills the lentil plants), two probable sources of residue were from spot spraying of perennial weed patches in a lentil field and drift from labeled applications of adjacent fields. The two shipments were linked to bins containing lentils from multiple growers, making it impossible to narrow down a specific lentil field that produced the residue violation.

With the second violation of a maximum residue limit (MRL) in a 12-month period, the Japanese authorities can enforce testing of every shipment of lentils which arrives in their ports. This would increase the costs of exporting to Japan, making US lentils non-competitive and possibly eliminating or significantly reducing the value of this market.

Good news resulted from the USADPLC's meeting with Japanese government representatives in April. The US-Japanese protocols allow the industry to develop an action plan (in the box at right) to prevent further violations. This action plan was accepted by representatives of the Japanese Ministry of Health, Labor and Welfare.

The US pulse industry has worked hard to establish a reputation for quality. Continually producing high quality dry peas, lentils and chickpeas gives producers and processors the best possible value for their crops. Responsible use plays a role in that, and conscientious application of crop protection materials is a critical component in maintaining this industry's reputation for quality.

Action Plan

1. The USADPLC will utilize all industry publications to feature articles and announcements explaining the importance of MRLs and following the prescribed label for all products, especially 2,4-D.
2. The USADPLC will publish news articles and press releases for use by extension agents and crop advisors to inform their customers about drift, how to recognize contaminated crop and advising producers not to harvest obviously damaged crop.
3. Education of producers and crop advisors will include crop tours, marketing meetings, university extension seminars, periodic pesticide license update trainings and annual industry meetings.
4. The USADPLC will inform the processors and warehousemen of the violations to ensure the industry trade association is informed and is aware of how to prevent further incidents.
5. Education programs will discuss symptoms of 2,4-D damage, authorized uses of the product, drift awareness and procedures to reduce drift damage.



MAKE CENTS

by using common sense during spray season

The best place for preventing maximum residue limit (MRL) violations in lentils and for all pulse crops is at the farmer's field. What actions should a grower take to keep pulse crops high in quality, safe and compliant with international trading standards?

During the Growing Season:

- Always follow the label.
- When applying pesticides on crops adjacent to pulses like lentils, protect against drift.
- Limit spot treatment of perennial weeds to area allowed by label—generally 1/10 of an acre.
- Identify possible areas of damaged crop prior to harvest.

During Harvest:

- Stay alert! Look for signs of crop damage along road banks or along field borders.
- Don't harvest obviously damaged crop.
- Harvest around treated perennial weed patches.

Drift from adjacent fields, road bank applications or from spot spraying is the most likely source of current MRL violations. Current labels have specific instructions concerning drift. Below is a short synopsis of management considerations.

Drift Management Considerations:

Please review the label and state laws for actions concerning these factors.

- Droplet Size: Generally, coarser sprays are less likely to land off-target.
- Wind Speed: Most labels require wind speeds less than 15 miles per hour.
- Wind Direction: Make application so wind does not blow spray on a non-target field.
- Temperature Inversions: Weather conditions like inversions can cause some products to volatilize, forming vapors that move to create off-target damage.
- Susceptible Plants: Pulse crops are susceptible to a variety of herbicides used in small grain production, and applicators need to take measures to prevent damage from drift.
- Equipment: Maintenance and calibration of equipment is important to limit drift.



Hail, Colombia!

Pete Klaiber, USADPLC Director of Marketing

With a population of 45 million and a per-capita income of over \$10,000, Colombia has a solid consumer base.

Colombia sits at the northern end of South America with ports on both the Pacific Ocean and Caribbean Sea and short shipping lanes to the US. In fact, the US is Colombia's leading trade partner. In addition, Colombia is one of the world's leading importers of pulses. With all those advantages, it looks like Colombia should be a major export market for US peas, lentils and chickpeas. But it isn't. At least, not yet.

That doesn't mean we don't sell cool-season pulses to Colombia. Over the past few years, Colombia has ranked between 13th and 16th among our export markets annually with sales of about \$6,000,000 per year. In fact, we rank second only to Canada as a supplier of peas and lentils to Colombia. But since we have only 10% market share, we are a very distant second.

Why haven't we been more successful in Colombia? As in most of our export markets, there is a wide range of factors in Colombia that impact our sales.

Buyer preferences

Lentils: Colombian consumers have traditionally favored large green 'Laird type' lentils, making Canada the leading supplier. In recent years Colombians have shown a greater willingness to take US Richleas. As a result, our share of the Colombia lentil market has increased.

Peas: Colombian consumers favor whole green peas, which represent about 90% of all imports. As price-sensitive buyers, Colombian importers have favored Canadian green peas over US peas, but we have made progress here, too.

Exchange rates

One factor in Canadian dominance of the Colombian pulse trade has been a weak Canadian dollar. A decade ago, the Canadian dollar was valued at US\$.6448. Since that time, the Canadian dollar has been strengthening compared to the U.S. dollar. Today, the Canadian dollar sells at a premium to the US dollar, at US\$1.105. As the Canadian dollar has approached – and now passed – par, US peas and lentils no longer seem overpriced compared to Canadian product. In terms of exchange rates, the playing field has finally leveled.

Tariffs

Colombia levies a 15% tariff on imported pulses. In November, 2003, the US began the process of negotiating a US-Andean Free Trade Agreement (FTA) that would have included Colombia, Peru, Ecuador and Bolivia. That agreement would have eliminated the tariff on US pulses exported to the Andean region. After various setbacks, the US began to pursue separate Free Trade Agreements with Colombia and Peru. In the meantime, Canada realized that the proposed FTAs would give us a significant advantage and so began pursuing its own FTAs with Colombia and Peru. While the US negotiations dragged on, Canada was able to conclude trade agreements with both Peru and Colombia that gave them tariff relief for pulses. (The US – Peru agreement went into force in 2009.) Now, after almost nine years of effort, the US – Colombia FTA went into effect May 15, 2012, and tariffs on US pulses have been eliminated.

After the short crop of 2011, we anticipate a rebound in production volumes in 2012. With a bigger crop, a competitive exchange rate and tariff relief in place, we'll be sending a trade team to call on Colombian importers later this year to push for more business. With a little luck, Colombia will be moving up near the top of our export markets list very soon.

Lentil Exports to Colombia (MT)

	2009	2010	2011	Market Share (2011)
Canada	55,516	66,355	60,750	88.2%
US	1,259	4,618	7,121	10.3%

Pea Exports to Colombia (MT)

	2009	2010	2011	Market Share (2011)
Canada	36,397	37,761	29,234	84.8%
US	2,703	8,187	3,028	10.3%



Lights, Camera, Action

It isn't quite Hollywood and this may not be Los Angeles, but the USA Dry Pea & Lentil Council (USADPLC) is rolling forward on its initiative to increase visual communications. That's a fancy way of saying we're making videos.

Current Projects

We launched our video development efforts with an educational piece on how to breed peas. It is pushing 200 views in only one month of being live on the internet. And those views aren't all of us sitting around the office watching it! (Interestingly enough, the video statistics say this pea breeding video is most popular with females aged 25-34 and males ages 25-44.)

At the end of April, we went to Portland to shoot a three-part series targeting at-home consumers of dry peas, lentils and chickpeas. The first video on general preparation tips will be released early summer. The second (varieties and usage ideas) and third (cooking demonstrations for lentil soup and chickpea flatbread) will be live later this year.

We're also putting the final edits on a short promotion for a video contest we will be launching in conjunction with the National Lentil Festival, and we have footage in the queue of direct seeding chickpeas and the dismantling of Dumas Seed Company in Moscow, ID.

Future Projects

Focus of our video development is on three key audiences: membership, consumers and food industry. We have several video projects in mind including harvest, farmer features, technical showcases for restaurants and product developers, recipe demonstrations and event highlights. Do you have ideas on how to promote the dry pea, lentil and chickpea industry through video? Pitch them to us, we would love to hear your thoughts.

Why video?

People are visual, plain and simple. As technologies like smart phones and tablets have put the internet at people's fingertips, our communication strategies have had to adapt to how people are searching for information. YouTube, a video-sharing website, is now the second largest search engine on the internet. According to YouTube's statistics page, over 4 billion videos are viewed a day, over 800 million unique users visit each month and over 3 billion hours of video are watched monthly.

If we were to reach one tenth of a percent of the people who visit YouTube in a month, that's still 800,000 individuals! The audience is wide and varied, and we need to be where they are searching for information.

While the USADPLC's video development initiative is still in its infancy, it is lights, camera, action for our video plans!

Ali McDaniel, USADPLC Food Marketing Manager

Set for a recent video shoot

All our videos are live on YouTube. Visit www.youtube.com and search for USADPLC.

USADPLC intern Ray Lyon capturing footage



BE *Social*

I got a call the other day for some tips on how to use Facebook pages for a business. It got my brain cells burning, and here we are talking about being social, how to do so and why it is important.

Social media is a broad term that simply means using the internet to connect with other people. Things like Facebook, Twitter, Pinterest, YouTube, LinkedIn...there are literally hundreds of different social networking and sharing sites available. The ones I just listed are some of the most popular, and if you're investing time in building connections via social media, you need to be where people are showing up.

How do you start being social?

The best way to figure out social media is to just dive in. Just like traditional ways of communicating, you need to consider the audience you are trying to reach, the message you want to send and the best way to say it.

Social media platforms are constantly evolving. Facebook has gone through some major overhauls since it was launched nearly 10 years ago, and each new social media site goes through its growing pains until the dust settles and establishes itself in this online world we live in.

Any list of tips and tricks I publish today will be outdated tomorrow so the best advice for working in the social media realm is this: be authentic, take a genuine interest in the people you want to connect with and always consider what you're posting before you hit send. Pretty similar to working in the circles you've been running in, right?

Why is being social important?

Social media is where people are interacting. It is how people are getting their news, where they get their information and what they are using to form opinions. Not everyone, of course, but a lot of people and not just young people either.

Traditional communication channels for reaching people have definitive gatekeepers. To get something printed in a newspaper, you have to pitch the story to an editor who then chooses to either print or not with no opportunity for discussion with readers.

With social media and websites, there is no middle man standing between what you want to say and the people you want to hear it. Great opportunity – and great responsibility – comes with the absence of gatekeepers.

Your business is growing food and getting it into the hands of the people who are eating it. But with more people questioning where their food comes from, you are now also in the business of being a resource and telling agriculture's story from your experiences. Social media is just one more communication tool.

CASE STUDIES

Jeff Fowle

Jeff Fowle farms and ranches in Etna, Calif. His family raises registered Angus cattle, Percheron draft horses, warmbloods and alfalfa. You'd think with all that on his plate he wouldn't have time for social media.

But he does. Jeff writes a blog talking about agriculture issues and stories from his ranch. Recent topics have included the practice of tipping horns, roundup ready alfalfa and water rights in his county.

In addition, Jeff is on Twitter, a social networking site where users post text-based messages up to 140 characters. Again, Jeff talks about agriculture, ranching, issues and regulations. His audience? 42,751 people. Even more important is Jeff's interaction with the people he's met.

Even individual ranchers and farmers can have far-reaching impacts through social media.

www.commonsenseagriculture.com

Know A California Farmer

Know A California Farmer (KACF) is a website hub filled with videos, pictures and articles from farmers in California. In its facebook "About" blurb, KACF says: Get to know your food, flowers and fiber by getting to know the people behind them. Meet the real farmers and ranchers from across California who grow things that make life possible.

The KACF team has harnessed the power of the internet to talk about agriculture and to reach people who don't have as much experience in this field.

www.knowacaliforniafarmer.com

The Global Pulse *Tim McGreevy, USADPLC CEO*

The annual CICILS meeting - a convention for the international pulse trade industry - was held in April 2012 in Dubai UAE. The following market report provides insight into pulse acreage/production around the world.

Dry Peas

Acreage and Production

Dry pea acreage is expected to increase 8% to over 14.3 million acres in 2012-2013. Dry pea production is forecast to increase to 9,478,000 metric tons (MT) assuming average yields.

Market Forces

- *India/Pakistan:* The 2012 harvest completed in April yielded poor pulse crops and could increase demand for yellow peas in the coming marketing year. Pakistan could increase imports of yellow peas by 120,000 MT. Currency devaluation to the US dollar in Pakistan has become a significant problem for the trade in Pakistan and India.
- *Africa:* Indian pulse traders are investing in pulse production in Africa. Current pulse production in Mozambique, Malawi, Tanzania and Ethiopia is 500,000 to 800,000 MT. Focus is on pigeon peas and faba beans for export, but they are also raising 184,000 MT of desi chickpeas, some Kabuli chickpeas and 100,000 MT of red lentils.
- *Europe:* France is projected to produce 700,000 MT of peas this crop year (15% decline from last year). The EU subsidy on peas is declining. Traders expect yellow pea acreage to continue declining in Europe. An increasing portion of the yellow pea production in Europe is going to fish food and starch production. Being non-GMO is an advantage in these markets in Europe.
- *Ukraine/Russia/Baltic States:* Dry pea production in the former Soviet Union is increasing. They are currently limited by a lack of seed. The trade estimated that total production of dry peas in Ukraine, Russia and the Baltic States would reach 2 million MT.
- *China:* China traders projected they would import between 700,000 to 800,000 MT in 2012, an increase of 5% over last year. China does not allow yellow pea imports from Russia because of phyto-sanitary concerns. Most of their peas come from North America.

Stocks

Stocks of dry peas at the end of this marketing year were pegged at 293,000 MT with a stock to use ratio of 3%. Stocks are tight worldwide and were only projected to increase to 340,000 MT in 2012-13.

Prices

Green pea prices were expected to maintain their \$50 to \$75/MT (\$2-\$3/cwt.) price premium over yellow peas in the 2012-2013 marketing year. Old crop green pea prices have ranged from \$450-\$500/MT (\$20-23/cwt.) FOB port. Old crop yellow pea prices have ranged from \$400-\$425/MT (\$18-\$19/cwt.) FOB port. The projection for new crop prices remained the same as old crop prices if the Indian sub-continent continues to buy. Prices could drop \$50-\$75 per MT if the Indian sub-continent or China backs away from the market.

Kabuli Chickpeas

Acreage & Production

Kabuli chickpea acreage and production is projected to be up over 200,000 MT from a year ago. Total Kabuli chickpea production was pegged at 1.4 million metric tons for crop year 2012-13.

Market Forces

- *India:* India surprised the market when it began purchasing large quantities of Kabuli chickpeas in late February 2012. Weather and production problems in the main chickpea growing regions trimmed the 2012 Indian Kabuli production to an estimated 350,000 MT as harvest wrapped up in April.
- *Mexico:* Kabuli production came roaring back from a devastating frost last year. The 2012 Mexican chickpea harvest was completed

Lentils

Acreage and Production

World lentil acreage is projected to decline by 250,000 acres. However, with 10-year average yields, projected production was up slightly at 3,839,000 metric tons (MT). Brain Clancy of STAT Publications estimated the world lentil production would be two-thirds red lentils and one-third green lentils.

Market Forces

- *Canadian Acreage Surprise:* Going into the CICILS/IPTIC meeting the trade projected significant declines in Canadian lentil acreage to roughly 2.0 million acres. However, an April 25th Stats Canada report stated farmers would plant 2,460,000 acres (only a 4.3% decline from last year).
- *Canadian Winkled Lentil Standard:* Canadian shippers had a serious problem with wrinkled seed coats the

in April with an estimated 180,000 MT of exportable supplies.

- *Turkey:* Turkish production was estimated to be 450,000 MT, well above last year but lower than its five year average of 473,000 MT.
- *Canada/USA:* Acreage and production will be up over last year.
- *Argentina:* Argentina reported an increase in Kabuli chickpea production but no official figures were released at the meeting.
- *Black Sea/Africa:* Producers in Russia, Ukraine, Tanzania and Ethiopia were reported to be planting a small acreage of Kabuli and desi chickpeas. The Black Sea region produced 150,000 MT of poor quality Kabuli chickpeas last year. They reported to be improving

their seed stock and production practices. Planting and harvest in the Black Sea region is similar to the PNW. The chickpeas in Africa are primarily desi chickpeas with some production of Kabulis.

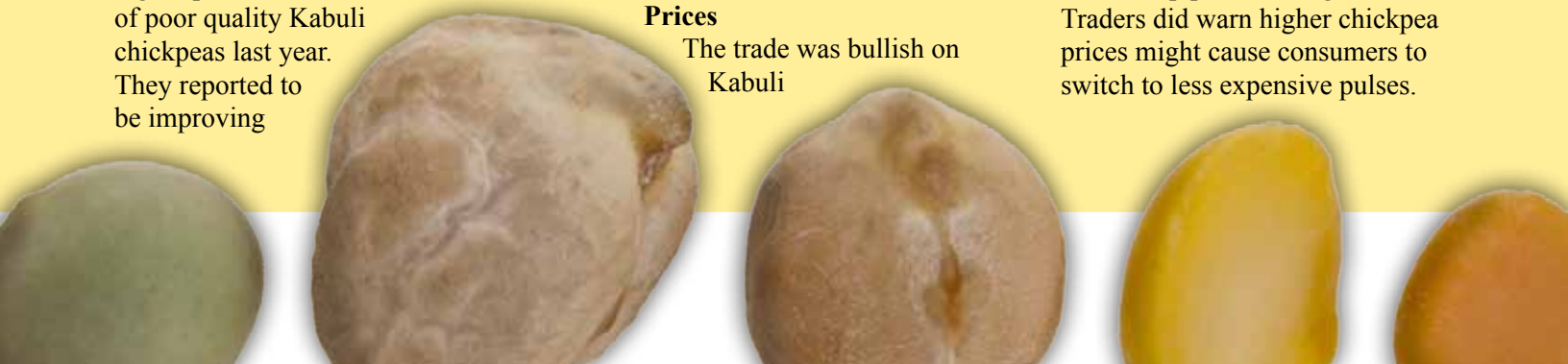
Stocks

Stocks were projected to remain tight for the 2012-13 marketing year. The projected production losses in India and Turkey offset increases in North and South America. Trade experts predicted ending stocks of 43,000 MT in crop year 2012-13. The stocks to use ratio was estimated to be at 3%.

Prices

The trade was bullish on Kabuli

chickpeas. In January/February 2012 trade members reported large Kabuli chickpeas (10+ mm) were trading between \$1150-1325/MT (\$52-56/cwt.) FOB origin. Since India came into the market prices have risen to \$1550/MT (\$70/cwt.). Traders projected prices will drop to \$1300/MT (\$59/cwt.) FOB origin if India drops out of the market. If India continues to buy prices could reach \$1850/MT (\$84/cwt) for the 10+mm chickpeas. Chickpeas in the 9-10mm range have been discounted \$100-200 below the 10+mm price range. Ending stocks are low coming into the 2012-13 marketing year. Production problems in India could keep prices strong in 2012. Traders did warn higher chickpea prices might cause consumers to switch to less expensive pulses.



past two marketing years. Pulse Canada announced a wrinkled lentil standard would be added to its grading standards for the 2012 marketing year with up to 5% wrinkled seed allowed in a No. 2 grade.

- *Spain:* Spain and Portugal are suffering from a drought that could reduce grain output by 25% this crop year. Spain is the largest U.S. lentil market.
- *Turkey:* Turkey consumes 50,000 MT of green lentils and imports 50% of its production. Traders projected imports of green lentils would increase in Turkey as production declines. Red lentil production was projected to decline to 350,000-400,000 MT from earlier projections of 450,000 MT in 2012.
- *Russia:* Russia is reportedly producing 40,000-50,000 metric tons of red lentils in 2012.
- *India:* Red lentil acreage in India was projected to be down 25-35% in 2012. The Indian market will be short of red lentils this year and may import 400,000 to 500,000 MT.
- *Sri Lanka:* Sri Lanka will import 110,000 MT of red lentils this year.
- *Currency Fluctuation:* The currency fluctuation in the

past year has been particularly painful for the Indian sub-continent who have seen their currency devalued by 20% to the U.S. dollar since January 2012.

Stocks

Canadian lentil markets have been working down poor quality carryover stocks into the feed market. The Canadian traders reported the majority of the 773,000 MT projected carryover stocks is a No. 3 grade or better. In 2012-2013 traders thought carryover stocks would decline to 662,000 MT for a stock to use ratio of 15%, down slightly from a year earlier.

Prices

Green lentils were reportedly trading between \$600-725/MT (\$27-33/cwt.) FOB depending on the variety. Red lentils were reportedly trading between \$600-650/MT (\$27-30/cwt.) FOB port of origin. The trade predicted red lentil prices would strengthen this year due to lower production worldwide. Carryover stocks will continue to hold prices in check unless the production problems in India and Pakistan spill over to the lentil market.

2012 Crop Tours

Date	Time	Location	Subject	Contact	Phone	Email
6/7/2012	8:00 AM	Endicott, WA (WWC Dry Pea Trials)	Western Whitman County Tour	Steve Van Vleet	(509) 397-6290	svanvleet@cahnrs.wsu.edu
6/12/2012	8:30 AM	Pendleton Research Farm	Pendleton Field Day	Don Wysocki	(541) 278-4396	
6/19/2012	7:00 AM	Fairfield, WA	Fairfield Crop Tour	Diana Roberts	(509) 477-2167	robertsd@wsu.edu
6/19/2012	8:30 AM	Moccasin, MT	MSU Central Montan Research Center	Chengci Chen	(406) 423-5421	cchen@montana.edu
6/20/2012	10:00 AM	Wilke Farm, WA	Wilke Farm Crop Tour (Winter Peas)	Aaron Esser	(509) 659-3210	
6/26/2012	03:00 PM	Walla Walla, WA	Walla Walla Crop Tour	Paul Carter	(509) 382-4741	
6/26/2012	06:00 PM	Walla Walla, WA	Walla Walla Crop Tour	Paul Carter	(509) 382-4741	
6/26/2012	7:00 AM	Legion Hall, Nez Perce, ID	Prairie Area Crop & Conservation Tour	Ken Hart		khart@uidaho.edu
6/26/2012	8:00 AM	Craigmont, ID	Camas Prairie Crop Tour	Doug Finkelburg	(208) 885-5965	dougf@uidaho.edu
6/27/2012	8:30 AM	Dayton, WA	Dayton Crop Tour	Paul Carter	(509) 382-4741	
7/10/2012	6:00 PM	Colton, WA	PNW Farmers Coop Tour	Steve Van Vleet	(509) 397-6290	svanvleet@cahnrs.wsu.edu
7/10/2012	7:30 AM	Parker Farm, Moscow, ID	Uofl Parker Farm Research Tour	Jack Brown	(208) 885-7078	
7/11/2012		Pullman, WA	WSCS & WWW Meeting (2 days)	Kim Campbell	(509) 335-0582	kim.campbell@usda.ars.gov
7/12/2012	8:30 AM	Minot, ND	North Central Research Extension Center	Shana Pederson	(701) 857-7677	shana.pederson@ndsu.edu
7/13/2012	8:30 AM	Carrington, ND	Carrington Research Extension Center	Blaine Schatz	(701) 652-2951	blaine.schatz@ndsu.edu
7/18/2012	8:30 AM	Sidney, MT	MSU Eastern Montana Research Center			
7/18/2012	8:30 AM	Richland, MT	Richland Crop Tour	Chengci Chen	(406) 423-5421	cchen@montana.edu
7/26/2012	11:00 AM	Dayton, WA	WA Pesticide Commission	Alan Schrieber	(509) 266-4305	aschreib@centurytel.net
7/31/2012	6:00 PM	Spillman Farm, Pullman WA	Pulse Crop Twilight Tour	Alicia Bricklemyer	(509) 335-7728	alicia.bricklemyer@usda.ars.gov

Zesty Fiesta Pasta Salad

Serves 8 to 10.

Ingredients:

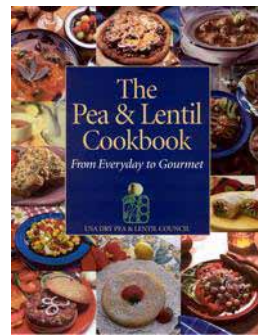
- 1 pound spiral or rotini pasta
- 1 packet taco seasoning mix
- 1 cup Italian salad dressing
- 1 1/2 cups salsa
- 1 15-ounce can USA chickpeas, drained and rinsed (about 2 cups boiled)
- 1 15-ounce can kidney beans, drained and rinsed
- 2 cups kernel corn
- 1 can (2 1/4-ounce) sliced black olives, drained
- 1 cup cubed Cheddar cheese
- 8 ounces dry salami slices, quartered (optional)

Directions:

1. Cook pasta according to package instructions, drain.
2. In a large bowl, combine taco seasoning mix with salad dressing. Add pasta and remaining ingredients and toss. Chill before serving.

Perfect for a summertime picnic!

This recipe is from The Pea & Lentil Cookbook. Printed in 2000, this cookbook includes more than 150 recipes for dry peas, lentils and chickpeas. It has recipes for every occasion and every meal whether it's muffins, salads, entrees or desserts.



The Pea & Lentil Cookbook is available for purchase on our website at www.pea-lentil.com.



USA Dry Pea & Lentil Council

2780 W. Pullman Road - Moscow, ID 83843

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

