

Your **PULSE** connection!

TAKE YOUR **PULSE**

M A G A Z I N E

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USA DRY PEA &
1965 • 2015

50
YEARS
LENTIL COUNCIL



**Celebrity Nutritionist Cynthia Sass
has taken the Pulse Pledge. Will you?**

pg 10

**POWERED BY PULSES • GENERATION YUM •
THE PULSE PLEDGE • AND MORE**

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LETTER FROM CEO

YEAR OF PULSES

EAST COAST LAUNCH

PULSE PLEDGE

POWERED BY PULSES

WSU ENDOWED CHAIR



Letter From CEO
Tim McGreevy

IT'S TIME TO SPARK A MOVEMENT—one that will establish pulse crops as the food of the future; that will create a farm to fork research legacy ensuring the long-term future of pulse crops; and will increase global demand for America's high quality pulses. With 2016 designated as the UN International Year of Pulses, the movement begins now.

Fifty years ago our forefathers banded together to create an industry for dry peas, lentils, and later chickpeas in the United States. Growers in Washington, Idaho, North Dakota and Montana established a check-off program to invest in the industry. This decision wasn't without controversy, but ultimately, farmers realized it was up to them to invest in the research, marketing, and policy development programs these crops needed to flourish.

As you can see by the following list of accomplishments and goals, the returns on this investment promise to be significant.

RESEARCH

Every pulse variety grown today in any region has benefited from the investment growers have made in the development of germplasm at the USDA/ARS facility for national pulse research.

CROP PROTECTION

Weed and pest control and disease management are major problems for pulses. Dry peas, lentils and chickpeas are considered a "minor" crop, which means most crop protection companies do not develop products for these pulses. Every crop protection tool available to manage pulses was supported by grower assessment dollars and the efforts of the USADPLC.

FARM PROGRAMS

A significant investment in our Washington D.C. activities led to a hard fought but triumphant battle to achieve farm program status for our little "minor crop." In 2002, dry peas, lentils and chickpeas became farm program crops, achieving parity with other farm program crops in the 2014 farm bill. The return on investment for achieving farm program status has resulted in over \$155 million in payments to pulse farmers in those periods of low prices.

EXPORTS

Our industry has an aggressive international export market development program executed by six regional offices overseas. We have positioned US pulse crops as "The Standard for Quality" around the world. The return is a strong export demand that has successfully kept stock levels low and prices above historical averages despite the four fold increase in U.S. dry pea, lentil and chickpea production in the past 15 years.

DOMESTIC MARKETING

Ten years ago, the farmers who serve on our Commission boards decided to invest in a domestic marketing campaign. Today we have a healthy and vibrant domestic marketing program, targeting the largest growing food market in the U.S. through social media, technical seminars, direct contact, tradeshow and consumer research. From 2010-2014 food manufacturers have introduced over 1,175 new food products using dry peas, lentils and chickpeas as an ingredient, and our technical seminars have a waiting list. The word is out.

CROP INSURANCE

It took 13 years of constant industry engagement and investment to land a Crop Revenue Coverage inspired policy for dry peas, lentils and chickpeas. In 2012 we were successful, and today we have one of the few revenue insurance policies in the country that is not based on a futures market. We also led the effort to convince RMA to remove dockage from the yield calculation, resulting in significantly higher insurance payments to our growers.

THE FUTURE

And the future promises even more success. We're now embarking on a journey filled with exciting promise; a global branding campaign to establish pulse crops as one of the most nutritious, versatile and sustainable foods on the planet; an endowed chair for pulse research; and other endeavors designed to capitalize on the momentum created by the United Nations (UN) International Year of Pulses designation.

RESEARCH ENDOWED CHAIR

The landscape of the pulse crop industry is changing. We have successfully introduced pulse crops as an ingredient but now our food manufacturers are asking for better quality characteristics to fit the foods they are creating. We have the opportunity to establish a Pulse Crop Endowed Chair at Washington State University (WSU) that will focus on developing new pulse varieties to improve agronomic performance and end use quality characteristics. Read about the endowed chair on page 14 of this magazine.

2016 INTERNATIONAL YEAR OF PULSES (IYP)

The UN granted this designation because they recognized the importance of dry peas, lentils, chickpeas and dry beans to the future of global nutrition as our population continues to grow. The pulse crop industry has been given a once in a lifetime opportunity to raise global awareness of the importance of pulse crops in every diet around the world.

The American Pulse Assn./USA Dry Pea and Lentil Council is leading the effort to fund events and promotions that will highlight the Health, Nutrition and Sustainable attributes pulse crops bring to the table. Throughout this magazine you'll find preludes to this event, and throughout 2016 you'll receive special editions of the Take Your Pulse magazine, dedicated to IYP

MARKET EXPANSION: PULSE BRAND CAMPAIGN

North America has one of the lowest per capita consumption rates of pulse crops in the developed world, and is a coveted market for every pulse producer. As a long term strategy the U.S. pulse industry has to increase domestic sales of pulse crops as a hedge against currency fluctuation. The objective of the Pulse Brand Campaign is to establish pulse crops as one of the most nutritious, versatile and sustainable foods on the planet. Hear about the brand campaign by the public relations company contracted to handle North American brand activities, Maxwell PR on page 6.

An example of one of our marketing efforts is a social media campaign that will invite everyone, including the fastest growing group of consumers in the world, called "Millennials" to participate in the "Pulse Pledge" and commit to including pulses in their diet at least once a week. See some of the media folks, bloggers, chefs and influencers that have taken the Pulse Pledge on page 10.

The Pulse Pledge is one of the many ways we are creating a pulse movement!

THE TIME IS NOW

It's time to invest in pulses. This year we're asking growers in every dry pea, lentil and chickpea growing state to increase their assessments for a temporary 3-yr period to fund this journey. The U.S. Pea and Lentil Trade Association voluntarily raised their dues to help support this effort, so you will be in good company. At the conclusion, we will have created a legacy for future generations of pulse farmers, just like our forefathers did for us.

Our forefathers knew that the best way to predict the future is to create it. Create your own future.

We ask you to join the **PULSE MOVEMENT**.



Tim D. McGreevy, CEO

INTERNATIONAL YEAR OF PULSES



Capturing the Hearts & Mouths of Generation Yum in 2016 and Beyond

By Erika Simms, Maxwell PR & Engagement

Since I began working with the USA Dry Pea & Lentil Council six+ years ago (the past three years at Maxwell PR + Engagement), a lot has changed in the marketing world, and a whole new category of food connoisseurs has emerged. The good news? It's all positive for pulses, and with the International Year of Pulses beginning in January, now is the time to spread the word and get pulses on consumers' radars in a big way!

Over the past few years, Generation Yum – made up of millennials (ages 18-34 in 2015) – has taken the world by storm. Generation Yum is more passionate about food than any other group in history, according to Eve Turow, author of *A Taste of Generation Yum*. In fact, nearly 50 percent of millennials self-identify as "foodies." They scrutinize ingredients lists and care more about flavor than any generation before, with global tastes of key importance.

And when they find something they like, they share – via Instagram, Pinterest, Twitter, Facebook and more. In fact, one third have

purchased food or cooking items after seeing them on Pinterest, and nearly half use social networking sites to find their next recipe or learn about food trends.

Since Instagram was born less than five years ago, it has quickly developed into one of the most influential channels among food-focused millennials. And pulses are no exception: #hummus alone has 536,000+ posts, #chickpeas has 168,000+ and #lentils has 135,000 and counting!

So when we at Maxwell PR were asked how we would capture the attention of North American millennials to drive category awareness, build loyalty for pulses

and make "pulse" a household term, we knew we had to connect with them via current trusted communications channels. While in the past, newspapers and television were top mediums, social media channels, online media outlets and bloggers, mobile advertising and word-of-mouth now reign supreme. That said, more traditional outlets like the New York Times, Wall Street Journal, LA Times and even local newspapers are still important – but to reach millennials where they're sharing, we need a strong presence on these other channels. And we need to give them something to rally behind. The benefits of pulses are endless, but how do we ensure we communicate what resonates with consumers?

UNITED NATIONS DECLARES

2016

The **INTERNATIONAL
YEAR OF PULSES**

What is a Pulse?

Pulses are the nutritionally-dense edible seeds of legumes, including dry peas, beans, lentils and chickpeas.

First

We create content and messaging that is easily digestible and should resonate, based on consumer insights. And we test that content/messaging, shifting as we learn what resonates most strongly.

Second

We develop a rallying cry – a call-to-action that is easy for consumers to stand behind. In this case – the Pulse Pledge (see article on pg. 10).

Third

We communicate the rallying cry via numerous communications channels that will resonate with our target consumer. These channels will include:

- **Influencers:** We'll engage 100+ influencers, including well-known chefs, fitness lifestyle experts, sustainability gurus and dietitians (many of whom have tens or even hundreds of thousands of followers on blogs and social media channels). In October we took the Pulse Pledge on the road to the Fitness and Nutrition Conference and Expo (FNCE), the largest gathering of professional dietitians in the world. We gave these professionals the chance to take the Pulse Pledge and the response was tremendous, giving us a great indication of the year to come. As budget allows, we'll get celebrities on board to commit to the pledge throughout 2016.

- **Bloggers:** We'll engage 20+ bloggers to be our ambassadors throughout the year, promoting the Pulse Pledge and posting recipes and tips as well as pulse benefits throughout the year.

- **Media:** On Nov. 18, we officially announced the IYP to North American media, launching with a media and influencer event in NYC, where we offered interviews with key spokespersons and showcase dishes prepared by five noteworthy chefs. From there we'll reach out on an ongoing basis to food, health & wellness, consumer lifestyle, business, environmental etc. media. Our goal? Inclusion of pulses between Nov. 18 and the end of 2016 in the majority of relevant media outlets.

- **Social media posts + advertising:** We'll grow our social media communities on Facebook, Twitter and Instagram in particular, to create an army of supporters. We'll then create pulse and IYP content, directing to www.pulsepledge.com and inspiring/encouraging followers to take the pledge and spread the word.

- **Online Advertising:** We'll advertise via digital banner ads, native content (advertorial-style ads) and display ads across popular millennial food, health & lifestyle websites, adding in-store mobile advertising as well as video advertising on sites like YouTube and Hulu if budget allows.

Throughout the year we'll assess what has worked best, and shift advertising and messaging to match consumer interests. We expect consumers to be significantly more versed in pulses by the end of 2016 than they are now, which will ultimately translate to more consumption. All hail pulses!

A little bit about Maxwell PR + Engagement

(www.maxwellpr.com):

We specialize in strategic communications that generate news and conversation, build community and relationships, strengthen loyalty, prompts engagement and builds brands/organizations. We take an integrated approach to communications that is rooted in public relations fundamentals, driven by brand positioning, activated and nurtured through content strategy and amplified via paid promotion.

We were founded nearly 20 years ago by Jennifer Maxwell-Muir, who is still intimately involved with client programs, providing strategic counsel. We work largely with consumer lifestyle and food brands on a national scale, including companies like Dave's Killer Bread, Kettle Brand potato chips, Diamond of California, Pamela's Products, McMenamins, Pacific Natural Foods – and of course the USA Dry Pea & Lentil Council.

By Erika Simms, APR
Vice President, Maxwell PR + Engagement



The East Coast Launch

Less than a week after the announcement in Rome of the official global launch of the International Year of Pulses, the North American celebration of the year long designation officially kicked off in New York City.

Pulse growers and industry members from the United States and Canada, as well as United Nations representatives, joined renowned chefs, media, bloggers and food influencers to celebrate this relatively unrecognized category of superfoods.

UNITED NATIONS

The festivities began at the United Nations (UN) building in New York with an official luncheon followed by an unofficial UN tour. A delegation of USA Dry Pea & Lentil Council / American Pulse Association members, Global Pulse Confederation officials, and Canadian industry representatives lunched with UN officials, including the Assistant Sec. General of the UN Dept. of Economic & Social Affairs

(ESOC), Thomas Gass.

The Asst. Secretary-General spoke of the important role pulse crops will play in meeting the tenets of the United Nations for 2016 and beyond; addressing hunger, food security, malnutrition, environmental challenges and human health.

PUBLIC RESTAURANT, NEW YORK

The official North American media launch of IYP 2016 took place that evening, at the famous Public Restaurant in downtown New York City.

Renowned chefs and industry representatives met with media and consumer influencers to show off the versatility of pulses – making everything from a lentil pumpkin-style pie with white bean whipped cream, to split pea ice cream, to a unique take on hummus. The chefs were alongside experts who spoke to key pillars that make pulses the future of food: Nutrition, sustainability, versatility and affordability/food security.

Media from outlets such as Prevention magazine, Bon Appetit,

the Food Network, Every Day with Rachel Ray, Clean Eating, Well + Good, Martha Stewart magazine and Bloomberg joined bloggers and high-profile influencers like The Nutrition Twins, Frances Largeman Roth, The Healthy Apple and even Padma Lakshmi - best known for her role as host on the TV show Top Chef. All were impressed by the variety of ways pulses were prepared and the benefits pulses hold for not only Americans and Canadians, but for the world.

Also attending the event were growers and producers from around the United States and Canada, leaders from the USA Dry Pea & Lentil Council, American Pulse Association and Pulse Canada, and global pulse ambassadors from around the world. Media commented on how nice it was to meet growers face-to-face.

“These simple yet powerful foods play a critical role in global food security and for that reason are worthy of celebration,” said Tim McGreevy, CEO of the American Pulse Association and the USA Dry Pea and Lentil Council. “Today we launched a movement to increase

Public Restaurant Chef and Owner, Brad Farmerie offers attendees a slice of Lentil Pumpkin (less) Pie.



Chef Sam Mason (left), seen here with and Chef Seamus Mullen at Public Restaurant, crafted a split pea ice cream to showcase the versatility of pulses.



awareness of the important role pulses play in health and nutrition, and how these crops can contribute to the sustainability of the planet. Pulses are truly the future of food.”

All in all the event is considered a success in kicking off a year dedicated to pulses, with social media posts already appearing from our attendees, and many articles and stories expected to run in the coming weeks, months and beyond.

CHEF HIGHLIGHTS

Chefs Alex Guarnaschelli, Seamus Mullen, Michael Solomonov, Sam Mason and Brad Farmerie showcased how delicious and versatile pulses can be, creating dishes ranging from Solomonov’s renowned hummus, to the more unexpected, including desserts such as Sam Mason’s split pea ice cream.

In addition to passed appetizers prepared by Chef Brad Farmerie from the event venue Public, attendees enjoyed tasty dishes including:
 Roasted Chicken with Pinto Bean Salad, prepared by Celebrity Chef Alex Guarnaschelli
 Truffled Pardina Lentils with soft cooked egg – prepared by Chef Seamus Mullen
 Hummus Tehina, prepared by Chef Michael Solomonov
 Sweet Succotash Split Pea Ice Cream

by Chef Sam Mason
 Lentil “Pumpkin” Pie with White Bean Whipped Cream by Chef Brad Farmerie

THE MESSAGE

The North American pulse delegation was on a mission to highlight the benefits that make pulses worthy of the UN’s spotlight in 2016, including:

Affordability: Pulses are a fraction of the cost of other proteins (the cost per serving for lentils is just 10 cents to quinoa’s 59 cents or beef’s \$1.49).

Nutrition: Pulses are high in fiber and protein, vitamin and antioxidant-packed, low fat, and have been proven to lower cholesterol and reduce the risk of many chronic diseases.

Sustainability: Pulses have a low carbon footprint, are water efficient (using just one-tenth of the water of some other proteins), and enrich the soil where they grow, reducing the need for chemical fertilizers that contribute to greenhouse gases. North American farmers often use pulses in rotation with other crops to increase bio-diversity, improve soil health, and increase productivity of farms.

Food Security: Easy to grow in North America and around the world, pulses will play a major role in meeting future food needs, with

our growing population expected to require a 70% increase in agricultural production by 2050.

Event attendees got a full education in pulses from the event, and commented particularly on the wide array of nutrition and health benefits – fiber, protein, low-fat and much more, as well as the exceptional ways they can be used in recipes. Chef Farmerie’s pie seemed to be a particular hit, and he let us know that he featured the lentil pie for Thanksgiving dinner at one of his New York restaurants the following week, due to its popularity.

PULSE PLEDGE

More than 50 event attendees took the Pulse Pledge while at the event, citing reasons such as specific health benefits, to sustainability aspects to affordability. The Pulse Pledge will be unveiled to consumers beginning January 1, with media and influencers including Good Housekeeping, Prevention, The Nutrition Twins, Cynthia Sass and many others already poised to promote it once the new year kicks off.

Several attendees, many with large followings, posted on social media during the event and shortly thereafter, and we expect to see more soon. Given the high level of interest from several attendees, we also expect news stories to begin rolling out in the near future. We will continue to nurture relationships with both attendees and non-attendees, with strong results expected.

Watch the official video at <https://youtu.be/WROAxJjQKxg>

SPARKING A MOVEMENT WITH THE PULSE PLEDGE

WE IN THE INDUSTRY understand the power of pulses and the opportunity we have to make them the future of food. Now is the time to educate consumers about their many benefits – from health & nutrition, to sustainability, food access, affordability and so much more – as consumers become increasingly open to global flavors and dishes, and are looking for healthy foods to incorporate into their diets while also making a positive impact on the planet.

2016's designation by the U.N. as the International Year of Pulses will help raise awareness and ultimately increase consumption – but how do we really start a movement to inspire consumers to adopt pulses into their daily lives now and moving forward?

Consumers need an enticing call-to-action – a rallying cry to encourage participation in the International Year of Pulses and constantly remind them of pulses' various benefits.

Celebrity nutritionist and author, Cynthia Sass join “The Nutrition Twins” (Celebrity dietitians, Lyssie Lakatos & Tammy Lakatos Shames) to take the Pulse Pledge at the November 18 official 2016 IYP East Coast Launch.



ENTER THE PULSE PLEDGE

Bloggers, media and influencers (dietitians, chefs, political leaders, celebrities and more) will be encouraged to take the Pulse Pledge – a commitment to eat pulses at least once per week during the IYP – and drive consumers to do the same. In addition, we'll have a strong advertising campaign and social media programs (via the USA Dry Pea & Lentil Council and Pulse



Cindy Brown, Regional Vice President of the Global Pulse Confederation takes the Pulse Pledge photo of Katia Sambin of ACOS Seeds.

Nutritionist and Blogger, Jessica Levinson takes the Pulse Pledge.



Canada's social media channels) directing consumers to take the Pulse Pledge and to visit www.PulsePledge.com, a dedicated site where consumers can learn more and get involved.

The program kicked off January 1, 2016 – just in time for New Year's resolutions!

Our goal? **50,000 consumers to take the pledge in 2016 – or 150,000** with full advertising funding. And ultimately – increased consumption of pulses.

The Pulse Pledge microsite will be shared in all marketing materials and prominently linked on the front page of www.pulses.org and will include:

- Simple recipes to get started (updated throughout the year with new blogger recipes) – driving

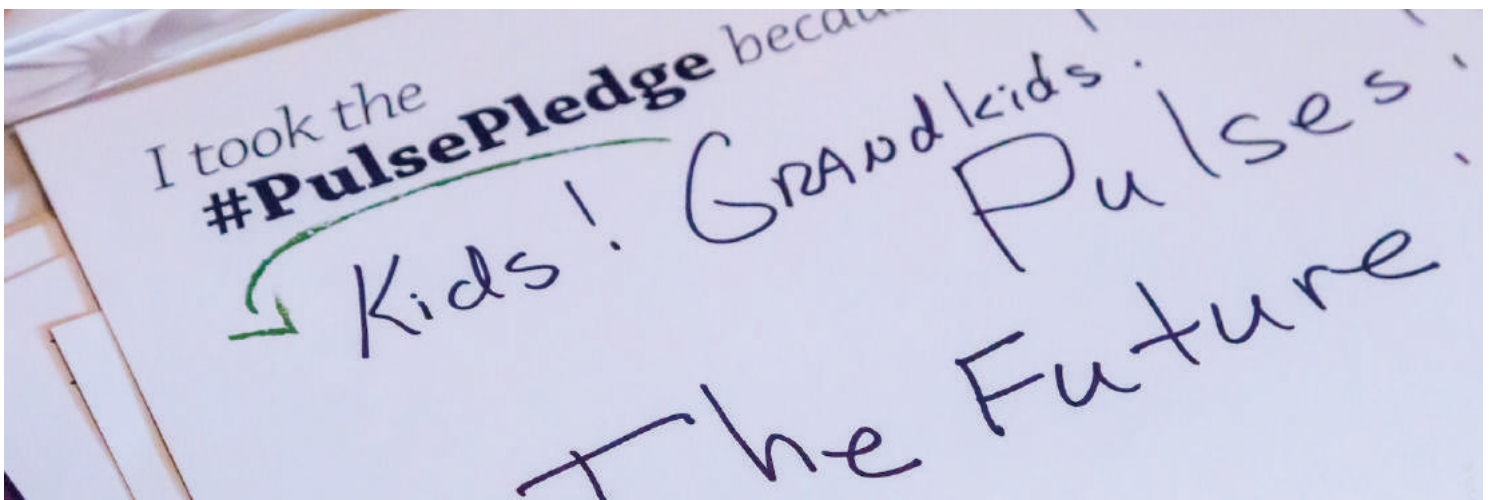
to cookingwithpulses.com and other sites for more

- Easy tips & tricks to incorporate pulses into one's diet
 - Tools like refrigerator guides and shopping lists to make it easy
 - Testimonials from influencers like Cynthia Sass, MPH, RD (pictured, above) who have taken the pledge
- We'll also include information and recommendations based on consumers' existing knowledge of pulses, encouraging them to move up in pulse consumption throughout the year. The levels will include:
- Pulse Apprentice: For those new to pulses; a pledge to eat pulses once per week
 - Part-time Pulser: For those already eating pulses; a pledge to incorporate pulses into at least 3 meals per week
 - Pulse Pro: For those already experienced with pulses; a pledge to incorporate pulses into at least one meal per day

We will gather the email addresses of pledge takers and send out monthly newsletters, acting as a constant reminder of the benefits of pulses and how to incorporate more into one's daily diet. We'll feature recipes from chefs and bloggers, as well as tips and tricks, and incentives for anyone who shares on their own social media channels using the hashtag #pulsepledge.

Those who take the Pulse Pledge will become an army of advocates who will likely invite friends and family to join the movement and ultimately make an impact on pulse consumption.

Thanks, and happy pledging!



POWERED BY PULSES

School Lunch Recipe and Culinary Competition

By Jessie Hunter, Director of Domestic Marketing

In the United States, Over 30 million children eat meals at school every year! You can imagine the challenges of providing nutritious and affordable meals that meet all of the state and federal mandates, yet appeal to a wide range of picky appetites.

The National School Lunch Program (NSLP) is responsible for this task. Administered at a national level by the United States Department of Agriculture, the NSLP is operated on a state-level basis by state departments of education.

Not all public and private schools participate in the NSLP, but those that do must provide meals to low-income students and meet meal eligibility requirements to receive per meal cash reimbursement. For the school year 2015-2016 the reimbursement rates per meal were \$3.07 and \$2.67 for free and reduced price lunch respectively. To qualify for reimbursement the meals must meet the NSLP meal requirements. So often, meeting these requirements is a primary driving factor when devising a lunch menu.

Additionally, schools can receive commodity foods free of charge from the USDA. These foods must be grown or raised in the United States. Beans, peas, lentils, and chickpeas are offered as part of the USDA commodity foods program.

In 2010, congress passed the “Healthy Hunger-Free Kids Act of 2010”. This law includes a requirement that both a fruit and a vegetable are served as part of every lunch and that a minimum amount of vegetable sub-categories are served each week. Pulse crops are part of the Beans and Peas (legumes) vegetable sub-category. A minimum of one-half cup is served every week as a vegetable. Because of their protein and mineral content, pulse crops contribute to meal requirements as a meat alternate as well as vegetable. There are no minimum requirements for serving pulse crops as a meat alternate per week.

The vegetable subcategory requirement provides a wonderful opportunity to present pulse crops to the millions of NSLP participants every week. Exposing children at a young age to foods contributes to the

likelihood that these millions of children will grow up to be life-long pulse eaters!

To take full advantage of this opportunity it is important to provide resources for schools on how to use pulse crops in fun, kid friendly ways! As part of this effort, the American Pulse Association and USA Dry Pea & Lentil Council with generous sponsorship from Bush Brothers and Company are presenting Powered by Pulses (P-b-P) School Lunch Recipe and Culinary Competition!

The goal of the P-b-P School Lunch Recipe and Culinary Competition is to 1) increase use of pulse crops in school meals 2) encourage youth to expand their

culinary skills while developing new recipes using pulses, and 3) increase awareness, demand, and knowledge of how to use pulse crops.

How it works: Eligible teams are comprised of 2-3 students attending a school in the US and 1 adult advisor, preferably working in a school food and nutrition program. The teams will create new dishes meeting the school lunch requirements. The top three teams from the elementary school level will win cash prizes for their school. High school teams will compete for money for their schools and the opportunity to present their menu at the School Nutrition Association- Culinary Showcase in San Antonio in July 2016. Find out more about this exciting project at www.greatschoolslunchcontest.com/.



AMERICAN PULSE ASSOCIATION
PRESENTS



www.greatschoolslunchcontest.org

WHAT is the Great School Lunch Contest?

This competition for students in grades 4–8 and 9–12 challenges teams, along with an adult advisor, to create an exciting new lunch featuring beans, dry peas, lentils, and/or chickpeas, collectively known as pulse crops or pulses.

WHO can enter?

Teams of 2–3 students in grades 4–8 and 9–12, each led by an adult advisor. Teams must reside and attend schools in the United States.

WHEN can teams enter?

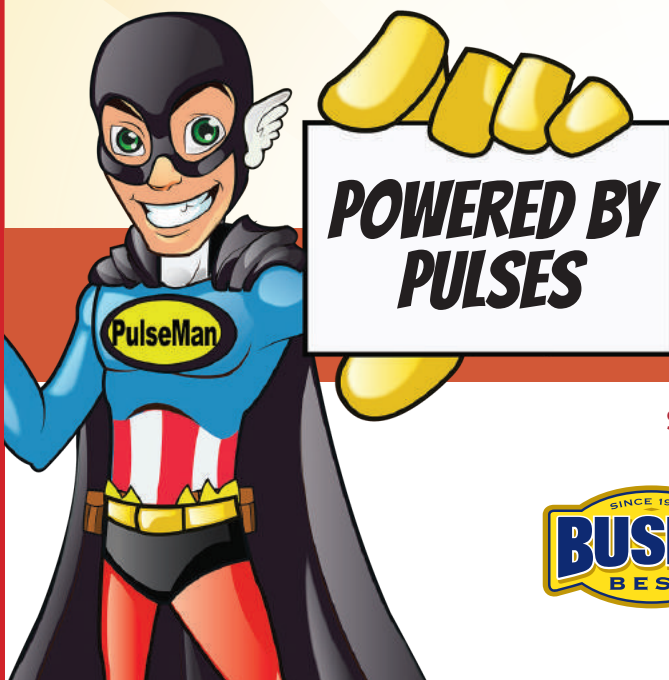
December 7, 2015 through
March 7, 2016.

WHERE can teams enter?

Teams can enter online at
www.greatschoolslunchcontest.org.

PRIZES!

- The top three teams from each grade group will receive cash prizes for their school
- The top three teams in grades 9–12 will have the opportunity to participate in a culinary competition at the 2016 School Nutrition Association Annual Conference in San Antonio, including a special culinary session at the Culinary Institute of America



What can YOU make with pulses? Find out—
get started today!

www.greatschoolslunchcontest.org

Sponsored by:



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Fall/Winter 2015

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WSU ENDOWED CHAIR CAMPAIGN PUTS PULSE INDUSTRY IN THE DRIVER'S SEAT



Fred Muehlbauer, retired USDA-ARS pulse breeder at Washington State University has helped promote pulses and led breeding efforts at WSU for nearly 40 years.

The long, dry summer of 2015 was hard on chickpeas.

"Thank goodness we had a chickpea out there with a deep taproot," said Phil Hinrichs. Hinrichs is one to know. Owner of Hinrichs Trading Company, a fifth-generation Palouse seed processor, he is wholly focused on the Pacific Northwest's growing chickpea industry. When the 2015 drought hammered yields by up to 40 percent, Hinrichs took notice.

He and Fred Muehlbauer, retired USDA-ARS pulse breeder at Washington State University, noticed something else: How regionally developed, drought-resistant chickpeas handled the dry months better than conventional varieties.

"With the old varieties, it would have been a real disaster," Muehlbauer added.

But new breeds like Sawyer and Sierra, with their strong defenses, gave an entire industry an edge, ensuring better yields.

Other dry years may be coming. Hinrichs, Muehlbauer, and a coalition of growers, processors and university

researchers don't want to sit still. They've thrown their weight behind a joint industry-WSU campaign for the first National Pulse Crop Endowed Chair.

Building on Muehlbauer's 40-year legacy, the chair would lead and expand a world-class pulse research program, addressing challenges facing the industry in the Northwest and beyond.

"Washington State University (WSU) has been a global venter for pulse crop research for many years," said Kim Kidwell, Acting Dean of the WSU College of Agriculture, Human, and Natural Resource Sciences (CAHNRS). "Fred is the founding father of chickpea production in the Pacific Northwest."

Since Muehlbauer's arrival at Pullman in 1969, pulses have become part of the rotation for many Northwest wheat farmers. Roughly 80 percent of the nation's chickpeas are grown here—which means lots of pressure from disease, weeds and drought on a single region. The endowed chair would bring resources, leadership, new tools and better breeds.

Muehlbauer inspects a field of legumes on the Palouse early in his career at WSU. University pulse breeding and functionality research would benefit from a new national endowed chair for pulse crops, says Muehlbauer.



When fully funded, the \$3 million endowment will generate approximately \$120,000 per year, a 4 percent payout.

"Every dime of that money will be spent on research to improve varieties that will eventually end up in grower's hands," Kidwell said.

The endowment dovetails with industry efforts to energize pulses. Timed to support the International Year of Pulse Crops in 2016, Northwest growers are expected to vote this Spring on a three-year, 1 percent assessment to fund research and promotion. One third of that assessment funds WSU endowed chair.

Having a champion for pulses will "bring the whole package together," said Drew Lyon, WSU Endowed Chair for Small Grains. "Just about every wheat grower in the higher-rainfall areas is growing pulse crops, too.

"Endowments put the industry in the driver's seat," Lyon added. When growers have a problem—for example, with a troublesome new weed—they turn to him for faster results through applied research.

"As a land grant university, our strongest partnerships are with our stakeholders," Kidwell said. "That's the beauty of these endowments. They secure a long-term commitment to pulse research at WSU. Doing it together is a way to say, 'We believe in this and we want it to go on forever.'"

"This industry has been good to us [growers and processors]," Hinrichs said. "But we cannot afford to lose any more time. It's our turn to give back."

• **To donate to the National Pulse Crop Endowed Chair, contact Linda Bailey, CAHNRS Director of Development, at 509-335-7772 or lbbailey@wsu.edu.**

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PULSES



DRY PEAS, BEANS,
LENTILS & CHICKPEAS

USA Dry Pea and Lentil Council (USADPLC)
is a resource for consumers, foodservice
operators and industry members on
everything pulse-related.

Get more information about the
International Year of Pulses, find delicious
recipes and learn how to get involved at:

www.pulsepledge.com /
www.iyp2016.org

