

**PILOTING AN EDUCATIONAL AND MARKETING CAMPAIGN DIRECTED TO
BENEFIT THE HEALTH OF THE U.S. CONSUMER WHILE ADDING PROFITABILITY
TO THE U.S. DRY PEA AND LENTIL GROWER
FY 2009**

U.S. production of dry peas, lentils, and chickpeas (DPLCs) has been increasing. Nearly 75% is exported, whereas domestic market consumption has remained fairly stagnant for over 20 years. DPLCs generally have limited appeal for U.S. consumers despite their versatility and high nutrient value. Increasing costs of production and transportation, dampening exports in a soft global economy, and fluctuating food commodity prices have convinced U.S. producers to seek opportunities to increase domestic consumption for legumes through value-added products. The Washington Dry Pea and Lentil Commission (the Commission) leads the industry's efforts to invest in the development of the domestic food market. New ingredient applications for DPLCs have been explored and several dozen formulations for new product prototypes have been developed.

With FSMIP funds awarded in 2007 and 2008, the Commission introduced innovative ingredient prototypes to the U.S. food industry, and educated food scientists and product developers across the country on the technical aspects of incorporating DLPCs as ingredients. In 2009, the Commission launched a national educational/marketing campaign to raise awareness among consumers and change consumer attitudes and perceptions about legumes. In a unique partnership with industry, the Commission launched the campaign concurrently with the introduction of a legume-based ready-to-eat breakfast cereal product to the market. The lessons learned from this experience would be useful for other commodity commissions seeking to creatively introduce new and healthy value added products to modern, technical savvy consumers.

FINAL REPORT

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**Piloting an Educational and Marketing Campaign Directed to
Benefit the Health of the US Consumer While Adding
Profitability to the US Dry Pea and Lentil Grower**

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The Washington Dry Pea & Lentil Commission was established in 1965 as a group of growers, processors, and traders of Washington grown dry peas, lentils, and chickpeas. The aim of the Washington Dry Pea & Lentil Commission is the advancement, protection, and development of the common interests of those Washingtonians engaged in growing, warehousing, processing, merchandising, peas and lentils, and related activities.

Final Report
Submitted by Jennifer L. William
November 19, 2010

Introduction

The Washington Dry Pea & Lentil Commission would like to thank the USDA Federal State Marketing Improvement Program for awarding funds to support the dry pea and lentil industry of Washington State and its marketing efforts. This final report summarizes the activities that have been performed and the milestones achieved for each objective or sub-element of the narrative. It also notes any unexpected delays or impediments as well as favorable or unusual developments. Finally, serve as an outline of work that was performed over the duration of the entire grant project.

Marketing Issue

Legumes are highly nutritious seeds of pod-bearing leguminous plants specifically dry peas, lentils, and chickpeas. US farmers now harvest ~2.6 million pounds of dry peas, lentils, and chickpeas each year. Production of dry peas, lentils, and chickpeas has been increasing, with nearly 75% being exported to countries around the world. Domestic market consumption has remained fairly stagnant for over 20 years. Growers have been anticipating economic growth in the US market for quite some time. Moving more DPLCs into the domestic market would decrease grower and processor transportation costs significantly.

Today, increasing costs of production, dampening exports in a soft global economy and fluctuating food commodity prices have made a strong case for US producers to seek opportunities to increase domestic consumption for legumes through value-added products. The Washington Dry Pea and Lentil Commission is leading the industry's efforts to invest in the development of the domestic food market. New ingredient applications for dry peas, lentils, and chickpeas have been explored and several dozen formulations for new product prototypes have since been developed.

With FSMIP funds awarded in both 2007 and 2008, the Commission has been able to (1) introduce these innovative product prototypes to the US food industry, resulting in an increased awareness of the new product applications, and (2) educate food scientists and product developers from across the country on how to technically incorporate them into their processes as ingredients, resulting in new product trials. Legumes, as ingredients have proved appealing to mass market players in the food industry, and offer a unique set of nutritional benefits to consumers. Food companies, such as Barilla America, Inc. have been very profitable with the launch of Barilla PLUS pasta which uses lentil and chickpea flour to enhance the nutritional profile of its pasta. Companies of various sizes are now interested in developing new products with legumes as ingredients.

In 2009, the Washington Dry Pea and Lentil Commission (WDPLC) was awarded FSMIP funds to launch a national, educational/marketing campaign directly focused on raising awareness amongst consumers and changing consumer attitudes and perceptions about legumes. To be highly effective, the WDPLC educational campaign launch was tied to a product that highlights the benefits of legumes. Pul Foods Inc., of Mountain View, CA launched the first ready-to-eat breakfast cereal (RTEC) primarily made from legumes in April of 2010. The WDPLC's campaign was launched in parallel with the consumer testing and market-introduction of legume-based RTEC to educate consumers on the benefits of legume nutrition and encourage buying and experiencing legume-based products.

The grant project supports the goals of the WDPLC in creating new and expanded markets for legumes such as dry peas and lentils. New legume-based food products compatible with the US consumer will help stabilize the domestic legume market by increasing legume utilization and demand so that farmers will not have to rely on foreign markets. Increased commercial value of legumes will increase economic competitiveness and agricultural sustainability for dry pea and lentil grower.

To reach end consumers effectively, the educational campaign sought to educate and entertain consumers through print, voice and the Internet (social media). Campaign materials included printable and multi-media collaterals such as white papers/data sheets, brochures, posters, and web portals addressing

expectations and concerns of today's consumers. While the produced materials were limited by available budget, future investments by producers, processors and manufacturers will strengthen the campaign and benefit all participants in the supply chain.

FSMIP was the best funding source for this initiative because of its continued support of the US dry pea and lentil industry in its efforts to increase domestic consumer awareness and acceptance of dry peas, lentils, and chickpeas. It also provided economic sustenance to growers and processors of DPLCs in the state of Washington.

Economic Impact

For more than a decade, the WDPLC has focused on educating producers and processors on the benefits of legumes as a nitrogen-fixing crop and a nutritious functional ingredient. This has worked in the interest of the legume-growing community to keep production at a steady-rate but has not increased local demand. Today, the WDPLC hopes to better understand the needs of the end-consumer, increase consumption of legumes among consumers, and in-turn increase profits to the grower.

By expanding the domestic legume market, the WDPLC positively impacted not only the US grower but also the *consumer* and the *environment*:

i. Legumes can Improve the Nation's Nutrition and Health

Legumes, particularly, lentils, chickpeas, and dry peas are gluten-free super foods. They are recommended as both a vegetable and a meat serving on the USDA Food Guide Pyramid. This indicates that legumes are just as high in protein as meat, eggs, poultry and fish, but also as vitamin-rich as many vegetables.

Legumes are low in fat and sugar, and high in protein, complex carbohydrates, fiber, B vitamins, folic acid, iron, magnesium, calcium, potassium, and omega-6 fatty acids (Rajawat et al, 2000). In addition to being gluten-free, these products are low-glycemic and satiating which makes them ideal for managing obesity and diabetes, two largely affected global population segments today. The products are ideal for US school nutrition initiatives and educational programs; also to build endurance in athletes and ground troops in the US military.

US Consumer Statistics

Food allergies affect 12 million US adults and children. According to a recent NIH study, 3 million Americans have celiac disease, a disorder in which the body's immune system attacks itself when exposed to gluten, a protein found in wheat (contaminated oats), barley and rye. Wheat (whole grain) and soy are ranked amongst the top most common food allergens along with dairy (lactose), eggs, shellfish and nuts. There is no cure for food allergies. Strict avoidance of food allergens, early recognition and management of allergic reactions to food are important measures to prevent serious health consequences. Food-induced anaphylaxis, a potentially fatal allergic reaction, causes about 30,000 emergency room visits and 150 to 200 deaths annually, according to the Centers for Disease Control and Prevention in Atlanta. The market for allergen-free products is projected to reach \$3.9 billion this year, according to Packaged Facts, a New York research firm. The market for gluten-free foods and drinks is expected to hit \$1.3 billion by 2010, up from \$700 million in 2006, according to research firm Mintel.

The need for new and healthier gluten-free products in the US and globally is on the rise as seen in the increasing numbers of the gluten intolerant celiac population below:

Celiac Population

USA	1:100 = 3 Million in 300 Million
ITALY	1:100
FINLAND	1:100
SWEDEN	1:200
NORWAY	1:250
DENMARK	1:350

According to the 2007 consumer survey from the Calorie Control Council, for 95 million U.S. adults dieting is a constant concern. Consumers will continue to seek foods and beverages that help them cut calories without sacrificing great taste, variety or convenience. 86% of American adults use low-calorie, reduced sugar or sugar-free foods and beverages. This is higher than any previous level. With children, diet has become a major concern. In US children, 1 in 3 is obese and 1 in 4 is pre-diabetic (American Dietetic Association). 8% of children and 1-2% of adults in the US population experience food allergies. (American Academy Allergy, Asthma & Immunology)

- Dieting is a constant concern for 95 million American adults (Calorie Control Council Survey, 2007)
- 20.8 million Americans are living with Diabetes (American Diabetes Association, 2007)
- The Wellness Population (as defined by LOHAS, Lifestyles of Health and Sustainability) includes 35 million Americans (LOHAS.com, 2007)
- Metabolic syndrome is a group of metabolic risk factors in one person, an estimated 50 million Americans are afflicted (American Heart Association, 2007)

ii. Protect and Enhance the Nation's Natural Resource Base and Environment

Legumes are nitrogen-fixing crops and important in conserving nutrients in the soil. As the soil gets depleted of nutrients especially in areas, where a lot of wheat and barley is grown, it is important to have a nitrogen-fixing crop in the rotation. Additionally, crop rotation with dry peas and lentils reduces the greenhouse gas emissions through fertilizer consumption and helps to make production costs more manageable.

As stated in the original 2009 grant proposal, the WDPLC sought to achieve the following goal and objectives:

Goal and Objectives

Goal

The Washington Dry Pea and Lentil Commission launched an educational marketing campaign directed to benefit the health of the US consumer while increasing the domestic market value of legumes. The Commission cooperated with PulFoods, Inc. (formerly Health for All Seasons, LLC) on several consumer acceptance studies and marketing research activities.

Objectives of the Washington Pea & Lentil Commission

a) Educational Campaign

1. Raise awareness of dry peas, lentils and chickpeas among American consumers through public relations and communications outreach
2. Determine key message themes to communicate to consumers
3. Identify a full-service communication agency with a range of expertise to carry out the communications strategy and assist with the implement of the campaign
4. Develop a communications strategy that focuses on reaching and mobilizing the target audience
5. Develop a slogan and a media design identity
6. Develop multi-media campaigning materials
7. Launch the campaign after establishing a clear plan with budgets and time-frames
8. Leverage partnerships to assist with implementing the campaign and maximize reach
9. Measure impact and success of campaign

b) Partnership Activities

1. Support consumer research and acceptance studies of the first ready-to-eat legume-based cereal **prototypes** developed by Pul Foods, Inc. (Note: These cereal samples did not have a brand name or package during the study. They were generic cereal samples tested blindly)
2. Participate in collecting data and formulating results of the consumer research and acceptance studies

Industry Collaborator Contributions to the Project – Pul Foods, Inc. (formerly Health for All Seasons, LLC)

- a) Developed a proto-type product that allowed WDLPC to conduct consumer acceptance research and obtain valuable insights into consumer preferences and motivations that could be used by WDLPC in shaping their marketing program to foster development of new value added uses and for use by other food product developers who wanted to create new products;
- b) Contributed product samples that were used in consumer research;
- c) Shared with WDLPC their own consumer research on their branded product to assist WDLPC improve their educational campaign.

Scope: To increase awareness and acceptance of legume-based foods amongst US consumers

Timeframe: Initiate in September 2009 and complete by September 2010

Educational/Marketing Campaign

Today, US consumers are not as aware of the health benefits of legumes as they are about milk, soybean, and grains. An investment in education is necessary to convert consumer "interest" into "intent". As described in the work plan, the WDPLC would launch a campaign in 2010 to educate consumers about the benefits of legumes with the end goal of consumers accepting legumes as a tasty, healthy food alternative. The campaign tools would be product-neutral and useful for any current and future legume product manufacturers, growers and traders.

The Commission identified and contracted with Edelman, a full-service communication agency with a range of expertise to carry out the communications strategy and assist with the implementation of the campaign. In order to determine the key message themes to communicate to consumers and develop a communications strategy, slogan, materials, media and public relations plan, a consumer perceptions study needed to be conducted first. Edelman worked with research company, Kelton Research, to conduct a survey to further define DPLC's core consumer audience and identify how to best reach this market. Results helped Edelman to draft key messaging for outreach, identify key areas of interest and determine key audiences.

Consumer Perceptions Study

A national online survey of 717 household grocery purchasers, with half purchasers of dry peas, lentils, chickpeas, or products that contain them, and half non-purchasers of these items was conducted. The survey was fielded January 6th – 13th, 2010. The survey was programmed and hosted by Kelton Research. The respondents were asked a series of questions about their purchasing habits for household groceries and perceptions of dry peas, lentils, and chickpeas. The recent study findings helped us to further define the dry pea, lentil, and chickpea core consumer audience and identify how to best reach this market.

Key Findings:

1. The top 3 reasons people are motivated to purchase new food products are coupons, free samples and in-store discounts.
2. Overall, people are unaware about the health benefits (antioxidants, protein, fiber, folate, etc.) dry peas, lentils and chickpeas offer.
3. Most people feel they don't eat enough vegetables in their daily diets.
4. The top 3 reasons for purchasing dry peas, lentils and chickpeas are to make soups, because they enjoy the taste and to cook homemade chili.
5. People are confused about which products contain dry peas, lentils and chickpeas (pasta, pretzels, etc.).
6. More than half of familiar non purchasers believe that dry peas, lentils and chickpeas are not good tasting.

Key Takeaways:

- » **Create a PR campaign to dispel myths about DPLCs.** Currently, grocery shoppers are not aware of the nutritional attributes of DPLCs, do not necessarily feel they are affordable, and believe that only organic products contain them. By updating the approach to reach consumers via the internet, partnering with more traditional outlets such as gyms and schools, and even encouraging people who already purchase these items to spread information word of mouth would help get more accurate information about DPLCs to the public.
- » **Overcome the taste barrier.** Many people who do not purchase DPLCs note that they do so because they don't (or believe they wouldn't) like the taste. Free samples and new recipes that cater to the taste preferences of these shoppers may increase the chances they'll try, if not like, DPLCs. Set up free sample counters in grocery stores and develop new spins on classic American cuisines to make these current non purchasers regular buyers.

- » **There is interest in DPLCs among Non Purchasers.** The chance to bring in new customers is out there; those individuals indicate that knowing DPLCs are high in fiber, protein, and antioxidants are all attributes that increase purchase intent. Aside from education, coupons would also make them more interested in buying as cost is an important factor for these shoppers when it comes to buying their vegetables.

Edelman's goals for the Washington Dry Pea & Lentil Commission (WDPLC) February – September 2010 PR plan were to raise consumer demand by reaching consumers online and through print while also building awareness among the foodservice industry which also aids in the dissemination of key messages to consumers. To do this, the campaign needed to tout the nutrition attributes/health benefits, functional properties, product development innovations and usage ideas to each of these audiences by reaching them in strategic ways and at relevant events. To reach consumers, the campaign targeted key bloggers with large followings and top food/health media contacts and conducted a consumer-focused survey to find out what would move them to purchase dry peas, lentils and chickpeas. To reach foodservice, efforts were focused on reaching corporate research chefs and restaurant chefs through top events and e-newsletters containing relevant DPLC news and information.

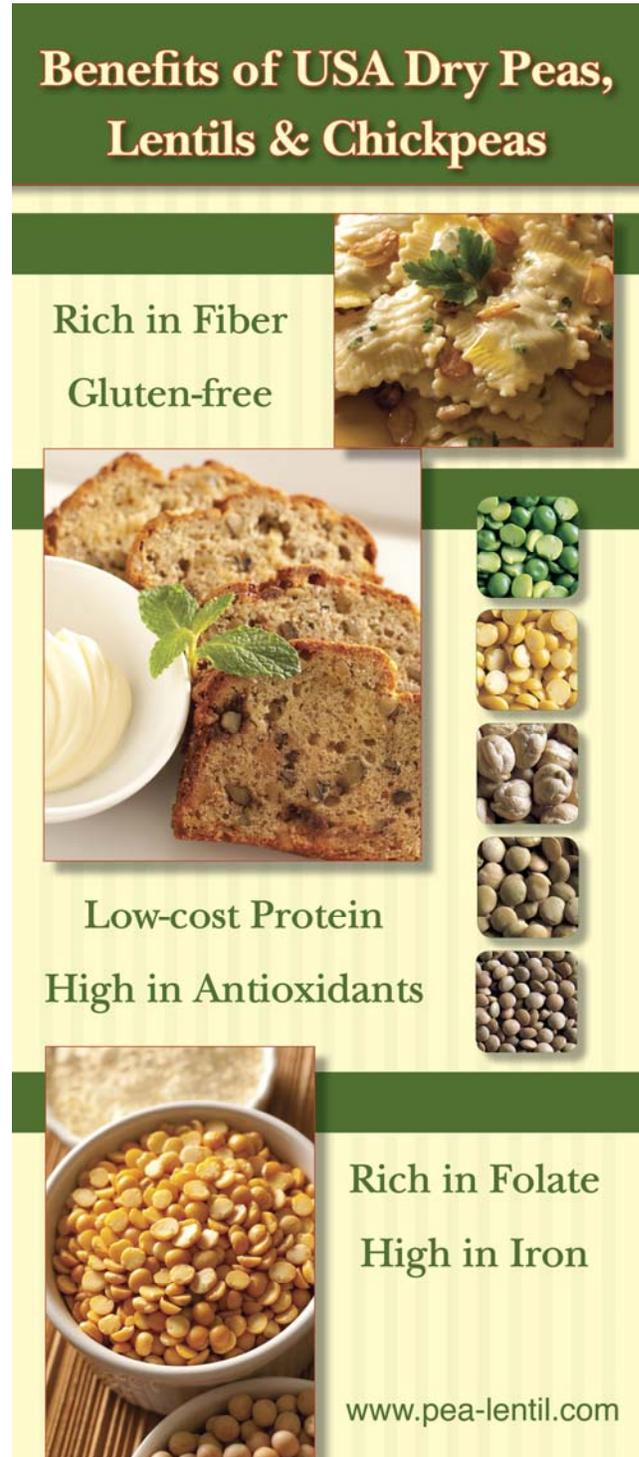
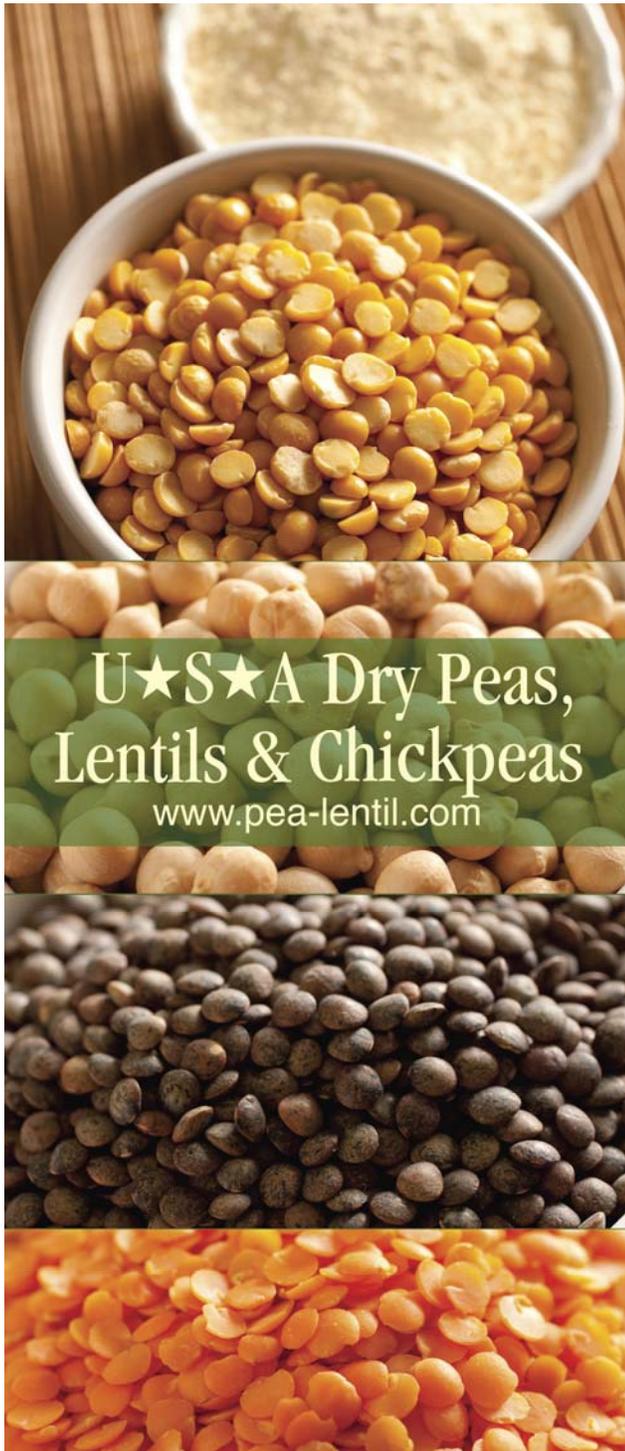
The agency was directed to launch the educational campaign, execute public relation activities, and design/print campaign materials in early February 2010. Below is the list of campaign activities that were performed over the project's duration:

1. **Developing key messages** aimed at consumers, including tagline recommendations
2. **Creating and printing communicative tools** to translate messages to materials and signage
3. **Developing consumer-facing product fact sheet**, to be used as collateral for consumer media
4. **Identifying relevant editorial calendar opportunities**
5. Developing and **maintain relationships with 5-10 consumer media** through outreach
6. **Distributing** developed **campaign materials** to several media forms (newspapers, magazines, trade publications, internet, etc.)
7. **Reaching out to targeted consumer media** with information around nutrition attributes and health benefits, research results, usage ideas (antioxidants, gluten-free, etc.) and recipes.
 - a. *Parents* (pitch angles: folate, nutritional benefits, recipes, etc.)
 - b. *Shape* (pitch angles: nutritional benefits, antioxidants, recipes, etc.)
 - c. *Women's Day* (pitch angles: nutritional benefits, antioxidants, recipes, etc.)
8. **Hosting an online blogger challenge** among the extremely active health/foodie focused blogging community, and engage consumers in online contest to receive free product samples
 - a. Identify top 5-10 food/health focused bloggers to participate in 'challenge'
 - i. Host contest during summer (June 17 is 'Eat Your Vegetables Day')
 - ii. Ask each blogger to make one meal a day that primarily includes dry peas, lentils or chickpeas and post recipe and image on blog
 - iii. Once week is complete, ask each blogger to enter their favorite recipe into the contest on the DPLC website
 - iv. Ask general public to vote for the recipe they think sounds and looks the best (each person that votes and registers on the DPLC website received free DPLC samples)
 - v. Contest winner would receive prize (TBD). For participating, groceries for week are also paid for.
 - vi. Announce contest updates through DPLC page and/or Twitter account (live only during contest)
9. **Health/Food-Focused Symposium and Foodservice Events**
 - a. International Association of Culinary Professionals Conference (April 21-24, Portland, OR)
 - b. National Restaurant Association's Marketing Executives Group (May 19-21, Chicago, IL)
 - c. Food For Your Whole Life *Health Symposium* (June 6-7, New York, NY)
10. **Follow-up with** foodservice contacts through bi-monthly **e-newsletters**

Design and Messaging Development

Edelman used survey results to develop consumer key messages and a brand look and feel. With this information, Edelman developed informational materials and signage, which included coordinating the design and printing of signage, brochures, and booth display banners to be used for various events. Edelman also developed fact sheets/brochures specific to the foodservice industry, to be used as hand-outs at events and for trade media background. These materials can be seen in the figures below.

Figures 1 & 2. 3'x8' Design for Retractable Banners for Booth Display



Delicious recipes

Salsa Lentejas

Makes 24 servings

2 cups cooked USA regular lentils
2 cups cooked USA red lentils
16 roma tomatoes, diced
4 cloves garlic, minced
2 teaspoons lemon juice
2 teaspoons lime juice
2 cups red onion, diced
1/2 cup fresh cilantro, chopped
4 jalapeno peppers, seeded and finely diced
3 tablespoons olive oil
2 tablespoons cumin
1 1/2 teaspoon salt
1 1/2 teaspoon black pepper
1 tablespoon Tabasco Sauce

Combine all ingredients and chill. Serve with chips.



B-I-T Dip

Makes 24 servings

3/4 cup plus 6 Tbsp. crisp cooked bacon, finely crumbled (divided usage)
3 small onions, coarsely chopped
6 cups cooked USA lentils, drained well
3/4 cup barbecue sauce
3/4 cup ketchup
3 cloves garlic
1 1/2 cup shredded sharp cheddar cheese
1 1/2 cup lettuce, chopped
1 1/2 cup fresh tomatoes, seeded and chopped
Tortilla chips

Directions:

Preheat oven to 350 degrees. Process 3/4 cup of the bacon, onion, lentils, barbecue sauce, ketchup and garlic in a food processor until smooth, stopping to scrape down sides. Spread mixture into a 4 1/2 quart baking dish or deep-dish pie plate. Bake in preheated oven for 20 minutes; sprinkle cheese evenly over the top, and bake 5 additional minutes, or until cheese is melted and bubbly. Remove from oven; top with lettuce, tomatoes and remaining 6 Tbsp. bacon and serve immediately with chips.



Dry Peas, Lentils & Chickpeas on the menu

Dry peas, lentils and chickpeas are wholesome, nutrient-rich foods. These humble legumes deliver a world of flavor, from exotic and unexpected dishes to traditional favorites.

In hundreds of easy-to-prepare recipes, they provide delicious nourishment at a price that can't be beat.



Contact us for additional information or if you would like to discuss menu development or promotional opportunities.

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Figures 3 & 4. Bi-Fold Brochure for Foodservice and Short-Lead Trade/Consumer Media

Dry Peas, Lentils & Chickpeas help balance food costs, pricing and customer satisfaction

About the raw ingredients

- Dry Peas are dried naturally by the late summer sun and are most commonly split, which speeds cooking time.
- The lentil is a cousin of the bean, and is part of the legume family. The size and appearance of lentils varies depending on the variety and can range in color from reddish-brown to greyish-brown to green.
- The chickpeas, also called garbanzo bean, was originally cultivated on the lands bordering Mesopotamia and the eastern Mediterranean. From there it spread to India and some parts of East Asia. Chickpeas are shaped with a beak resembling that of a baby chick.
- Flours or powders made with ground yellow peas, lentils, and/or chickpeas are nutritious and gluten-free alternative to other starchy staples.

In comparison to whole wheat flour, chickpea flour has 2g more protein and 1g more fiber in that same 110 calorie, 1/4 cup serving.



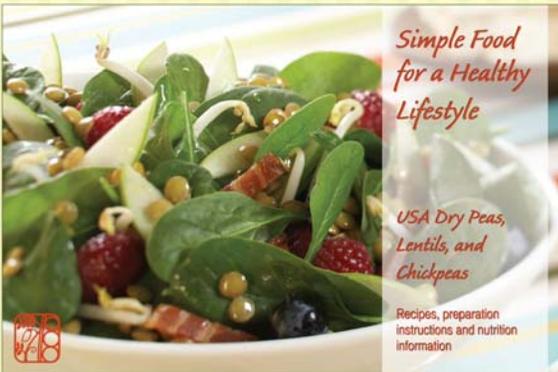
Health benefits

- Low cost Protein for building, repairing and maintaining body tissue and for energy.
- Fiber for helping control cholesterol, supporting a healthy digestive system and maintaining blood sugar levels.
- Complex carbohydrates and a low glycemic index, which may be helpful for people who have diabetes.
- Folate (a B vitamin) for making new body cells, and helping protect against heart disease and certain types of birth defects.
- Iron for carrying oxygen through the bloodstream to cells.
- Almost no fat and zero cholesterol.
- Few calories.
- Antioxidants which bind with and destroy free radicals, reducing oxidative damage to cells.



According to a recent survey commissioned by the USA Dry Pea & Lentil Council, of familiar non-purchasers, only 9% feel they do not eat enough meat in their daily diet but 51% feel they don't eat enough vegetables. Dry Peas, Lentils and Chickpeas are a vegetable-based protein and act as a serving of protein or vegetables.





Simple Food for a Healthy Lifestyle

USA Dry Peas, Lentils, and Chickpeas

Recipes, preparation instructions and nutrition information

The Scoop on Dry Peas, Lentils, and Chickpeas

Dry peas, lentils and chickpeas are wholesome, nutrient-rich foods. These humble legumes deliver a world of flavor, from exotic and unexpected dishes to traditional favorites.

Legumes are easy to keep on hand. They can be stored indefinitely when kept cool and dry. They also provide delicious nourishment at a price that can't be beat.



Regular (Brewer) lentils



Small brown (Pardina) lentils



Green split peas



Yellow split peas



Skinless red lentils



Chickpeas (garbanzo)

Packed with Powerful Nutrition

Eating a diet rich in plant-based foods, such as legumes, vegetables, fruits and grains, is a smart strategy for weight management, and can also help lower the risk of chronic diseases, such as heart disease, cancer and diabetes.

Peas and lentils offer much of what matters in a healthy diet. For healthy meal planning, one half-cup of cooked peas and lentils can be counted either as a two-ounce serving from the meat and beans category or one half-cup of vegetables.

Dry peas and lentils have a unique nutritional profile – they are excellent sources of protein yet are also rich in fiber. In addition, they provide other important nutrients, such as folate, that many people need more of.

All this nutrition makes low-cost, nutrient-rich dry peas, lentils and chickpeas one of the best food buys at the supermarket.

Here are some of the benefits of dry peas, lentils, and chickpeas for a healthy body:

- Protein for building, repairing and maintaining body tissue and for energy
- Complex carbohydrates and a low glycemic index, which may be helpful for people who have diabetes
- Fiber for helping control cholesterol, supporting a healthy digestive system and maintaining blood sugar levels
- Folate (a B vitamin) for making new body cells, and helping protect against heart disease and certain types of birth defects
- Iron for carrying oxygen through the bloodstream to cells
- Almost no fat and zero cholesterol
- Few calories

Delicious Additions

Dry peas and lentils are incredibly versatile and can be used in a variety of recipes. Check out these creative ways to incorporate more of them into your meals:

- A little meat goes a long way when you stretch it with lentils. Try adding cooked lentils to spaghetti sauce, taco meat, lasagna or other family favorites.
- Toss cooked chickpeas into salads, soups and stews for added flavor, texture and nutrition.
- Pureed chickpeas make a great sandwich spread or dip – serve with vegetables or chips for a healthy appetizer or snack.
- Pureed or whole, cooked peas and lentils also work wonders in bread and muffin batters, offering a nutritional boost.



Preparing Dry Peas and Lentils

Unlike dry beans, *split peas and lentils should not be soaked before cooking*. Just boil them at a low simmer and they will be tender in 10-45 minutes, depending on legume variety or mineral content of the cooking water.

Tips:

- Use unsalted water. Salt toughens split peas, lentils and chickpeas as they cook.
- Acidic ingredients (such as tomatoes) also slow cooking, so add them late in the cooking process.
- Try adding a squeeze of lemon to lentils after cooking (but before draining) to enhance the flavor.

Using a strainer, rinse dry peas and lentils thoroughly. Combine water and split peas or lentils in a saucepan and bring to a boil. Reduce heat, cover and simmer until tender, according to these cook times, longer for purees. Add water if necessary. Drain. The longer they cook, the softer they get.

Note: Red Chief lentils (decorticated – no seed coat) cook in just 8 to 10 minutes.



	Split Peas	Lentils
Type & amount	1 cup dry	1 cup
Cooking Water	2 cups	2 ½ to 3 cups
Yield	2 cups cooked	2 ½ cups cooked
Cooking Time	35-40 mins	25-30 mins

Preparing Chickpeas

Canned chickpeas are more convenient, however soaking and cooking raw chickpeas preserves essential nutrients, texture and taste.

Rinse and drain chickpeas. Choose your soaking method from the table below and follow the cooking instructions.

Long soaking method

Place chickpeas in a saucepan with enough cold water to cover (about 3 cups water for each cup chickpeas). Let stand for 8-24 hours and drain.

Quick soaking method

Place chickpeas in a saucepan with enough cold water to cover. Boil 2 minutes. Remove from heat, cover and let stand for one hour. Drain.

Microwave soaking method

Combine chickpeas in a microwavable dish with enough cold water to cover. Cover and microwave on high for 10-15 minutes. Let stand one hour. Drain.

Soaking tip:

Choose a pot that will allow the beans to expand!

Cooking instructions:

After soaking, cover chickpeas with fresh cold water (3 cups water for each cup chickpeas). Simmer on low heat 2 to 3 hours, until tender. Drain.

Type and Amount	Yield
1 cup raw chickpeas	2 ½ cups cooked



Did you know?

- Legumes are seeds that grow within pods.
- Peas are dried naturally by the late summer sun. They are usually split to speed cooking time.
- Lentils are shaped like a lens. In fact, lens is the Latin word for lentil.
- Chickpeas are also called garbanzo beans.



Contact Information

Contact us for additional information, including specific materials for teachers, food service professionals and the media. For more recipes, please inquire about "The Pea & Lentil Cookbook: From Everyday to Gourmet" or visit us online at www.pea-lentil.com.

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Figure 5. 20-Page Fold-Out Recipe Booklet w/Full-Color Images, Perforated Recipe Cards for Consumers



Lentil Apple Muffins

Lentil Apple Muffins

Serves 12
 Moist muffins with the fragrance of apple pie and added boost of fiber and protein.

- 1 egg
- 1/2 cup canola oil
- 1 cup USA lentil puree*
- 1 cup canned apple pie filling
- 3/4 cup whole wheat flour
- 3/4 cup all-purpose flour
- 1/3 cup packed brown sugar
- 2 teaspoons baking powder
- 1 teaspoon baking soda
- 1 teaspoon ground cinnamon
- 1/2 teaspoon salt
- 1/4 teaspoon ground allspice
- 1/8 teaspoon ground nutmeg

*To make the USA lentil puree, rinse and drain lentils. Bring to a boil 3/4 cup dry USA lentils in 2 cups of water. Cover, reduce heat and simmer for 30 minutes – the longer they

cook, the softer they become. Stir frequently. Cool slightly and do not drain. Puree in a blender or food processor until the consistency of canned pumpkin. Add water to thin, if needed. (Excess puree can be frozen for future use.)

Preheat oven to 400°F. Spray muffin pan with nonstick vegetable cooking spray or line with paper baking cups.

Beat egg in a large mixing bowl. Stir in oil. Add 1 cup of lentil puree and apple filling.

In a separate bowl, combine flours, sugar, baking powder, soda, cinnamon, salt, allspice and nutmeg.

Stir dry mixture into puree mixture just until flour is moistened. Spoon batter into prepared muffin pan.

Bake 15 minutes, or until top of muffin bounces back when touched or a toothpick inserted into center comes out clean.

Per serving: 230 calories, 10 g fat (15% Daily Value), 1 g saturated fat (2% DV), 20 mg cholesterol (7% DV), 300 mg sodium (13% DV), 31 g carbohydrate (10% DV), 3 g dietary fiber (12% DV), 8 g protein, 32 IU vitamin A (2% DV), 0 mg vitamin C (0% DV), 59 mg calcium (8% DV), 2 mg iron (11% DV), 20 mcg tolate (1% DV)



Spicy Hummus

Spicy Hummus

Makes about 4 cups, approximately 16 servings
 This hummus variation contains sweet bell peppers and a touch of cayenne.

- 1-15 ounce can USA chickpeas, drained and rinsed, or 2 cups boiled chickpeas
- 6 tablespoons tahini
- 6 tablespoons fresh lemon juice
- 3 tablespoons plain yogurt
- 2 tablespoons olive oil
- 4 cloves garlic, crushed (about 2 teaspoons)
- 1 teaspoon ground cumin
- 1/4 teaspoon cayenne pepper
- 1/4 cup minced jalapeno pepper
- 1/4 cup red bell pepper, seeded and diced
- Salt and freshly ground black pepper, to taste
- Cayenne pepper, for garnish

In a food processor or blender, puree chickpeas, tahini, lemon juice, yogurt, and oil until smooth, adding water as needed, a little at a time, to make a creamy mixture. Transfer the puree to a medium bowl.

Add garlic, cumin, cayenne, jalapeno, and bell pepper and mix well. Season with salt and pepper.

Cover and chill 2 to 4 hours to allow the flavors to blend. Garnish with cayenne pepper just before serving.

Adapted from the recipe "Hot and Spicy Hummus," published in the January 1998 issue of *Vegetarian Times*.

Per serving: 90 calories, 5 g fat (8% Daily Value), 1 g saturated fat (2% DV), 0 mg cholesterol (0% DV), 24 mg sodium (1% DV), 8 g carbohydrate (3% DV), 2 g dietary fiber (8% DV), 3 g protein (6% DV), 88 IU vitamin A (2% DV), 6 mg vitamin C (10% DV), 27 mg calcium (2% DV), 1 mg iron (6% DV), 42 mcg tolate (11% DV)



Appleberry Lentil Spinach Salad

Appleberry Lentil Spinach Salad

Serves 8
 2 cups cooked USA lentils (cooked for 25 minutes, then divided)
 1 pound fresh spinach, torn
 1 cup Granny Smith apples, unpeeled and chopped
 1/2 cup fresh raspberries
 1/2 cup fresh blueberries
 1/3 cup cooked, crumbled bacon (or turkey bacon)
 1 cup fresh bean sprouts

Dressing
 3/4 cup vegetable oil
 1/3 cup apple cider vinegar
 1 small onion, grated
 1/2 cup brown sugar
 3 teaspoons Worcestershire sauce
 2 teaspoons salt
 Pepper to taste

In a large salad bowl, combine 1 1/2 cups cooked lentils, spinach, apples, berries, bacon and bean sprouts. Mixing well, set aside.

In a medium bowl, whisk together dressing ingredients. Just before serving, pour over salad and toss. Sprinkle top evenly with remaining 1/2 cup lentils.

Winning recipe by Carolyn Johns (Lacey, WA) at the 2008 National Lentil Festival, Pullman, WA

Per serving (using turkey bacon): 340 calories, 23 g fat (35% Daily Value), 4 g saturated fat (8% DV), 5 mg cholesterol (2% DV), 720 mg sodium (30% DV), 31 g carbohydrate (12% DV), 7 g dietary fiber (28% DV), 8 g protein (16% DV), 5241 IU vitamin A (110% DV), 23 mg vitamin C (40% DV), 76 mg calcium (8% DV), 4 mg iron (20% DV), 212 mcg tolate (53% DV)



Classic Split Pea Soup

Classic Split Pea Soup

Serves 8
 Serve with cornbread for a classic combination.

- 1 meaty ham hock
- 2 quarts water
- 1 1/2 cups USA dry split peas
- 3/4 cup diced carrot
- 1 1/2 cups diced celery
- 1/2 cup chopped onion
- 1 bay leaf
- 1/4 teaspoon thyme
- 1/4 teaspoon pepper
- Salt and pepper, to taste

Cover the ham hock with 2 quarts cold water. Bring to a boil. Reduce heat, cover, and simmer 1 hour.

Take the bone from the pot, remove all meat from the bone, and cut the meat into small pieces. Return to the pot.

Add dry split peas, carrot, celery, onion, bay leaf, thyme, and pepper to the pot. Cover and simmer 45 minutes, or until the peas are tender. Longer cooking will give a creamier texture. (Remove bay leaf before serving.)

Add salt and pepper, to taste.

Per serving: 100 calories, 3 g fat (4% Daily Value), 1 g saturated fat (2% DV), 20 mg cholesterol (7% DV), 360 mg sodium (15% DV), 11 g carbohydrate (4% DV), 4 g dietary fiber (16% DV), 9 g protein (18% DV), 2289 IU vitamin A (46% DV), 3 mg vitamin C (11% DV), 47 mg calcium (4% DV), 21 mg iron (9% DV), 36 mcg tolate (9% DV)



*Lentils, Orecchiette,
and Feta Cheese*

**Lentils, Orecchiette,
and Feta Cheese**

Serves 4
A spoonful of honey balances the sharpness of vinegar and feta cheese in a dressing for lentils and "little ears" pasta.

2 cups low-sodium chicken broth
1 cup dry USA lentils, rinsed
1 tablespoon chopped fresh thyme or 1 teaspoon dried thyme
2 quarts water
8 ounces uncooked orecchiette or other medium-sized pasta
1/3 cup white wine vinegar
3 tablespoons chopped fresh parsley
2 tablespoons olive oil
1 teaspoon honey
1 clove garlic, minced
Salt and freshly ground black pepper, to taste
1/2 cup crumbled feta cheese
Thyme or parsley sprigs, for garnish

Bring broth to a boil in a medium saucepan. Add lentils and chopped thyme. Reduce heat, cover, and simmer until lentils are tender to the bite, about 20 to 30 minutes. Drain.

Meanwhile, bring water to a boil. Stir in pasta and cook just until tender to the bite, 8 to 10 minutes. Drain.

Transfer pasta and lentils to a large serving bowl and keep warm.

In a small bowl, mix together vinegar, parsley, oil, honey, and garlic until well blended. Add this mixture to pasta and lentils and mix thoroughly but gently. Season with salt and pepper to taste. Sprinkle with cheese and garnish with thyme sprigs. Serve warm.

Per serving: 280 calories, 12 g fat (18% Daily Value), 4 g saturated fat (20% DV), 15 mg cholesterol (3% DV), 260 mg sodium (11% DV), 31 g carbohydrate (15% DV), 3 g dietary fiber (20% DV), 12 g protein (24% DV), 348 IU vitamin A (6% DV), 0 mg vitamin C (0% DV), 128 mg calcium (15% DV), 3 mg iron (15% DV), 142 mcg folate (36% DV)



Moist Cocoa-Lentil Cake

Moist Cocoa-Lentil Cake

Serves 12

1 1/4 cups USA Red Chief lentil puree*
1 1/2 cups granulated sugar
1 cup oil (canola or vegetable)
Four large eggs
1 teaspoon vanilla
2 cups sifted flour
4 tablespoons cocoa
1 1/2 teaspoons baking soda
1/2 teaspoon salt

*To make the USA Red Chief lentil puree, bring to a boil 3/4 cup of Red Chief lentils in 2 cups of boiling water. Cover and simmer for 7-9 minutes. Drain, reserving the liquid. Add 1/4 cup of the lentil liquid back into the lentils. Puree in a blender or food processor. Yields about 1 3/4 cups. (Excess puree can be frozen.)

Preheat oven to 350 degrees. Grease and flour two 8" or 9" round cake pans.

Beat the sugar, oil, and eggs together for 2 minutes. Add the lentil puree and vanilla to the creamed mixture. Mix for 1 minute.

Sift the dry ingredients, add to the batter, and beat for 2 minutes on high speed.

Pour into prepared cake pans and bake at 350°F for 30-35 minutes or until top springs back when touched lightly. Remove from oven and turn out onto cooling racks. Cool completely. Carefully brush crumbs off of each layer. Frost with your favorite icing.

Per serving: 390 calories, 21 g fat (32% Daily Value), 3.5 g saturated fat (18% DV), 70 mg cholesterol (22% DV), 260 mg sodium (12% DV), 45 g carbohydrate (15% DV), 3 g dietary fiber (12% DV), 7 g protein (14% DV), 84 IU vitamin A (2% DV), 0 mg vitamin C (0% DV), 18 mg calcium (2% DV), 2 mg iron (10% DV), 75 mcg folate (19% DV)

Figure 6. Postcard Handout for Consumers



Top 10 Reasons to Consume Dry Peas, Lentils & Chickpeas

1. Peas, lentils and chickpeas are excellent sources of **fiber**.
2. Peas, lentils and chickpeas are good sources of **protein**.
3. Peas & lentils are **fat-free** and chickpeas are **low fat** ingredients.
4. Peas & lentils are **sodium-free** and chickpeas are **very low sodium**.
5. Lentils and chickpeas are good sources of **iron**.
6. Lentils and chickpeas are excellent sources of **folate**.
7. Lentils are a good source of **potassium**.
8. Peas, lentils and chickpeas are **low glycemic index/load** ingredients.
9. Peas, lentils and chickpeas are **gluten-free** ingredients.
10. Peas, lentils and chickpeas have a **rich culinary history** and are ingredients in so many **flavorful, craveable foods**.



Trade/Consumer Media Outreach

Edelman has conducted consistent outreach to trade and consumer media in an effort to raise demand and interest in dry peas, lentils and chickpeas by introducing them to DPLC. In addition to staying in contact with the media, Edelman also created a database of upcoming editorial calendars to ensure that the Commission and Edelman are informed of upcoming features and stories that target publications were planning to include information about peas and lentils.

Outreach to consumer media focused on promoting the nutritional and health benefits and usage ideas, including a variety of recipes. Trade outreach also focused on the health benefits and recipes, while also finding trend stories that DPLCs could fit into, as appropriate. As a result of this outreach, the following editorial pieces were published in the magazines below.

To-date, there has been an increase in category awareness in a variety of key media targets, including *Shape*, *Everyday With Rachel Ray*, and *Self*.



how to feel full...longer
SHAPE TESTED
 Foods that fall low on the glycemic index (GI)—a ranking based on how quickly carbs break down in the body—help you stay satisfied, and according to a new study published in the *Archives of Internal Medicine*, may also lower your risk of heart disease. Our favorite new low-GI picks:

		
ORE-IDA STEAM 'N' MASH SWEET POTATOES	ORGANIC BISTRO WHOLE LIFE MEALS MOROCCAN CHICKEN	TASTY BITE MEAL INSPIRATIONS ZESTY LENTILS & PEAS
(90 calories, 0g fat) Just nuke these frozen vitamin A-packed spuds (they're pre-cut and peeled) for 10 minutes, then mash away.	(340 calories, 10g fat) This low-sodium frozen entrée is made with extra-virgin olive oil, basmati rice, and a cinnamon-apricot sauce.	(200 calories, 4g fat) As a side dish or pasta salad mix-in, half a cup of these legumes fulfills more than a quarter of your daily fiber needs.
"Mixed with a little nonfat milk and cinnamon, these were the perfect weeknight side dish." —RACHEL ZAVALA, INTERN	"My co-workers kept popping in to my cubicle at lunchtime to ask what smelled so good!" —ALICE OGLETHORPE, SENIOR EDITOR	"I sprinkled them over arugula, but they'd also be delicious served in tortillas, taco-style." —BROOKE GEIGER, EDITORIAL PRODUCTION DIRECTOR

THE CLEAR-SKIN DIET. TRY IT! #104

SELF

YOU AT YOUR BEST

YOUR WEIGHT MINUS 8!
Exactly What to Eat and Do To Be Thinner in 30 Days

6 Ways to Eat Healthier Automatically!

BURN 200 CALORIES Without Working Out #138

Have Hotter Sex
No matter what's going on outside the bedroom

5 Inspiring Stories to... Feel Happier Right Now

WIN! \$104,000+ Worth of Amazing Prizes

Fall Trends You'll Adore
Comments coming your way!

Fun Fitness Gadgets That Practically Exercise for You

SAVE YOUR LIFE GUIDE #66 I Had a Heart Attack at Age 28 #99 Symptoms Anyone Could Miss

Beyoncé
On the power of gratitude and attitude!

eat-right NEED TO KNOW

Banish breakouts

Clear out white carbs with whole grains

One more reason to trade up to whole grains: Not only will smart starches help your heart and your waistline, but they may also battle blemishes. When people cut refined carbs from their diet in favor of high-fiber grains, they had half as many pimples after 12 weeks, an *American Journal of Clinical Nutrition* paper reports. When you eat less healthy carbs such as white bread and pastries, your pancreas sends out a surge of insulin, triggering a hormone-level change in your body that increases oil production and tells cells to multiply—all of which jams pores. Swap out chips, cookies, white bread and white rice for popcorn, whole-grain bread and brown rice. The fiber in these whole foods helps your body absorb and burn carbs more slowly, which keeps blood sugar and insulin levels steady.

Zap zits with zinc from baked beans, beef, chickpeas, oysters, pumpkin seeds

Give oily skin the slip with a hefty helping of zinc. "Acne is the result of too much oil and a collection of skin cells, which combine to create a blockage that spills into surrounding

tissue. Redness is a sign of an inflammatory rush to the scene," says Alan Logan, coauthor of *The Clear Skin Diet* (Cumberland House). Zinc helps calm that response, and it regulates sebum production, stopping shine and preventing more breakouts. Shuck off the shine: Oysters are a star source, and you need to eat only two to get the 15 to 25 milligrams of zinc that acne sufferers require. Not near a raw bar? You can get 2 to 6 mg from 1 cup baked beans, 3 ounces beef or turkey, 1 cup chickpeas or ¼ cup pumpkin seeds.

Chill out with frozen yogurt, ice cream

How cool is this: Summer's feel-good frozen treats could make you look great, too. Putting something icy-cold into the back of your mouth for two minutes will temporarily reduce redness from rosacea, says Richard Odum, M.D., professor of clinical dermatology at the University of California at San Francisco. The flush of rosacea occurs because your blood vessels dilate, increasing blood flow to your cheeks. Eating cold foods can constrict the vessels, calming redness. Ice cream, fro yo or a smoothie all provide sweet relief from flushes. For those with frequent flare-ups, ice chips or frozen grapes or watermelon balls are lighter (but still effective) alternatives.



1 garlic

Supposedly, if you plant unpeeled garlic cloves pointed end up—especially organic ones, which haven't been treated to slow sprouting—the cloves will shoot up stalks.

AFTER ONE WEEK A little digging around in the soil showed that all three cloves had sprouted. Little green shoots quickly appeared.

AFTER THREE WEEKS The garlic grew like crazy for a while—around an inch a day—and it smelled garlicky, too. It can take months for the cloves to grow into a new head of garlic, so we're still waiting!

2 ginger

Word is that ginger barely needs any soil over it and tends to sprout sideways first, so we picked a wide, shallow pot to plant a nubbin of the root. It's been said to grow up to 3 feet long in a few weeks and sprout pretty, fragrant white flowers.

AFTER ONE WEEK Nothing happened, so we covered ours with a little more soil.

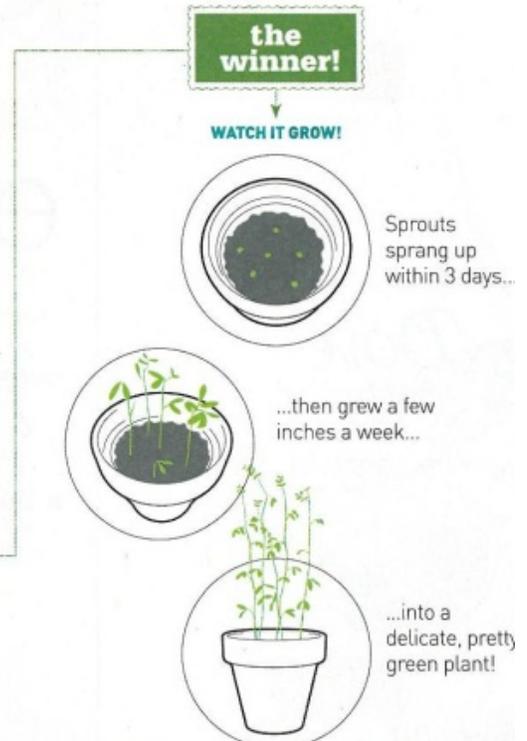
AFTER THREE WEEKS Still nothing. The "buds" (they look like little green bumps, but are eventually supposed to sprout) were more successful in the plant we just left sitting out on top of the refrigerator.

3 lentils

We've heard this trick works with any color of lentils, but we started by planting some brown ones in a 4-inch-deep pot, covering them with just a dusting of potting soil and placing them on a sunny windowsill.

AFTER ONE WEEK All had sprouted within three days, and they grew very quickly from there. New leaves that look similar to thyme keep unfurling in little clusters.

AFTER THREE WEEKS We have a very pretty (though leggy) little houseplant! Note to selves: Keep rotating the pot regularly, since the sprouts bend toward the light.



Blogger Contest Recap

The Kelton Research survey done earlier in the year helped to identify several misperceptions of dry peas and lentils that seemed to be a constant issue. Overall, grocery shoppers are not aware of the nutritional attributes of dry peas and lentils and do not necessarily feel they are affordable, that consumers look online for recipes and information about food/nutrition and that over 55% of those surveyed say that free samples are a reason they would purchase/try new food items.

With this research, Edelman designed the **'USA Dry Pea and Lentil 'Recipe Rivalry'** contest to inform consumers about the nutritional value and versatility of dry peas and lentils, while also offering free samples to increase purchases of the products.



After identifying and partnering with six health-focused bloggers, the 'Recipe Rivalry' asked each blogger to create 7 recipes using primarily dry peas and lentils. After two weeks, each blogger entered their favorite recipe into the 'Recipe Rivalry' website designed to host the contest.

On June 17th, 'Eat Your Vegetables Day', voting opened to the public to vote for their favorite recipe. After 7 days and a total of 1,896 votes, 38 blog posts, 544 dry pea and lentil sample requests (surpassing our goal of 500 requests) and 1,824 reader comments, the blogger from *Eat, Live Run* was announced the Grand Prize Winner! Contest winner won a 6-piece Classic set from Le Creuset and Dry peas and lentils for a year from the WDPLC. Also, the 1st 500 voters received a sample bag of lentils and a recipe booklet from the Commission.



Our overall strategies, which mapped back to research results, included:

- Providing an incentive to bloggers to promote the contest among readers, by awarding the blogger with the most votes a prize
- Hosting the contest on a stand-alone site, as a lasting way for people to find unique, versatile recipes featuring dry peas and lentils
- Providing reader benefits to each participating blogger by offering a lifetime supply of dry peas and lentils for one of each of the bloggers' readers
- Providing further incentive for readers to vote, by offering the first 500 voters a free bag of lentils (*note: this was extended to an additional 500 voters*)
- Tying a well-known and coveted cookware brand among the food community to the contest, adding credibility, by partnering with Le Creuset (who provided free prizes in exchange for inclusion on the contest site).

Website Homepage: www.reciperivalry.com



Please see below for 3 key blogger posts that each represent a different phase in the contest: the ‘USA Dry Pea and Lentil Recipe Rivalry’ contest introduction, a dry pea and lentil recipe post and finally, the winning bloggers final post.

- 1) *She Runs, She Eats* – <http://runningfoodie.blogspot.com/2010/06/usa-dry-peas-lentils-chickpeas-blogger.html>



- 2) *Healthy Delicious* – <http://healthy-delicious.com/2010/06/pea-herb-stuffed-indian-flatbread-naan/>



- 3) *Eat, Live, Run* – <http://eatliverun.com/lentils-for-life/>



In addition, Edelman released a press release announcing the challenge, which 874 people accessed and received 175 pick-ups from news and food/health focused media, portals and search engines, including *Restaurant News* and *About.com*. Approximately 500 views took place within the first 4 hours – showcasing the strong correlation to the large amount of votes we received within only 7 days.

- Please view the link to the press release on BusinessWire here:

http://www.businesswire.com/portal/site/home/permalink/?ndmViewId=news_view&newsId=20100617005382&newsLang=en

Health/Food-Focused Symposium and Foodservice Events Recap

Event efforts were focused on reaching foodservice industry professionals to open their eyes to all of the varieties and ways to cook dry peas, lentils and chickpeas. The audience at these events include the writers, editors, cookbook authors, marketing professionals, and media representatives who write columns, develop new innovative foods, and promote the latest trends for consumers. The shows with the greatest opportunities to reach the target audiences above were the *International Association of Culinary Professionals Annual Conference (IACP)*, the *National Restaurant Association’s Marketing Executives Group Conference (NRA/MEG)*, and the *Food for Your Whole Life Health Symposium*. Edelman also helped to support Food For Your Whole Life from a consultancy perspective.

International Association of Culinary Professional Conference

The International Association of Culinary Professionals event provided the Commission the opportunities to sponsor a luncheon (with [Le Creuset](#) as a co-sponsor) and host a booth at the event’s Expo.

The luncheon took place on the first day of the conference, when approximately 800 members and guests arrived, and were ready to begin their event experience. Here, the Commission showcased products and recipes, including salads, appetizers and soup, to a captive audience of industry professionals and media representatives, including famed *New York Times* Food Editor, Kim Severson and former [Gourmet Magazine](#) Editor-in-Chief, [Ruth Reichl](#). As a sponsor, the Commission also placed a recipe and information-filled brochure and product samples at each place setting and was recognized on event signage, the AV screen backdrop and on the menu.

The IACP Culinary Expo, which took place on the final day of the conference, was an educational event, held as part of the Annual Conference. The Expo attracted food and beverage authorities from around the world as well as culinary professionals in the greater Portland area. DPLC served samples of a delicious Lentil Salsa with a Lentil Tortilla Chip and handed out informational brochures.

For the remainder of the conference, attendees were abuzz about dry peas and lentils, resulting in not only dozens but HUNDREDS of positive comments and Tweets from chefs, cookbook authors, bloggers and others in the food industry.



National Restaurant Association's Marketing Executives Group

At this year's National Restaurant Association and Marketing Executives Group Spring 2010 Conference, the Commission sponsored the opening-night cocktail reception where DPLC recipes were featured and served to conference attendees. The opening night of the annual conference was a great time for DPLC to be involved, as it was well-attended, and allowed Jennifer William, WDPLC and Brooke Dale, Edelman the opportunity to network for the remainder of the event.

DPLC had the opportunity to showcase two recipes, a lentil salsa and lentil dip, to a captive audience of industry professionals as well as MEG's Board of Directors, who represented restaurant chains including California Pizza Kitchen, Noodles & Company, Dairy Queen and Sherri's. Following the cocktail reception, the night continued with a sit-down dinner where attendees had an opportunity to network at their tables.

At the event, Commission signage and a booth including brochures and a display of dry peas, lentils and chickpeas were shown. The booth served as an 'ice breaker' as several attendees stopped by to take a look at the ingredients on display as well as to pick up the brochures, which included recipes and information about dry peas, lentils and chickpeas. The sponsorship also included Commission recognition in the solicitation and meeting brochures, "thank you" signage at the event as a sponsor and verbal thank you and logo recognition on the slide presentation during dinner.

Food For Your Whole Life Health Symposium



Open to the general public, health professionals and media, Food for Your Whole Life explored how food and lifestyle choices affect overall health and well being during each phase of life. The Commission participated as an exhibitor and sponsor.

<http://www.foodforyourwholelife.org/symposium/index.cfm>



Food for Your Whole Life brought together internationally recognized researchers, clinicians, educators and health experts who presented the latest research on age-based nutrition for optimal health. Eating well is important at any age; this symposium was designed into two days of activities:

Sunday, June 6, 2010: A public forum open to all. Attendees learned more about how to better care for themselves and their family – at all stages of life – through exhibits, presentations, cooking demonstrations and exercise sessions appropriate for various ages. Experts included Drs. Mehmet Oz, Michael Roizen and David Katz helped to demystify healthy choices, appropriate for anyone.

Monday, June 7, 2010: Day two was open to health professionals and media only. World renowned health experts and leaders offered the latest research and unique insight into the best foods, vitamins, minerals and lifestyle behaviors correlating to various life stages. Attendees left understanding age-related links between nutrition, disease and health, better able to advise patients on nutritional recommendations that can help them achieve optimal wellness.

Edelman assisted the Commission leading up to the event by providing suggestions for which of the top health influencers and media contacts to meet with events to attend and ways to engage and follow-up and provided materials. The agency assisted after the event with contact engagement and follow-up with these individuals and organizations.

- » Dry peas, lentils or chickpeas were included in one dish in Mollie Katzen's Cooking Challenge
- » Recipe created with DPLCs was included in a recipe brochure for attendees (see recipe card)
- » Name/logo on event signage
- » Exhibit Table at both days of the Symposium (sampling lentil salsa)

- » Logo and link on www.FoodForYourWholeLife.org
- » Paragraph describing the Commission and DPLCs in the media kit
- » Half page write-up about dry peas, lentils, and chickpeas in event program book

The first day focused on consumer health and nutrition issues and day two was set up for health professionals and offered continuing education credits. Attendance was sold out, with over 1,200 consumers and 500 health professionals in attendance.

The WDPLC collaborated with the Northern Pulse Growers Association (NPGA) and co-sponsored the event along with five other affiliates including the American Institute for Cancer Research, Health Corp, the New York State Dietetic Association, Pear Bureau Northwest and USA Pears and the Wild Blueberry Association of North America. Kaye Effertz, NPGA Marketing Director, Jennifer William, USADPLC Food Marketing Manager and Dr. Mehmet Tulbek, Northern Crops Institute manned the booth. A delicious lentil salsa was served and received rave reviews from attendees. Recipes and information were handed out throughout the event and many people were surprised at the diverse use of pulses in recipes.

The symposium addressed the growing need for evidence based research and information for health professionals so they can properly provide advice and recommendations on diet and nutrition to promote better health and to treat specific issues at each stage of life. This symposium offered preventive strategies that incorporate nutrition information into day to day clinical practice, evidence-based research about food and health trends and issues, as well as the psychological aspects of healthful eating. Collectively, attendees were provided an overview and practical summary of the latest information on nutrition and health presented by leaders in scientific research, dietetics, the culinary world and in physical fitness.

The meeting bridged the gap between research and practice and provided new knowledge that can easily be applied to practice. Recent research shows obesity rates have come to a plateau but by no means are they going away and this issue continues to be a major public health concern. Additionally, consumer surveys indicate great interest and, unfortunately general confusion regarding portion control, food choices and labeling. Therefore much more education is needed.

Program

Sunday, June 6, 2010 - Public Forum

10:30 – 12:00	Registration, health screenings, exhibit tables
12:00 – 1:00	Mehmet C. Oz , MD, FACS, Host, The Dr. Oz Show; Columbia University Medical Center <i>America's Wellness Tipping Point</i>
1:00 – 2:00	Michael F. Roizen , MD, Cleveland Clinic Wellness Institute <i>Food For Your Whole Life</i>
2:00 – 2:20	Petra Kolber's Stretch Break <i>Fitness expert and motivational speaker</i>
2:20 – 3:10	David L. Katz , MD, MPH, FACPM, FACP, Yale University Research Center <i>Food for Your Whole Family</i>
3:10 – 4:00	Brain Wansink , Ph.D, Cornell Food and Brand Lab <i>Influencing Better Food Choices in Children</i>
4:00 – 4:50	Mollie Katzen's Cooking Challenge
4:50 – 5:00	Closing remarks

Monday, June 7, 2010 - Health Symposium

7:00 – 8:30	Check-in, continental breakfast, exhibit tables
8:30 – 8:40	Welcome – Keri M. Gans , MS, RD, CDN, New York State Dietetic Association
8:40 – 9:30	Roger Clemens , Dr.PH, CNS, FACN, FIFT, University of Southern California <i>Weighing the Evidence for Health</i>
9:30 – 10:20	David L. Katz , MD, MPH, FACPM, FACP, Yale University Research Center <i>From the Beginning</i>
10:20 – 10:35	Petra Kolber's Stretch Break

- 10:35 – 11:25 **Elisa Zied**, MS, RD, CDN, Author, Nutrition Consultant
Teenage Years: Coming of Age
- 11:25 – 12:15 **Karen Collins**, MS, RD, CDN, American Institute for Cancer Research
Reaching for Independence
- 12:15 – 1:15 LUNCH (provided)
- 1:15 – 2:05 **Brian Wansink**, Ph.D, Cornell Food and Brand Lab
Mindless Eating
- 2:05 – 2:55 **Joan Sabaté**, MD, Dr.PH, Loma Linda University
Nutrition During Transition
- 2:55 – 3:45 **James Joseph**, Ph.D, Tufts University
Successful Aging
- 3:45 – 5:05 **Michael F. Roizen**, MD, Cleveland Clinic Wellness Institute
YOU and Your Genes: How Lifestyle and Foods Change Everything
- 5:05 – 5:15 Closing remarks

At the conclusion of the symposium, attendees were able to:

- Identify the important role whole foods play in health and wellness throughout life utilizing evidence and science based innovative models and methods.
- Understand the prevailing theories of chronic illnesses such as obesity, diabetes, cardiovascular disease, cancer and stroke and the simple lifestyle changes (food and exercise) that can be put into practice to support and improve outcomes.
- Obtain evidence based information that can be applied and translated into knowledge sets, skills and practical tips to be utilized with patients, peers and the general public.

Attendees were able to take many useful tips and techniques back to their practices. They were able to identify and develop a philosophy of nutrition education and health promotion that is necessary and consistent with today's attitudes, values and beliefs across the lifespan. Additionally attendees learned the skills and gained the ability to assess and recognize the various needs of their clients/patients and the general public.

Overall, the symposium was a great success for the pea and lentil industry. Most consumers and health professionals are aware of pulses and know about the nutritional attributes. However many people had not seen the variety of colors and sizes and did not know about the culinary diversity of pulses and how easy they are to incorporate into the diet. The Food For Your Whole Life Symposium was a very beneficial event for the Commission in its effort to reach consumers.

Photos (1st Row): Jennifer L. William, WDPLC Marketing Manager, Kaye Effertz, Northern Pulse Growers Assn., Dr. Mehmet Oz, Dr. Mehmet C. Tulbek, Northern Crops Institute; Photos (2nd Row): Beauty Shots for Printed Event Materials





Curried Chickpea Salad with Walnuts & Currants

BY JAMIE LAUREN

Yield: 8 servings

INGREDIENTS

- 2 cups dried chickpeas, soaked in 8 cups water overnight*
- 4 bay leaves
- 3 cloves garlic, crushed
- 1 carrot, peeled and cut into large pieces
- 2 cinnamon sticks
- ½ cup lightly chopped California walnuts, toasted
- ½ cup currants
- 1 small red onion, quartered and thinly sliced
- 2 cups wild arugula
- 1 tablespoon chopped fresh cilantro
- 2 tablespoons Madras curry powder
- 1 tablespoon olive oil
- 1 cup light mayonnaise
- ¼ cup chopped fresh cilantro
- ¼ teaspoon cayenne pepper
- Juice of 1 lime
- Salt and pepper to taste

Curried Chickpea Salad with Walnuts & Currants

DIRECTIONS

- 1 Drain chickpeas of their soaking liquid. Place in a large stockpot and cover with fresh water; stir in bay leaves, garlic, carrot and cinnamon. Cook for about 1½ hours or until chickpeas are tender, seasoning with salt at the end of cooking. Let cool, then drain and measure 4 cups of chickpeas.
- 2 In a small sauté pan, toast curry powder in olive oil until it becomes fragrant.
- 3 Whisk curry olive oil into mayonnaise with cilantro, cayenne pepper and lime juice; season with salt and pepper then stir in chickpeas. Add walnuts and currants.
- 4 Divide arugula between plates and top with equal amounts of chickpeas. Sprinkle each with a little chopped cilantro.

*To quick soak beans, bring to a boil in plenty of water to cover. Boil for 5 minutes, then remove from heat and let stand for 1 hour.

Recipe Courtesy of: Chef Jamie Lauren of Absinthe Brasserie and Bar, San Francisco
 Nutrition Information Per Serving: Calories 344, Total fat 18g, Saturated fat 2g, Monounsaturated fat 2g, Polyunsaturated fat 4g, Trans fat 0g, Cholesterol 10g, Sodium 254mg, Total carbohydrate 56g, Dietary fiber 10g, Protein 11g



E-newsletters

Edelman’s goal for the electronic newsletter is to build awareness among the foodservice industry with information about DPLC’s key nutrition attributes and health benefits, functional properties, product development innovations and usage ideas. Although aimed directly at contacts of the foodservice industry, the messaging could be easily communicated to consumers.

WE ARE EXCITED TO SHARE

Trends show that dry peas, lentils and chickpeas are gaining increasing attention as an important part of the diet, so what better time to incorporate legumes into products and recipes?

The USA Dry Pea & Lentil Council is excited to share with you the inaugural issue of "USA Dry Pea & Lentil Council News," a quarterly newsletter that will highlight news and information related to the USA Dry Pea & Lentil Council, and trends that may impact your business.

SUPER FOOD

The Advisory Report for the 2010 Dietary Guidelines (to be released in December 2010), recently identified four key areas of focus for the 2010 Dietary Guidelines - one of which is to shift food intake patterns to a more plant-based diet that emphasizes vegetables, colored dry beans and peas, nuts, whole grains, fruits and seeds - thus solidifying the importance of an increase in consumption of dry peas, lentils and chickpeas.

HOPE TO SEE YOU AT THIS UPCOMING SHOW

The USA Dry Pea & Lentil Council will be exhibiting at the Institute of Food Technologists Food Expo. See below for details.

International Baking Industry Expo
Booth 604D
September 26-29, 2010
Las Vegas, NV

THERE ARE MANY VARIETIES OF DRY PEAS, LENTILS AND CHICKPEAS



...and so many reasons to include them in your diet:

Peas, lentils and chickpeas are excellent sources of **fiber, protein, iron, potassium and folate**.
Peas, lentils and chickpeas are **gluten-free** ingredients.
Peas & lentils are **fat-free** and chickpeas are low fat ingredients.
Peas & lentils are **sodium-free** and chickpeas are very low sodium.
Peas, lentils and chickpeas have a rich culinary history and are ingredients in so many **flavorful, craveable foods**.

FEATURED RECIPE



Salsa Lentejas - Makes 24 servings

- 2 cups cooked USA regular lentils
 - 2 cups cooked USA red lentils
 - 16 roma tomatoes, diced
 - 4 cloves garlic, minced
 - 2 tsp lemon juice
 - 2 cups onion, diced
 - 1/2 cup fresh cilantro, chopped
 - 4 jalapeno peppers, seeded and finely diced
 - 3 tsp olive oil
 - 2 tsp cumin
 - 1 1/2 tsp salt
 - 1 tsp black pepper
 - 1 tsp Tabasco Sauce
- Combine all ingredients and chill. Serve with lentil chips.

IN THE NEWS

A recent article in The New York Times discusses the growing hummus industry.

Hummus Catches On in America (as Long as It's Flavored)

"Fifteen years ago, hummus was a \$5 million business led by a smattering of companies. Today it dominates the salsa category, called refrigerated flavored spreads, which has more than \$2.2 billion in annual retail sales, according to Symphony IR Group, a Chicago market research firm."

THE USA DRY PEA & LENTIL RECIPE RIVALRY



This June, the USA Dry Pea & Lentil Council hosted a dry pea and lentil recipe contest among its talented bloggers, with the end goal of winning how these ingredients can be used in unique new and fun and flavorful ways. The results were amazing - over 30 unique, healthy and delicious recipes. The contest brought in over 1,000 votes and 100 total comments posted in the first three hours - showing just how so-love consumers are about dry peas and lentils.

See below for the winning recipe and click here to visit the contest website for additional details and recipes.



Vegan Lentil Walnut Loaf - Makes 1 loaf

- 1 cup lentils
- 3 cups vegetable stock or broth
- 1 large yellow onion
- 1 large carrot
- 1 stalk celery
- 2 tsp olive oil
- 2 tsp minced garlic
- 1 cup bread crumbs
- 3/4 cup chopped walnuts
- 2 tsp ground flax mixed with 1/2 cup water
- 1 tsp oregano
- 1 tsp sea salt
- 1/2 tsp ground black pepper
- 2 tsp ketchup
- 1 tsp pure maple syrup
- 1 tsp balsamic vinegar

In a small bowl, combine the ground flax and 1/2 cup water. Set aside. Simmer together the lentils, broth and a pinch of salt for about 25 minutes or until the lentils are tender and have absorbed all the broth.

Meanwhile, prepare your veggies. Chop the onion, grate the carrot and dice the celery. Sauté the onion and celery in the olive oil over medium high heat for six minutes, or until browned, not caramelized. Add the garlic and carrot and cook for about another four minutes. Toss the walnuts in the oven for six to seven minutes. Add them to the unseasoned mixture on the stove and stir well.

Add the oregano, salt and pepper as well and then take the mixture off the stove and transfer to a large bowl. Add the bread crumbs, flax/water and cooked lentils and toss well. Press mixture into a greased loaf pan and set aside while you make the topping. In another small bowl combine the ketchup, maple syrup and vinegar. Spread on top of loaf. Bake for 40 minutes and then put on a plate.

Preheat your oven to 350 degrees.

Edelman first developed, and has continued to maintain, an ongoing database of over 400 key foodservice contacts, including chefs, purchasing contacts, operations influencers or educators, key marketing contacts. Next, Edelman managed the design, content and delivery of the newsletter, basing the content off of timely trends and news relevant to DPLC.

The first newsletter included an introduction to the newsletter, information about upcoming events the Commission would be attending, a recipe from the blogger contest, and relevant news articles.

The second newsletter included an overview of fall harvest, information about upcoming events the Commission would be attending, fall recipes, information about National Split Pea Soup Week in November and a notice about a relevant feature in *Cooking Light*.

WE ARE EXCITED TO SHARE

While the rest of us settle in for fall's cooler temperatures, The USA Dry Pea & Lentil Council is buzzing with the excitement of harvest. A new crop of dry peas, lentils and chickpeas are currently being cleaned, separated and bagged in preparation for being sent around the world.

The USA Dry Pea & Lentil Council is also excited to share the second issue of "USA Dry Pea & Lentil Council News," full of information about harvest, recipes to enjoy as temperatures begin to drop, and trends and information that may impact your business.

Enjoy!
The USA Dry Pea & Lentil Council

HOPE TO SEE YOU AT THESE UPCOMING SHOWS!

Minnesota IFI Section 26th Annual Suppliers' Expo
October 28, 2010
International Foodservice Editorial Council
November 8-11, 2010

IT'S HARVEST TIME



In August we finished our USA pea, lentil and chickpea harvest on farmlands from North Dakota to Washington state.

These legumes are planted in an annual rotation with other crops, generally alternating with cereal grains such as wheat and barley, and flourish in the relatively cool spring weather, relying on the moisture that snow melt and rainfall provide to the soil.

Regardless of planting time (ranging from spring to fall), peas, lentils and chickpeas are allowed to dry on the vine during the hot days of summer. Harvest begins with peas from mid-July through mid-August. Lentils are harvested next, and chickpeas come last, generally in late August or September.

FEATURED FALL RECIPE



Mujaddara With Garlic-Lemon Sauce

Mujaddara is a popular dish throughout the Middle East, where it is enjoyed both hot and chilled. There are many variations, using different types of lentils and resulting in different textures. This version, served as a sandwich, uses small brown lentils which contribute a sticky consistency and a slightly smoky flavor. The garlic and lemon sauce can be spooned into the sandwich or used as a dipping sauce.

- Ingredients:**
- 1 cup plus 2 tsp olive oil, divided
 - 2 onions, sliced
 - 1/2 cup small USA brown lentils
 - 1/2 cup basmati rice
 - 2 cups water
 - 1 tsp cumin
 - 1 tsp cardamom
 - 1 tsp coriander
 - 1 tomato, diced
 - 1/2 cup fresh mint
 - 1 generous pinch salt
 - 1/2 cup fresh black pepper, to taste
 - 1/2 cup bread for serving

Directions:

Heat 1 tablespoon oil in a small saucepan over medium heat. Add the onions and cook, stirring occasionally, until they become very soft and begin to turn brown - about 10 minutes.

Add the lentils, rice and water. Cover and cook on medium heat for 20 minutes. Stir, and cook uncovered for another 20 minutes or until all of the water has been absorbed and the rice and lentils are both fully cooked. Remove from heat and let cool slightly. Season to taste with pepper.

Meanwhile, make the garlic-lemon sauce. Sprinkle the salt over the garlic and use the side of a large knife to smash the two together to form a thick paste. Add this paste to a small dish, along with the lemon juice. Stir together to combine and whisk in the remaining olive oil.

To serve, spoon the lentil mixture onto a plate. Fold the bread in half over the lentils, using your fingers to press the filling into a compact form. Spoon the sauce over the lentils or serve on the side for dipping.

NATIONAL SPLIT PEA SOUP WEEK



Easy Split Pea Soup - serves 4

As you may know, National Split Pea Soup Week falls in the second week of November, an ideal time of year to fend off the cold with a bowl of delicious, nourishing soup.

There are many variations you can make to a traditional recipe - adding vegetables, cream or even hot sauce, for a bit of spice. See below for our favorite recipe, easy to whip up in any way you would like.

- Ingredients:**
- 3 slices bacon, diced
 - 2 cups sliced leeks
 - 1 1/2 cups dry USA green or yellow split peas, rinsed
 - 1 quart water
 - 2 tbsp white wine or lemon juice
 - 1 tsp salt
 - 1/2 tsp freshly ground black pepper, to taste
 - 1/2 cup leek tops, for garnish (optional)

Directions:

In a large saucepan over medium-high heat, cook bacon until just crisp. Add leeks and cook, stirring occasionally, until they are translucent and limp, about 7-10 minutes.

Add split peas and water and heat to boiling. Reduce heat, cover, and simmer 35-45 minutes or until peas are soft. Stir in wine or lemon juice, and season to taste with salt and pepper.

Garnish with leek tops, if desired.

FOR MORE INFORMATION OR IF YOU WOULD LIKE TO DISCUSS A MENU DEVELOPMENT OR PROMOTIONAL OPPORTUNITY, PLEASE CONTACT:

Jennifer Williams, USA Dry Pea & Lentil Council
(208) 882-5023 or jwilliam@pea-lentil.com

Brooke Dale, Edelman
(202) 471-8922 or brooke.dale@edelman.com

If you would like to unsubscribe from this newsletter, please click here.

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Results

Over the course of the project, the Commission has developed relationships with several top contacts in the traditional/online media and foodservice industries. Moving forward, the Commission plans to take the relationships started and continue to maintain them through consistent outreach efforts and engagement strategies. This will help to ensure that the dry peas, lentils, and chickpeas remain on the radar screens of key media and foodservice contacts as they are planning for upcoming features and opportunities engaging consumers.

Partnership Activities with Industry Collaborator

In order to most effectively communicate the benefits of legume nutrition to the consumer, the Commission hoped to introduce the idea of a generic legume-based cereal sample that incorporates legumes. It was ideal that the educational campaign was launched just as a new legume-based product prototype was used to evaluate consumer acceptance of legumes in value-added foods. Pul Foods Inc. (formerly called Health For All Seasons, LLC), has used an innovative food processing technology to develop new ready-to-eat legume-based foods. Their product formulations contain 70% or more legumes in combination with other essential ingredients to create a gluten-free health food.

By October 2009, Pul Foods, Inc. had developed a line of legume-based products for retail food categories— ready-to-eat breakfast cereals (RTEC) and savory snacks. They conducted the product concept, design, process and flavor evaluations for market-ready product prototypes. The cereal prototypes (no packaging, no brand name, and no marketing images) were assessed by consumers through a series of consumer acceptance tests conducted by the National Food Laboratory. These products are poised to become great tasting alternatives to the health conscious US consumer seeking allergen-free, high-protein, high-fiber, low-fat, low-sugar options to whole grain and soy.

Pul Foods, Inc was responsible for providing the prototypes as samples in order to aid the Commission in its objectives to gain visibility for US dry peas, lentils, and chickpeas as viable ingredients in value-added foods. The WDPLC has begun developing clear, generic messages urging consumers to incorporate legumes and legume-based products in their diets. Pul Foods continues to support the US legume growing and trading community by providing consumer-analysis and market-research feedback relevant to improving WDPLC's educational campaign.

As stated in the original proposal, the following research would be conducted as joint projects in three phases:

1. **Phase 1** - Descriptive analysis of legume product prototypes
2. **Phase 2** - Studying consumer acceptability of flavored legume RTECs
3. **Phase 3** - Studying the consumer (kids) by focus-group studies (child nutrition directors)

Thus far, **Phase 1** and **Phase 2** were conducted in a sensory laboratory by the National Food Laboratory. Details of the testing procedures and results can be found below:

Background

Two cereals and two snacks made using pulse legumes (DPLCs) were assessed for consumer acceptability at the NFL's facilities (The National Food Lab).

Objectives

The primary objective is to assess the relative consumer acceptance of cereals and snacks made with the pulse legumes (DPLCs).

Methodology

- Central location testing was conducted at The National Food Lab on February 5, 2010.
- Randomly assessed pre-recruited respondents participated in this test.
- Respondents evaluated 2 cereal pairs in a monadic-sequential manner (i.e., one at a time, one after the other). After they had tasted both pairs of cereals, they then evaluated 2 samples of snacks in a monadic-sequential manner. The respondents were then asked to read the following concept/description- Introducing 100% Natural, Wholesome Pulse Cereals- made from the seeds of pod-bearing pulse legume seeds (split-peas, dry beans, chickpea and lentils).

Products Obtained From: Pul Foods Inc. (formerly Health for All Seasons, LLC)

Date Products Received: February 2, 2010

Holding Method: Ambient

Test Location: The National Food Laboratory, Livermore, CA

Test Date/Time: February 5, 2010

Test Type: Consumer Acceptance Test

Test Design: Using a background screening document, randomly assessed respondents were pre-recruited to come to The NFL's testing facility to participate in this taste test.

Respondents evaluated 2 pairs of cereal in a monadic-sequential manner (i.e., one at a time, one after the other). After they had tasted both the cereal samples they were asked to evaluate 2 snacks in a monadic-sequential manner. Cereal samples were served in white disposable bowls and respondents added their choice of milk to each sample (2% Milk or Rice Milk). The snack samples were served in a 5oz bowl. All samples were coded with a 3-digit number. Respondents were instructed to consume as much of the sample (from the given) as they need to form their opinions, then complete a self-administered questionnaire (automated on a computer screen). The serving order was balanced such that each pair of cereals (control & test) and each sample within a pair is seen in each serving position approximately an equal number of times. At the end of the taste test, a concept evaluation was done. For costing purposes, it was assumed that respondents can complete the evaluation in 60 minutes.

Serving Size: Cereal- ½ cup of cereal with their chose of milk
Snack-1/2 cup of snacks

Concept Evaluation: Introducing 100% Natural, Wholesome Pulse Cereals- made from the seeds of pod-bearing pulse legume seeds (split-peas, dry beans, chickpea and lentils).

Number of Responses: 112 for cereal study and 112 for snack study

Screening Requirements: Males and females, Ages 29-55, Consumers of healthy cereals, consumers of healthy snacks and crackers, positive to the test flavors and shop at natural stores like Whole Foods or Trader Joe's type of stores and of mainstream grocery stores like Safeway or Raley's stores.

Questionnaire Administration: Self-Administered (Computer screen)

Results for DPLC - Cereals

Overall Liking:

1. When DPLC cereal was tested without bias (no control sample eaten before test sample): 87% of the population ranked it as like or higher.
2. When DPLC cereal was tested with bias (control sugary cereal eaten before test sample): 44% of the population ranked it as like or higher.

Overall Appearance:

1. When DPLC cereal was tested without bias (no control sample eaten before test sample): 100% of the population ranked it as like or higher.
2. When DPLC cereal was tested with bias (control sugary cereal eaten before test sample): 74% of the population ranked it as like or higher.

Overall Texture:

1. When DPLC cereal was tested without bias (no control sample eaten before test sample): 87% of the population ranked it as like or higher.
2. When DPLC cereal was tested with bias (control sugary cereal eaten before test sample): 56% of the population ranked it as like or higher.

Overall Crunch:

1. When DPLC cereal was tested without bias (no control sample eaten before test sample): 80% of the population ranked it as just about right.
2. When DPLC cereal was tested with bias (control sugary cereal eaten before test sample): 80% of the population ranked it as somewhat too crunchy.

Overall Flavor:

1. When DPLC cereal was tested without bias (no control sample eaten before test sample): 79% of the population ranked it as like or higher.
2. When DPLC cereal was tested with bias (control sugary cereal eaten before test sample): 50% of the population ranked it as like or higher.

Overall Purchase Intent:

1. When DPLC cereal was tested without bias (no control sample eaten before test sample): 74% of the population ranked it as probably would buy.
2. When DPLC cereal was tested with bias (control sugary cereal eaten before test sample): 74% of the population ranked it as probably would not buy.

Results for DPLC - Snacks

No bias was applied for snack testing. DPLC snacks ranked on an average as follows-

1. 70% acceptance in Overall Liking and Appearance
2. 90% acceptance in Texture and Crunch
3. 50 % acceptance in Flavor
4. 60% acceptance in Purchase Intent

Results for Concept

On an average, 65% of the population tested was interested in buying and trying the product.

Note: While reviewing above results, please note that the products were a 100% natural with a less sugary or salty taste profile and no dairy flavors. If flavored with artificial mainstream flavors like cheese/barbecue, the acceptability of the product can be improved.

School Nutrition Association Conference - July 10-14, 2010, Dallas, TX

In **Phase 3**, the Commission decided to conduct an informal focus-group study with Child Nutrition Directors from across the US at the School Nutrition Association Conference. Commission staff and representatives from Pul Foods, Inc. shared an exhibitor booth and jointly promoted dry peas, lentils, and chickpeas in raw form, flour form, and in the form of a delicious new cereal that has been found to be well received by kids.

Crunchfuls (the ready-to-eat (RTE) cereal now branded), a revolutionary new cereal made primarily from DPLCs was a hit with attendees at the Dallas School Nutrition Conference. The WDPLC and Crunchfuls team highlighted the healthful benefits of eating these ingredients and the convenience of serving them to children in a form that they love – cereals and snacks that are crunchy and filling. The team also educated the consumers about the farmers who grow these crops, the highly sustainable and eco-friendly aspects of these crops and the need to increase consumption.

Key benefits that were shared with booth visitors from 36 state school districts were:

- ✓ New and convenient way to add variety to the diet
- ✓ Rich and gentle source of pure protein and fiber from a DPLC cereal
- ✓ Complete source of essential amino acids
- ✓ Excellent source of gentle soluble and insoluble dietary fiber
- ✓ Contains a full serving of vegetables
- ✓ Low glycemic and highly satiating
- ✓ Supports probiotic health contains prebiotic dietary fiber superior to bran fiber
- ✓ Free of allergens- gluten, dairy, soy and nuts
- ✓ No artificial flavors or protein isolates
- ✓ Vastly superior to any competitive ready-to-eat gluten-free or mainstream crunchy products
- ✓ Benefits to the farmers – increased acreage, higher demand
- ✓ Get recommended 2-3 servings of split peas, lentils and beans in a delightful new product

The attendees showed keen interest. After tasting the cereals and listening to the Crunchfuls story, many brought their friends and colleagues to sample the products and discuss the possibility of including Crunchfuls in their school nutrition programs. Many visitors of the booth were greatly surprised by the taste, texture and flavors offered by the new products. Several child nutrition directors and menu planners suggested that the product be offered in single-serve eco-friendly cups or bowls.

The product showcase drew many consumers. Among them, the Executive Director of Food Services; New Haven Public Schools, Timothy Cipriano. In his blog, Chef Tim called Crunchfuls “fantastic”. USDA, Deputy Administrator Audrey Rowe visited the booth and expressed her excitement for the product. The key to realize is the sudden change of perception when consumers realize that DPLCs are not just about soups – but can make excellent cereals and snacks that are far superior to whole grain and soy. With the opportunity at the SNA, Crunchfuls turned thousands of visitors to the booth into believers of superior and convenient nutrition from DPLCs.





Top Left: Chef Tim Cipriano, USDA's Audrey Rowe and White House Chef Sam Kass at the School Nutrition Assn. Conference.
 Top Right & Bottom Left: WDPLC Staff, Jennifer William, Brenda Udy, and Crunchfuls team members Sandeep & Deepa Shenoy
 Bottom Right: Display of DPLCs and materials

Industry Collaborator Outcomes

Consumer Analysis and Market Research Feedback

Crunchfuls Consumer Data

- 70% are mainstream consumers and 30% are gluten-free seekers
- Crunchfuls is loved by children and teens which is a driving factor for purchases by parents/grand-parents.



Market potential in the \$17 Billion US cereal & snack market of 300 Million consumers

- Consumers are looking for healthier options (high protein, fiber, complex carbs and pre-biotics)

Consumer Types	Market Potential
Dieters (31%)	93 Million Consumers
Metabolic Syndrome (16%)	48 Million Consumers
Wellness and Athletes (12%)	36 Million Consumers
Diabetics (7%)	21 Million Consumers
Digestive Health (20%)	60 Million Consumers
Gluten-free buyers (8%) + Gluten allergies (1%)	24 Million Consumers

Ref. Datamonitor 2008

The consumers of the SF Bay Area where Crunchfuls is sold in about 40 supermarket locations:

1. Are pleasantly surprised and quickly embrace the idea of eating lentils and split peas in the form of cereal or snack
2. Do understand that they should eat more servings of lentils and split peas than they normally do
3. Are now more familiar with the healthful benefits of these ingredients
4. Know that pulse/legumes have high protein, fiber and complex carbohydrate content
5. Are now aware that split peas and lentils are “better than whole grain and soy bean” because of the product experience – satiety, digestive health and higher energy levels convinces them

Evaluation of Consumer Type & Perceptions

The consumers perceptions have allowed consumers to embrace Crunchfuls – especially mothers looking for better cereal and snack options. The evaluation occurred on Whole Foods type of consumer; superior products seeker, willing to pay a higher price, generally well educated, and looking for natural and organic nutrition.

Key findings:

- ✓ Consumers associate healthy foods with concepts like “Whole Grain” and “Soy”
- ✓ Very few consumers eat DPLCs on a regular basis.
- ✓ Consumers are generally aware that DPLCs are healthy but don’t know the exact benefits
- ✓ Once consumers are explained the benefits – they readily accept the scientific facts provided to them
- ✓ Consumers rate convenience as extremely important – Most consumers eat breakfasts on the go – as a snack form or a bar that is dry and ready-to-eat out of a bag
- ✓ Taste is extremely important and ahead of all other considerations
- ✓ Few consumers know that legumes are grown widely in the US. Consumers understand the value of eating local and US grown commodities but don’t associate it with eating DPLCs
- ✓ The products exceeded consumers’ expectations for taste and texture in sensory studies
- ✓ The DPLC cereal was very well received in sensory testing (90% acceptability with taste, texture and crunch) and continued to be accepted in market after launch
- ✓ The DPLC snack faired very well in test market and is also ready for launch

PulFoods, Inc. did not receive grants from the Federal State Marketing Improvement Program. As a 3rd Party Contributor of the project, they did contribute \$25,000 as a match. Below is a table that shows how much was contributed as a match and what the match consisted of.

Joint nationwide education campaign activities with WDPLC	Contribution (\$)
1. Promotions and Public Relations	\$10,000
2. Concept & Perception Studies	\$10,000
3. Product Sampling and Evaluation	\$5,000
Total	\$25,000

Lessons Learned

What about the campaign approach was especially effective in advancing the Commission's goals?

Engaging with key targets – consumer and trade media and foodservice contacts - in creative ways on a regular basis made the campaign successful. This was done in several ways, including releasing a quarterly newsletter to our database of over 400 foodservice contacts, coordinating blogger engagement through the recipe contest and attending relevant industry and media events. Also, the Kelton Research survey helped to identify several misperceptions of dry peas and lentils that seemed to be a constant issue, which could then be integrated and addressed in campaign strategies.

Did the project meet its objectives?

Over the course of the project, the Commission began developing relationships with several top contacts in the traditional/online media and foodservice industries, which was the primary goal. Efforts were focused on reaching 1) the foodservice industry (corporate research chefs and restaurant chefs) through top events and e-newsletters containing relevant DPLC news and information and 2) consumers through engaging key bloggers with large followings, reaching out to top food/health media contacts, and conducting the consumer-focused survey to find out what would move them to purchase dry peas, lentils and chickpeas.

Is there anything in the campaign that did not work, or that the Commission would have done differently?

The Commission learned that NRA MEG event was not reaching the target audience, which was those who made decisions related to menus at restaurants. Also, after interacting with key consumer media targets, the Commission found that media is most interested in products containing the raw ingredients, versus the raw dry peas, lentils, and chickpeas alone. The Commission has decided to shift efforts a bit to pursue brand partnerships with well-known companies (including Amy's Kitchen, Barilla, etc.), identify co-marketing opportunities to leverage in media outreach, at industry and media events, and to include a database of these products on the Washington Dry Pea & Lentil Commission website to increase awareness amongst consumers.

National Marketing Campaign helped shape the future direction of Commission's PR activities and priorities

Through the work the Commission has done, there have been new relationships established with media and foodservice industry contacts. Moving forward, the Commission plans to take the relationships that were started and continue to maintain them through consistent outreach efforts and engagement strategies. This will help to ensure that dry peas, lentils, and chickpeas are on the radar of key media and foodservice contacts as they are planning for upcoming features and opportunities.

Success of the recipe competition, worthiness of hosting next year, and changes to the format.

The blogger recipe competition was a great success for many reasons. In this type of project, a lot of the success depends on the involvement of top tier bloggers. Bloggers were encouraged to participate was including a cookware set from a very well-known brand (Le Creuset) in the prize package. Within two weeks of reaching out to a strong list of blogger candidates, participation was secured from 6 top tier foodie bloggers, with a large and dedicated following. This increased the number of readers reached as these bloggers already had large numbers of people reading their blog on a very regular basis. (Note: The Commission kept prize package costs down by leveraging the relationship with the Le Creuset contacts, which were made at the International Association of Culinary Professionals event earlier in the year. Le Creuset donated the cookware set in return for the inclusion of their logo on all contest materials.)

Also, throughout the contest, participating bloggers were not only encouraged to blog about recipes using peas, lentils and chickpeas frequently, but also encouraged reader participation through product giveaways. This increased the amount of online chatter and participation (the contest generated 1,896 votes, 38 blog posts, 544 dry pea and lentil sample requests - surpassing our goal of 500 requests - and 1,824 reader comments). A side benefit from this project was getting to use the blogger recipes (e.g. inexpensive way to develop recipes).

If the Commission were to change anything, there would not have been a website created or the contest to live on, and bloggers would have hosted the challenge on their blogs instead. This would have helped to reduce costs and make the contest a bit more streamlined.

Response from magazine editors and the other representatives since the project end date.

The Commission has been in contact with members of top trade media since the project end date and have had an overwhelmingly positive response. This has presented the Commission with the ideal opportunity to walk through all of our key messaging (nutrition attributes/health benefits, functional properties, product development innovations and usage ideas) with these members as well as showcase information that might not be as well-known, such as the flours.

Top Trade Media:

1. *Fare Magazine*: *Fare* is a cross-channel foodservice magazine for operators in on-the-go and nontraditional segments, including convenience stores, supermarkets, college and university and mass merchandisers.

2. *School Nutrition: School Nutrition* is the official publication of the School Nutrition Association and is read by SNA's 53,000 plus members—the world's top school nutrition professionals.
3. *Flavor & The Menu: Flavor & The Menu* is dedicated to all aspects of flavor and menu development as it relates to all areas of food-service and includes coverage of flavor trends, forecasts and strategies.
4. *QSR magazine: QSR* is edited for business leaders, owners, and other members of the quick service restaurant industry.
5. *Plate: Plate* is completely dedicated to food and the menu, focusing exclusively on the creative, culinary side of the business.
6. *Chef Educator Today/Chef Magazine: Chef Educator Today/Chef Magazine* are the key resources for professional development and enhancement for culinary and baking/pastry arts educators.

Brand partnerships will increase awareness of consumer products that use DPLCs as ingredients

The brand partnership activity is a program that the Commission is pursuing in early 2011. The Commission is currently working to establish relationships with key companies (that use USA dry peas, lentils and chickpeas in their products) to identify marketing co-promotion opportunities. As an end result, we'd like to showcase these brands/products on the industry website, leverage the brands in media outreach and showcase them at relevant industry and media events.

Project Beneficiaries

This FSMIP grant project benefits not only industry members, but also members of the food industry. The Commission has over 5,000 members which include producers, processors, and warehouses from the states of Washington, Idaho, Oregon, North Dakota, and Montana. According to the National Agriculture Statistics Service "*Crop Values Annual Summary - 2010 Report*" published February in 2011, dry peas, lentils, and chickpeas have a crop value of \$436 million.

Food manufacturers and food service companies are able to use the project results to develop new products, improve current product formulations, expand their market reach, and offer more wholesome, healthy food products. Consumers are able to find new healthy alternatives in the market. Consumers who have specific health problems and/or allergies also have choices. Health practitioners including dietitians and doctors can recommend new products made with dry peas, lentils, and chickpeas to those with medical conditions. School food service operators have new options, creative recipes to feed schoolchildren.

Conclusion

The WDPLC has come to the following conclusions about the impact of the project:

1. The Commission should continue to direct marketing efforts to consumers directly!
2. The Commission should do more to educate consumers on the specific health benefits of peas and lentils and the benefits of growing peas and lentils to US Agriculture and farming.
3. The Commission should seek out partnerships with other companies in the food industry that manufacture foods that contain dry peas, lentils, and chickpeas as ingredients and jointly promote DPLCs.
4. The Commission should extend the national education/marketing campaign into the next 2-3 years!

Appendix

Ready-to-Eat, Legume-Based Cereals Product Launch

Highlights: The launch of a DPLC cereal in domestic US market, market trends, promotion, media exposure, sales and success.



Crunchfuls has been an effort of three years from concept to market. During this process, the Pul Foods team initiated a partnership with the WDPLC in applying and receiving grants from the USDA, presenting the company's objectives to the growers at various WDPLC events and getting the opportunity of national visibility at the Dallas School Nutrition Association conference. The Pul Foods team is appreciative of the partnership that mutually benefits DPLC growers, processors and consumers of split peas and lentils.

Crunchfuls™ brings to reality Dr. Deepa's vision to create foods that improve health through daily nutrition based on pulse legumes or Pulseeds™. Current epidemics of metabolic diseases such as diabetes, obesity, digestive health, heart health and food allergies to wheat, soy, dairy, nuts and corn can be overcome on a massive scale through greater consumption of pulse legumes, an abundant and untapped source of nutrition that is grown in North America. Scientific literature, trends such as the Mediterranean anti-aging diet and celebrity health experts (Dr. Mehmet Oz, Dr. Neal Barnard, Dr. Perricone and many others) evangelize the consumption of DPLCs for better health.



Ready-to-eat (RTE) foods with mainstream forms and taste made from these amazing seeds, packed with high protein, fiber and complex carbohydrates offer an affordable solution to consumers and satisfy current food trends – all natural and organic, gluten-free and allergen-free, low glycemic and satiety, low sodium and low sugar, sustainable and eco-friendly.

Product Description

- **Crunchy and Filling or Full of Crunch**
- **Complete protein (9 essential amino acids)**
- **Gluten-Free and Allergen-Free**
- **Low glycemic and promotes satiety (complex carbs)**
- **All natural – no protein isolates or artificial flavors**
- **Low Sodium, sugar and fat**
- **Servings of vegetables**
- **High in pre-biotic fiber for improved digestive health**
- **Alternative and convenient way to consume USDA-recommended 2-3 servings of legumes/week.**

Moreover, Crunchfuls offers an alternative and convenient way to consume USDA-recommended 2-3 servings of beans and lentils per week. With a pipeline of products, Pul Foods is ready to meet the tastes and expectations of every age group. In a matter of four months since launch in April 2010, Crunchfuls has captured the hearts and minds of consumers with a superior product experience that overcomes perception barriers associated with legumes through crunch, flavor and satiety with better digestive health.



Educating Consumers by Promoting Split Peas and Lentils on the Packaging



Contains split peas, dry beans and lentils

Made from split peas, dry beans and lentils

Protein and Fiber from split peas, dry beans and lentils

Pulse legumes are split peas, dry beans and lentils

Compare whole grains to split peas, dry beans and lentils

100 grams of	Avg Protein(g)	Avg Fiber(g)
Dry Bean raw	20	20
Split Pea raw	25	25
Lentil raw	25	30
Oats raw	11	17
Whole Wheat flour	14	12

Reference: USDA National Nutrient Database

Value-Addition to Growers and Processors of the Pea & Lentil Industry

50,000 lbs of pulse legumes Used-to-Date to develop, make and launch Crunchfuls	
For every 10,000 units of Crunchfuls:	
✓	4,000 lbs of pulses are consumed for a puffed product (cereal or snack)
✓	4,500 lbs of pulses are consumed for a flat product (cracker)
✓	5,000 lbs of pulses are consumed for a dense product (bar)
✓	4,800 lbs of pulses have been consumed