

THE PULSE pod

POD 2 - MARCH 2017



**GLOBAL PULSE
CONFEDERATION**

 www.facebook.com/cicilsiptic

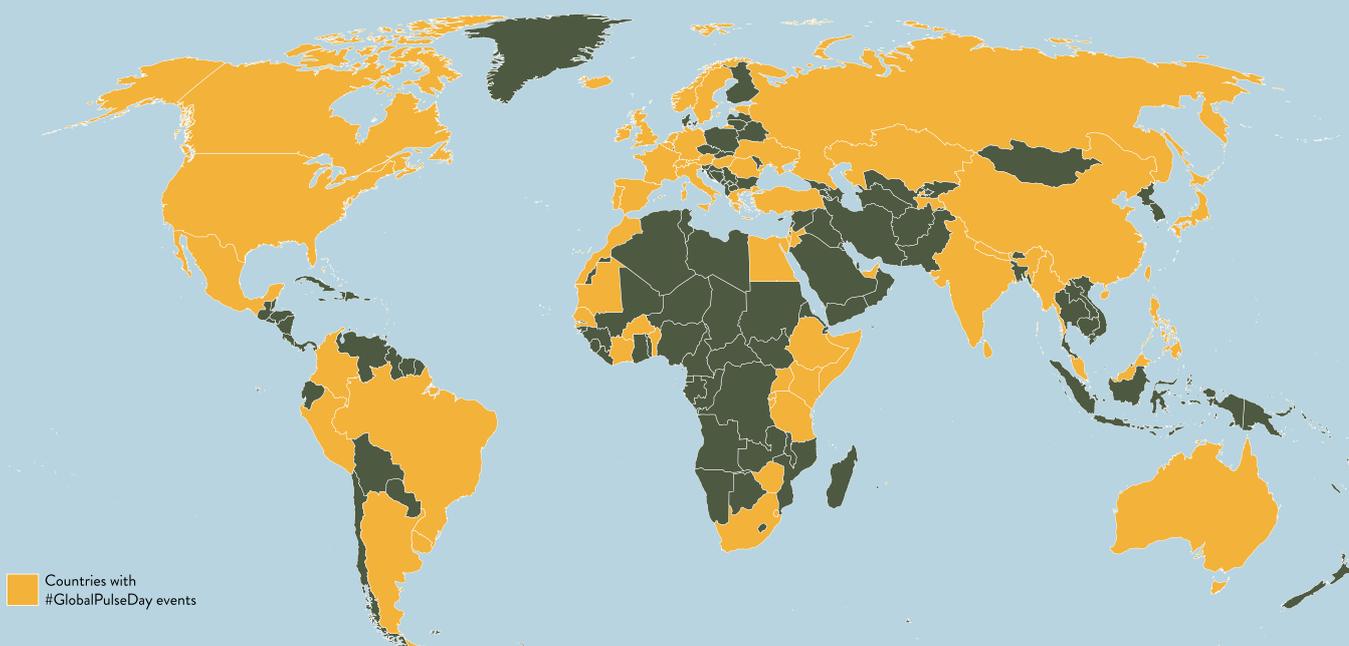
 www.twitter.com/cicilsiptic

 www.cicilsiptic.org



JANUARY 18 GLOBAL PULSE DAY

225 events took place in 63 countries reaching 62 million impressions.



Food Convergent Innovation Webinar Series: Pulses Program

By Laurette Dubé and Gordon Bacon

Gafta - Promoting International Trade

By Jonathan Waters

Price cushioning for pulses farmers through Minimum Assured Price (MAP)

By Dharmendra Pothuri

Mintel: Americans like meat-free days

Pulses successfully harness the power of Social Media

By Andrew Jacobs, London

USA AGRICULTURAL OUTLOOK FORUM (AOF) 2017

By G. Chandrashekar

There is gold in those fields and old in our relationships

By Martin Chidwick

Huge crop and policy uncertainty weigh pulse market down

By G. Chandrashekar

March 2017

FROM THE PRESIDENT'S DESK



Dear Colleagues

It is interesting what difference a year can make. It was at this time of year at the start of International Year of Pulses in 2016 that our campaigns and programs were just beginning and we were not yet able to see what benefit we may see from our activities. Would markets and consumers even be interested in IYP and pulses?

It seems safe to say at this point in 2017 that the reply has been an overwhelming 'YES'. Consumers, food companies, retailers and the media all over the world are interested in pulses and we are seeing the benefits in the results.

To demonstrate this, we only need to look at the statistics; in excess of 643 million impressions were generated for the International Year of Pulses social media and public awareness campaign between November 2015 launch and January 2017; the IYP2016 campaign attracted 5.3+ million social media engagements, 3.1 million cumulative website visits to the pulses.org website.

In this age of social media, these are truly good results that demonstrate that there is interest in pulses.

This was further illustrated with Global Pulse Day on January 18, where all expectations - with 225 events in 63 countries reaching 62 million impressions via social media - were surpassed. To give

a reference point, the launch of IYP in January of 2016 was viewed as an overwhelming success with the Pulse Feast featuring 141 events in 36 countries - this year's celebrations certainly broke the record.

However, as we do say there is still much work to do to continue to build the profile of pulses and promote them in the marketplace and the pulse sector.

In addition to the promotional aspects of IYP, market access issues and the promotion of production and trade of pulses are key components to our goals. We do see market access issues arising in some markets that may affect, in the short term, the ability of the pulse sector to move products from regions of production to regions of consumption, but we in the global pulse sector are confident that these will be overcome.

Pulses play a critical role in the world's ability to feed its population and are a key component to food security in so many regions and countries around the world. They are part of the solution to solve issues surrounding sustainable agriculture, the environment, societal problems and feeding the world. We are confident that governments will work together to ensure that basic food products and protein needed for good nutrition are available for everyone.

Huseyin Arslan
President, Global Pulse Confederation

READERS ARE WELCOME TO
SEND THEIR VIEWS,
COMMENTS AND SUGGESTIONS.



PLEASE EMAIL TO:
thepulsepodmagazine@gmail.com

Disclaimer:

No material contained in this emagazine may be published or broadcast, whether whole or in part, without the prior written permission of GPC or in the case of third party materials, the owner of that content.

You may not alter or remove any trademark, copyright or other notice from copies of the content.

The content of this emagazine provided for information purposes only. It reflects the views of individual authors of each article and is not necessarily reflective of the official views or policies of GPC. While every care is taken, neither the editor nor GPC can guarantee the accuracy of any information contained herein.

Readers should use their own judgments and be aware that neither the editor nor GPC will accept liability for any loss, damage, cost or expense incurred or arising by reason of any person using or relying on the information on this emagazine.



January 18, 2017

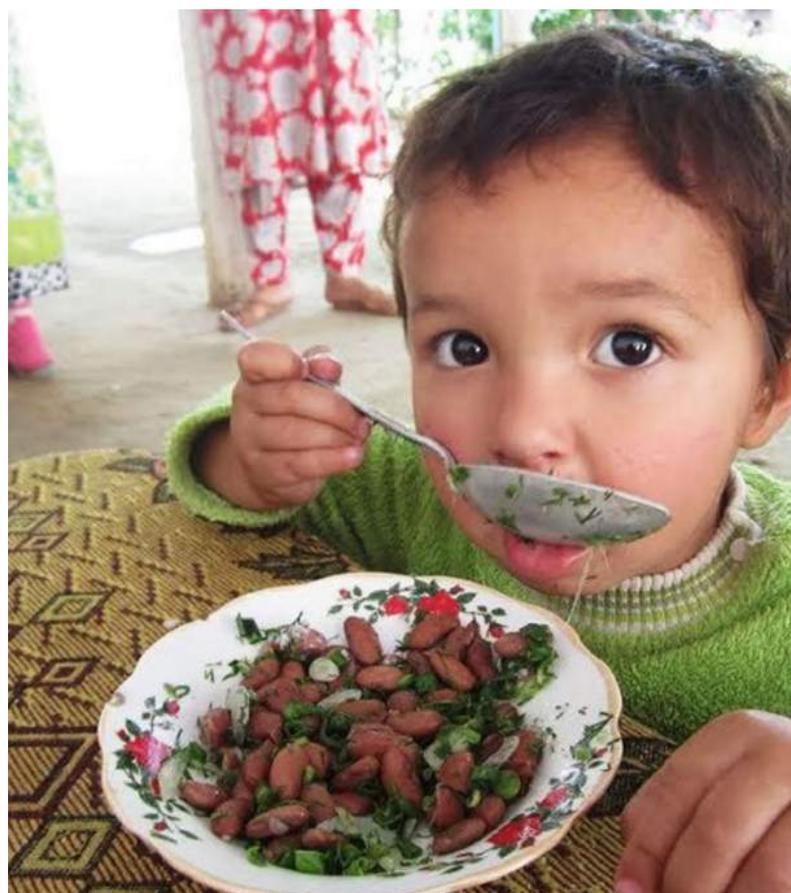
January 18, 2017 will be a day to remember for beans, peas, lentils and chickpeas. People around the globe gathered to celebrate these astonishing pulse crops - one of the final celebrations of the 2016 UN International Year of pulses - to successfully raise awareness on the multiple benefits of consuming pulses for people and the planet.

Global Pulse Day exceeded all expectations: while last year's Pulse Feast saw 141 events in 36 countries, this year's celebrations broke the record of **225 events in 63 countries reaching 62 million impressions via social media.**

From the 5 year old boy in Uttar Pradesh, India, who celebrated pulses by planting them in his backyard to a 96 years young grandfather cooking red lentils with fresh rosemary sprigs for his family living in a sustainable farm in South Georgia, there really is no age limit to be passionate about pulses.

We witnessed a great variety of events: some planned pulse-based staff events or parties with friends and families, others launched training for farmers or recipes promoting pulses, some hosted seminars on pulses or simply joined the social media campaign that day. We partnered with our Gourmet Gurus who shared tips to best integrate pulses in your diet through our blog.

The Pulse Feed took over www.pulses.org homepage with instant and live updates about all the events as they were being shared on social media.



On January 18, 2017, the world celebrated pulses by raising awareness of the health, nutrition and sustainability benefits of pulses for people, animals and the planet.



225 events took place in 63 countries reaching 62 million impressions. Here are some of the great events around the world:

AUSTRALIA

A total of 5 events were organised in Perth and Sydney. The Institute of Agriculture at the University of Western Australia organised a food drive, staff meals took place at the Grain & Legumes Nutrition Council but also at the Australian Export Grains Innovation Centre (AEGIC).

ARGENTINA

Camara de Legumbres de la Republica Argentina (CLERA) board members invited partners and suppliers to a legume-based lunch in Buenos Aires. Argencrops organised an event in Jujuy with a preparation of pulse dishes by a local chef including tasting and messaging about pulses (the event integrated producers, exporters, government).

BAHAMAS

The Bahamas Agriculture and Marine Science Institute (BAMSI) served pulses on the cafe menu after holding a seminar, the day ended with a poem competition about pulses, video & songs about pulses!

BENIN

A whole day of festivities took place in Benin to “Promote local dishes made of pulses” the event gathered local producers of “Niebbe”, they offered a large choice of meals to the public who attended the event.

CANADA

A record of 46 events took place across 7 provinces in Canada with participation from pulse farmers, associations and the Ministry of Agriculture. Pulse enthusiasts cooked and shared their recipes on Instagram, Canadian pulse industry leaders held a roundtable in Winnipeg. French plant-based ingredient maker Roquette announced they will build the world’s largest pea protein facility in Canada. Compass used this day as a spring board to promote the benefits of Pulses throughout the week and onward in several Universities across the country.

COLOMBIA

Local company Aburra held a special pulse based menu in one of the most typical restaurants in Medellin.

CHINA

AGT Food in Shanghai celebrated pulses and held another event to enter the Chinese New Year!

EGYPT

A cooking show took place with Egyptian Gourmet Guru Magy Hadid in a Hypermarket in Cairo.

FRANCE

The Ministry of Agriculture promoted the day on their official website. 17 events took place around the country including a



pulse demonstration at the Agricultural University of Angers.

HUNGARY

Kozard Beans organised a conference with beans variety exhibition and real Hungarian “Jokai” Beans Soup. 32 participants (mayor, farmers, rural development agents, parliament members, and students) visited the local pulse variety exhibitions.

ICELAND

Pulse-based cocktails were created by pulse lovers and shared on social media!

INDIA

11 events in 5 states took place in India with participation of Universities, schools but also organizations such as IDRC and ICRISAT.

IRELAND

The Cool Beans company created pulse dishes to be shared with everyone in their Dublin office.

ITALY

A group of volunteers “We Care Cooks” cooked a Pulse meal for the large group of migrants who are living at the Tiburtina Station in Rome. Several UN agencies had pulse-based meals.

KAZAKSTAN

Global Pulse Day was celebrated in Almaty with a “pilaf with chickpeas” for a mother/son gathering.

KENYA

Eastern Africa Grain Council invited the public to the Inaugural Pulses Fair and Exhibition that was held at the Machakos ATC. Rural Women in Agriculture held a company lunch and Nairobi-based iCon be One Ltd hosted a large pulse party!

MOROCCO

INRA, ICARDA and National Federation of millers (FNM) organised an event attended by 200 people. Another event targeting primary school children invited the kids to taste various recipes featuring pulses to inform them of their health benefits.

MYANMAR

Myanmar Pulses Beans and Sesame Seeds Merchants Association celebrated Global Pulse Day with an event attended by Chief Minister of Yangon.

NEPAL

Rural Women’s Network Nepal (Ruwon) in Kathmandu hosted a national workshop about the importance of IYP2016 to implement the SDGs.

NORWAY

A soup kitchen was organised in Oslo. The organisers noted that pulses are perfect for soup kitchens. It will be held once a month, with home cooked pulse-based nutritious soups!

PHILIPPINES

Philippine Pulse Association's members held their first meeting for 2017 followed by a tasting of new sweet and savory recipes developed by a Chef for the US Dry Bean Council and USA Dry Pea and Lentil Council. The Philippine's Food and Nutrition Research Institute (FNRI) cooked lentil soup for lunch, baked beans were also served to the surgical staff at Dr. Jose N. Rodriguez Memorial Hospital.

SOUTH AFRICA

AGT Foods Africa joined the celebrations by hosting an event in Johannesburg with clients and media, AGT Foods Africa reported a 335% increase in media exposure during 2016 and a significant increase in consumption of pulses for the year! They were also interviewed by a local TV station.

SINGAPORE

Singapore Pulses Federation Limited (SPFL) and Agrocrop hosted a celebration. SPFL board members Puneet Jain and Ritesh Bansal donated 60 kgs of pulses to Food bank.

SWAZILAND

Phindile Jane Tsela, one of the winners of the #LovePulses Product Showcase, organised an afternoon tea with bean cakes decorated with the colours of Global Pulse Day!

TANZANIA

An MoU was signed between Mahindra and Tanzanian farmer organisations outlining a plan to purchase pulses at a pre-agreed upon and fair price (production costs + fair profit) before planting. This commitment is the first of its kind and was coordinated by the International Trade Center (ITC).

TURKEY

360 guests participated in the "Pulses Lunch Organisation" event held by Mersin Commodity Exchange. It was attended by the Ambassador of Canada H.E Chris Cooter, Mersin Governor Özdemir Çakacak, high-ranking and related bureaucrats, representatives of non-governmental organizations, movers and shakers of pulses and employees, food science and engineering and agriculture academicians, local and national media members.

UNITED ARAB EMIRATES

GPC hosted an open buffet at the Tesoro Restaurant in The Taj Hotel in Dubai. A great variety of pulse dishes were served to 100 guests!

UNITED KINGDOM

UK Pulse Promotion Group held a lunch time event in an award-winning London restaurant for 100 journalists, parliamentarians, food manufacturers, campaign groups and pulse industry participants to celebrate Global Pulse Day!

UNITED STATES

24 events in 11 states took place around the United States. In New York alone, the American Pulse Association organised a culinary pulse immersion attended by media and influencers and the Government of Canada co-hosted an event with the Global Pulse Confederation at the UN Headquarters. Pulse leaders gathered at the Ali Baba restaurant to celebrate the success of the International Year of Pulses.



Beans and pulses (legumes) for sale at market, Benin.

Credit: Bioversity International/B.Vinceti

Photos and videos were shared through social media using #GlobalPulseDay!

Visit pulses.org to see more photos





PULSES
#GlobalPulseDay

GLOBAL TRENDS JANUARY 18, 2017

#GlobalPulseDay was trending number 8 on the Canada Twitter, it was also a trending topic in Italy!

Top performing posts came from these countries:

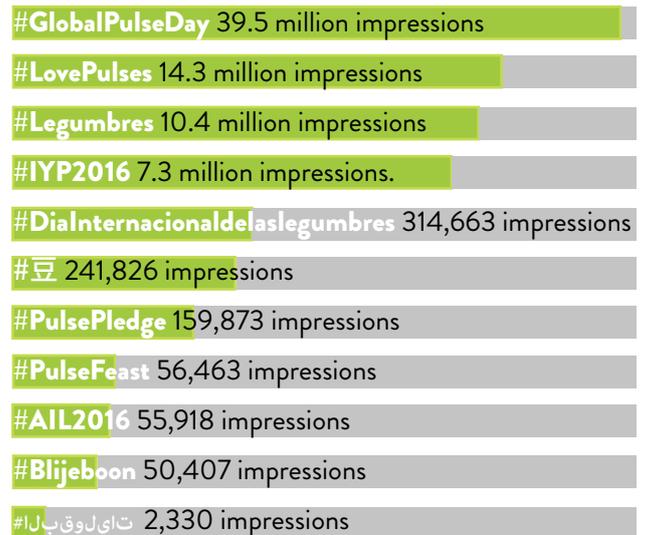
- 1 Canada
- 2 USA
- 3 United Kingdom
- 4 France
- 5 Spain
- 6 Italy
- 7 India
- 8 Australia

SOCIAL MEDIA

On social media, the Global Pulse Day campaign received over **62 million impressions** world-wide. **57 million impressions** were from Twitter and Instagram alone. To date the global campaign has received over **700 million impressions** on social media all totalled.

The LovePulses Facebook page received over **5.2 million impressions** during Global Pulse Day, increasing the LovePulses Facebook campaign total to over **393.4 million impressions**.

Our top performing hashtag was #GlobalPulseDay which received almost **40 million impressions** alone. It is noteworthy that the other language hashtags generated a further **11.2 million impressions**, including great performance by the Spanish hashtag. As some tweets used multiple hashtags, the total impressions on Twitter and Instagram is a total of **57 million**. (below adds to over **72 million**)



QUIRKY & CUTE

We were excited to see the wide range of people loving pulses. Several videos and songs were released on Global Pulse Day, as well as a wide age-range of participants!



A 5 year old boy in Uttar Pradesh, India, celebrated pulses by planting them in his backyard



@RushinaMG: My 9yo daughter recorded this video all on her own for #GlobalPulseDay! Can't get over the cuteness!



SAWBO released a new video about pulses.



"Pulse Pods" at the Global Pulse Day celebration in New York City, NY, USA

Price cushioning for pulses farmers through Minimum Assured Price (MAP)



Dharmendra Pothuri
General Manager-Africa Agribusiness
Mahindra & Mahindra, Kenya

United Nations declared 2016 as International Year of Pulses (IYP 2016) with the objective of positioning pulses as primary source of protein and other essential nutrients. Various initiatives were taken at local, national and international level to increase the awareness and understand the challenges faced by pulses farmers and other stakeholders in the pulses value chain.

While various stakeholders like Government bodies, NGOs, farmer societies, educational and research institutes and private organisations actively took up various initiatives, most unpredictable blow came in the form of price crash in pulses sector in India-the largest importing country in the world.

Highest price crash came in Pigeon peas segment which also affected green mung and chick peas segment resulting in huge losses for many traders and farmers.

The falling prices has not only impacted the farmers in India but also the farmers in all east African countries including Kenya, Tanzanian, Uganda, Malawi and Mozambique. Pulses crop is treated as cash crop by farmers and a sudden drop in market prices has forced them to switch over to alternate crop.

To motivate the farmers to increase the pulses production it is important to provide assured offtake mechanism in terms of quantity offtake and price guarantee so that they are cushioned from price uncertainties to certain extent.

With the intention of encouraging farmers and providing stable price for the farmers, Mahindra & Mahindra (www.mahindra.com) came out with innovative idea of **Minimum Assured Price (MAP)** in pulses segment to be piloted in Arusha, Tanzania. This is first of its kind concept in pulses segment, which guarantees farmers a minimum price based on the cost of production plus a fair profit margin.

With the help of International Trade Centre (ITC)'s Supporting Indian Trade and Investment for Africa (SITA), Kingori SACCOS, a Tanzanian farmers' organization is shortlisted for this pilot project. Under this unique model, Mahindra and Kingori SACCOS have agreed on a minimum price based on the cost of production plus a fair profit margin.

The cost of production was agreed by farmers and Mahindra through discussions facilitated by ITC and the Selian Agricultural Research Institute (SARI), Tanzania. Under the agreement, Mahindra guarantees the purchase of the August-September 2017 harvest of pigeon peas from over 100 farmers at the predetermined minimum price.

If the market price drops below the predetermined price, Mahindra

will bear the loss. If the market price rises above the minimum, Mahindra and Kingori will share the incremental margin.

This is a unique win-win model with following benefits:

Benefits for Pulses farmers:

- A guaranteed buyer before production begins
- A reliable income without fear of a sudden price drop
- A fair price for their pulses
- An advance payment to finance their working capital requirements

Benefits for Mahindra:

- Expanded footprint in Africa through socially responsible trade
- A sustainable supply of pigeon peas
- A pre-determined and stable purchase price

This MoU was signed in the presence of HE Adolf Mkenda, Permanent Secretary, Ministry of Industry Trade and Investment, United Republic of Tanzania



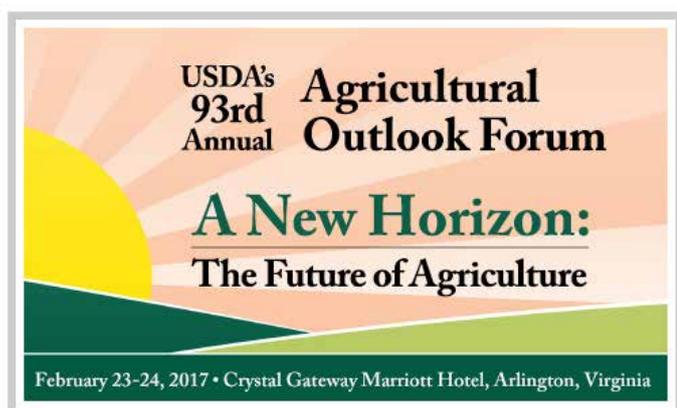
This pilot initiative is being implemented under the International Trade Centre (ITC)'s Supporting Indian Trade and Investment for Africa (SITA), funded by the United Kingdom Department for International Development.

Based on the results of the project, Mahindra & Mahindra is planning to replicate similar structure with other farmer groups in other East African countries. In this way Mahindra & Mahindra wants to be part of inclusive development of pulses sector in Africa.

USA AGRICULTURAL OUTLOOK FORUM (AOF) 2017



By G. Chandrashekhar



The annual USDA Agricultural Outlook Forum (AOF) was held this year during February 23-24, 2017 at Arlington, VA (USA).

In terms of agri-market outlook, here's the broad picture that emerged:

- For three years in a row, world agricultural crop production rebounded from the disastrous 2012-13 season
- Global 2016-17 production and consumption of major crops – wheat, corn and soybean – are at record levels
- Large global ending stocks help moderate price volatility
- Production could be marginally lower in 2017-18 as compared with 2016-17
- In the US, corn (-4.3%), wheat (-8.3%) and feed grains (-7.1%) expected to lose acreage while soybean set to gain (5.5%)
- Prices are set to edge up in 2017-18

Crop	2016	2017	% change
Wheat \$/bu	3.85	4.30	+11.7
Corn \$/bu	3.40	3.50	+2.9
Soybean \$/bu	9.50	9.60	+1.1
Rice (\$/cwt)	10.50	10.70	+1.9
Cotton (c/lb)	69	65	- 5.8

China's imports are set to rise, boosted by soybean; continued growth in China's soybean import expected.

Middleclass to grow strongly in the coming years in China, India

USDA AOF 2017 had a session on India with the theme:

INDIA: Challenges and Opportunities - The outlook for India's agricultural policy and markets as well as the experiences of U.S. investors and exporters.

G. Chandrashekhar was invited to speak on **India's Agricultural Transition: Is Demand Outpacing Policy?** and discuss recent policy developments and the growing pressures on policymakers to reform agriculture and trade policies.

Thrust of Mr. Chandrashekhar's presentation:

- Although India is one of world's fastest growing significant economies and world's third largest producer of food, yet it ranks low on Human Development Index and high on Global Hunger Index
- Share of agriculture in GDP is ~15%, but the pie is shared by >50% of workforce depending on farm for livelihood; Continued low farm growth rates mean 'growth without equity'
- Newer challenges – land constraints, looming water shortage and climate change – will make the country's food and nutrition security more vulnerable
- On the other hand, food demand is burgeoning with the combination of rising purchasing power + demographic pressure + current low per capita availability.
- Food demand growth is rapidly outpacing food supply growth and the trend is likely to continue over next 10-15 years, widening the supply-demand gap and raising the country's import dependence
- There have been numerous policy initiatives of the government in last two years including identification, banking and mobile phone technologies for direct benefit transfer
- Doubling farmers' income in 5 years; Soil Health Card; Crop Insurance Scheme; Agri Credit; Organic farming; Dairy initiatives; Irrigation program; National Agricultural Market; Contract farming law; and many more initiatives are designed to improve the terms of trade in favour of agriculture
- Yet, structural issues remain unaddressed – weak input delivery system; inadequate irrigation; lack of technology infusion; poor rural agri-infrastructure;
- So, demand will continue to outstrip policy response unless the structural issues are addressed with policy support, investment support and research support
- India's agri-exports are set to gradually taper-off and agri-imports are set to expand; containing food inflation is a priority for policymakers
- India needs 'sustainable farm resurgence' to ensure growth with equity, meet growing food demand, advance nutrition security and reduce rural distress; and realize the objective of inclusive growth
- The author has proposed a six point action plan or six mantras
- As agri sector is politically sensitive, there will be political and constitutional challenges in ensuring sustainable farm resurgence and implementing the author's action plan
- Indian government (Centre) must take the State governments along; create a national consensus; invest heavily in addressing structural problems; and stay focused on outcomes.

The presentation was followed by a panel discussion on India's agri policies, agri-trade and market access in which the author participated.

Food Convergent Innovation Webinar Series: Pulses Program

By Laurette Dubé and Gordon Bacon



Convergent innovation (CI) builds on the best of current linear and open models to define the contours of a next generation of science, technology, and innovation programs that are better able to cope with important challenges facing 21st Century Society at the nexus of agriculture, industry and health systems. These have been the object of ambitious *sustainable development goals (SDGs)* recently set by the United Nations in a “One World” agenda that combines the three themes of health of people, environment, and economy as integrative target in a strategic vision that bridge traditions with new products, processes and practices in a diversity of sectors in novel ways. *For food*, the targets for sustainable development and affordable healthcare lie at the converging point where food is at the same time: what consumers want; what they need for their vitality and health; what they can and want to pay; what the planet can offer in a sustainable way; and what the agriculture and food sectors can and want to produce in a cost-effective and profitable manner.

Business solutions for successful innovation at this CI sweet spot calls for bridging a diversity of science and technology pipelines and expertise that encompass: plant breeding for improved nutrition profile and digestibility, process functionality or sensory qualities; improved agricultural output of pulses farming; deeper understanding of the chemistry of grains and the impact of processing on the chemistry; engineering solutions to scale to traditional wisdom; commercial scale up capability for select processes; measurement of physicochemical properties of grains and flour and other products; technology platforms of pulse processing (e.g., extrusion or roasting) for designing value added products; evaluation of health benefits of various processing

platforms and value added products; improvement of odor or aroma; support for clinical studies and health claims development for value added products; innovative environment friendly packaging solutions, and others.

The CI Webinar series for food, inaugurated with the Pulses Program on the first International day of pulses January 18th 2017, will point to transformational levers for accelerating supply and demand at this convergent sweet spot. The series will feature cutting edge science, technology and innovation in agriculture, food and health domains as well as in the behavioral, commercial, social and complexity sciences. These, combined with traditions from around the world, will altogether articulate an interdisciplinary research and action strategy to transform agricultural products like pulses from undifferentiated commodities into higher-margin whole and value-added food products that support sustainable development and affordable healthcare. Progressively, programs in the CI-Food webinar series will be developed for other agricultural products with high CI potential, e.g., dairy, vegetables, etc.) Pulses are in a particularly strategic position as “One World” food solutions: they have been essential to agriculture and staple food in diets over millennia in traditional societies; modern science has also demonstrated their many benefits for environmental and human nutrition and health. Most importantly, the 2016 International Year of Pulses (IYP) has also left behind a strong legacy: 10-year research strategy for pulse crops; long-term plan to build global pulse brand equity; call-to-action for creating continuous awareness and market access for pulses. This three-pronged legacy is built upon by partners in the Global Pulse Innovation Platform in the complementary pulse convergent

innovation research and action strategy that will be supported by the CI-Food Webinar: Pulse Program. The strategy will scale up and accelerate what pulses can contribute as food solutions to sustainable development.

The inaugural presentation in the series by Laurette Dube and Vilas Sriharti from Tata Chemical Limited was entitled *"Bridging pulse tradition and modern innovation to accelerate food solutions to sustainable development: A convergent innovation research and action strategy."* Presenters first illustrate how traditional pulses, when combined with modern science and technology, can transform them from commodities into higher-margin value-added food products that support sustainable development.

We then sketch key features of the research and action strategy that range from basic genomic and agricultural, food, nutrition and health research, to sophisticated behavioral insights and predictive analytics to support supply and demand for commercially successful whole and value-added pulse foods.

The second presentation, by plant breeding scientist Alison Ferrie from the National Research Council Canada was entitled *"Fast-track the breeding of new varieties using doubled haploidy."* Doubled haploidy methodology is commonly used in many agronomically important crops to speed the development of new cultivars. There are a number of advantages in using haploidy

technology in both practical application (varietal development, mutagenesis, transformation) and basic research (genomics, biochemical, and physiological studies). Haploid plants are commonly produced using one of four methods: culture of anthers or microspores (androgenesis), culture of unfertilized ovules (gynogenesis), interspecific or intergeneric crosses followed by chromosome elimination, and by pollination with irradiated pollen. The most efficient method depends on the species. There are a number of factors affecting microspore embryogenesis including genotype, donor plant growth conditions, stage of microspore development, composition of the culture medium, and environmental conditions during culture. The frequency of embryo production will depend on whether or not these conditions are optimal and varies depending on the species. The pulses are considered recalcitrant to doubled haploidy methodology. For the past 25+ years, the National Research Council - Saskatoon has been developing doubled haploidy protocols in a number of different species. The presentation discussed doubled haploidy, gave some successful results and discussed the potential for the pulses.

In the coming year, each webinar presentation will be the object of a short report in the POD magazine, with next in line being on digital technologies, including but not limited to big data and business analytics, as being essential for successful convergence of health and economic outcome in pulse-based food innovation.

Global Pulse Innovation Platform: An Ecosystem to Transform Traditional and Modern World through Food



Authors



Laurette Dubé

Dr. Dubé is a Full Professor and holds the James McGill Chair of consumer and lifestyle psychology and marketing at the Desautels Faculty of Management of McGill University, Canada. Her research interest bears on the study of affects and behavioural economic processes underlying consumption and lifestyle behaviour and how such knowledge can inspire more effective health and marketing communications in both real-life and technology-supported media. She is the Founding Chair and Scientific Director of the McGill Centre for the Convergence of Health and Economics. The MCCHE was created to foster partnerships among scientists and decision-makers from all sectors of society to encourage a more ambitious notion of what can be done for more effective health management and novel pathways for social and business innovation.



Gordon Bacon

Gordon Bacon is CEO for Pulse Canada and is also CEO of the Canadian Special Crops Association, an organization that represents processors, exporters and brokers of all pulses and special crops. Pulse Canada is the national industry association that represents growers, processors and exporters of Canadian pulses. The association's mandate is to contribute to the profitability of the Canadian pulse industry by delivering innovative solutions that improve efficiencies and increase the value of pulse production, processing and marketing. When successful, Pulse Canada's efforts will ensure that different market segments recognize pulses as healthy, sustainable and functional food products, leading to increased worldwide demand for Canadian pulses. Direction and funding for Pulse Canada is provided by Alberta Pulse Growers, Saskatchewan pulse Growers, the Manitoba Pulse Growers Association, Ontario Bean Growers, and the Canadian Special Crops Association. Before joining Pulse Canada 19 years ago, Gordon was Director of Market Development at the Canadian Wheat Board (CWB). He has also served as Senior Policy Advisor to the Minister of State, Grains and Oilseeds in Ottawa; and in various roles with federal and provincial departments of agriculture.

Gafta - Promoting International Trade



Jonathan Waters
Legal Head of Gafta's Group, UK

Gafta has recently published its arbitration statistics for the period October 2015 – September 2016, which make for interesting reading.

Amongst other things, the number of new cases referred to Gafta has significantly increased, by 62%, to 628.

Gafta provides a cost effective and efficient international arbitration service. In the period in question, the average cost of a first tier Gafta arbitration was, approximately, £9000 (excluding parties legal fees) and the average duration – from the opening of a file to the issuing of an Award – was, approximately, nine months. Gafta believes that this compares very favourably with other arbitral bodies.



Going to court is expensive and time consuming and the trend towards arbitration as an alternative form of dispute resolution - not just in the commodities trade but in other business sectors as well - is increasing.

As a barrister and, in my capacity as Gafta's General Counsel with responsibility for Gafta's arbitration service, I, perhaps, have a unique insight into why certain cases end up in arbitration.

In my experience, a surprisingly large amount disputes arise from issues which ought properly to have been clarified or thought through at a pre- contractual stage (ie during the negotiation of a trade).

I have summarised just a few of these below:

Gafta contracts are all subject to English law - which provides a

'tried and tested' means of resolving contractual disputes. English law presumes that the parties to a commercial contract have read, understood and have, therefore, expressly agreed to the terms of their contract.

In practice, however, many contractual disputes arise because the parties have either not read or, perhaps, have read but have misunderstood their contractual obligations. Occasionally, disputes can even turn on the precise meaning of a particular word or phrase. Contracts, therefore, must always be read carefully and any ambiguity raised and clarified (preferably in writing) prior to the contract being entered into.

Whilst it may appear uncontroversial, it is always important to check that the correct parties have been set out in the contract. Modern corporate structures can be complex and, in an international trading environment, many companies operate through subsidiaries.

Sometimes a dispute arises when, following an alleged default, a counterparty argues that it was not a party to the contract at all but that another subsidiary company within their group was. Worse still is that the subsidiary may be in another legal jurisdiction where the enforcement of an arbitration Award could be problematic. English law here is very unforgiving. Save for very limited exceptions (such as fraud or misrepresentation) once a contract has been entered into it is binding and the identity of the parties can only be changed with agreement.

Financial and counterparty risk is particularly important and is frequently over-looked. Proper assessment of counterparty risk is critical – more so when trading with a new company for the first time.

The areas of risk which need to be considered are very wide and include; the risk of non-delivery (is there a possibility that an event of force majeure or international sanctions could delay or prevent performance?), credit risk, payment terms (is there a need for a performance guarantee in the form of an upfront payment?), trade/bank references, parent company guarantees (when dealing with a small subsidiary of a large company), insurance (does it adequately cover the risks / is it with a reputable insurer?) and jurisdiction (is the company based in a country which is a signatory to the New York Convention on the enforcement of arbitration Awards?). This list is not exhaustive and there are many more examples!

The above is simply a flavour of some of the issues which can arise in practice. Gafta will be running a short seminar at the forthcoming GPC conference in Vancouver at which these and other issues will be discussed during a presentation followed by a "Q and A session".

Huge crop and policy uncertainty weigh pulse market down



By G. Chandrashekhar



India is readying to harvest a record pulse crop in Rabi season. With area planted at a new high of 16.0 million hectares (last year 14.4 million ha), production is estimated by the government at 13.4 million tons (sharply up from weather affected 10.8 million tons this time last year).

Specifically, chana (chickpea) crop is estimated at 9.1 million tons, some two million tons higher than last year's. Relatively small quantities of lentils, peas, urad and moong are also harvested.

Pressured by bright crop prospects and continuing imports, domestic prices have declined sharply. Indeed, chana prices have collapsed from a high of Rs 70,000 a ton (over \$ 1,000 a ton) to the current level of Rs 46,000 a ton (\$ 660/t). Prices are expected to stay under downward pressure.

India's import from April to December 2016 was an estimated 4.3 million tons. In other words, the massive rebound in domestic production has had little impact on import volumes. Of course, domestic demand is up encouraged by a rebound in rural incomes following good monsoon and lower, affordable consumer prices.

But the pulse market is fraught with uncertainties. Will the government quickly move in to support falling prices by procuring sufficient quantities? The target for creation of buffer stock is two million tons and currently just about half the target has been achieved.

The most critical uncertainty is the proposed stoppage of methyl bromide fumigation at the Indian port of discharge after March

31. If implemented, this will surely disrupt the flow of pulses into the Indian market in the short run. Efforts are on to come to some understanding, but the outcome is anybody's guess on current reckoning.

Exporting countries such as Canada are rather upset with the bolt from the blue. To be sure, Canada is the largest pulse supplier to India and India is its largest market. Exporters and importers are examining the possibility of fumigation at some intermediate port such as Singapore; but is may involve cost and time. Some countries such as Brazil have agreed to conduct methyl bromide fumigation at the port of loading.

There are many ways in which the government of India can respond to the situation. There is the possibility that storage restrictions will be waived; exports will be opened up for all pulses (currently only kabuli chickpea is allowed); procurement through government agencies will be accelerated; and last, import duty may be imposed.

Looking ahead, it is important that Indian pulse growers who have responded admirably to the price situation in 2015 and 2016 by planting and harvesting record crops this year do not feel disappointed or disillusioned because of falling prices and belied price expectation. They may not plant as many pulse acreages in 2017-18.

Another looming uncertainty, incipient though, relates to the possible recurrence of the dreaded El Nino in 2017 which curtails rainfall and entails dry conditions.

There is gold in those fields and gold in our relationships



By Martin Chidwick
Agrimonde, Canada

Gold in those fields

The beginning of 2017 brought the stunning news to my Canadian province of Manitoba, that French food company Roquette intend to invest Canadian Dollars 400 million (recently revised to 450 million dollars) in building the world's biggest fractionation facility for yellow field peas, in the town of Portage La Prairie.

It's a relationship with a part of Canada that can trace its historical relationship with pea fractions back some 30 years, with two operations currently producing pea protein on site. Visionary, on the leading edge, but now seeing a real ally in the march towards general pulse food ingredient applications.

For the writer who also had a stint with a pea fraction company back in the 1990s, this is a dream coming true. At a recent Ag Canada Roundtable, a statistic was shared for North America. If my recollection is correct, it went something like this. In 2005 there were barely 120 food items/products on the shelf that included pulses in one form or other, including baked beans.

In 2015 there were over 1200 items, estimated at just 5% of the potential market..! We have already seen PepsiCo enter the space with investment in hummus production, with last 12 month sales approaching One Billion dollars.....and as all pulse traders know, it is chickpeas that have garnered most of the excitement around price and supply and demand over the last several years.

But, to me, the humble yellow pea is where the real 'gold mining' is done. A mining that produces exceptional protein products/ ingredients, soluble and insoluble fibres, and starches that compete with the best. A mining that delivers to the public all the right messages, for healthy planet and healthy people. (Pulse Canada).

But it's not only Roquette who are coming to 'town'. There are at least 4 other facilities planned or in the planning stages, including 2 in Alberta and 2 in Saskatchewan to say nothing of those already in existence. Exciting and dynamic growth potential for what is often the cheapest pulse on the planet set to become the centre of exponential growth and the poster child of our industry! Note...I have not even factored the pet food growth into the picturebut this too is significant.

Gold in our relationships

There is in my hands.....ironically sporting a yellow (pea colour) cover, a book entitled "Enough Said"... "What's gone wrong with the language of politics'?' - penned by Mark Thompson, President and CEO of The New York Times Company. He talks of a crisis of trust. That public anger is rising and faith in political leaders is falling. The book covers the public language we have been eroded to in the English speaking world.

'Compressed, immediate, sometimes brilliantly impactful, but robbed of most of its explanatory power'. Insightful. In our industry we have just come off the dynamic and compelling International Year of Pulses 2016, in which we enjoyed the spectacle of over 3.5 billion social media hits in one form or another, and in multi languages, but with a common theme of ' millennial speak'.

How many of us are plugged in to this arena and are able to 'mine' the gold within? I digress. I am in my 38th year of this incredible pulses industry. I would contend that globally, we transcend political correctness and stifling convention, by the relationships we build and by the language that we use. By the respect we afford one another's culture. By the ability to understand respective faiths and by the beauty that lies within the friendships we form. In the CICILs conventions of the past, be it Goa, India or in Brisbane, Australia or in down town Paris (Sial) meetings, we have talked at length of arbitration and then dispute resolution mechanisms. We have had our 'policing' challenges of trades that have gone awry, yet there is an almost unwritten law that we generally all subscribe to...and it is 'golden'..."do unto others as you would have them do unto you.

"We are an industry on the rise. We are a people who love and appreciate that we handle a product not simply generic commodity. Like connoisseurs of fine wine, we appreciate the nuances, the colours, the vibrancy of literally 100s and 100s of pulse types and their applications.

A search of the Internet and you will find food companies that get it as well. In fact some wax lyrical in Shakespearean fashion! A recent publication suggested that by 2030 we will need to grow supply of pulses by 23% globally... That's about 20 million tons additional. I actually believe the number could be closer to 40% (or about 35 million tons) given the traction we are getting from food ingredient companies, the media, the comprehension of the need to promote sustainability, and the health messaging.

We are in good hands. It is not the exclusive domain of the West to dominate the messaging and lead the demand. Some of the importing nations in the East (and I am conscious of writing from a Westerner's perspective but am confident the reader will forgive me... please) have lead the way and educated the exporting nations to the pleasures of pulses consumption on a greater scale.

I view our global friendships of higher worth than gold. I view what we handle as a higher intrinsic value than gold. We are a privileged people who are engaged in the pulses industry and I hope we can continue to grow our friendships and encourage the newcomers to appreciate just how privileged, just how 'golden' our participation with one another is. Buyer, broker, seller, trader, processor, consumer, competitor alike... along with all the service providers we need... it is better than 'gold'.

Pulses successfully harness the power of Social Media



Andrew Jacobs, London
GPC IYP Oversight Group
FAO IYP Steering Committee
UK Pulse Promotion Group



I used to think Social Media was mainly for my kids. I tried Facebook and found it banal and a waste of my time. Twitter didn't appeal (but that was before Donald Trump promoted it to his vehicle for communicating direct with his public). Instagram, Flickr, Linked In – what's the point ?

BUT due to the spearheading role Social Media has played in International Year of Pulses (IYP) campaign, I have completely changed my opinion and now recognise Social Media is EFFECTIVE, LOW COST and an essential way to communicate in the modern world.

One of the central themes of IYP was to “**Create Awareness**” about the benefits of increased pulse production and consumption. GPC's KPI was to get the message out globally to 20-40 million people. Promoting the use #IYP2016, #LovePulses, #PulsePledge, #Legumbres, #PulseFeast, #البقوليات, #豆, #AIL2016 #légumineuses, #PulseRecipes, #LoseWeightWithPulses and other hashtags, we stopped counting when we surpassed **700 million** “impressions” (total audience who had access to our posts), that's **X 20** greater than our KPI.

Our Social media campaign generated **8.4 million** “engagements” (total number of likes, shares, comments & website visits). Nobody connected with managing IYP could have believed we would engage with over 8 million potential customers.

A wonderful legacy of IYP 2016 is the www.pulses.org website, the most authoritative, informed and thorough website on Pulses, which gives the public free access to over 400 recipes (many with supporting videos), 700 digital images, various other videos and loads of helpful content.

Let me mention, Gourmet Gurus in the pulses.org website is raved as one of the strongest elements of the site ... more than 30 of the world's leading chefs were persuaded to donate their favourite pulse recipe to the campaign.

A lesson for me was when, with 36 hours to go before our London Falafel Festival in May 2016, we had 150 tickets still left to sell at \$30 each = potential lost revenue of \$4,500. We agreed a targeted Facebook advertisement which cost \$1,200 and had 450 punters apply for tickets within 12 hours (potential revenue \$13,500) so we had to put 300 on to our Wait List.

An investment in \$1,200 social media advertising to produce revenue of \$13,500, or a multiple of **X 10**, is another illustration of the power (and speed) of Social Media, when well targeted.

Every business, every campaign needs to embrace Social Media – it's relatively inexpensive, its fast and it is capable of producing stunning results. We acknowledge the wisdom of GPC's generous IYP Social Media sponsors – AGT Foods & Ingredients – for investing in the Social Media campaign. GPC's IYP Secretariat – EmergingAg – understood the potential of Social Media and encouraged us to invest time and money in making Social Media work for IYP.

Congratulations to Dissident who designed and delivered a successful Social Media campaign for which they won the International Campaign of the Year in the CorpComms Awards, beating competition from multinational mammoths like Shell.

Global Pulse Confederation's IYP Oversight Group is working now on an “IYP Impact Report” which will endeavour to measure the year-on-year growth in production and consumption comparing 2016/17 with 2015/16. Watch this space for the full report, it will make encouraging reading and show that we are well on the way to exceeding our initial ambition to increase pulse production and consumption by 10% by 2020. At the end of the day, that's what all this effort has been about, “shifting the needle” on our category by growing our industry.

Social Media is not just for our kids, it's for our businesses and for our campaigns. Embrace it, it is the world of the future, available right now, at modest cost when well designed and delivered.

IYP 2016 Social Media Stats Nov '15 – Jan '17

Impressions – 700+ million total audience who had access to posts

Engagements – 8.4+ million total number of likes, shares & comments

Promotional Events – 550 throughout 2016

January 18th 2017 Global Pulse Day Events

– 223 in 63 countries

Media Articles – 2350

Recipes – 400+ freely available at www.pulses.org

Images/Photos – 700+ freely available at www.pulses.org

Mintel: Americans like meat-free days

'Meatless Mondays' seem to be catching on among Americans as a way to cut back, with new research from Mintel revealing that US consumers use meat alternatives because they like to have meat-free days.

While not fully committing to a meat-free lifestyle, 'Meatless Mondays' seem to be catching on among Americans as a way to cut back with new research from Mintel revealing that the top reason US consumers use meat alternatives is because they occasionally like to have meat-free days (31%).

Health reasons are also driving interest, with three in 10 protein alternatives consumers saying that they are watching their cholesterol (30%) and are worried about eating too much saturated fat (29%). Indeed, Mintel research indicates that more than one third (35%) of Americans are eating protein more from sources other than red meat.

However, while more than two thirds (66%) of protein alternatives consumers agree they are healthier than real meat, nearly half (46%) say that protein alternatives products are too high in sodium.

In addition to health reasons, protein alternatives seem to be playing a part in leading a healthier lifestyle as more than one quarter (28%) of those who use protein alternatives are trying to lose weight. Indeed, some 29% of new meat substitutes in 2016 featured a low-calorie or low-carbohydrate claim, up from 7.1% of new products in 2015, according to Mintel Global New Products Database (GNPD).

"Americans are embracing popular trends like 'Meatless Mondays' as an easy and consistent way to include meat-free meals into their diets in an effort to reduce meat consumption as health concerns surrounding red meat continue to grow. With so many consumers turning to protein from sources other than meat and poultry, there is an opportunity for marketers to reach a sizable group with concerns related to health, particularly cholesterol and fat content," said Billy Roberts, Senior Food and Drink Analyst at Mintel.

Among those who consume meat alternatives, a staggering four in five (80%) rely on the package instructions to inform their cooking methods and more than two thirds (66%) say they would eat more protein alternatives if they knew how best to prepare them.

Adding to the list of challenges, nearly two in five (38%) protein alternatives consumers agree that all alternative protein offerings taste the same, no matter what meat they are supposed to mimic.

However, restaurants could be a source of inspiration as more than one quarter (26%) of consumers say they eat protein alternatives at a restaurant.



"As consumers appear largely unwilling to experiment with protein alternatives, likely due to lack of familiarity, alternative brands have significant room to grow in terms of establishing themselves as a 'go-to' meat alternative option. Consumers are looking not only for more information about the ingredients in these products, they are also looking for guidance in how best to prepare them," continued Roberts. "Brands and manufacturers would do well to provide their consumers with better choices that align with their preferred form of meat alternative and by recognizing the trends in meatless alternatives in foodservice."

The consumption of eggs is almost universal, with 86% of Americans eating or using eggs in recipes at least once a month and more than three in five (61%) doing so at least weekly. While egg substitutes are less popular, one in six (16%) Americans claim to consume egg substitutes at least weekly.

Egg consumption appears to be declining with age as just 47% of Americans in the World War II/Swing generation claim to eat eggs weekly as compared to 71% of Millennials, who are also much more likely to consume egg substitutes at least weekly (31%).

"Though egg substitutes seem appropriate for older consumers seeking more healthful egg replacers, our research shows that the younger generation is significantly more likely to use them.

This could be the result of older consumers simply using fewer eggs, or a general distrust of egg replacers as a suitable substitute, presenting an opportunity for brands to retain interest among consumers of younger generations as they age," concluded Roberts.

* Mintel is a leading global market intelligence agency. Article: <http://www.ingredientsnetwork.com/mintel-americans-like-meatfree-days-news044963.html>



News & Views

40
YEARS



ICARDA
Science for Better Livelihoods in Dry Areas

ICARDA deposits vital seeds in Svalbard Vault, securing food for generations to come

Beirut, Lebanon. Today, the International Center for Agricultural Research in the Dry Areas (ICARDA) successfully deposited 15,420 seed samples for long-term conservation in the Svalbard Seed Vault. The seeds will play a critical role in the development of climate-resilient crops for generations to come.

In 2015, ICARDA was the first organization in history to request the withdrawal of seeds from the Svalbard Vault – a response to the fact that although the 141,000 accessions constituting the ICARDA active genebank in war-torn Aleppo were stored safely, they could no longer be regenerated or distributed to breeders and researchers.

ICARDA planted the seeds retrieved from Svalbard for multiplication and reconstitution of the collections. As of today, ICARDA holds in-trust 26,000 and 20,000 seed accessions in its genebanks in Lebanon and Morocco. ICARDA holds in trust one of the world's largest and most unique collection of landraces and wild relatives with a total of 153,000 different samples of major winter cereals, food legumes, forage and rangeland species from the 'Fertile Crescent' in Western Asia, the Abyssinian highlands in Ethiopia, and the Nile Valley, where earliest known crop domestication practices were first recorded. Many plants are now extinct in their natural habitats.

QUOTES:

ICARDA Board Chair Ms. Margret Thalwitz:

"As today's commercial crop seed industry concentrates its efforts on a relatively narrow genetic base, the materials from the ICARDA collection offer immeasurable value both as public goods and as inputs into future research."

"ICARDA's ancient varieties have survived for thousands of years through adaptation and evolution. They offer a huge potential to find solutions to the ever-increasing challenges in dry areas where depletion of soil and water resources are an imminent threat to productivity, livelihoods and food

security." "ICARDA's efforts are all geared to find solutions for improving productivity and employment in rural areas. The use of these precious seeds could be one of them."

Mr. Aly Abousabaa, ICARDA Director General

"Collaboration between the Norwegian Government, NordGen, the Crop Trust, CGIAR and ICARDA shows what is possible when international partners come together to find solutions to pressing regional and global challenges."

"We are demonstrating today that we can rely on our genebanks and their safety duplications, despite adverse circumstances, so we can get one step closer to a food secure world."

Dr. Ahmed Amri, ICARDA's Head of Genetic Resources, ICARDA:

"Genebanks not only conserve seeds for tomorrow, but also provide germplasm for breeding programs today. At ICARDA, researchers develop new crop varieties that are tolerant to drought, salinity, extreme hot and cold temperatures, resistant to new strains of diseases and insects."

"Given the adverse impacts of climate change, our genetic resources are becoming crucial for developing crops for users' nutritional needs in the future."

Ms. Marie Haga, Executive Director of the Crop Trust:

"Having witnessed the first-ever withdrawal from the Svalbard Global Seed Vault by ICARDA in 2015, it is personally emotional and heartwarming to see these seeds return to the vault today. This proves that the system we are developing to safeguard crop diversity actually works."

"With the return of ICARDA's seeds, we have taken the global community one step further towards a more food secure world.."

The shipments to Svalbard have been entirely funded by the Crop Trust, which operates the Seed Vault in partnership with the Government of Norway and NordGen.

The Svalbard Vault, located 1,300 kilometers south of the North Pole, is used to preserve duplicate samples of seeds held in genebanks worldwide. It currently holds 880,000 samples from almost every country in the world.

About ICARDA

The International Center for Agricultural Research in the Dry Areas (ICARDA) is a global agricultural research organization working with countries in the world's dry and marginal areas to deliver sustainable systems solutions that increase productivity, improve rural nutrition, and strengthen national food security. ICARDA is a member of CGIAR, a group of 15 international agricultural research centers that produce public goods science. www.icarda.org

For more information, please contact:

Andrea Gros – ICARDA Head of Communication: a.gros@cgiar.org
For media resources on ICARDA's genebank activities, please visit: <http://www.icarda.cgiar.org/media-resources>

Use of Methyl Bromide as fumigant for pulse cargo fumigation

In a research article on use of methyl bromide authored by Mr. S. Ganesan and published in the February 2017 issue of Chemical News, the author draws the following conclusion:

Quote:

CONCLUSION:

- Both the WTO-SPS Agreement and Montreal Protocol carry

legally binding obligations.

- India's Ministry of Agriculture order/decree F. No 8-1/2007 PP-II dated 16th Jan 2012 is clearly in conflict and inconsistent with the obligations provided in these Multilateral Agreements. This order/decree together with subsequent ones should be held "void-ab initio (invalid from the beginning).
- Besides, there are lapses (substantive and procedural) in the implementation of our obligations under these Multilateral Agreements.

Required: Rectification/corrective action from the Ministries connected directly and laterally with implementation of the WTO-SPS Agreement and Montreal Protocol. [The views, analysis and opinions expressed are entirely that of author's own, based on open source information.]

Unquote:

Mr. S. Ganesan is Chairman (International Treaties Expert Committee), Indian Chemical Council, Mumbai, India. E mail: ganesanicc@gmail.com

GULFOOD is an international exhibition held in Dubai during February every year and attracts a large number of visitors from different parts of the world.

This year, for the first time, there was a dedicated hall for Pulses, Cereals and Grains. Apparently, it was the impacting result of the UN- declared International Year of Pulses 2016, recognition of pulses as an important food product in the company of cereals and grains, and promotional efforts of Global Pulse Confederation.

GPC AND CSCA PRESENT:

PULSES VANCOUVER
THE FUTURE OF FOOD
JULY 10-13, 2017

Registration is Now Open
www.pulses2017.com

PULSES

GPC

CSCA
Canadian Special Crops Association