

THE PULSE BRAND USER GUIDE

PULSES



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PART 1: INTRODUCTION

1.1 OBJECTIVE:

The *Pulse Brand* is part of a global strategy aimed at generating consumer awareness, stimulating demand and increasing consumption of pulses. The *Pulse Brand* is designed to be used by all pulse value chain stakeholders. The *Pulse Brand* will be universally known to represent pulses around the world.

The objectives of the *Pulse Brand* are:

1. Increase consumption of pulses.
2. Increase consumer awareness of the positive attributes of pulses.
3. Create a unified global campaign.



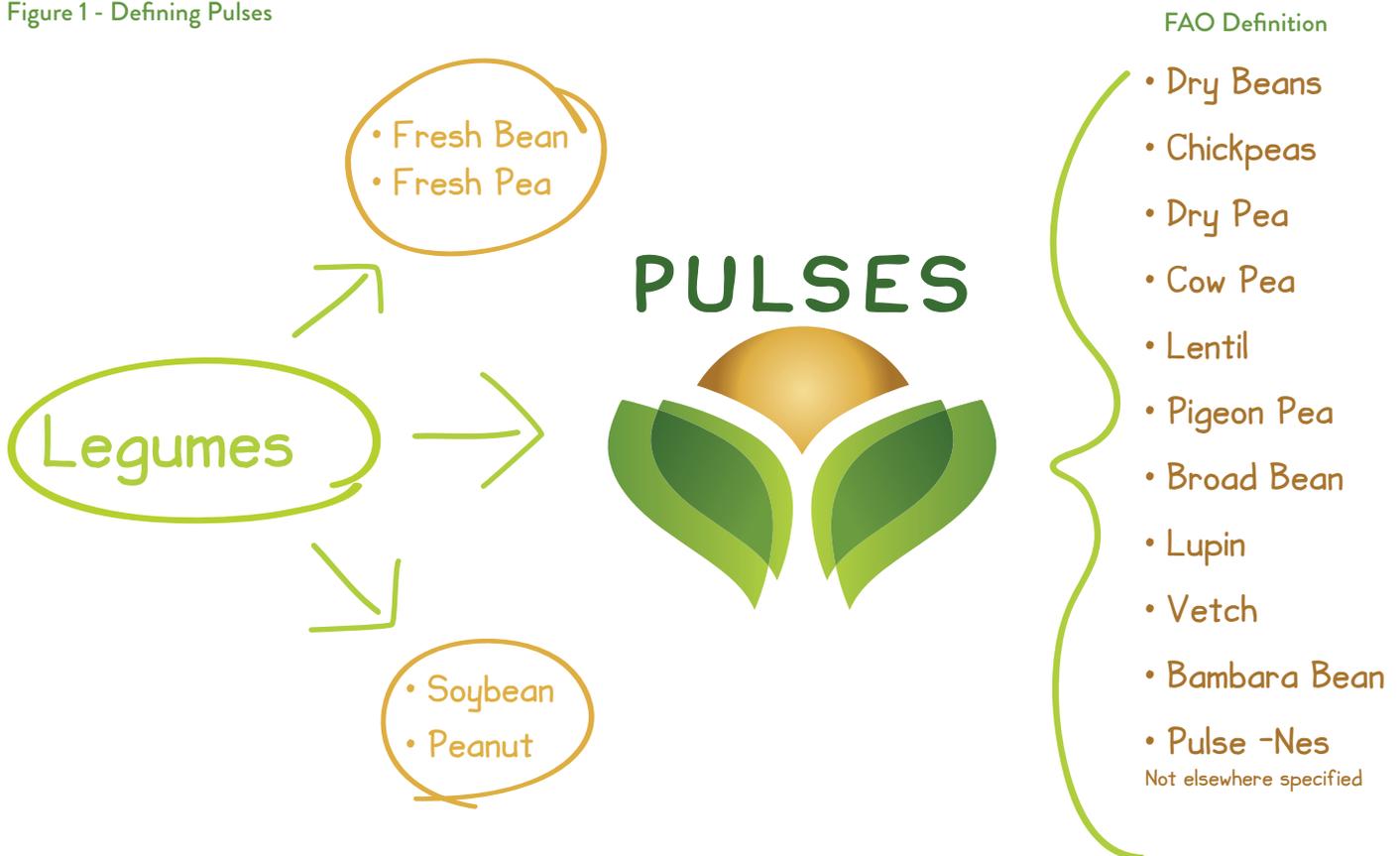
PART 1: INTRODUCTION

1.2 DEFINING LEGUMES AND PULSES:

“Legumes” are defined as plants whose fruit is enclosed in a pod. The Food and Agriculture Organization (FAO) of the United Nations defines “pulses” as annual leguminous crops yielding from 1 to 12 grains or seeds of variable size, shape and colour with the seeds enclosed in a pod. Pulses are used for both food and feed. The term “pulses” is limited to crops harvested solely as dry seeds, thereby excluding crops harvested fresh or in an immature state for food (green peas, green beans, etc). These fresh legumes are classified as vegetable crops. The FAO’s definition of pulses includes 11 pulse types as outlined in (Figure 1) (Source: “pulses and derived products” <http://www.fao.org/es/faodef/fdef04e.htm>).

Although the term “pulses” is not well-known in all areas of the globe, it is commonly used in some parts of the world. The United Nations declaration of 2016 as the International Year of Pulses is an indication of recognition for this food category at an international level. For the purpose of the *Pulse Brand*, pulses are characterized by the FAO’s definitions.

Figure 1 - Defining Pulses



PART 1: INTRODUCTION

1.3 ATTRIBUTES OF PULSES:

NUTRITION:

Pulses are an excellent source of protein. They contain two to three times more protein than cereals such as wheat, corn and rice. Pulses are low in fat, which is unique compared to most protein rich foods. Pulses are high in both soluble and insoluble fibre, which assists with digestion and regularity. Pulses deliver high levels of potassium, magnesium, zinc, B vitamins and iron¹.

HEALTH:

Eating pulses can help maintain good health. Health organizations around the globe focused on diabetes, heart disease and cancer promote pulse consumption as part of healthy diets for reducing the risk of these chronic diseases. Decades of clinical research have shown that eating pulses can help manage blood sugar levels and can contribute to reduced cholesterol and blood pressure. Maintaining blood sugar and cholesterol levels within the normal ranges can greatly reduce the risk of developing diabetes and heart disease². A combination of high protein and high fibre in pulses make them an important food to contribute to weight management in addressing obesity.

SUSTAINABILITY:

Pulses are sustainable crops that can be grown for both human and animal consumption³. Pulses have a low carbon footprint⁴ and require less nitrogen fertilizer than other crops. As pulses are part of the legume family, they have an ability to utilize soil bacteria to draw nitrogen from the air. This natural process reduces the need to add nitrogen fertilizers when growing pulse crops. Since greenhouse gas emissions related to crop production are largely driven by nitrogen fertilizers, nitrogen-fixing pulse crops have a lower carbon footprint than many annual crops.

Pulses also help to enrich the soil by boosting beneficial soil bacteria and fungi. Pulses produce a number of compounds which encourage the growth and diversity of soil microbial populations. These microorganisms improve soil health, which benefits other crops such as wheat, that are grown in rotation.

Pulses are also a water efficient source of protein, requiring between 1/10 and 1/2 the water of other sources of protein⁵. Many pulse types, like lentils, chickpeas, cow peas and pigeon peas are resistant to drought, which helps farmers produce nutritious food in semi-arid regions of the world.

Footnotes:

- 1 Mitchell, D, Lawrence, F, Hartman, T, Curran, J. Consumption of Dry Beans, Peas, and Lentils Could Improve Diet Quality in the US Population. *JADA*. 109 (5): 909-913.
- 2 Curran, J. The nutritional value and health benefits of pulses in relation to obesity, diabetes, heart disease and cancer. *BJN* 108 (Suppl 1): S1-S2.
- 3 Durk Nijdam, Trudy Rood, Henk Westhoek, The price of protein: Review of land use and carbon footprints from life cycle assessments of animal food products and their substitutes, *Food Policy*. 37 (6): 760-770. December 2012.
- 4 Hoekstra, A.Y. and Chapagain, A. 2008. *Globalization of Water: Sharing the Planet's Freshwater Resources*. Wiley-Blackwell.
- 5 Mekonnen and Hoekstra, 2012, A global assessment of the water footprint of farm animal products.

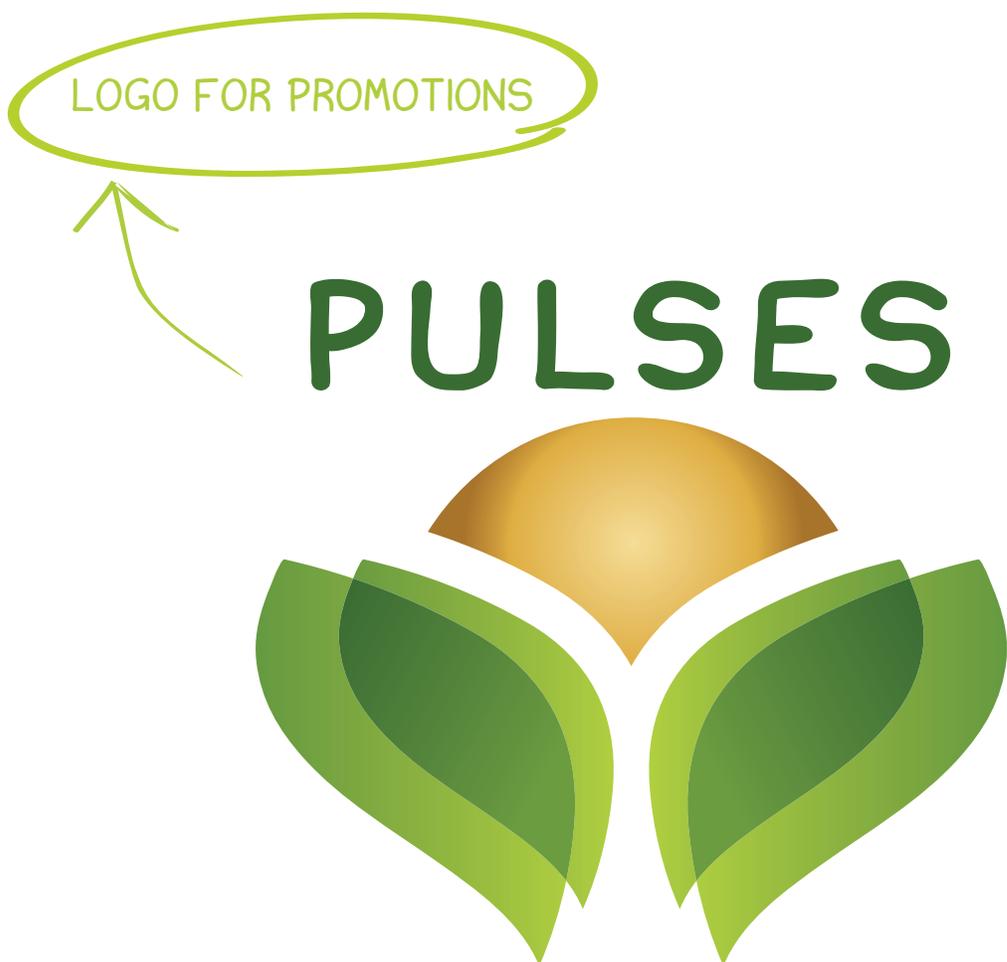
PART 2: ABOUT THE PULSE BRAND

2.1 THE PULSE BRAND:

The *Pulse Brand* symbol was selected through a process of consultation with pulse growers, the pulse trade, ingredient companies, retailers and food manufacturers from around the world, as well as in-depth consumer interviews. The stylized symbol (Figure 2) was selected to represent the *Pulse Brand* because of its positive perception across markets and consumers around the world. The symbol was associated with:

- A new beginning
- Sunrise
- Holistic and calming
- Leaves and plants
- Ecological and sustainable
- Earthy

The *Pulse Brand* is for promotional purposes. Examples of promotional activities are listed below. Any promotional activities that are linked to food products must use the 'Made with Pulses' seal.



PROMOTION EXAMPLES

- Brochures
- Pamphlets
- Booklets, leaflets
- Posters
- Business cards
- Seminars
- Workshops
- Trade missions/ shows
- Conferences
- Articles
- Research
- Factsheets
- Digital
- Social media
- Website
- Banners
- Public Relations
- Point of Purchase sale
- Television

Figure 2 - *Pulse Brand*

PART 2: ABOUT THE PULSE BRAND

2.2 THE PULSE BRAND - 'MADE WITH PULSES' SEAL:

The *Pulse Brand*'s 'Made with Pulses' seal is only for use on food products (packaging, advertising and promotional materials related to products). The 'Made with Pulses' seal is a distinctive green and gold symbol intended to help consumers easily identify food products that contain pulse ingredients.

The 'Made with Pulses' seal (Figure 3) requires that products meet the following use criteria:

- Have an eligible pulse within the top 5 ingredients by weight, and
- Represent a minimum of 5% or more of the formulation by weight.

More information see **Part 4: Use Criteria**.



Figure 3 - 'Made with Pulses' seal

PART 3: ELIGIBLE PULSE INGREDIENTS

3.1 PULSE TYPES

Table 1 includes pulses that are eligible for use of the ‘Made with Pulses’ seal is based on the **FAO definition** of “pulses” (**see page 4**). Names of pulses may differ between regions around the world. If there is uncertainty regarding eligibility of a specific pulse type or ingredient format, please contact the Pulse Brand Manager at pulsebrand@pulses.org.

Table 1 - Pulse Types	
1. Dry Bean	<i>Phaseolus species</i> : (<i>Ph. Vulgaris</i>) kidney bean, haricot bean, pinto bean, navy bean; (<i>Ph. Lunatus</i>) lima bean, butter bean; (<i>Ph. Angularis</i> or <i>vigna angularis</i>) adzuki bean; (<i>Ph. Aureus</i> or <i>vigna radiata</i>) mungo bean, golden gram, green gram; (<i>Ph. Mungo</i> or <i>vinga mungo</i>) black gram, mung bean, urd, urid; (<i>Ph. Coccineus</i>) scarlett runner bean; (<i>Ph. Calcaratus</i> or <i>vigna umbellata</i>) rice bean; (<i>Ph. Aconitifolius</i> or <i>vinga aconitifolia</i>) moth bean, mat bean, dew bean; (<i>Ph. Acutifolius</i>) tepary bean
2. Chickpea	(<i>Cicer arietinum</i>) chickpea, Bengal gram, garbanzo beans, desi, kabuli
3. Dry Pea	(<i>Pisum sativum</i> , L.) garden pea; (<i>P.arvense</i>) field pea
4. Cowpea	(<i>Vigna sinensis</i> ; <i>Dolichos sinensis</i> or <i>V. unguiculata</i>) cowpea, black-eye pea/bean,
5. Lentil	(<i>Lens esculenta</i> ; <i>Ervum lens</i> or <i>L. culinaris</i>)
6. Pigeon Pea	(<i>Cajanus cajan</i>) pigeon pea, cajan pea, Congo bean
7. Broad Bean	(<i>Vicia faba</i>); (<i>var: equina</i>) horsebean; (<i>var. Major</i>) broad beans; (<i>var: minor</i>) field bean
8. Lupin	(<i>Lupinus species</i>)
9. Vetches	(<i>Vicia sativa</i>) spring/common vetch
10. Bambara Beans	Bambara groundnut, earth pea (<i>Voandzeia subterranea</i>)
11. Pulses nes (Not elsewhere specified)	Including but not limited to; (<i>Dolichos</i>) lablab or hyacinth bean; (<i>Canavalia</i>) jack or sword bean; (<i>Psophocarpus tetragonolobus</i>) winged bean; (<i>Cyamopsis tetragonoloba</i>) guar bean; (<i>Stizolobium</i>) velvet bean; (<i>Pachyrrhizus erosus</i>) yam bean

PART 3: ELIGIBLE PULSE INGREDIENTS

3.2 INGREDIENT FORMATS

Table 2 notes various forms in which pulses listed in Table 1 may be used as ingredients.

Table 2 - Pulse Ingredient Formats			
Whole	Dehulled	Split	Flaked
Flour	Protein	Fibre	Purée

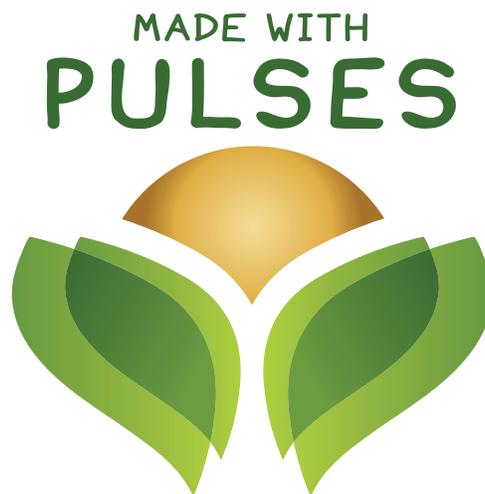


Table 3 includes types of legumes and beans that do not qualify for use of the *Pulse Brand's* 'Made with Pulses' seal.

Table 3- Examples of Ingredients Not Eligible for Consideration
Oilseed legumes including soybean and peanut.
Fresh legumes including fresh green peas (including snap peas), fresh green chickpeas, fresh green beans, etc.
Non-legume beans including coffee beans, jelly beans, locust beans, cocoa beans, etc.

Foods with ingredients on the "Not Eligible" list can still be approved, if they also contain pulse ingredients and meet the USE CRITERIA requirements outlined in *Part 4: Use Criteria*.

PART 4: USE CRITERIA

4.1 USE CRITERIA:

The *Pulse Brand's* 'Made with Pulses' seal identifies the presence of pulse ingredients within a product formulation. Minimum inclusion levels (use criteria) have been established to determine eligibility. It is the responsibility of the User to ensure that the use of the 'Made with Pulses' seal is compliant with the laws and regulations in jurisdictions where the food in question will be marketed. Regulatory guidelines may also require or suggest quantitative or percent declarations.

To be eligible to use the 'Made with Pulses' seal on products, the food in question must meet both of the criteria:

USE CRITERIA	
CRITERIA ONE:	CRITERIA TWO:
The pulse ingredient(s), alone or in combination, must be within the first five (5) ingredients of the formulation by weight.	The pulse ingredient(s), alone or in combination, must be within 5 percent (5%) or more of the formulation by weight.

Inability to meet BOTH of these criteria disqualifies the food from using the 'Made with Pulses' seal.

STEPS TO DETERMINE WHICH PRODUCTS QUALIFY TO USE THE PULSE BRAND	
STEP 1:	Use Part 3, Eligible Pulse Ingredients , to confirm the pulse ingredient(s) is (are) eligible.
STEP 2:	Calculate the percentage of eligible pulse ingredient(s), relative to other ingredients, to determine if the food is in accordance with the USE CRITERIA above.
STEP 3:	Review the laws and regulatory requirements of the jurisdiction in which food the will be sold to ensure the label is compliant with all applicable laws and regulations.

PART 4: USE CRITERIA

4.2 USE CRITERIA CALCULATIONS:

To calculate the amount of pulses in a food product, the weight of all ingredients within the formulation is required.

The proportion of pulse ingredients, relative to other ingredients, are based on the weights of ingredients before they are combined to make the food (see Example #1). However, there are exceptions and considerations where proportionate weights of ingredients may change relative to the weights at the time of mixing. Examples include, but are not limited to, added water or volatile ingredients lost during processing (see Example #2), the presence of concentrated food ingredients or products that require additional ingredients during preparation by the end user. Consult local regulatory guidelines to determine if calculative considerations are required for these, or other scenarios.

NOTE:

When the formulation contains multiple pulse ingredients, the numerator is the combined weight of all pulse ingredients.

FORMULA:

$$\frac{\text{weight of pulse ingredients}}{\text{weight of ALL ingredients}} \times 100 = \% \text{ of pulse ingredients}$$

EXAMPLE #1:

The following ingredients are mixed together to formulate a confectionery food product: 200 kg chocolate, 20 kg peanuts, 20 kg roasted chickpeas, 5 kg toasted rice, 5 kg caramel and 10 kg roasted lentils. Total weight of mixed ingredients: 253 kg

The proportion of pulses in the food:

$$\frac{20 \text{ kg chickpeas} + 10 \text{ kg lentils}}{253 \text{ kg}} \times 100 = 12\% \text{ pulse ingredients}$$

In combination, the pulses (chickpeas and lentils) are the 2nd ingredient by weight and 12% of the formulation. This product qualifies for use of the 'Made with Pulses' seal.

EXAMPLE #2:

During the formulation mixing stage, the following ingredients are added together to make a soup: 100 kg water, 70 kg chicken broth, 30 kg black beans, 20 kg noodles, 20 kg chopped tomatoes, 10 kg dry peas, 10 kg onion, 10 kg celery, 10 kg potato. Total weight ingredients at mixing: 280 kg

Processing and cooking losses due to evaporation of liquid: 30 kg
Total weight of ingredients after processing and cooking: 250 kg

The proportion of pulses in the food:

$$\frac{30 \text{ kg black beans} + 10 \text{ kg dry peas}}{250 \text{ kg}} \times 100 = 16\% \text{ pulse ingredients}$$

In combination, the pulses (black beans and dry peas) are the 3rd ingredient by weight and 16% of the formulation. This product qualifies for the 'Made with Pulses' seal.

PART 5: PULSE PROGRAM MEMBERSHIP

5.1 PULSE PROGRAM MEMBERSHIP:

Become a Pulse Program Member to use the Pulse Brand and 'Made with Pulses' seal. The Pulse Program Membership also provides access to numerous services and programs, and is designed to support companies, organizations, associations and others to meet their pulse goals.

PULSE PROGRAM MEMBERSHIP FEE

\$1500 USD PER YEAR

PULSE PROGRAM MEMBERSHIP BENEFITS

- ✓ Access to a global Pulse Research Database that is regularly updated with the latest information on pulse industry and government funded projects
- ✓ Access to key messages for consumers and food industry on nutrition, health and sustainability benefits of pulses that reflect the latest science
- ✓ Webinars on common industry issues including those related to food policy and regulations
- ✓ Input into forums to discuss and build consensus on broad industry issues like best practices for quality methods and ingredient characterization in research
- ✓ Ability to use the Pulse Brand logo on product packaging and in promotional marketing materials
- ✓ Ability to profile products that use the Pulse Brand logo on pulses.org

To become a Pulse Program member, go to www.pulses.org/register.

5.2 COMPLIMENTARY MEMBERSHIP FOR RESEARCH USERS:

Scientists and staff from research institutions and academia, government, as well as non-profit organizations and research funding bodies can become Research Users to access the Pulse Research Database and other member benefits of the Pulse Program free of charge.

Research Users must register online at www.pulses.org/research.

5.3 PULSE PROGRAM MEMBER PORTAL:

Once you have signed up and received membership approval notification, you can login to the [Pulse Program Member Portal](#) to access the following:

Pulse Research Database:	Search for information on pulse industry and government funded research projects
Webinars:	View recorded webinars on topics relevant to the pulse industry
Research Papers & Reports:	Access summaries of the latest research in emerging areas
Pulse Brand Logo Use:	View the Pulse Brand User Guide and register products to use the logo
Products Using the Pulse Brand Logo:	Browse a directory of products registered to use the logo

PART 6: USING THE PULSE BRAND LOGO

6.1 PULSE BRAND LOGO USE REGISTRATION:

To utilize the *Pulse Brand* and 'Made with Pulses' seal follow the registration steps below:

- STEP 1:** Review the [Pulse Program User Guide](#).
- STEP 2:** Determine which products qualify to use the 'Made with Pulses' seal.
- STEP 3:** Fill out the [Product Registration Form](#) for each product. This information is need to ensure compliance with use criteria.
- STEP 4:** Sign the [Pulse Brand Usage Agreement](#).
- STEP 5:** You will receive an email notification that your product has been approved. The email will include a link to the files for the *Pulse Brand* and 'Made with Pulses' seal.

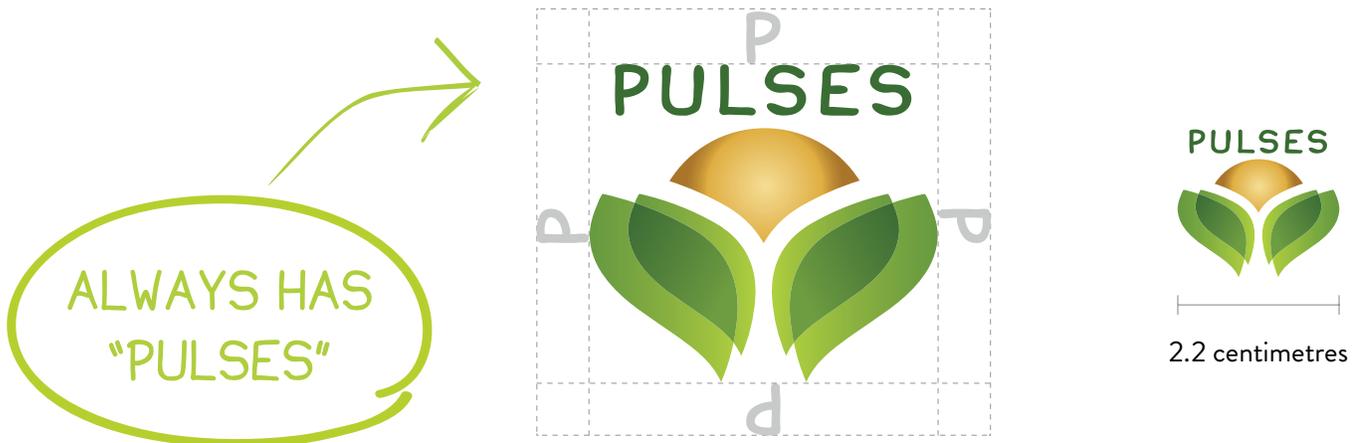
Product Changes or Updates:

It is the responsibility of the User to ensure product information is current. Descriptive changes such as product names may be updated at any time. However, changes that affect pulse ingredient inclusion level criteria must be re-submitted for approval.

PART 7: PULSE BRAND GRAPHIC STANDARDS

GRAPHIC SPECIFICATIONS:

- **Logos:** The *Pulse Brand* and 'Made with Pulses' seal always have "PULSES" name and the symbol.
- **Protected Space:** Maintain established proportions and spacing. These proportions include a "safe area."
- **Minimum Size** The minimum allowable size has been established at no less than 2.2 centimetres. Exceptions will be permitted on specialty items such as small packages and pens. In these cases, logo should be scaled to fit.



FONT INFORMATION:

- **Main Font** "PULSES" and 'MADE WITH PULSES" Ninjascript
- **Preferred Secondary Font:** Brandon Grotesque

NINJASCRIP

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

BRANDON GROTESQUE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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PART 7: PULSE BRAND GRAPHIC STANDARDS

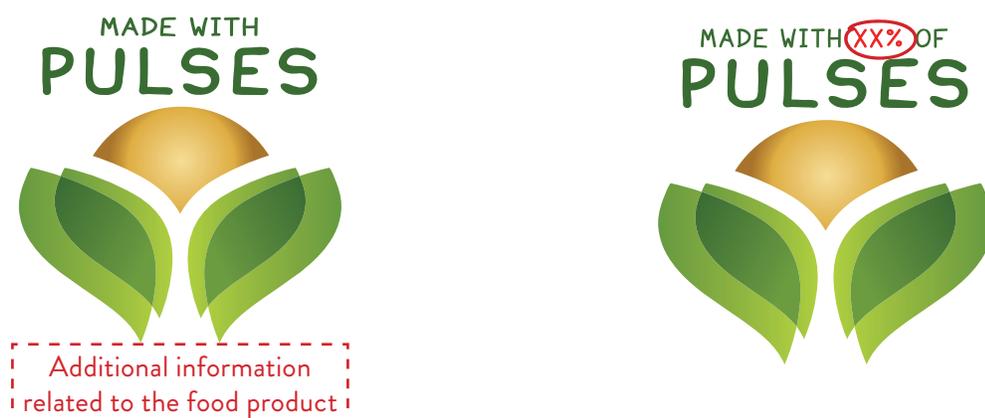
CUSTOMIZABILITY:

- **Pulse Brand:** Use white space below to provide additional information when English is not primary language.
- **'Made with Pulses' seal:** Use white space below to provide additional information related to the food product.
- **Declarations:** Requests can be accommodated if regional laws and regulations require special declarations such as percentages or quantitative statements.



'MADE WITH PULSES' SEAL DECLARATIONS:

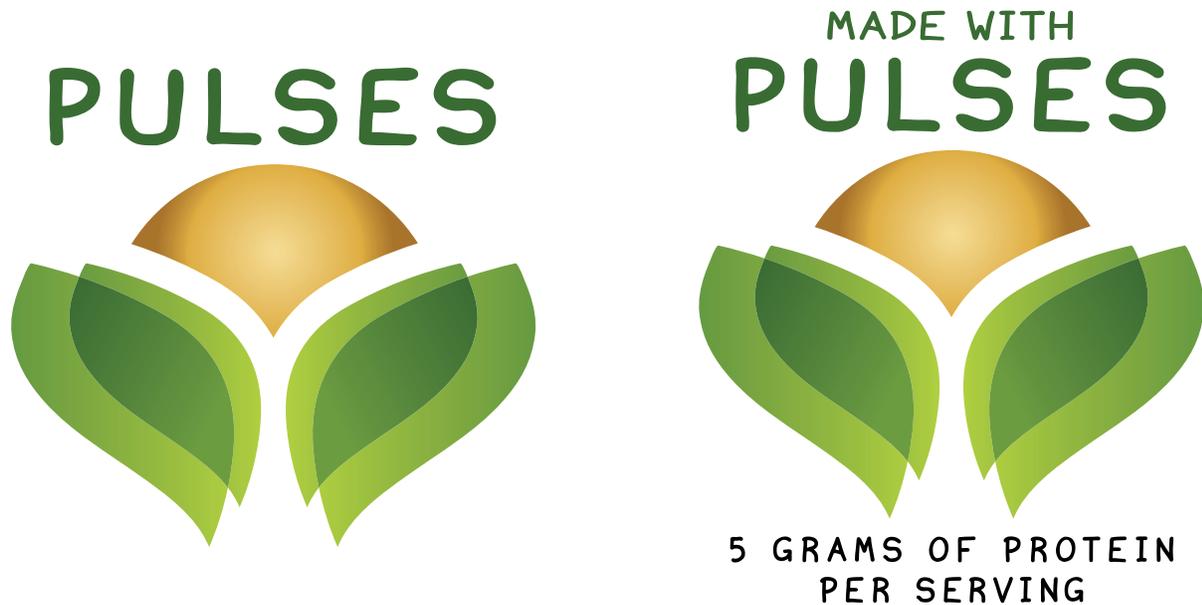
- **Declarations:** Requests can be accommodated if regional laws and regulations require special declarations such as percentages or quantitative statements.



PART 7: PULSE BRAND GRAPHIC STANDARDS

COLOUR INFORMATION:

- **CMYK 4-Colour:** The *Pulse Brand* and 'Made with Pulses' seal consists of six CMYK colours with gradient.
- **Gradient:** Pulse Brand and 'Made with Pulses' seal should use gradient whenever possible.



C 4
M 10
Y 48
K 0



C 13
M 31
Y 87
K 0



C 29
M 54
Y 98
K 12



C 36
M 1
Y 95
K 0



C 67
M 20
Y 100
K 4



C 78
M 35
Y 100
K 25



C 0
M 0
Y 0
K 100

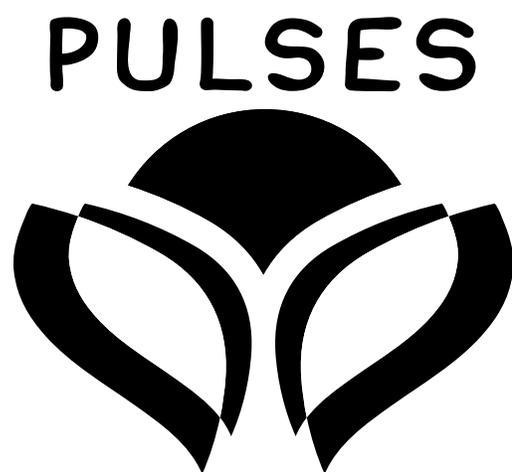
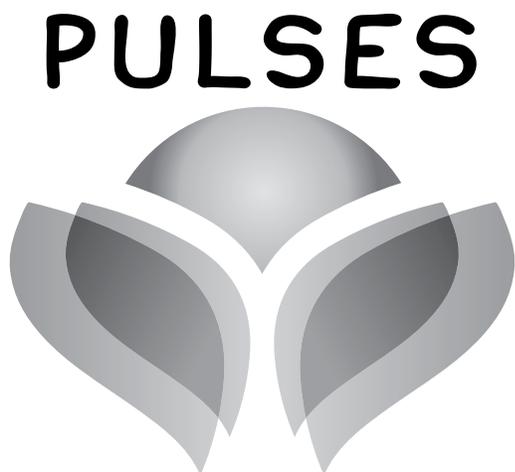
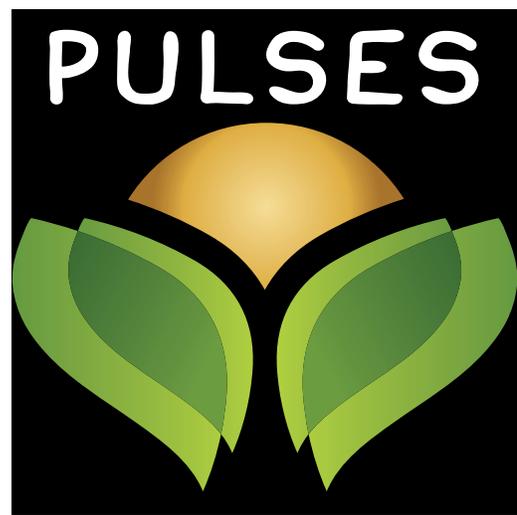
PRINTING:

- **4-colour:** Use **CMYK** for print and **RGB** for web applications. Not intended for one- or two-colour print jobs.
- **Specialty Printing:** Exceptions will be permitted for food product labels and packaging that have colour limitations. Printing exceptions must be approved by Project Administrator. To approve alternative colours or logo adaptations, email pulsebrand@pulses.org.
- **Pantone:** Pantone colours are available upon request, email pulsebrand@pulses.org.

PART 7: PULSE BRAND GRAPHIC STANDARDS

COLOUR VARIATIONS:

- **Full Colour:** The 4-colour Pulse Brand and 'Made with Pulses' seal should be used whenever possible.
- **Full Colour Reverse:** 4-colour also available in reverse white for black or dark backgrounds.
- **Black and White:** 4-colour black and white.
- **One Colour:** Black and reverse white versions are available when one-colour is required.



THE FUTURE OF FOOD.

PART 8: LEGAL CONSIDERATIONS AND DISCLAIMERS

Pulse Canada is the Project Administrator, managing the *Pulse Brand* on behalf of the Global Pulse Confederation and licenses use of the *Pulse Brand* through Use Agreements. Please note that Pulse Canada cannot give legal advice in connection with the Use Agreements; independent legal advice must be sought.

LABELLING DISCLAIMER:

Use of the 'Made with Pulses' seal on product packaging does not negate any legal obligations imposed by the regulatory and legal standards in any area of jurisdiction. Users are responsible to ensure they are fully compliant with food labelling requirements and other regulations in the jurisdiction in which they operate and market products.

This User Guide does not cover or override permissible ingredient claims in various jurisdictions.

Users need to apply their own skills and knowledge in determining compliance with labelling requirements of their regulatory agencies. If necessary the User should consider independent legal advice, or undertake appropriate training in labelling requirements.

USER GUIDE BOOK DISCLAIMER:

In using this User Guide, each User acknowledges and agrees that the Project Administrator, its employees, the Board of Directors, and agents will have no liability for any loss, injury or damage suffered or incurred by the User or any other person (including as a result of negligence) arising from the *Pulse Brand* used by a User, whether or not it complies with the User Guide or applicable laws, or any act or omission in developing or administering the User Guide.

BREACH OF AGREEMENTS AND COMPLAINTS:

Users must not use logos, devices or trademarks that breach any provision of the *Pulse Brand* Agreement (e.g. non-approved logos, devices or trademarks including representation of the *Pulse Brand*).

Complaints of alleged breaches of the *Pulse Brand* will be addressed in an equitable, objective and unbiased manner. Complaints should, in the first instance, be directed to the Pulse Brand Manager via email at pulsebrand@pulses.org.

Process:

If the Pulse Brand Manager believes a User has breached the *Pulse Brand*, the User will be notified. A breach of the *Pulse Brand* will be taken to have occurred if the User:

- Has not complied with the User Guide, Graphic Standards, Agreement; or
- Has done (or omitted to do) anything which is reasonably likely to damage the reputation and/or integrity of the *Pulse Brand*, or otherwise bring the *Pulse Brand* into disrepute.

PART 8: LEGAL CONSIDERATIONS AND DISCLAIMERS

Minor: If the breach is minor or technical in nature the Pulse Brand Manager will consult with the User, and the User must use all reasonable endeavours to agree with the remedial action which is necessary to address the breach. If the breach relates to a non-compliant use of inclusion levels the User must update or amend the use as soon as reasonably practicable and by no later than 12 months after the User has been notified of the breach.

Material: If the breach is considered to be material, or the User and the Pulse Brand Manager cannot agree whether there has been a breach then the breach, or perceived breach will be brought to the attention of the Brand Management Committee for decisions and resolution.

Decisions can include requirements to withdraw the material or in some cases may result in loss of use of the *Pulse Brand*. The Brand Management Committee may also seek urgent injunctive or other relief if it believes there has been a breach of the *Pulse Brand*.

The Brand Management Committee will provide advice and guidance on an as needed basis in relation to any complaints or breaches of the *Pulse Brand*. If a complaint is made, or a breach of the code has occurred, the Pulse Brand Manager or the Project Administrator, may at any time, refer the matter to the Brand Management Committee for assessment and to recommend an appropriate course of action to address that complaint or *Pulse Brand* breach.

It is the responsibility of the User to respond to and take reasonable steps to address any matter raised with the User by the Project Administrator, Pulse Brand Manager or Brand Management Committee in relation to a breach of the *Pulse Brand*.

Appeal Process:

Users may appeal any alleged breach, complaint or misapplication of the *Pulse Brand*.

- 1) Users who wish to appeal a decision of the Pulse Brand Manager or Brand Management Committee must inform the Pulse Brand Manager in writing within 10 days of the decision.
- 2) The Pulse Brand Manager will inform the Brand Management Committee of the appeal, which will be added to the agenda of the next meeting.
- 3) The Brand Management Committee will review the appeal, and may choose to implement an alternative decision.

Appeals under the *Pulse Brand* will be kept for record keeping with the following information: date of appeal, date appeal was reviewed, decision of appeal and any other information or comments that is necessary to retain.

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