



PULSES



10-WEEK PULSE PLEDGE CHALLENGE

STARTER GUIDE

Pulse Pledge Brought to You By:

Pulse Canada 

 **USA Dry Pea
& Lentil Council**


**AMERICAN PULSE
ASSOCIATION**





Take the 10 Week Pulse Pledge Challenge!

It's easy and delicious to incorporate nutritious, affordable pulses into your diet. In fact, you're likely already eating pulses (**chickpeas, lentils, dried peas and beans**) in hummus, burritos, soups and other favorite dishes. So, why not add more to boost your health – and benefit the planet too!

DID YOU KNOW. . .

½ cup serving of cooked pulses =
up to **9 GRAMS OF PROTEIN**
*(roughly 20% of your
recommended daily intake)*

Pulses are **PACKED WITH NUTRIENTS**, delivering high levels of potassium, magnesium, zinc, B vitamins and iron
(one serving of black beans has 1.5 times the iron of flank steak)

Pulses are **HIGH IN BOTH SOLUBLE AND INSOLUBLE FIBER**, which help with feeling fuller longer, losing or maintaining weight and staying regular

Pulses have the **LOWEST CARBON FOOTPRINT OF ANY PROTEIN SOURCE**

We believe eating pulses at least once per week for 10 weeks will be such a rewarding experience you'll be a life-long fan! We're here to make it easy for you. Enjoy!



Maximizing the Pulse Pledge Challenge

STEP 1 Familiarize yourself with the word “pulses.” It’s actually an international term, not widely known in North America YET, for the dry edible seeds of legumes that includes chickpeas, lentils, dried peas & beans. They are chock-full of nutritional benefits as well as being good for the planet.

STEP 2 Take the Pulse Pledge, committing to eating pulses at least once per week for 10 weeks. You can join throughout the year, but we encourage you to adopt pulses into your diet right away! And we’ll incent you for it – each month we’ll get five Pulse Pledgers started with a Pulse Starter Kit valued at \$50+.

STEP 3 By making the 10-week Pulse Pledge commitment you’ll receive tips, recipes, incentives and more. Each week when you receive your weekly email, click the “I did it!” button, and after all 10 weeks you’ll be entered to win a \$100 gift card to Williams-Sonoma.

STEP 4 Document your pulse journey! Take photos of the delicious, nutritious dishes you’re creating at home and eating out and about, or the benefits you’re learning, and share using [#pulsepledge](#). The more you share, the more chances you’ll have to win prizes each month valued from \$50-\$350+.

FINAL STEP Have fun and enjoy pulses! We hope you’ll love them as much as we do.



We're Here For You

Our goal is to arm you with everything you need to enjoy pulses and reap the health benefits. We've included a few quick tips, pulse products to look for and nutritional benefits in the following pages, but if you would like more:

- ✓ Visit [PulsePledge.com](https://www.pulsepledge.com) for regularly updated recipes, new tips and tricks, facts about pulses and more.

- ✓ Join the **social media** communities:

USA Pulses



@USAPulses

OR

Pulse Canada



@PulseCanada1

@PulseCanada

- ✓ Look for our Pulse Pledge **weekly emails** with recipes, tips and incentives during the 10-week challenge, and **monthly seasonal e-newsletters** with even more inspiration!

And if you have questions, visit our contact page:
www.pulsepledge.com/contact



Pulses: Super Delicious Superfoods

Here's how pulses pack such a nutritional punch that they're considered both a protein *and* a vegetable:

✓ Protein-packed

Pulses contain up to 9 grams of protein per ½ cup serving - twice the protein of quinoa. And, unlike many protein-rich foods, pulses are fat-free.

✓ Nutrients galore

Pulses have high levels of iron, potassium, magnesium, zinc, B vitamins, and more.

✓ Beneficial for disease prevention

Pulses have been shown to lower the risk of heart disease and diabetes, and to lower blood pressure and cholesterol.

✓ High in fiber

Pulses are high in both soluble and insoluble fiber, which is linked to staying regular, losing weight and feeling fuller longer.

✓ Good for dietary restrictions

Being gluten-free and vegetarian makes pulses accessible to more people with special diets, allergies or sensitivities.

✓ Smart Source of Folate

Pulses are excellent sources of folate, a B vitamin important during pregnancy to reduce the risk for neural tube birth defects. Folate is also essential to brain development and function.

Getting Familiar with Pulse Products

Dried Pulses: The most affordable and long-lasting pulse product; often found in the bulk section of grocery retailers, or next to the rice:

CHICKPEAS (GARBANZO BEANS)



Kabuli



Desi

LENTILS



Green



Red



Small
Brown



French
Green



Black

DRIED PEAS



Split
Green



Split
Yellow



Whole
Green



Whole
Yellow

DRIED BEANS



Adzuki



Black



Blackeye
Peas



Kidney
Dark Red



Kidney
Light Red



Great
Northern



Navy



Pinto



Fava



Small Red



Mung



Large &
Baby Lima



Cranberry



Pink

Getting Familiar with Pulse Products

Pulses come in many forms throughout the grocery store:

PRE-COOKED PULSES

To eliminate the step of cooking, look for these in the canned vegetable aisle

CHICKPEAS

- Canned garbanzo beans
- Frozen chickpeas

LENTILS

- Pre-cooked in the frozen or refrigerated section at most healthy grocers
- Canned

BEANS

- Canned black
- Canned red & white kidney
- Canned navy
- Canned pinto
- Canned fava
- Canned lima – baby and large
- Canned romano
- Canned cannellini
- Canned adzuki
- Canned pink
- Canned red
- Canned white
- Canned black eyed peas
- Frozen black eyed peas
- Frozen red
- Frozen black

PACKAGED & PREPARED PRODUCTS INCLUDING PULSES

Look on packaged products for the inclusion of chickpeas, lentils, dried peas & beans; most often included for a boost of fiber, protein & more

- **DIPS AND SPREADS** – including hummus made with chickpeas, lentils or beans; black bean dips and more
- **SNACKS** – roasted chickpeas, lentil and black bean chips, health bars and more
- **PASTA** – many dried pastas are made with lentil, bean or chickpeas flour for an added nutrition boost
- **SOUPS** – many pre-made soups, both at the deli counter and canned, include a variety of pulses
- **CANNED PRODUCTS** – bean dishes in particular are widely available canned, including refried and baked beans
- **FROZEN OR PACKAGED MEALS** – from frozen lentil lasagna and burritos to curried chickpeas, look in the prepared meal sections of your favorite grocery store
- **MIXES** – Falafel mixes, or boil-and-serve bean-and-rice dishes all contain pulses

PULSE FLOURS

Used in baking, found in the baking aisle

- Chickpea flour
- Lentil flour
- Black bean flour
- Whole pinto bean flour
- Yellow split pea flour
- Whole yellow pea flour
- Green split pea flour
- Whole green pea flour

Note: Look for Harvest Innovations or Bob's Red Mill brands.

PROTEIN POWDERS

Mainly for adding a protein boost to smoothies

- Pea protein powder



Its Easy to Add Pulses

Here Are a Few Simple Ways to Incorporate Pulses in Your Meals Right Away:

Use whole pulses to stretch meals

- ✓ Replace half the meat in dishes like lasagna, tacos, casseroles or chili with cooked pulses. It will boost the fiber and nutrient content while reducing the cost as well as cholesterol, sodium and fat.

Blend pulses into your favorite recipes

- ✓ Add pulse puree (we've included a quick tip for how to make it on the following pages) to dips or smoothies to seriously boost the nutritional value without dramatically altering the flavor.
- ✓ Add pea protein or blend cooked white beans into smoothies and shakes to boost protein naturally.
- ✓ Bake brownies, cookies, breads, muffins and more with pulse flours vs. wheat flour. Swap out $\frac{1}{2}$ the traditional flour for a pulse variety for a vegetarian, gluten-free way to get more protein and vitamins.

Add pulses to existing dishes

- ✓ Add cooked pulses to pastas, salads, soups and more as a great way to boost protein, fiber and other nutrients.

Pick dried pastas made with pulses

- ✓ Many pastas are made with lentils, chickpeas or beans, dialing up the protein and fiber content.

How to cook dry pulses in 3 easy steps

Split Peas



1. Rinse split peas with water—no need to soak!



2. Combine split peas and water, bring to a boil.



3. Simmer for 30 minutes.



For every cup of split peas, use 2 cups of water.

Lentils



1. Rinse lentils with water—no need to soak!



2. Combine lentils and water, bring to a boil.



3. Simmer for 5-20 minutes until tender.



For every cup of lentils, use 2.5 cups of water.

Chickpeas

1. Soak your chickpeas.

OVERNIGHT SOAK: Use three cups of cold water for each cup of chickpeas, let stand for 8-24 hours and drain.

QUICK SOAK: Use three cups of cold water for each cup of chickpeas, boil 2 minutes, remove from heat, cover and let stand for one hour, drain.



2. Combine chickpeas and water, bring to a boil.



3. Simmer for 1.5-2 hours.



For every cup of chickpeas, use 2 cups of water.

Beans

1. Soak your beans.

HOT SOAK: Place 1 cup of beans in a pot with 5 cups of water. Bring to a boil for 3 minutes then remove from heat and let stand for 4 to 24 hours. Drain and rinse beans in cool water.

TRADITIONAL SOAK: Pour enough cool water over beans to cover completely. Soak for 8 hours or overnight. Drain soaking water and rinse beans with cool water.

QUICK SOAK: Place 1 cup of beans in a large pot with 3 cups of water. Bring to a boil for 3 minutes then remove from heat and let stand for 1 hour. Drain soaking water and rinse beans in cool water.



2. Combine 1 cup beans with 2 cups water and bring to a boil.



3. Simmer on low for 45 minutes - 2 hours.



For every cup of beans, use 2 cups of water.

COOKING TIPS



Use unsalted water—salt toughens pulses during cooking.



Acidic ingredients like tomatoes slow cooking. Add them late in the cooking process.



Pulses get softer the longer they cook. Vary cooking time accordingly.



1 cup dry = 2 ½ cups cooked



Happy Pulsing!! We hope you enjoy!

#pulsepledge | pulsepledge.com

Pulse Pledge Brought to You By:



PULSE CANADA

Pulse Canada is the national association representing the growers, processors and traders of Canadian pulse crops. Direction and funding is provided by Alberta Pulse Growers, Saskatchewan Pulse Growers, Manitoba Pulse and Soybean Growers, Ontario Bean Growers and the pulse processors and exporters that are members of the Canadian Special Crops Association (CSCA).

Pulse Canada provides its members with a single, unified voice on national and international issues affecting the pulse industry. Areas of focus include market access and transportation, as well as positioning pulses as a cornerstone ingredient for healthier foods and a more sustainable environment.

» www.pulsecanada.com

THE USA DRY PEA & LENTIL COUNCIL

The USA Dry Pea & Lentil Council (USADPLC) is based in Moscow, Idaho, and was established in 1965 as a non-profit organization to promote and protect the interests of growers, traders and food manufacturers of dry peas, lentils and chickpeas in the United States. The USADPLC provides programming in four areas: International Market Development, Domestic Market Development, Health, Nutrition and Sustainability Research and Policy Development. The USADPLC receives funding from the U.S. Department of Agriculture (USDA) and state government entities to achieve the goals of the organization. The 5,000 growers, processors and food manufacturers represented by the USADPLC take pride in producing the highest quality dry peas, lentils and chickpeas for national and international markets.

» www.cookingwithpulses.com

THE AMERICAN PULSE ASSOCIATION

The American Pulse Association (APA) was established in 2010 as a non-profit organization devoted to bringing the entire pulse crop (dry peas, lentils, chickpeas and beans) industry together – including growers, trade members and food manufacturers of pulse crops. APA's goals include increasing the consumption of pulse crops, increasing health, nutrition, functionality and sustainability research on pulses, and engaging in policy development to promote the benefits of consuming pulses for individual health and for the health of the planet.

» www.americanpulsecrops.org