



# The POWER<sup>of</sup> Pulse Crops!



**USA Dry Pea  
& Lentil Council**







# The POWER<sup>of</sup> Pulse Crops!



WHAT  
ARE  
PULSES?

②







# The POWER of Pulse Crops!

## LEGUMES



Soybeans



Peanuts



Fresh Peas



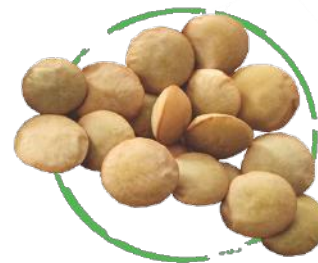
Fresh Beans



DRY PEAS



BEANS



LENTILS



CHICKPEAS



3



# The POWER<sup>of</sup> Pulse Crops!



**DRY PEAS**

*Pulses are the dry, edible seeds of legumes. All pulses are harvested dry.*



**BEANS**



**CHICKPEAS**



**LENTILS**

**affordable  
source of  
protein!**

**NUTRITIOUS**

**nutrient  
dense**

## PULSES ARE:

- ✓ **Good source of protein**  
Lentils deliver **double the protein per serving of quinoa**
- ✓ **Excellent source of fiber**, including soluble fiber, insoluble fiber and resistant starch, contributing to their prebiotic effects. **All pulses have 4x more fiber than brown rice**
- ✓ **High in antioxidants**  
Per serving, red kidney beans have **higher antioxidant content than blueberries and pomegranate juice**
- ✓ **Iron-rich**  
One serving of black beans contains **1.5 times as much iron as one 3 ounce serving of flank steak**
- ✓ **Good source of potassium**  
One serving of dry peas **contains as much potassium as a banana**
- ✓ **Excellent source of folate**  
Chickpeas contain **3x more folate per serving than kale**
- ✓ **Gluten-free**
- ✓ **Sodium-free**
- ✓ **Cholesterol-free**
- ✓ **Low-glycemic index**

### NUTRITIOUS



### AFFORDABLE



### SUSTAINABLE



### VERSATILE & TASTY







# The POWER<sup>of</sup> Pulse Crops!

Add **¼ cup of pulses**<sup>1</sup>  
in place of one ounce  
of other protein  
foods<sup>2</sup> daily.

Increases  
fiber

each by  
more than  
**10%**

Decreases  
cholesterol



1 slice of lunch meat = ~1 oz.

1. Pulses include: dry peas, lentils, chickpeas, and dry beans

2. Other protein foods include meats, poultry, and eggs; seafood; nuts, seeds, and soy products

Substitute **½ cup  
of pulses** in place of  
one ounce of refined  
grains daily.

**10%**

more fiber,  
magnesium,  
copper,  
and  
potassium



1 oz. of refined grains =  
~½ cup of cooked rice



**Effect of Adding Pulses to Replace Protein Foods and Refined Grains in Healthy Dietary Patterns**

by Sanjiv Agarwal <sup>1,\*</sup> and Victor L. Fulgoni III <sup>2</sup>

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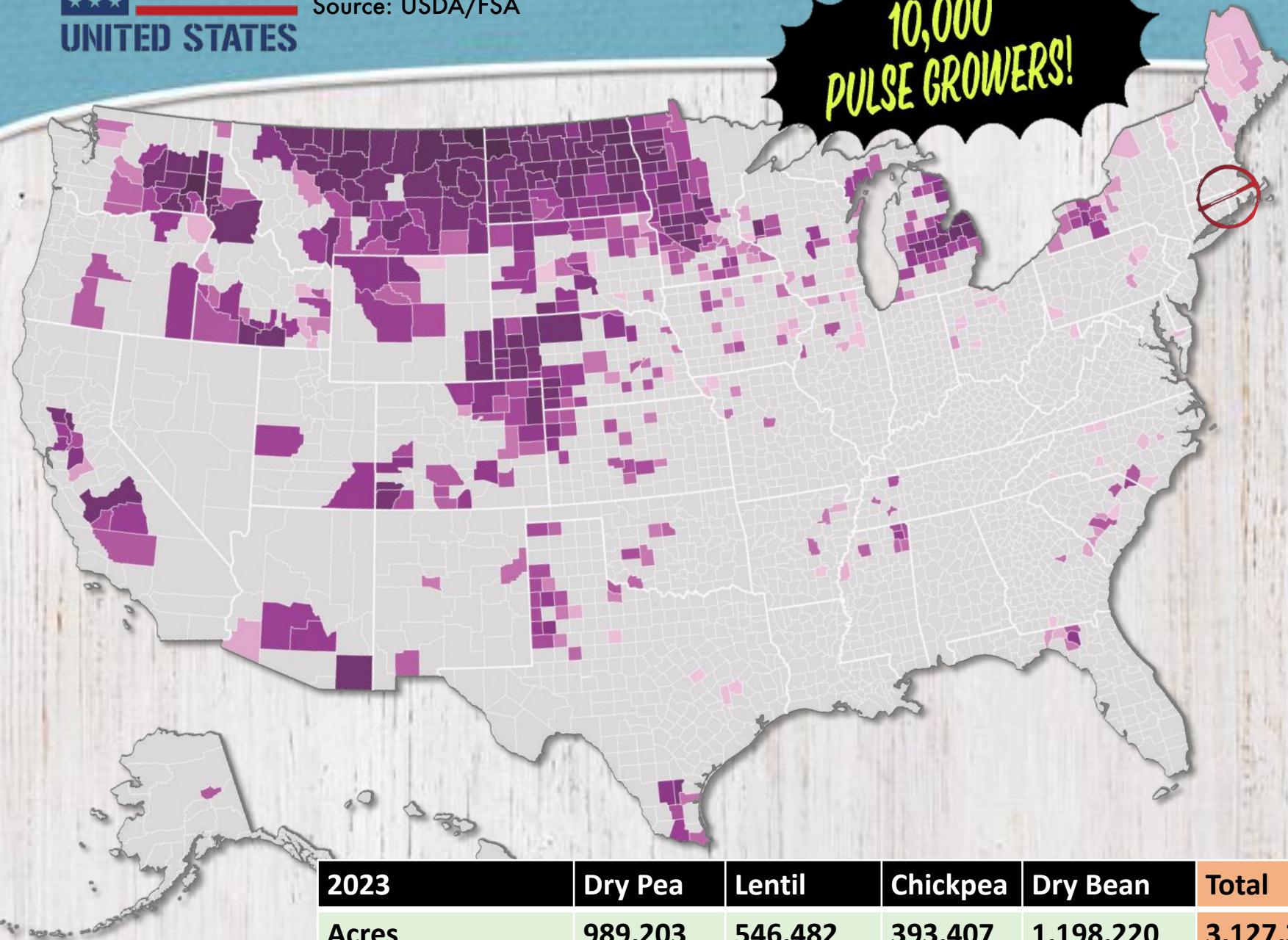


# Pulse Growing Regions by County, 2024



Source: USDA/FSA

10,000  
PULSE GROWERS!



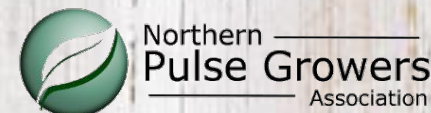
2023	Dry Pea	Lentil	Chickpea	Dry Bean	Total
Acres	989,203	546,482	393,407	1,198,220	3,127,312
Production (MT)	820,367	260,453	214,186	1,039,588	2,334,594





# The **USA** Pulse Crop Coalition!

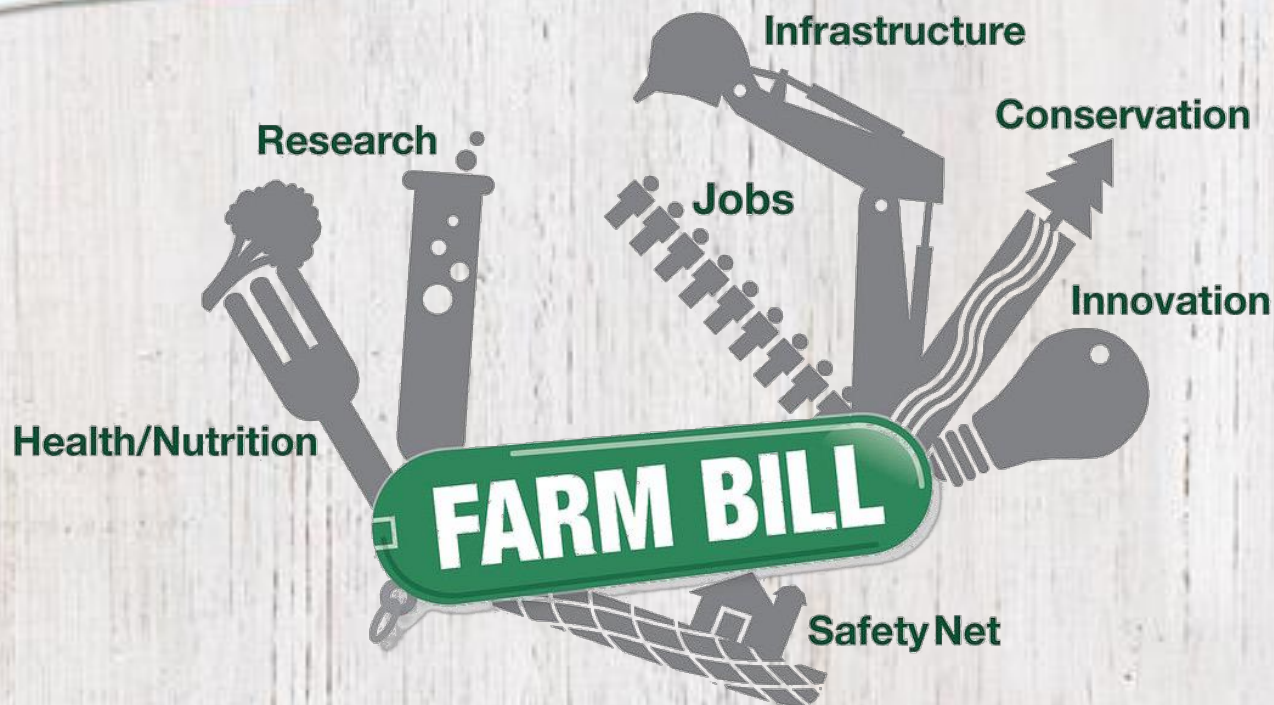
**PULSES**  
on a mission  
to help you eat  
more plants







# Pulse Farm Policy



**“It’s like a Swiss Army knife.”**

*The USA Pulse Industry supports farm bill programs that include pulse crops, ensuring equality with other program crops in the current (2018) and next Farm Bill.*







## Crop Insurance/Farm Programs

**ARC / PLC –Increase reference prices to address RISING COSTS of grower inputs**  
**-“Dual Enrollment” for ARC/PLC**

## Increase Base Acres & Allow Voluntary Reallocation

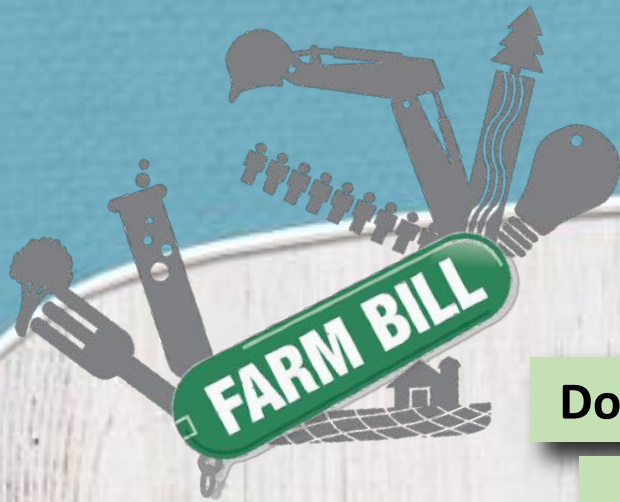
# Pulse Research!

***Reauthorize & Increase School Pulse  
Crop Products Program: \$4m / yr.***





# Pulse Industry Priorities



## Global Market Support

Double Market Access Program (MAP) to \$400 million

Double Foreign Market Dev. Program (FMD) to \$69 million

❖ *Funding level hasn't changed since 2006 – last adjustment.*

## Support Sustainable Crops & Practices

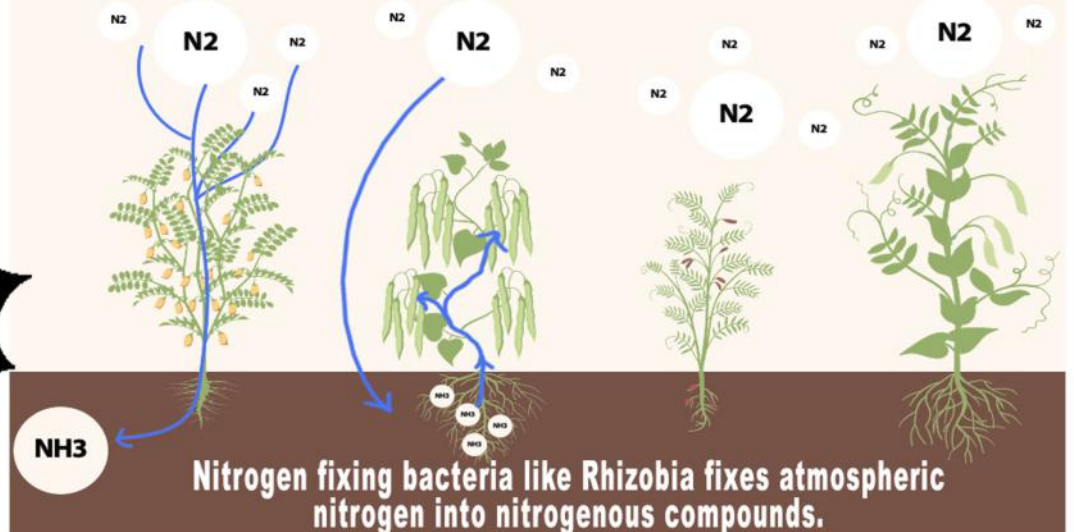
Climate Friendly Marketing / Pulse-Protein Innovation Program to Promote “Climate Friendly Foods”

Support Voluntary Programs that Incentivize Crops that Reduce Carbon & Water Use Impact

**CARBON & WATER  
FOOTPRINT DATABASE**

**PULSES**  
NUTRIENT DENSE,  
CLIMATE FRIENDLY

### PULSES FIX THEIR OWN LUNCH!



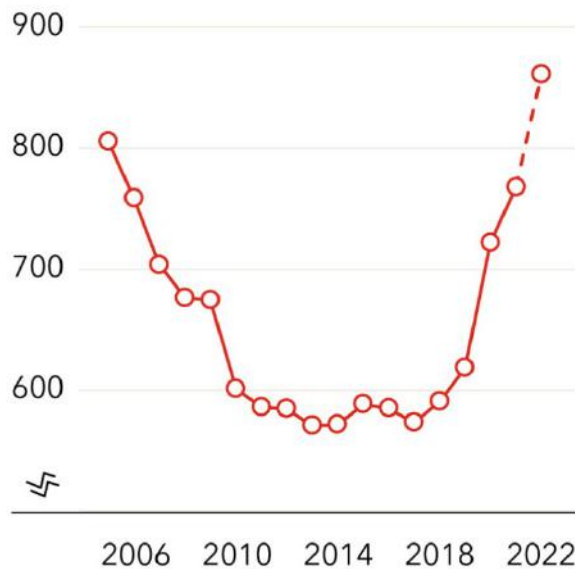


# Pulse Industry Priorities

SECTION - 32  
& PL-480

## Global Food Security

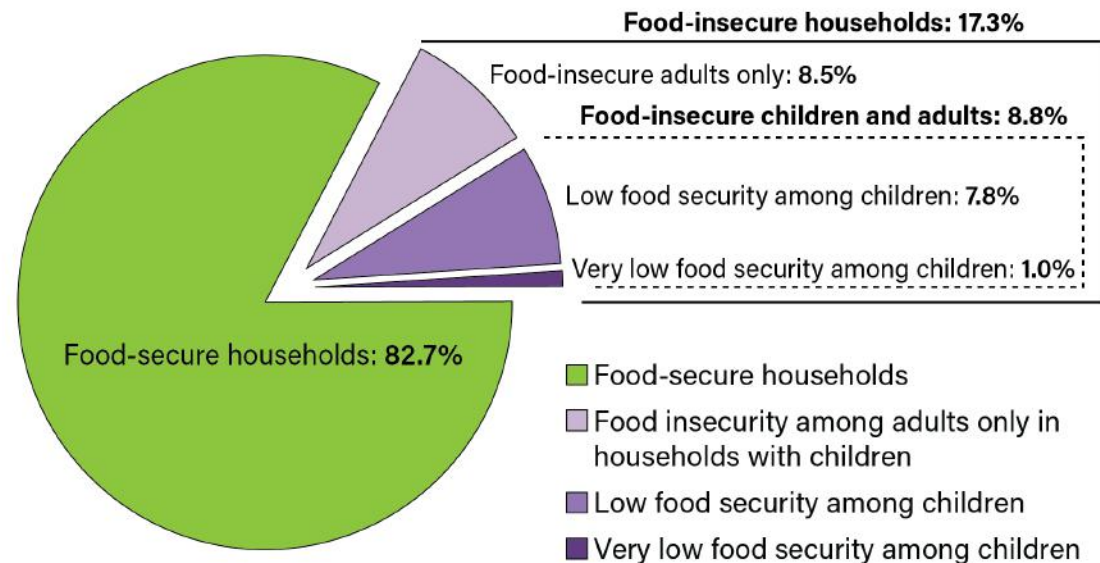
**Global food insecurity**  
(millions of undernourished people)



Source: United Nations Food and Agriculture Organization.

Notes: Undernourishment means that a person is not able to acquire enough food to meet the daily minimum dietary energy requirements, over a period of one year.

**U.S. households with children by food security status of adults and children, 2022**

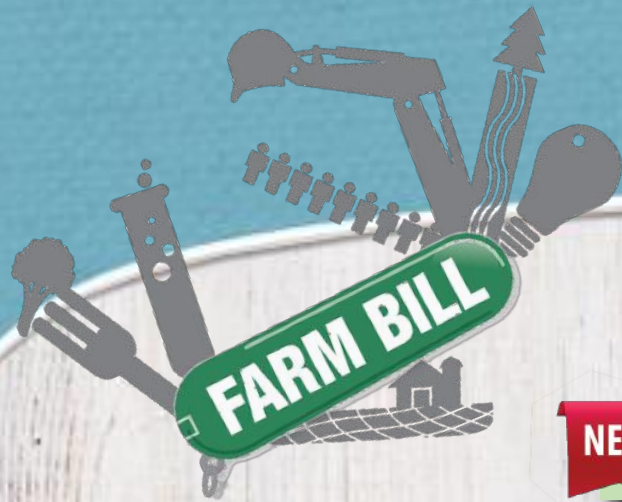


Note: In most instances, when children are food insecure, the adults in the household are also food insecure.

Source: USDA, Economic Research Service using data from U.S. Department of Commerce, Bureau of the Census, 2022 Current Population Survey Food Security Supplement.



# Pulse Industry Priorities



NEW

## Rural Processor Risk Management Tools

Expand Disaster Aid / Insurance to Rural Processors

Pulse Processor Map, 2024



Source: USPLTA

UNITED STATES

OVER 100  
U.S. DRY PEA, LENTIL, & CHICKPEA  
PROCESSING PLANTS







# Transportation & Trade



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

## The Trade Disadvantage

Federal Maritime Commission  
“Common Carrier Rules”

Rail Service to Rural Processors

Protein Dumping

Labor Shortage (H2A)





# Transportation & Trade

## Pulse Trade Barriers

### RETALIATORY TARIFFS / EXPORTS



dry beans



dry peas



chickpeas



lentils

CROP	INDIA TARIFFS	CHINA TARIFFS	EU TARIFFS
GREEN PEAS	55% Global	Waiver in effect (35% on U.S. w/o waiver).	None
YELLOW PEAS	0% Global (temporary)	Waiver in effect (35% on U.S. w/o waiver).	
CHICKPEAS: KABULI	44% Global	Pest risk assessment in progress (37% w/o waiver).	None
CHICKPEAS: DESI	66% Global	Pest risk assessment in progress (37% w/o waiver).	None
LENTILS	0% Global	Waiver in effect (37% w/o waiver).	None
DRY BEANS	No tariff	Waiver in effect (25% w/o waiver).	Temporarily Suspended
NOTES:	<i>Need a permanent solution!</i>	<i>Thank You for resolving the Decree 248 non-tariff barrier!</i>	







# Transportation & Trade

## The Trade Disadvantage Protein Dumping

### Over 40K MT of protein is being imported from China annually

The US industry has observed a concerning trend where Chinese imports of pea protein are being sold below market value, distorting the market, and hindering fair competition.

In the first 4 months of 2023 **over 14K MT** of pea protein were imported into the US from China.

**Manufacturing 40K MT of pea protein in the U.S. would require ~250K MT of domestic peas; 5X more than the U.S. exports to China!**

*Source: USDA Trade Tables, 9/26/2023*

The U.S. Department of Commerce is also conducting antidumping and countervailing duty investigations regarding China's alleged dumping of the product. According to the Department of Commerce, the U.S. imported 57 million kilograms of Chinese pea protein in 2020, 74 million in 2021 and 66 million in 2022.

Oct 20, 2023



China has existing tariffs on the imports of pea starch and pea protein from the USA.

Pea Starch: **50% Tariff**; 13% VAT

Pea Protein: **90% Tariff**; 13% VAT

Addition of tariffs on imported pea protein from China into the USA will level the playing field and increase domestic consumption of peas.





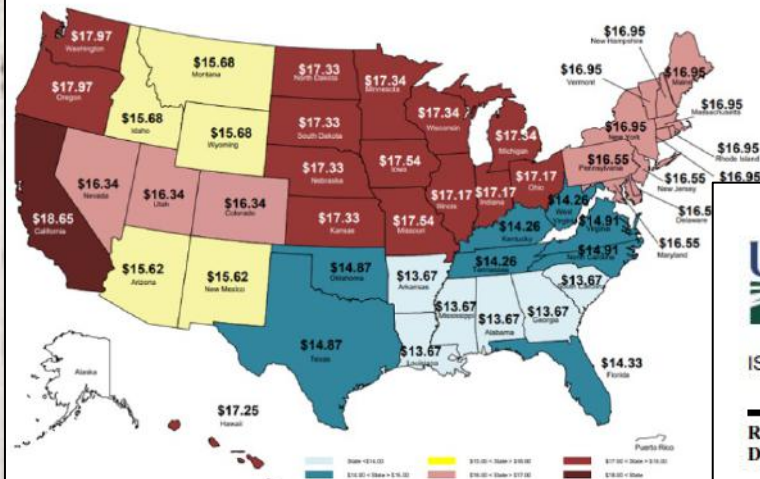
# Farm Labor Issues

## The Trade Disadvantage H2A Program

NEWS / INDUSTRY

### Farmers get socked with big hike in H-2A wage rates

FY 2023 Adverse Effect Wage Rates



(Image: Courtesy of Department of Labor)



NPR

<https://www.npr.org> › 2023/07/27

### America's farms are desperate for labor. Foreign workers ...

Jul 27, 2023 — The number of H-2A visas for seasonal farmworkers issued each year has more than quadrupled over the past decade. The growth has alarmed ...

- Streamline the visa process

- Freeze wage rate until 2025



## Farm Labor

ISSN: 1949-0909

Released November 22, 2023, by the National Agricultural Statistics Service (NASS), Agricultural Statistics Board, United States Department of Agriculture (USDA).

October Hired Workers Down 1 Percent; Gross Wage Rate Increased 6 Percent from Previous Year





# Health, Nutrition, & Sustainability Research

## Pulse Crop Health Initiative (PCHI)

1

DISCOVER HEALTH & NUTRITION  
BENEFITS OF REGULAR PULSE  
CONSUMPTION

2

ENHANCE THE SUSTAINABILITY OF  
THE GLOBAL FOOD SUPPLY

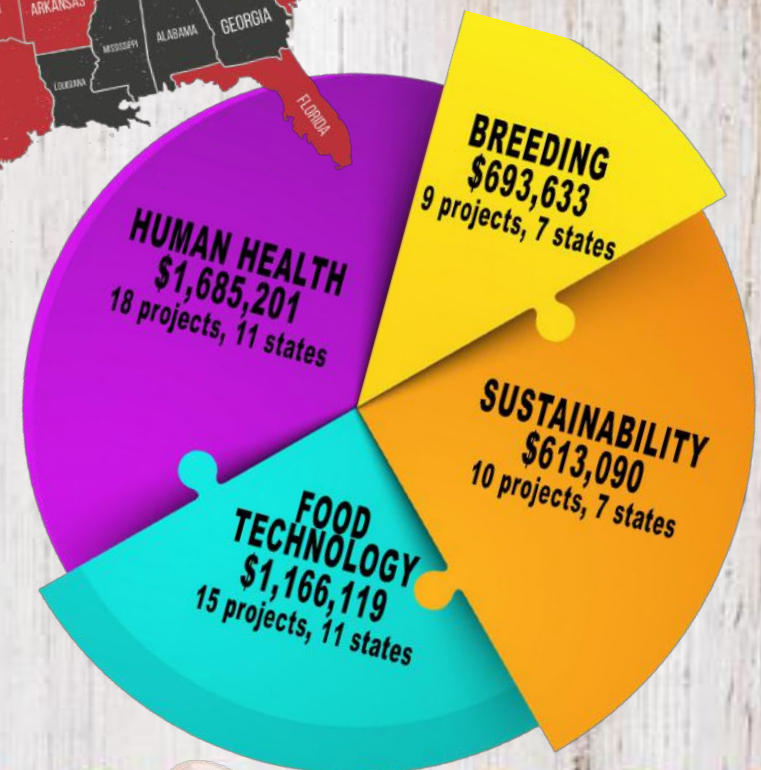
3

INCREASE CONSUMPTION OF PULSES  
BY ENHANCING FUNCTIONALITY



**FY24**  
**\$25 million**  
**Requested**

	Award Amount	Projects
2018	\$2,000,000	13
2019	\$3,000,000	24
2020	\$4,000,000	37
2021	\$5,000,000	43
2022	\$5,500,000	51
2023	\$5,500,000	52



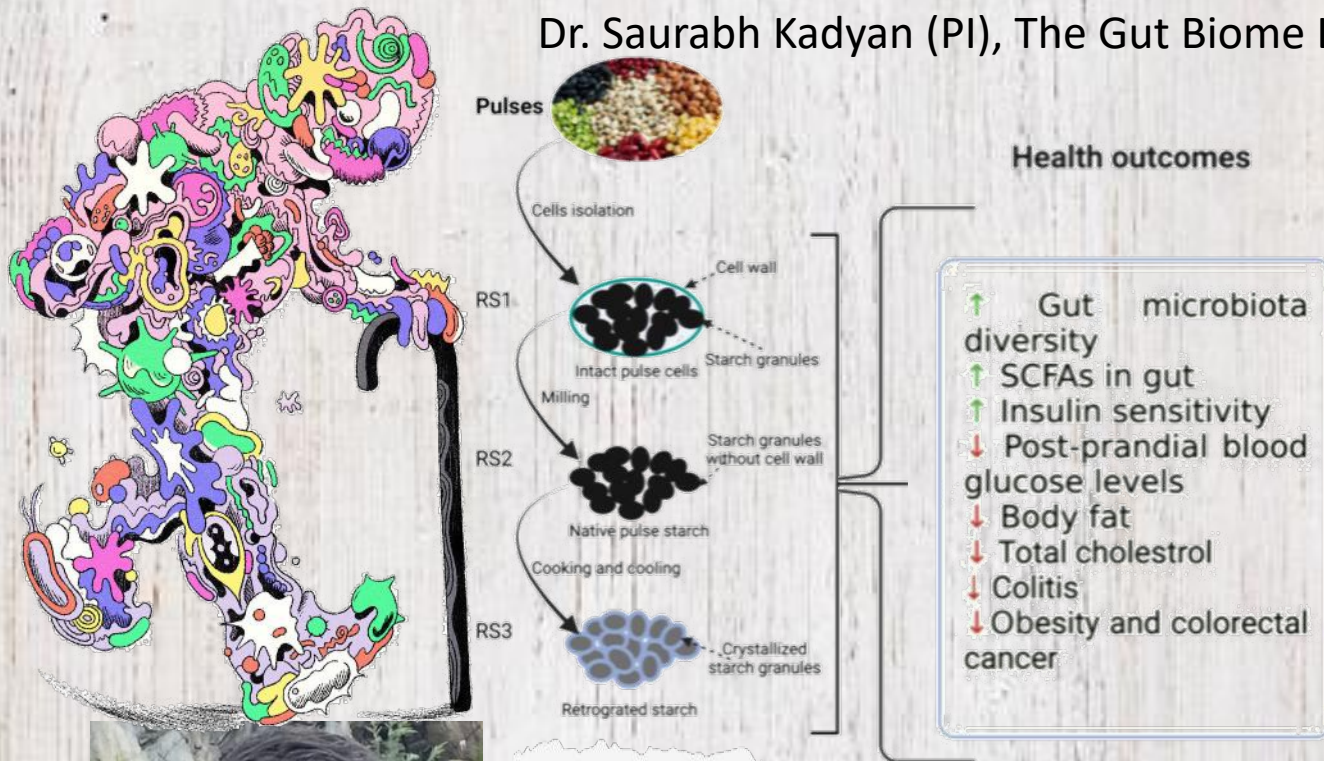




# Health, Nutrition, & Sustainability Research

## RESEARCH HIGHLIGHT: Can Pulses Improve Cognitive Decline?

Dr. Saurabh Kadyan (PI), The Gut Biome Lab, Florida State Univ.



Summary: This research tells us that eating more plant-based foods with lots of fiber can be good for our health as we get older.

Resistant starches from dietary pulses modulate the gut metabolome in association with microbiome in a humanized murine model of aging  
**nature portfolio**

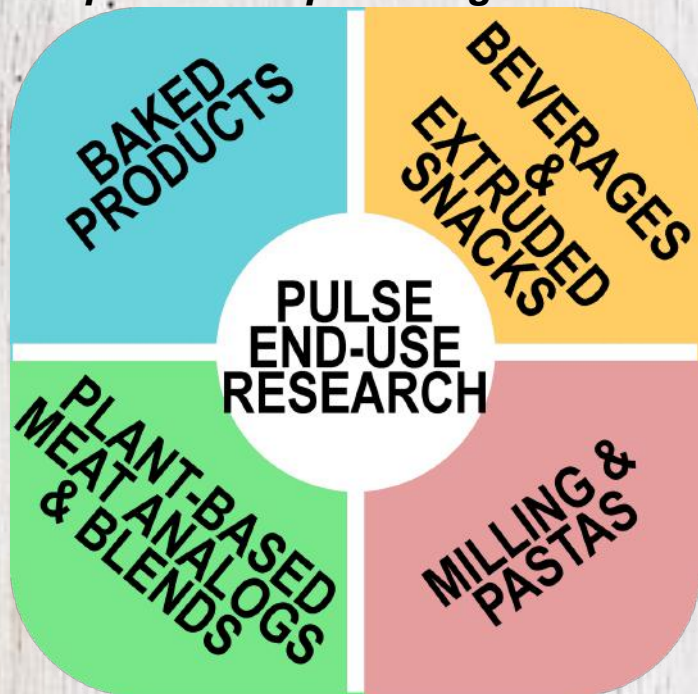
June 2023 · [Scientific Reports](#) 13(1)





# Pulse Quality Network

*To link breeding to end-use qualities in pulse ingredients*



**FY25 - \$6 million  
Requested**

FY20 - \$1.0 million to establish

FY21 - \$2.0 million

FY22 - \$2.5 million

FY23 - \$2.5 million



Fargo, ND

“The Hub”

Dr. Mike Grusak



Pullman, WA

Dr. Sean Finney



East Lansing, MI

Dr. Karen Cichy







# Pulses in Schools!

## 'PUMP UP' SCHOOL NUTRITION

1

**Introduce new pulse products suitable for school meal programs.**

2

**Evaluate the availability and use of pulse crops in school meals.**

3

**Evaluate the acceptance of pulse-based foods among schoolchildren.**

4

**Evaluate the changes in nutritional value of meals due to pulse products.**

### **SCHOOL PULSE CROP PRODUCTS PROGRAM FARM BILL INITIATIVE**

- ◆ Promote increased consumption of new pulse-based foods in schools – whole and packaged.
- ◆ Pulse beverages, pasta, pizza, snacks, baked goods, & more!
- ◆ \$2M/yr. authorized – not appropriated (yet).

**CHICKPEA PIZZA**



**FY25 – \$10 Million Requested**

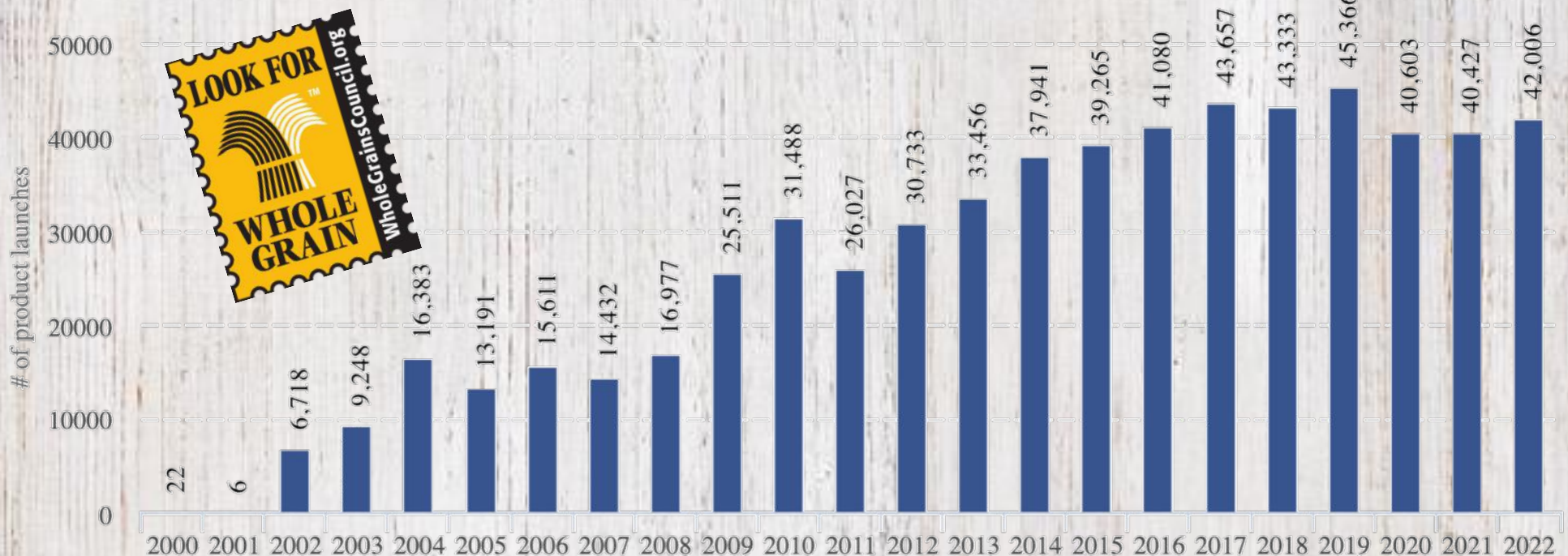




# Pulses in Schools!

'PUMP UP' SCHOOL NUTRITION

## U.S. Products Launched with "Whole Grains" Label: 2000 - 2022



Source: Innova Market Insights



**FY25 – \$10 Million Requested  
For School Pulse Crop Products Program**



# USA Pulses Call-to-Action!







# The **POWER** of Pulse Crops!







FEBRUARY  
10<sup>TH</sup>!

The **POWER** of Pulse Crops!

Thank You!



Visit [www.usapulsemovement.org](http://www.usapulsemovement.org) for more info!



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