

# An Annual Legacy: The Hope for World Pulses Day

The Pulses Conclave 2018

Robynne Anderson



In 2013 the United Nations declared that 2016 be the International Year of Pulses.

Global Pulse Confederation and IPGA were key participants.

# IYP Campaign – Objectives

- **Raise awareness** on the role of pulses in **sustainable food production** and **healthy diets** and their contribution to **food security and nutrition**;

## 4 Committees

- 1) **Food Security and Nutrition**
- 2) **Communications**
- 3) **Market Access**
- 4) **Research and Production**



# A successful campaign

10%

- Increase worldwide in pulses consumption in 2016

23%

- Year over year increase in pulse production in India
- (2016-17 v 2015 -16)

10%

- Increase in global product launches containing pulses and pulse ingredients



# New pulse based products

- 4,121 new pulse products were released globally in 2016.
- The competition **#LovePulses** product showcase saw more than 60 new pulse based products



Meet the **YOUNG**  
**ENTREPRENEURS**

**LovePulses**  
**PRODUCT SHOWCASE**



# PULSES



## KEY NUMBERS

**2500+** IYP  
related media articles



**1.1 billion**  
impressions across  
all hashtags



**973 photos**  
in our photo gallery



**5.4 million**  
active engagements  
on social media



**752 IYP**  
events  
registered



**4.1 million**  
video views



**389 recipes**  
on pulses.org



**3.8 million**  
cumulative website  
visits



**141 events**  
on Pulse Feast  
in 36 countries



**225 events**  
on Global Pulse Day  
in 63 countries



**13**  
signature  
events



**38**  
national  
committees



**\$21 million+ (USD)**  
in activities across all partners

[www.pulses.org](http://www.pulses.org) • [@lovepulses](https://twitter.com/lovepulses) • [#lovepulses](https://hashtagevents.com/lovepulses)

JANUARY 18

GLOBAL PULSE DAY

Countries with #GlobalPulseDay events

# CELEBRATE GLOBAL PULSE DAY



Hold an event to  
celebrate pulses on  
January 18, 2017

Learn more: <http://pulses.org/global-pulse-day>



- In 2016  
**141** events in **36**  
countries
- In 2017  
**225** events in **63**  
countries  
**62 million**  
impressions via  
social media



GLOBAL PULSE CONFEDERATION



# Advocating for World Pulse Day

- Closing ceremony of the International Year of Pulses in Burkina Faso on February 10, 2017
- FAO endorsed the proposal to celebrate an annual World Pulse Day during its 40th plenary session in July 2017
- Campaign for World Pulse Day is still underway
- Burkina Faso is hosting a Pulse Day event on February 19th, 2018



# And the Legacy Continues...

- In nutrition
- In research
- In market access

# New Benefits of Pulses



- The Legume Innovation Lab at Michigan State University by Drs. Mark Manary (Washington University) and Ken Maleta (University of Malawi School of Medicine)
  - Cowpea flour supplements fed to infants between 6 and 12 months resulted in increased linear growth.
  - Common bean flour supplements fed to young children during their second year improved gut health, as evidenced by reduced biomarkers for gut inflammation.
  - Positive impact of pulses on child growth and gut health. Those complement some of the other nutritional and health benefits known to pulses





# 10-Year Research Strategy

1. Breeding and genetics for improved productivity and resilience
2. Pulses in integrated cropping systems and agricultural landscapes
3. Integration of pulses into food systems
4. Integration across agricultural, nutritional and social sciences
5. Spatially-explicit analyses related to global challenges

- ❑ Research Objectives;
  - ❑ Tools and Approaches;
  - ❑ Capacities and Competencies
- 

# 10 Year Research Strategy

- Funded by IDRC of Canada
- Need to close the gap in funding for pulses research
- Need more co-ordination
- New announcement at ICRISAT for CG system in Hyderabad

# Codex Reform

- IYP started this effort to get enhancements to Codex to improve its efficiency
- Now over 20 member coalition with 6 funders
- FAO prioritizing funding scientific advice (\$1.5 million to be confirmed)
- Canada funded new training for more experts
- Working to get crop groupings
- Electronic filings
- India needs to be a leader

# Exciting times for pulses!

- Used to be a neglected crop.
- Pulses are now more important than ever, considering our world food security challenges.
- Increase in research shows a growing interest from the **agricultural science community** and **brings back fundamental findings on the many benefits** of pulses for people and the planet.
- **World Pulse Day might be on the horizon...**

# World Pulses Day

- Plan for February 10, 2019
- India should be a leader
- Especially on social media



THANK YOU!  
@Robynne\_A  
[www.emergingag.com](http://www.emergingag.com)