



## **Background**

Created in 1997, the North Dakota Dry Pea and Lentil Council (NDDPLC) oversees assessing a 1% net value check-off on dry peas, lentils, chickpeas, fava beans and lupins grown or sold in North Dakota. The Council utilizes these funds for promotion, market development, education, and research of these specific crops.

Since the late 90's, the pulse industry in North Dakota has changed dramatically. Processing capacity increased from one processor/buyer to more than 10 processing facilities and over 100 potential points of sale. Value added processing—including flours, protein, fibers, and starch has created additional opportunities as an ingredient in both human and pet food markets. Processing in North Dakota has ventured into these value-added markets with the addition of facilities specializing in utilizing pulse fractions in product development.

Production of pulse crops has continued to expand across the United States. As producers have begun to realize the agronomic benefits of including pulses in a rotation and market opportunities, acres have increased. Pulse crops remain a largely exported crop and challenges with our international trade partners (ie., India) have created both challenges and new opportunities. Increased emphasis has been placed on more products being utilized domestically and as an ingredient in the value-added space. The past couple of years, acres have been hampered by significant weather events. As an early seeded crop, significant late snows in 2022 forced producers to change planting intentions and resulted in fewer acres than anticipated.

With less production available for markets, prices stayed strong. With the increased need for all types of protein globally, it is expected that pulse acreage in the North Dakota and across the U.S. will increase in 2023. North Dakota producers continue to play a significant role in the U.S. pulse industry. The northern tier region (which includes Montana & North Dakota) accounts for 80% percent of the total United States pulse production. Agronomic benefits such as reducing input costs through nitrogen fixation, improving soil health, and creating a break in disease cycles may also influence producers to plant more pulses in 2023.

## **Organization**

The Council is comprised of five elected members representing a specific district. Each member serves a maximum of three 3-year terms. Representatives are:

District IV	Kim Saueressig, Chairman, McClusky, ND
District V	Kevin Wolsky, V. Chairman, Carrington, ND
District III	Bob Finken, Douglas, ND
District I	Scott Sova, Noonan, ND
District II	Jeremy Huether, Mott, ND

The Council contracts with the Northern Pulse Growers Association (NPGA) to carry out activities in the areas of market promotion, research coordination, producer, and government education. In addition, the Council contracts with the NPGA to provide staff to perform the day-to-day duties of the Council including collection of assessments and processing of refunds. Council members also serve on NPGA committees for each of the program areas.

The Council is a member of a coalition of eight state Councils/Associations that comprise the USA Dry Pea and Lentil Council (USADPLC). The Council contracts with the USADPLC for work in the areas of international market development, information/government affairs, domestic marketing, and national research coordination. The North Dakota Dry Pea & Lentil Council represents the producers of North Dakota with two seats on the USADPLC Board of Directors and representation on all national committees. Current representatives to the USADPLC include Kim Saueressig, McClusky, ND, and Scott Sova, Noonan, ND.

The Council maintains consistent communication with elevators, processors, and growers on the pulse check-off. Through its investment in NPGA and USADPLC promotion efforts, the Council is able to educate pulse producers on the important role check off dollars play in the overall success of the industry. In addition, the Council works to expand the list of first purchasers and promote the establishment of new processors and value-added ventures.

### **Regional Activity Highlights**

The ND Dry Pea & Lentil contracts with the Northern Pulse Growers Association in the areas of marketing, research coordination, information/government education, and producer education. Following is a highlight of activities the NPGA conducted on behalf of the NDDPLC and the regions pulse producers.

### ***Domestic Marketing--Food***

For the past several years, the pulse industry has focused on the development of the North American market. Pulse crops are an excellent source of protein, fiber, folate, and amino acids which nutritionally makes pulse crops attractive to major food manufactures and U.S. consumers. The NPGA has focused on educating consumers and influencers on the health benefits of including pulses in a regular diet.

Some of the activities included:

**Collaborations**—The NPGA has extensive collaborations with regional associations and organizations. A new collab has been with Family Wellness in Fargo. The NPGA sponsored the Healthy Kids Cooking Competition and Cooking for a Cause Gala. The program along with others such as NDSU Eat Smart. Play Hard Campaign provide an opportunity to reach ND youth educating them on the health benefits of a balanced diet in a fun way. We are very familiar with the “pester power” kids have in influencing household spending habits as well! Membership in Associations such as ND Academy of Nutrition & Dietetics, ND School Foods Association and the ND Nutrition Council allow the pulse industry to make important connections to share messages of healthy, locally grown foods.

**Section 32 Program**—Due to challenges with trade issues, the U.S. pulse industry was awarded USDA purchases under the Section 32 program. This product is purchased by the federal government to be distributed through WIC clinics, SNAP program and local food banks/pantries. The NPGA worked with the national organization to develop educational materials that included recipes, fact sheets, product labels and posters for the food bank programs. Food banks and pantries across the region were contacted directly by the NPGA and provided boxes of information. The NPGA continues to work closely with these programs to continue to promote the nutritional and economical value of consuming pulses sharing recipes and general prep information.

**Northern Crops Institute**—Collaborations with the NPGA and NCI have created a tremendous opportunity for the pulse crop industry in North Dakota and the United States. NCI’s expertise has been utilized both in the domestic and international pulse market through formulation development, technical education, and seminars. Kevin Haas, NPGA board member, represents the pulse industry on the Northern Crops Council. Some of the first research conducted in the U.S. using pulse fractions (flour) was conducted at NCI. The NPGA continues to work with NCI in creating and developing value added opportunities and providing technical education for customers around the world.

**USDA Specialty Crop Block Grants**—Much of the work with Northern Crops Institute has been because of USDA Specialty Crop Block Grant awards. In 2007, work was conducted by NCI on the development of

dry pea/pulse flours as one of the first grants received. This was just the beginning of formulations being developed that have included flours, proteins, fiber, and snack foods. The NPGA is extremely grateful to the ND Department of Agriculture for administering the North Dakota Specialty Crop Block Grant Program. The USDA Specialty Crop Grant Program has played a significant role in promoting the utilization of pulse crops around the world. In addition, vital agronomic research to improve quality, yield and ultimately producer profitability has also been possible through this program.

### ***Domestic Market—Pet Food & Feed***

While pulses have been included in pet foods for more than 50 years, this market has increased substantially over the past several years representing a significant opportunity for pulse producers. Global pet ownership has increased substantially, particularly within millennial households. It is estimated that over 63 million U.S. households own at least one dog.

In addition, prior research conducted by Dr. Vern Anderson with NDSU has shown dry peas are very high in both protein and energy and have been proven to be a high value feed ingredient in livestock feed rations. The research also indicated a correlation between feeding a ration including peas to beef cattle increased the tenderness of the end product. The NPGA works to create awareness of the benefits of pulses to the pet and livestock industries by participating in regional and national trade shows that include ND Stockmen's Convention, ND AgExpo, and Pet Food Forum. The NPGA is also a member of the ND Livestock Alliance.

### ***International Marketing***

In the past, representatives from the USDA AMS and US AID offices in Washington DC and have been hosted in North Dakota. The groups toured pulse fields, processing facilities and gained important knowledge about pulse industry. Prior to the visit, the attendees stated they had very little knowledge of how pulses were grown and handled. This was a great opportunity to showcase how North Dakota quality product is delivered from field to consumers and the highlight the important role pulses play in international and domestic food programs.

Trade delegations have also toured North Dakota through collaborative efforts with the NPGA and USA Dry Pea & Lentil Council. During COVID, many of these missions were held virtually. While not ideal circumstances, the virtual tours and videos did provide successful returns. Recently travel and trade missions have begun to return to "normal" providing once again the opportunity to meet customers face to face.

### ***Research***

**NDSU Pulse Breeding Program**—The NDSU pulse breeding program is under the direction of Dr. Nonoy Bandillo. Over the past couple of years, producers saw their investment come to fruition with the first variety releases from the NDSU program. Prior to the development of the regional breeding program, nearly all available varieties were from Canada. Dr. Bandillo and his team will work collaboratively with regional extension centers, Montana State University and the USDA/ARS pulse breeding facility located in Pullman, Washington.

**Research projects**—Each year the NPGA surveys pulse crop producers to determine the major needs for research and establish industry priorities. The results of the survey are reviewed by the research committee which is comprised of ND Dry Pea & Lentil Council members and NPGA board members. The committee works extensively with researchers on developing research projects and identifying funding sources. The NDDPLC has committed a significant amount of its resources during the past several years to pulse crop research regionally and nationally.

An annual joint research review is conducted by the NPGA and the USA Dry Pea & Lentil Council to determine funding awards for the upcoming crop year. Below is a brief list of research projects that were funded by the NPGA through producer check off funds. A full listing of funded research projects is available at [www.northernpulse.com](http://www.northernpulse.com).

- Variety Trials

- NDSU pulse breeding program
- Pulse Quality
- Evaluation of weed control options
- Management of pathogens affecting pulse crops

Pesticides—In addition, the NPGA works with the Environmental Protection Agency, ND Department of Agriculture, USA Dry Pea & Lentil Council and North Dakota State University to expand the available pesticides for pulse crop producers.

### ***Information/Government Education***

Transportation issues—The NPGA works with regional processors and elevators in identifying transportation issues. Over the past several years, the NPGA has also undertaken issues regarding trucking such as shortages and extremely high prices. The NPGA regularly communicates transportation challenges and needs to the USA Dry Pea & Lentil Council on behalf of the region's producers and processing industry. After nearly 15 years of pursuing a crop insurance product, the USA Dry Pea & Lentil Council was successful in developing a revenue crop insurance product. The ND Dry Pea & Lentil Council assists the USADPLC in collecting data points to submit to RMA to maintain the program. The NPGA continues to provide producer input on how the program meets/does not meet their expectations to the USA Dry Pea & Lentil Council.

### ***Education***

Each year, on behalf of the NDDPLC, the NPGA hosts an annual convention, conducts grower meetings, develops publications/newsletter, maintains a website, and uses social media to educate growers about new technologies, disease control, weed control products and other related production tools.

Grower Convention—The NPGA Annual Convention is the largest pulse specific event in the U.S. The event provides attendees with an opportunity to hear the latest in pulse production, marketing, policy, and important industry issues.

Producer Meetings—The NPGA attends and sponsors several production workshops throughout the region. The production meetings are informative for producers who want to learn more about dry pea, lentil and chickpea production, markets, and industry news. In addition, the NPGA participates in several trade shows around the state, educating the public about growing, feeding, and marketing pulse crops. Annually the NPGA reaches thousands of producers in attendance at hosted and sponsored events.

The Pulse—The NPGA publishes a quarterly printed newsletter for its members, The Pulse. In addition, an e-news version is distributed on months not covered by the printed edition. Direct communications to members through e-blasts, surveys and polls regularly keep producers up to date on industry issues and events.

Webinars/Podcast/Videos—The NPGA has collaborations with many other entities to provide producer education in the most convenient ways possible. Webinars, Facebook Live and videos have all played in role in promoting pulse acreage growth, membership development and how check off dollars support the industry. A portion of the videos also included nutrition and health messages. Newly added to the NPGA website as a collaboration is the podcast, "Growing Pulse Crops" by Dr. Audrey Kalil, NDSU WREC. This has been extremely popular and audience reach has been significant across the U.S., Canada and overseas.

Website/social media--The NPGA maintains a website at [www.northernpulse.com](http://www.northernpulse.com), which offers information to producers on production, marketing, and policy info. The website was recently updated to provide a "clean" look and make user friendly. In addition, a new database was implemented to provide another direct channel of communication to producers. The NPGA is also very active with producers and the public through several social media platforms including Facebook, Twitter, Instagram, LinkedIn, and Pinterest.

### **National Activity Highlights**

The NDDPLC contracts with the USA Dry Pea & Lentil Council (USADPLC) to work on producer's behalf

in the areas of foreign market development, national research coordination, info-government education, and domestic marketing. Following is a highlight of activities the USADPLC conducted on behalf of the NDDPLC and the regions pulse producers.

### ***International Marketing***

**International Representation**—The USADPLC has six trade offices located in Mexico, China, Spain, France, India, and Thailand which work on the development of U.S. pulse markets. Through USADPLC trade missions, ND processors and the pulse industry have had the opportunity to promote our products in markets such as India, China, Mexico, and Europe. In addition, the USADPLC and North Dakota had representation at several large trade shows including ANUGA, Alimentaria, SIAL and Confitexpo.

**MAP/FMD Programs**—The checkoff dollars generated in North Dakota are utilized as a match for the USADPLC to obtain federal marketing dollars to promote and conduct market development activities throughout the world. The USADPLC generates over \$1 million dollars per year in Market Access Program funds and Foreign Market Development funds.

### ***Information/Government Education***

The NDDPLC contracts with the USA Dry Pea & Lentil Council to perform work in the areas of national and international policy & regulations. To meet this goal, the USADPLC contracts with the lobbying firm Gordley & Associates in Washington, D.C. on behalf of the U.S. pulse industry. The pulse industry supports equitable crop insurance for all dry peas, lentils, and chickpeas at an affordable price. The USADPLC promotes full equality for pulse crops as a commodity under the Federal Farm Policy. In addition, the USADPLC works diligently to protect Market Access Program and Foreign Market Development Program funding.

### ***Domestic Marketing***

**Powerful Pairings Campaign Launch**—is a collaborative effort between the National Pork Board and USA Dry Pea & Lentil Council with additional in-store support from California Walnuts. The collaboration is to promote the pairing of whole foods to bring taste, balance, and nutrition to the center of consumer's plates. The organizations will reach out to registered dietitians, nutritionists, retailers, and consumers to encourage them to try creative food pairings.

**Dietary Guidelines**—The USADPLC submitted comments for the American Dietary Guidelines. The USADPLC is working towards increasing recommended pulse consumption to 3 cups/week.

**Pulse Credit in the National School Food Program**—The USADPLC developed materials to help promote the inclusion of pulses in the school food program. Information was provided on credits, recipes and educational information directed towards youth.

**Half Cup Habit**—The Half Cup Habit campaign remains popular with consumers. The purpose of the campaign is to encourage consumers to consume at least ½ cup of pulses three times per week. Consumers that accepted the challenge signed up to receive recipes, nutritional information, and tips on incorporating pulses into their diets.

**Publications, Social Media & Website**—The USADPLC maintains a website at [www.usapulses.org](http://www.usapulses.org). In addition, a consumer facing website is maintained at [pulses.org](http://pulses.org) which recently launched a new campaign highlighting producers called, "Farmers on a Mission". Materials and webinars are available for health professionals, the food industry, school & education, consumers, and industry. The USADPLC has focused on creating a significant online presence using social media channels by utilizing recognized bloggers and influencers over the past several years.

### ***American Pulse Association***

The USADPLC in collaboration with representatives in the dry bean industry organized the American Pulse Association. The purpose of the American Pulse Association (APA) is to bring awareness to the health and nutrition of including pulses/beans in the diet.

## **Research**

**National Research Projects**—The NDDPLC has contracted with the USADPLC to coordinate and enter contracts with third parties to conduct, dry pea, lentil, and chickpea research. The USADPLC coordinates national research in the areas of health/nutrition, breeding/genetics, crop management/sustainability and product development.

**Pulse Crop Health Initiative**—The purpose of the Initiative is to find, through research about pulse crops, solutions to the critical health and sustainability challenges facing the U.S. and the world. The USADPLC was successful in securing \$5.5 million in 2021 and the same for 2022, for research projects. In the current Farm Bill, language is included for a \$25.0 Million authorization for five years. The USADPLC will continue to work towards the industry's goal of \$25 million each year for five years.

**Pulse Crop Quality Network**—The industry has successfully gained \$2.5 Million for a Pulse Quality Network much like the Wheat Quality Network provided by the USDA-ARS to the Wheat Industry. The PQN is envisioned to piggyback with the wheat quality network to provide the pulse industry with quality determinations of pulses and pulse products, provide research into new products uses of products like flours and ingredients, and help provide technical information to potential market teams in the U.S. and overseas. Funding supports research efforts at Wheat Quality and Pulse Quality Lab in Pullman, WA, the Wheat Quality lab and ARS Facility in Fargo, ND, and the pulse lab at East Lansing, MI. The goal of funding for this program is \$6 Million.

**NIFA Commodity Board Provision**—The NDPCC has contributed funding to major research projects focused on pest management for pulses through the Commodity Board provision of the NIFA. The latest program approved for funding is a project using a novel approach to bring the genetic material from wild chickpeas into commercially varieties. The desired traits are for improved resistance to Ascochyta Blight. The results of this approach should provide improved resistance to A. Blight a devastating disease for chickpea growers. NDDPLC provided \$50,000 to this program and the resulting project award was \$500,000.

## **Future Activities**

The Council has set the following goals for the coming biennium. The goals would be accomplished through contracts with the Northern Pulse Growers Association and the USA Dry Pea and Lentil Council:

### **Research**

- Continued development of the pulse quality and breeding programs. These programs will be an important facet to the development and maintenance of market demands for pulse crops domestically and internationally.
- Continue to coordinate and conduct research on pulse crops to improve overall production, end use development and marketability of pulse crops.
- Enhance North Dakota's ability to research new value-added opportunities for pulse crops for the domestic and international markets. Pulse crops and its components have great potential as a functional food ingredient that will increase food products nutritional value.
- Continue to work with North Dakota Department of Agriculture and USA Dry Pea and Lentil
- Council on labeling of new and improved chemical control options for pulse crops.

### **Marketing**

- Continue to promote North Dakota peas, lentils, and chickpeas domestically and worldwide to bring the highest value back to the North Dakota producer and industry.
- Continue to coordinate with the USADPLC and work with the current seven USADPLC trade offices to promote North Dakota pulse crops on a world-wide scope. The NPGA will work with the USADPLC to maximize matching federal marketing funds for international promotion. In addition, the NPGA will continue to work with regional agencies such as the ND Trade Office in the promotion of international markets.
- Continue to develop the domestic food market. Pulses are packed with protein, high-quality complex carbohydrates and provide an excellent source of fiber.

- Continue to promote feed peas as a high value feed ingredient in livestock rations. Feed peas have feeding characteristics that make them a healthy feed ingredient in several livestock rations.

#### Education

- Continue to promote the benefits of including pulse crops in rotations. Pulse crops fix nitrogen in the soil and provide a break in disease cycles. Because of the reduced needs for inputs, greenhouse gasses are reduced, and carbon emissions are lower—all key functions to sustainable global food production.
- Continue to conduct producer meetings and develop educational brochures on the production and marketing of pulse crops.
- Development of a children's program and materials that will be utilized to educate children on the nutrition of peas, lentils, and chickpeas.

#### Information/Government Education

- Continue to work with regional processors and elevators in dealing with transportation issues.
- Supports equitable crop insurance for all dry peas, lentils, and chickpeas at an affordable price.
- Work towards full equality for pulse crops as a commodity under Farm Bill.
- Work to protect Market Access Program and Foreign Market Development Program funding.
- Work to achieve full funding request of the Pulse Crop Health Initiative.
- Achieve funding allocation for the School Pulse Crops Product Program for the use of pulse crops in school lunch programs.

#### Industry Development

- Continue to develop the processing capacity and industry in North Dakota to reflect the growth of the regions pulse industry.
- Educate on the economic returns and benefits to the pulse industry using check off funds.
- Improve the transportation of pulse crops out of North Dakota to the marketplace. The NPGA will continue to work on developing and promoting competitive shipping from North Dakota to the marketplace.

North Dakota Dry Pea & Lentil Council  
Bismarck, North Dakota

Statement of Projected Revenues and Expenditures  
For the Current and Next Biennium  
2021-2023 and 2023-2025  
**(UNAUDITED)**

Prepared by the North Dakota Dry Pea & Lentil Council

	2021-2023 <u>Biennium</u>	2023-2025 <u>Biennium</u>
Beginning Balance (Reserves)	\$300,000	\$180,123
REVENUES:		
Assessment Revenue Collected from 1 <sup>st</sup> Purchasers	\$2,850,000	\$2,900,000
Less:		
Assessments paid to other States	\$300,000	\$300,000
Refunds paid to producers	<u>\$171,000</u>	<u>\$116,000</u>
Net Assessment Revenue	\$2,379,000	\$2,484,000
Interest Income	\$7,000	\$7,000
Total Revenues	<u>\$2,386,000</u>	<u>\$2,491,000</u>
EXPENDITURES:		
Program Expenditures:		
Market Development	\$690,684	\$649,600
Research	\$982,076	\$928,000
Domestic and International Policy	\$278,743	\$278,400
Producer Education	\$249,000	\$232,000
American Pulse Association	\$225,374	\$208,800
Council Function	<u>\$80,000</u>	<u>\$80,000</u>
Total Expenditures	<u>\$2,505,877</u>	<u>\$2,376,800</u>
Revenue Over (Under) Expenditures	(\$119,877)	\$114,200
Ending Balance (utilizing reserves)	<u>\$180,123</u>	<u>\$294,323</u>