

# Pulse Pipeline

 USA Dry Pea  
& Lentil Council

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❖ INSIDE the PIPELINE ❖

## New Pardina-Class Lentil Licensed

Last month the USADPLC National Board voted to approve the Washington State Crop Improvement Association (WSCIA) intent to seek licensing rights from the USDA-ARS for the newly released LC02601144P “Morena” small brown/Pardina class lentil. Morena is the first PVP variety from the USDA-ARS, Pullman program that will be professionally managed by the WSCIA, with approval by the USADPLC. The industry was unanimous in its support to grant the WSCIA the license to the Morena lentil.

The only debate on the license was whether the newly introduced WSCIA Quality Assurance certification program should be a mandatory or voluntary part of the sub-license to potential seed dealers of this variety. The final vote by the National Board was in favor of a mandatory Quality Assurance program for all seed sold by sub-license holders. It is anticipated, in fact requested by WSCIA Foundation Seed Manager Ron Whittum, that all parties evaluate this program based on its benefit to the industry.

“We believe as news of this decision (regarding the licensing agreement with an inclusive QA program) is communicated, it will demonstrate to domestic and international customers the importance that the northern tier states place on high quality USA produced lentils,” said Whittum. “We are especially grateful to the various grower and trade board members for their unanimous support on the licensing and

royalty fee segments of our proposal.”

With the support of the USADPLC now firmly in place, the next step for WSCIA Certification Manager Jerry Robinson along with Whittum will involve discussions with the USDA-ARS Office of Technology Transfer. They will seek to reach an equitable percentage split of royalty fees with the USDA, with the intent to maximize the amount of proceeds directed back to the USDA-ARS program in Pullman. Once the licensing is finalized with the USDA, WSCIA will work with those interested in licensing Morena for their seed programs. Robinson’s office will be ready to assist in implementing the Quality Assurance certification program and answering questions as they arise.

The WSCIA-Foundation Seed Program is now accepting Year-in-Advance/Licensing requests for Spring 2012 delivery of Foundation certified Morena

seed stock. According to Whittum, “All those who wish to receive an allocation of Morena in 2012 are encouraged to contact us as soon as possible, so that we can begin the licensing process as soon as USDA approval is granted.”

A seed request form can be obtained from the WSCIA website at [www.washingtoncrop.com](http://www.washingtoncrop.com).

**China Selenium Limit**

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**New Product Launches**

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**Market News**

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**Caption Contest Results**

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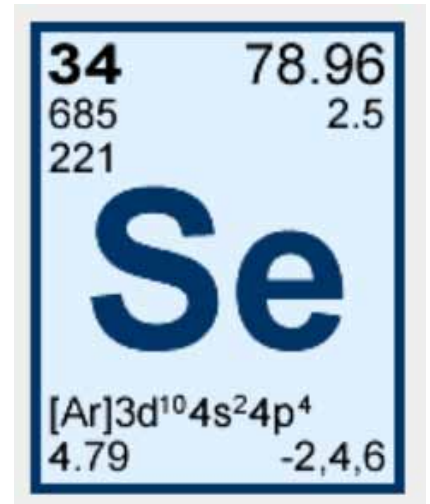
## 2011 USPLTA Trade Convention Dates

The 2011 USPLTA Trade Convention dates have been previously advertised as October 6-8, 2011. This is incorrect. The 2011 USPLTA Trade Convention will be held September 28-October 1, 2011, at Skamania Lodge.

We apologize for any inconvenience. Please call the office at 208-882-3023 if you have any further questions.

## China Eliminates Selenium Limits

We are pleased to advise you that China has eliminated the selenium content limit for pulses from its Maximum Contaminants in Food Products regulations. The announcement was published by the China Ministry of Health on February 14, 2011, with an effective date of January 24, 2011. While yellow peas for noodle-making were exempt from the selenium limit of 3ppm (parts per million), this announcement opens the door for sales of pulses, and peas in particular for other purposes, including snack-making.



## Work on Colombia Free Trade

Kim Murray, vice chairman of the USA Dry Pea & Lentil Council national board and a Froid, MT, pulse grower, traveled to Colombia this week with Senator Baucus (D-MT) in support of tariff reduction.

Currently, the U.S. and Canada are both required to pay a 15% tariff on shipments to Colombia. Canada has been working with Colombia to eliminate that tariff. If that occurs, the U.S. would be at a significant disadvantage in the Colombian market. The Colombian market could potentially be strong for the large, green lentil classes.

The USADPLC has a policy position in support of a Free Trade Agreement with Colombia. It is a market priority each time the USADPLC visits with members of Congress in Washington, D.C.

## Foodservice Giant J.R. Simplot Launches UpSides

Dianna Fricke, Corporate Executive Chef for the J.R. Simplot Company recently shared great news with the Council! The company has launched and is currently promoting their new line of savory side dishes, featuring lentils and chickpeas. Chef Dianna was inspired to develop the healthy sides after attending the Council's first hands-on product development course at the Culinary Institute of America in August of 2009. Entitled, "Legumes: Wholesome Ingredients for Value-Added Foods" nearly 36 participants from some of the biggest named companies in the food industry cooked and baked with USA dry peas, lentils, chickpeas, and their flours. The Council plans to host its second product development course this year tentatively scheduled for August 18-19, 2011 in Napa Valley California.



Grower Price Chart (Prices in U.S. \$/cwt. on #1 Grade)			
	This Week		Last Week
	Feb. 25, 2011		Feb. 18, 2011
Pacific Northwest	Feb. 25, 2011		Feb. 18, 2011
Green Peas (Vine)	\$ 12.00-13.00		\$ 11.00-12.00
Green Peas (Upright)	\$ 12.00-13.00		\$ 11.00-12.00
Yellow Peas	\$ 11.00		\$ 10.00-11.00
Austrian Winter Peas	Ltd. \$ 18.00		Ltd. \$ 18.00
Lentils (Brewer)	\$ 35.00-36.00		Not Established
Lentils (Pardina)	\$ 31.00		\$ 30.00-31.00
Chickpeas	Ltd. \$ 33.00-34.00		\$ 32.00-34.00
<b>Northern Plains</b>			
Green Peas	\$ 12.50-13.33		\$ 12.67-13.33
Yellow Peas	\$ 11.25-13.33		\$ 11.25-13.33
Lentils (Richlea)	\$ 30.00-33.00		\$ 32.00-34.00
Chickpeas	Ltd. \$ 32.00-35.00		Ltd. \$ 32.00-35.00
<b>Canada (Prices in U.S. \$/cwt.)</b>			
Green Peas	\$ 13.31		\$ 13.28
Yellow Peas	\$ 13.41		\$ 13.28
Feed Peas	\$ 8.77		\$ 8.50
Lentils (Laird)	\$ 39.78		\$ 40.42
Lentils (Red)	\$ 24.61		\$ 24.73
Lentils (Richlea)	\$ 33.36		\$ 34.61
Chickpeas (Desi)	\$ 26.27		\$ 25.96
Chickpeas (Kabuli 9mm)	\$ 35.07		\$ 37.80

❖ Market prices contained in this newsletter may or may not reflect actual market conditions at the time of sale.

❖ U.S. prices are gathered from [USDA Bean Market News](#) which uses averages based on U.S. #1 production from the date surveyed and are for thresher run, clean basis.

❖ Canadian prices are gathered from the [Saskatchewan government](#).

## U.S. Dealer Market

*PNW:* Split green peas, whole green peas, split yellow peas, whole yellow peas, Brewer lentils, and AWP were steady. Pardina lentils were steady to \$2.00 higher. Chickpeas were steady to \$2.00 higher.

*NP:* Whole green peas, whole yellow peas and Richlea lentils were not established. Chickpeas were steady to \$2.00 higher.

## Pacific Northwest Grower Market

Trading activity was moderate with moderate to good demand.

AWP were steady. Green peas and yellow peas were steady to \$1.00 higher. Pardinas were steady to firm. Brewer had no recent comparison. Chickpeas were steady to firm.

## Northern Plains Grower Market

Trading activity was moderate with moderate to good demand.

Green peas and Richlea lentils were steady to weak. Yellow peas were steady. Chickpeas were steady to firm.

USDA 2010 National Posted Price and Loan Rate Summary													
	Dry Peas				Lentils				Large Chickpeas		Small Chickpeas		
	West		Midwest		West		Midwest		West		All		
	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	
<b>Pulse Loan Rate: #2 Grade</b>	\$6.33	\$6.12	\$5.46	\$5.25	\$13.17	\$14.62	\$12.30	\$9.65	\$11.28	\$11.48	\$7.43	\$7.43	
<b>Feb. 25, 2011</b>	<b>NPP</b>	\$11.67	\$11.67	\$10.80	\$10.80	\$32.20	\$32.20	\$31.33	\$31.33	\$31.00	\$31.00	\$24.25	\$24.25
<b>Feb. 18, 2011</b>	<b>NPP</b>	\$11.42	\$11.42	\$10.55	\$10.55	\$32.20	\$32.20	\$31.33	\$31.33	\$31.00	\$31.00	\$24.25	\$24.25

West region: all counties in the Palouse (Idaho, Oregon, and Washington) and other states west of the Rocky Mountains (Arizona, California, Nevada, New Mexico, and Utah).

Midwest region: all counties in Montana and North Dakota, plus all counties in all other states not in the West Region.

Source: USDA Farm Service Agency

 USA Dry Pea & Lentil Council

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*Dry peas, lentils and chickpeas...not just for soup!*



# Caption Contest

*Thank you to all who participated! Here's a sampling of what got submitted - in no particular order - they were all good.*

“Yes, that blue container in the bottom right hand corner...yes, the CRUSHED ONE...that would be YOUR load, Sir.”  
~ Richard Duty, Trinidad Benham Corp.

“This is what happens when you swerve to the left!” ~ Cole Riggers, Craigmont grower

“How’s my driving? Call 1-800...” ~ Bill Ryan, Pullman grower

“Well, I knew I should have slowed down on that last corner!” ~ Joe Schmitz, Rosalia grower

“I said hard to starboard, not port!!” ~ Gary Gieser, MacMillan-Piper

“Oh, shift!” ~ Pete Klaiber, USADPLC



## COUNCIL CALENDAR

### February

28: NPGA Research Meeting  
Bismarck, ND

### March

2-5: Research Chefs Association  
Atlanta, GA  
6-9: American Society of Baking  
Chicago, IL  
8: Research Meeting  
Moscow, ID  
16: Domestic Marketing  
Moscow, ID  
22: Info/Gov't Meeting  
Moscow, ID  
23: Joint Board Meeting  
Moscow, ID  
30-31: National Board Meeting  
Spokane, WA

## Friday Funny

