



Nutrition

PULSES ARE:



Good source of protein

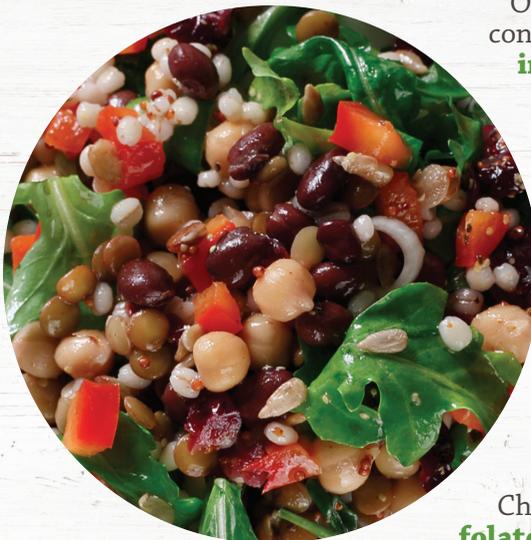
Lentils deliver **double the protein per serving of quinoa**

Excellent source of fiber

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 oz. 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**

Nutritional information sourced from the USDA Nutrient Database, antioxidant data as published in *Journal of Agricultural and Food Chemistry*, June 9, 2004; All nutritional figures based on ½ cup serving of cooked pulses

Affordability and Food Security



The world's growing population will require a 70% increase in agricultural production by 2050



Over half of all global pulse production occurs in developing countries

- Pulses are a staple food around the world, playing a key role in many traditional cuisines
- Pulses enhance crop diversity, decreasing the risks farmers face from environmental and market fluctuations

U.S. cost per serving of lentils is \$0.10 vs.:



\$1.49
for beef



\$0.73
for pork



\$0.63
for chicken

Cost per serving data sourced from ERS calculations, based on average prices from The Bureau of Labor Statistics and USDA Agricultural Marketing Service Data, as reported by the USDA, July 2015

Sustainability

PULSE CROPS ARE:



Natural fertilizers

Pulses enrich the soil where they grow, reducing the need for chemical fertilizers



Drought-tolerant and frost-hardy

Pulse crops can grow in harsh environments



Low carbon footprint

Pulse crops have one of the lowest carbon footprints of any food group

It takes **43 gallons** of water to produce 1 lb. of **pulses**



Water-efficient source of protein

Pulse crops require little or no irrigation



It takes roughly **800-1,800 gallons** of water to produce 1 lb. of **meat**

Water footprint figures sourced from Arjen Y. Hoekstra and Ashok Chapagain, Globalization of Water, U. of Twente, Waterfootprint.org as reported by National Geographic, April 2010

Carbon footprint data sourced from: Nijdam, D. Rood, T., Westhoek, H. The price of protein. Food Policy 2012, vol 37, issue 6, pages 760-770

Versatility

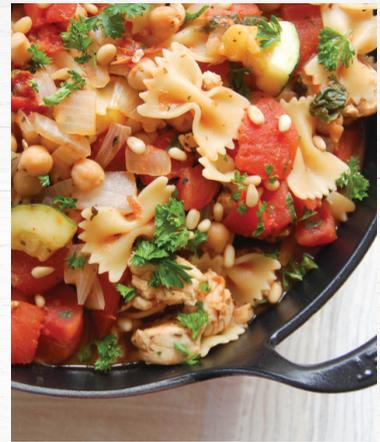
The Many Ways to Love Pulses:



Swap half the meat in nearly any recipe with lentils



Add cooked white beans or pea protein to smoothies, or try pulse flours to make gluten-free baked goods



Add chickpeas to pasta, or select one of the many pastas made with pulses



It takes the same time to prepare lentils and split peas as it takes to prepare pasta, quinoa or rice (15-30 minutes)

No time? Try canned or flash frozen pulses