

Welcome to the PULSE TRANSFORMATION

DRY PEAS • LENTILS • DRY BEANS • CHICKPEAS

For a Healthy Body and a Healthy Planet.

USA Dry Pea
& Lentil Council

AMERICAN PULSE
ASSOCIATION



USA Dry Pea
& Lentil Council

AMERICAN PULSE
ASSOCIATION

WPGA
Western Pulse Growers Association

US Pea & Lentil
Trade Association

IPLC
Idaho Pea & Lentil Commission

Northern
Pulse Growers
Association

WPCC
Washington Pulse Crops
Commission

NDPLC
NEBRASKA DRY PEA &
LENTIL COMMISSION

CALIFORNIA
BEANS

MONTANA
PULSE CROP
COMMITTEE

NORTH DAKOTA
DRY PEA
& LENTIL
COUNCIL

SOUTH DAKOTA
PULSE CROPS
COUNCIL



USA Pulses are growers, processors, and food manufacturers united to deliver the highest quality, nutrient dense, sustainable, and affordable foods on the planet.

WHY PULSES?



Dry Peas



Lentils



Chickpeas



Dry Beans

**GOOD
SOURCE OF
PROTEIN**

Pulses are...

IRON RICH

Chickpeas have 2.5X as much iron as chicken!

FULL OF FIBER

DRY PEAS HAVE 4X MORE FIBER THAN BROWN RICE.



LOW GLYCEMIC INDEX

.... High in

PROTEIN

Lentils deliver double the protein of quinoa.



LOW-FAT

Lentils have 7X less fat than pork.

GOOD SOURCE OF POTASSIUM

GLUTEN-FREE



LOW IN SODIUM



HIGH IN FOLATE

NON GMO



MORE POTASSIUM THAN A BANANA



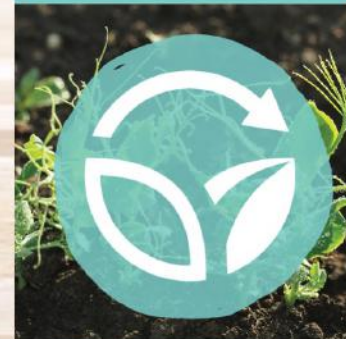
NUTRITIOUS



AFFORDABLE



SUSTAINABLE



VERSATILE & TASTY



KEY POINTS

- ✓ 9 grams of **protein** per ½ cup serving.
- ✓ Excellent source of soluble and insoluble **fiber**.
- ✓ Good source of **iron**, **potassium**, and **folate**.

THANK YOU!



ECONOMIC ASSISTANCE FOR FARMERS

Congress negotiated a stopgap funding bill that included approximately \$10 billion in economic assistance for farmers.



MARKETING ASSISTANCE FOR SPECIALTY CROPS

USDA launched MASC to help our pulse farmers expand domestic markets or develop new markets for their crops.

Marketing Costs – Offsets expenses like transportation, packaging, and labor for pulse farmers.

Expanded Market Access – Helps farmers reach new and existing markets, boosting profitability.

WE ARE
BETTER
TOGETHER

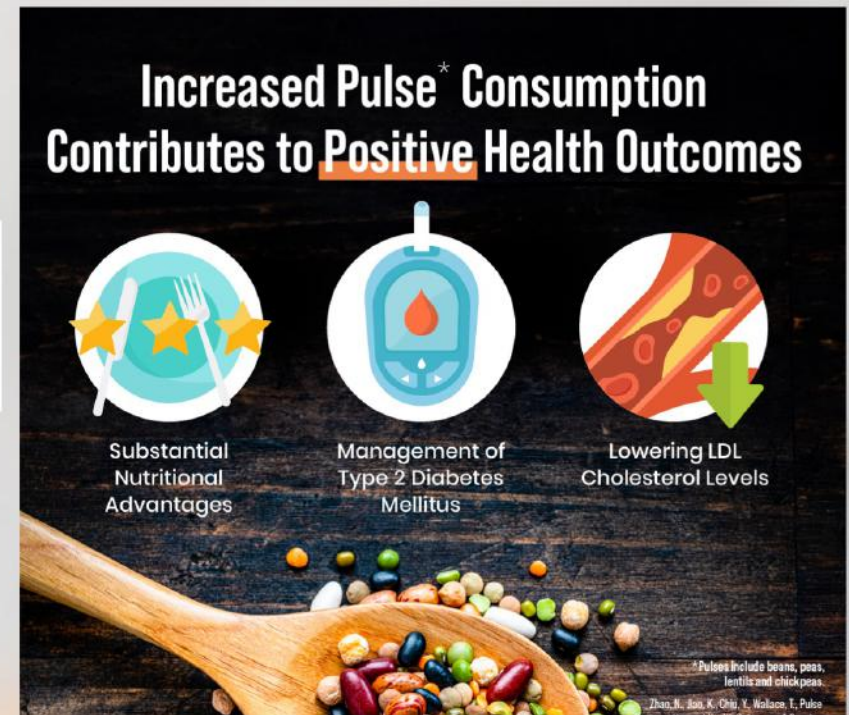
KEEP UP
= THE =
GOOD
WORK



DGA PROMOTES HEALTHY OUTCOMES

- We support the science based DGA process.
- We support classifying pulses as **both a vegetable and a protein**.
- We request a letter to USDA/HHS supporting the increased consumption of pulses from 1.5 to **2.5 cups** per week.

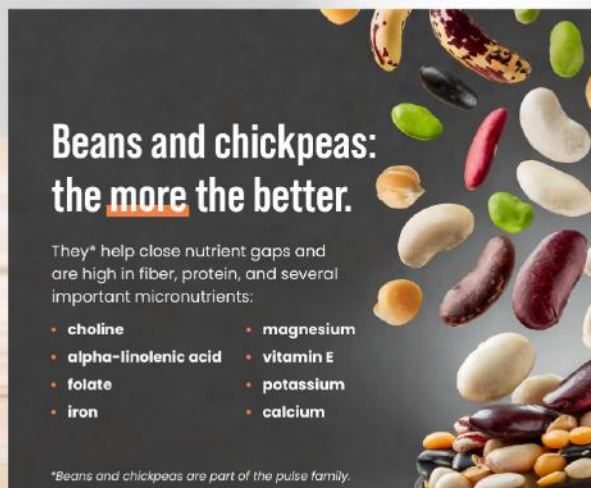
**DIETARY
GUIDELINES
FOR AMERICANS**



NUTRIENTS JOURNAL



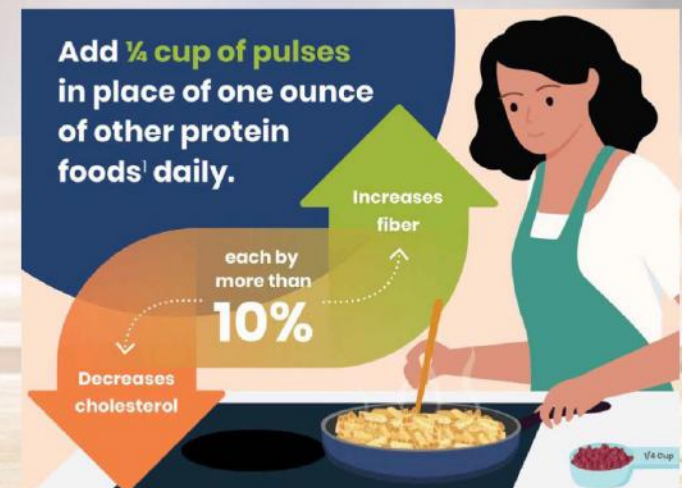
Eating More Pulses Helps Fill Nutrient Gaps, Reduces Added Sugar, Supports Healthy Weight, and Improves Overall Diet Quality. – Maturitas Journal



NUTRITION JOURNAL



MATURITAS JOURNAL



NUTRIENTS JOURNAL

TRADE & TARIFFS

- The trade war beginning in 2017 led to a 37% decline in pulse export sales over three years.
- The pulse industry went from over \$1.0 bil. in export sales in 2016 to \$632 mil. in 2019.
- Our market share in some countries has never recovered (India, China).



FREE TRADE AND BILATERAL AGREEMENTS

- Free Trade Agreements (FTAs) are crucial for pulse exports.
- Support for new FTAs and Bilateral agreements, especially with India and Asia, to rebuild lost markets.
- If these mitigation strategies fail, we will need financial and marketing assistance for our growers and exporters.

TRANSPORTATION CHALLENGES

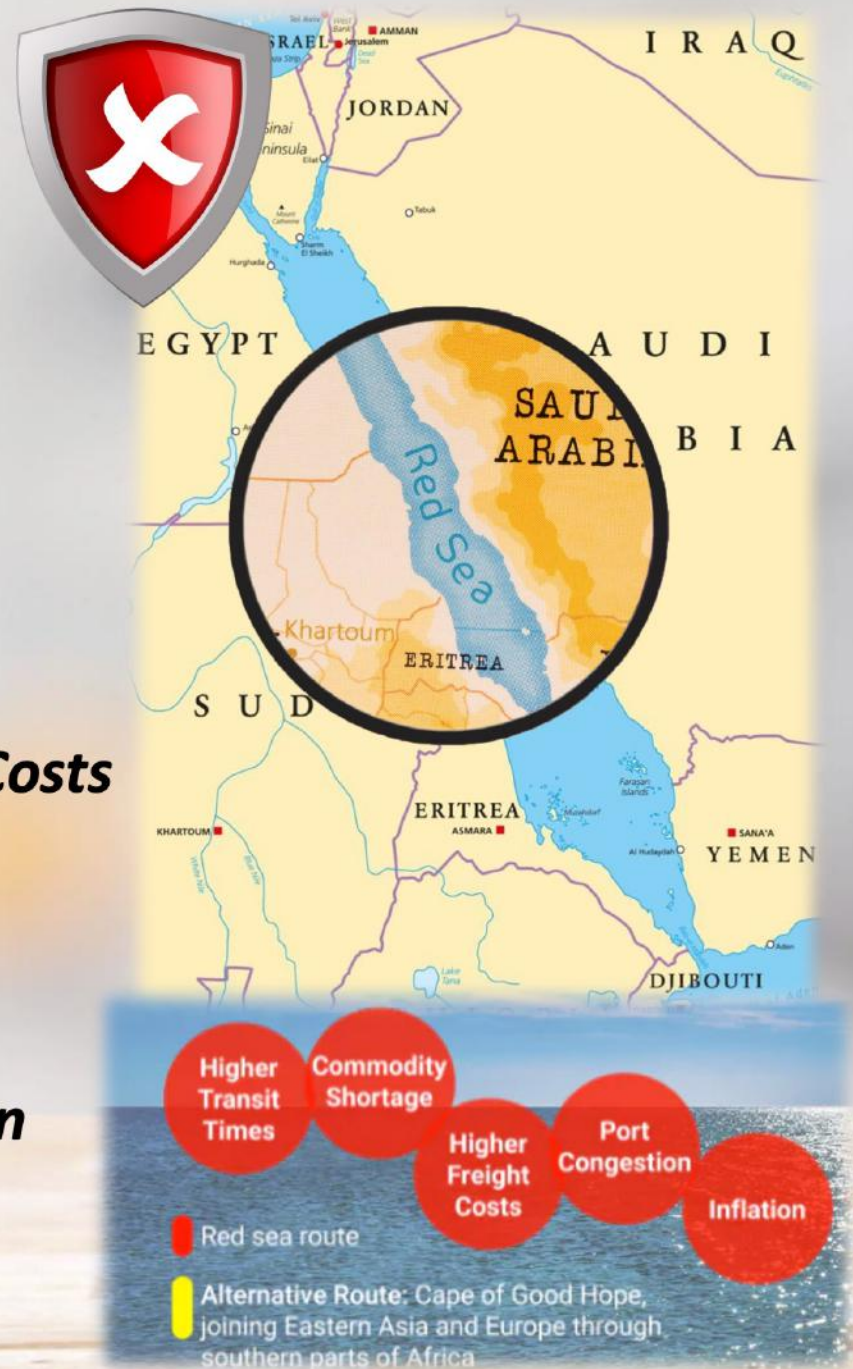
The U.S. Pulse Industry Supports the Ocean Shipping Reform Act & Assistance to Rural Shippers

TOP THREE ISSUES:

1. *Port Congestion & Shipping Delays*
2. *Container Shortages & High Freight Costs*
3. *Cancelled & Delayed Bookings*

NEW CHALLENGES & OPPORTUNITIES

- *Enable Federal Maritime Commission to enforce fair shipping rules.*
- *Surface Transportation Board ensures rail prioritization for specialty crops like pulses.*



FOOD AID PROGRAMS

Food aid not only alleviates hunger at home and abroad, but it also supports U.S. farmers and exporters.

- **Food Aid:** International Food Aid- Increase funding for P.L. 480 and McGovern-Dole.



- **Domestic Food Aid:** Increase funding for school meal programming and section 32 for food banks.

“Hunger is a silent visitor who comes like a shadow.”

– Herbert Hoover, 1946

FARM BILL & RISK MANAGEMENT

- **Enhance Crop Insurance** support to lower the cost of coverage.
- **Expand disaster aid/crop insurance to rural processors** to help them survive unforeseen natural disasters, supply chain disruptions, and trade barriers.
- **Higher Reference Prices for Pulses** to offset rising input costs.
- **Dual enrollment for ARC/PLC** for planting flexibility.
- **Base Acre Update**
- Add **Fava Beans & Lupins** to the exception to base acre reductions required by planting of Fruits and Vegetables.

The U.S. Pulse Industry supports enhanced risk management assistance for both growers and rural processors.



On the farm: Debt is up and income is not

Farmprogress.com

My Generation: Farm debt has been increasing since 1991, and farm incomes are projected to be 25% lower this year than last. Here's what to do with tough numbers on the farm.

 ***Support a new Farm Bill passage with an increased budget baseline to assist the troubled U.S. agricultural supply chain.***

EXPANDING MARKETS

It is critical to expand markets and restore export opportunities lost due to previous tariffs and supply chain disruptions.

- **Global Markets:** Double funding for **MAP (\$400M)** and **FMD (\$69M)** in the Farm Bill.
- **Industry Domestic Support:** Establish a ***Plant Protein Innovation Program*** to help promote the health and environmental benefits of pulse products.
- **Grower Support:** Continue MASC funding to expand market access for pulse growers.



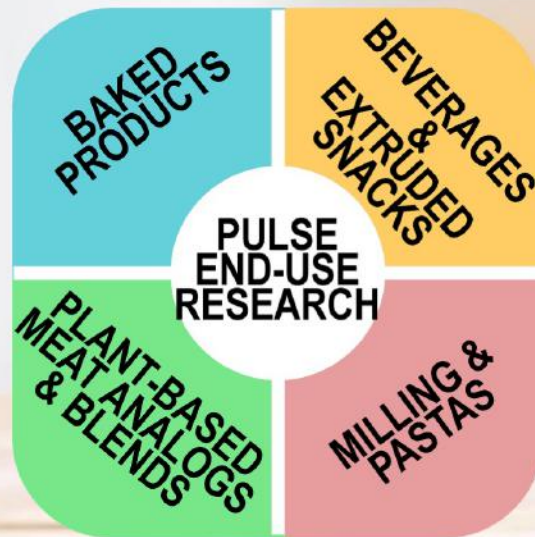
Nanjing, China bakery ingredients workshop.



RESEARCH & NUTRITION SUPPORT

Enhance nutrition research, improve pulse quality, and expand healthy, sustainable food options for U.S. consumers.

- **Pulse Crop Health Initiative (PCHI):**
Support Congress's authorization for \$6M in FY25, and full reauthorization at \$25M annually for FY26.



- **USDA Agricultural Research Service (ARS):** Increase funding to \$6M for **Pulse Quality Network** research.

- **School Pulse Crops Products Program:**
Requesting \$10M funding to promote pulses in school nutrition programs.

**DIETARY
GUIDELINES
FOR AMERICANS**

BE A PULSE CROP CHAMPION!

Thank You!

With Congressional support, the U.S. can lead in pulse production, trade, and consumption.

CHICKPEAS

DRY PEAS

BEANS

LENTILS

Help us improve the health of our people, soils, water, and planet by increasing consumption and production of dry peas, lentils, chickpeas and dry beans.

www.usapulsemovement.org

