

# Trends in Pulse Consumption: Now and on the Horizon

Future of Pulse Production and Consumption  
28 November 2016

*Michelle Broom*



# Overview

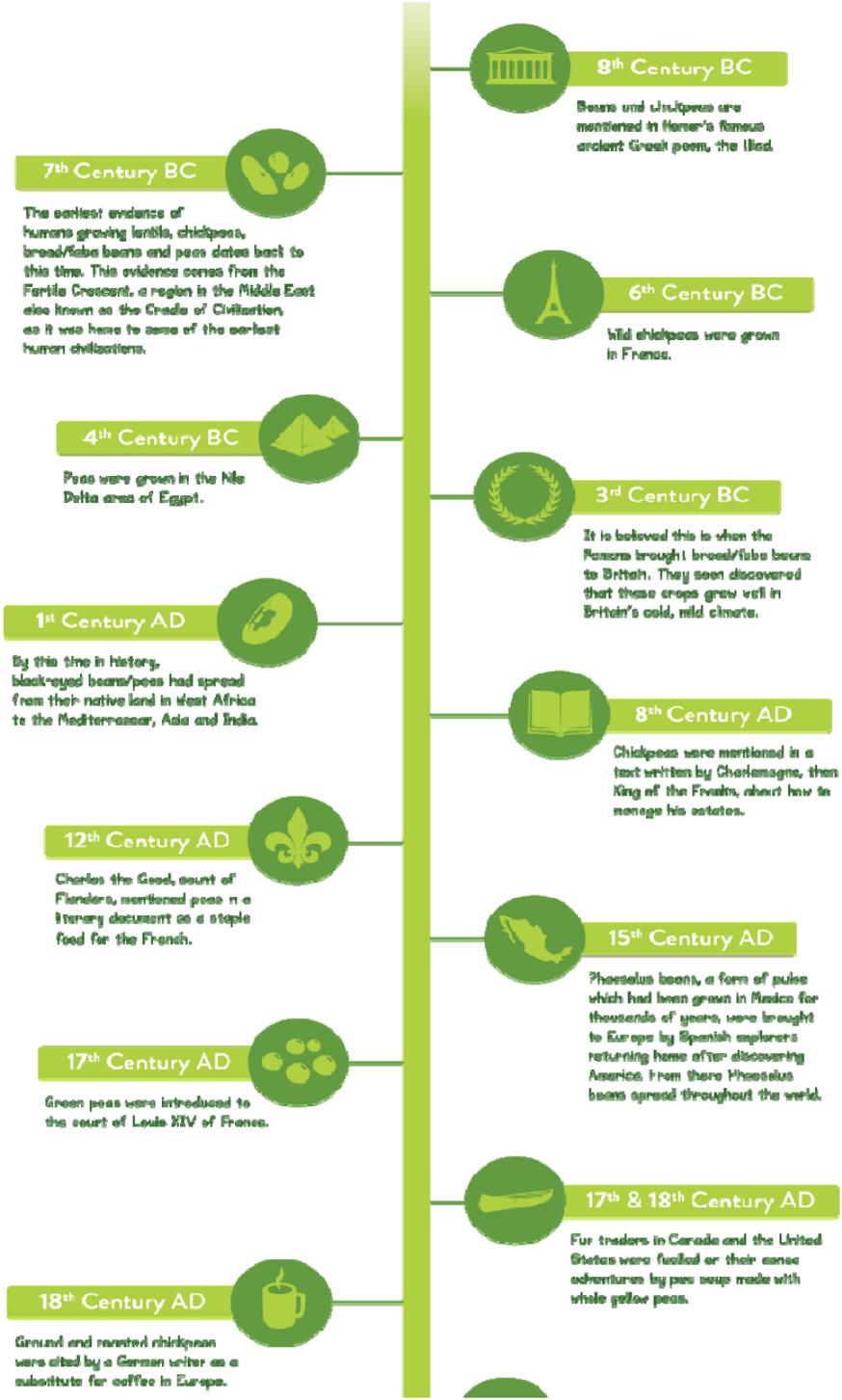
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- Patterns in pulse consumption
- Global trends driving future pulse consumption
- Beyond International Year of Pulses



The background is a solid orange color with several overlapping, semi-transparent shapes that resemble leaves or petals. These shapes are in various shades of orange and are arranged in a way that creates a sense of depth and movement. The text is centered over this background.

# Patterns in Pulse Consumption



## Top pulse-consuming countries (shares in total calories and protein intake)

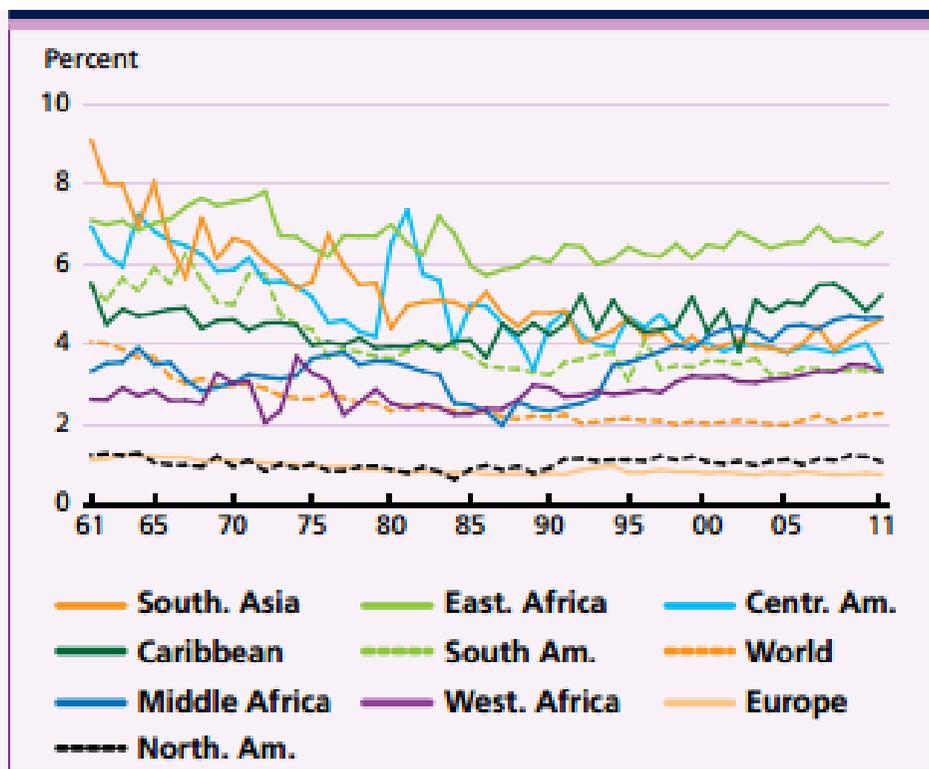
Area	Grand total (cal/cap/day)	Pulses (cal/cap/day)	% Share pulses	Total protein supply quantity (g/capita/day)	Pulse protein supply quantity (g/capita/day)	% Share
World	2 868	64	2.2	80.49	4.05	5.0
Rwanda	2 148	276	12.8	52.40	17.85	34.1
Niger	2 546	327	12.8	80.94	21.70	26.8
Haiti	2 097	181	8.6	47.41	11.44	24.1
Ethiopia	2 103	175	8.3	61.84	12.20	19.7
Tanzania	2 200	178	8.1	56.99	11.17	19.6
Malawi	2 334	174	7.5	63.63	10.42	16.4
Cameroon	2 586	192	7.4	69.29	12.69	18.3
Kenya	2 170	160	7.4	63.27	10.33	16.3
Nicaragua	2 564	186	7.3	67.38	12.13	18.0
UAE	3 215	231	7.2	98.23	14.62	14.9

Source: FAOSTAT



# Global Consumption

## Dietary share of pulses as percentage expenditure of income



Source: FAOSTAT

No major changes are foreseen in per capita consumption of pulses, with the world average remaining at around 7 kg/person/year

# Global Consumption

## Drivers of Global Consumption

**Table. 2: Trends in consumption pattern from 1972-73 to 2009-10, Rural India**  
(Percentage share of items in total expenditure)

year	Rice	Wheat	Cereal	Pulses & its Product	Milk Product	Edible Oil	Meat, Egg & Fish
1972-73	20.7	9.1	40.6	4.3	7.3	3.5	2.5
1977-78	18.4	7.7	32.8	3.8	7.7	3.6	2.7
1983	18.7	7.9	32.3	3.5	7.5	4	3
1987-88	15.7	7.2	26.1	4	8.6	5.6	3.2
1993-94	15.4	6.5	24.2	3.8	9.5	4.4	3.3
199-00	13.62	6.66	22.16	3.8	8.75	3.73	3.31
2004-05	10.98	5.62	18.01	3.07	8.46	4.6	3.32
2009-10	8.04	4.77	13.71	3.19	7.64	3.69	4.74

# Pulse Intakes Developed Countries



## Canada

- 13% of adults: 86-113g/d



## USA

- 7.9% of adults
- $\frac{3}{4}$  consumer eat  $> \frac{1}{2}$  cup/day

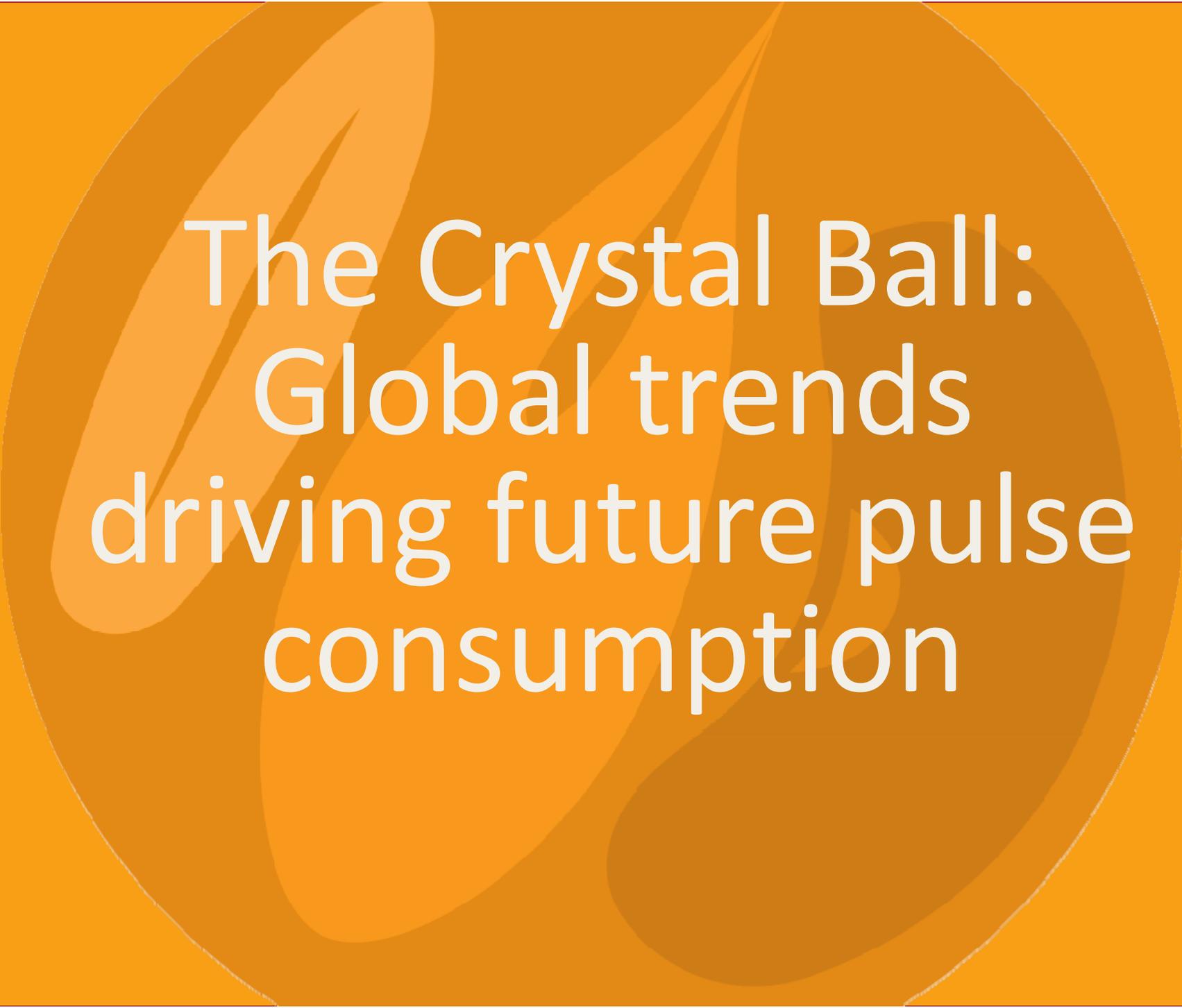


## Greece

- 63g/day ( $\geq 70$  years)







The Crystal Ball:  
Global trends  
driving future pulse  
consumption

# Global Trends

## 1. More from less



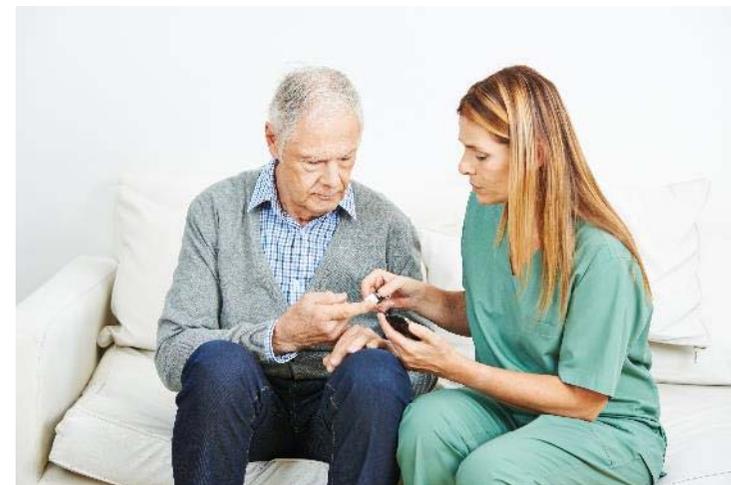
## 2. Planetary pushback



## 3. Silk Highway



## 4. Forever Young



# Global Trends

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# Global Trends

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*‘Nourishing more people while nurturing the planet will be a monumental challenge, but it can be achieved by transforming food and agriculture systems, shifting to more sustainable and diversified consumption and production, improving governance and securing the political will to act.’*

Food and Agriculture Organisation of the United Nations 2016

# Global Trends

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## Decade of Action on Nutrition 2016-2025





*‘Pulses can play an important role supporting multiple objectives of the 2030 Agenda for Sustainable Development, particularly the Sustainable Development Goal targets addressing hunger and malnutrition, the productivity and incomes of smallholders, and the sustainability of agricultural practices.’*

# Drivers of Change in Developing Countries

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- Cheaper than animal sources of protein
- Effective part of a sustainable cropping system
- Improves dietary diversity in cereal-based diets
- Nutrition and health benefits → added to nutrition programs
- Greater availability of value added products making them more convenient (flours, bread, breakfast cereals)



# Drivers of Change in Developing Countries



# Developed Countries: Size of the Prize

Recommendation:

Half a cup at least 2 times a week

If we could increase consumption to half a cup two times a week this would increase consumption by

200,000 tonnes per year in Australia

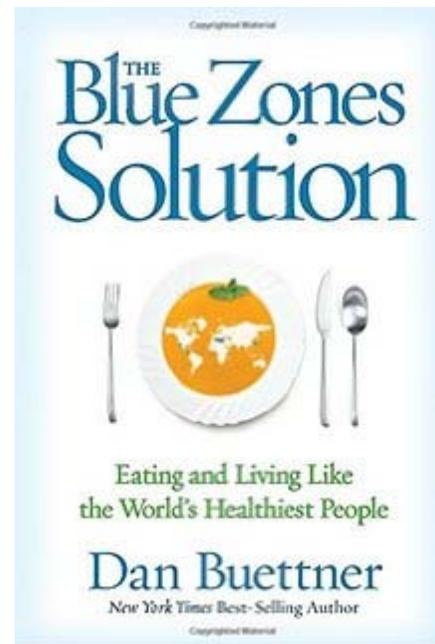
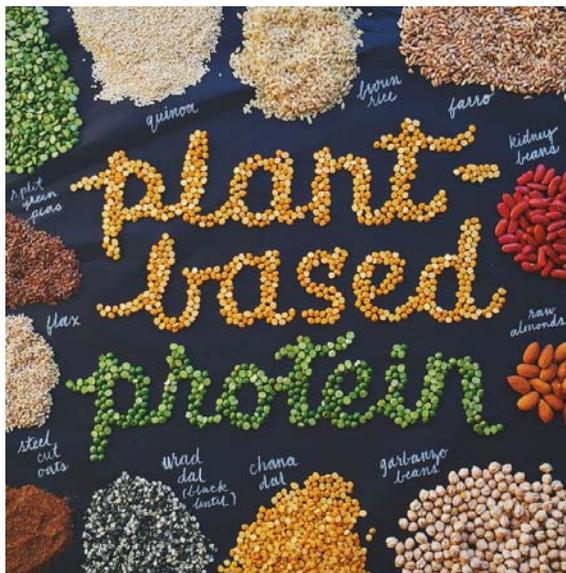
and

3,120,000 tonnes per year in USA



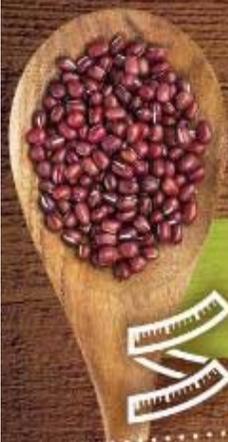
# Drivers of change in Developed Countries

FLEXITARIAN



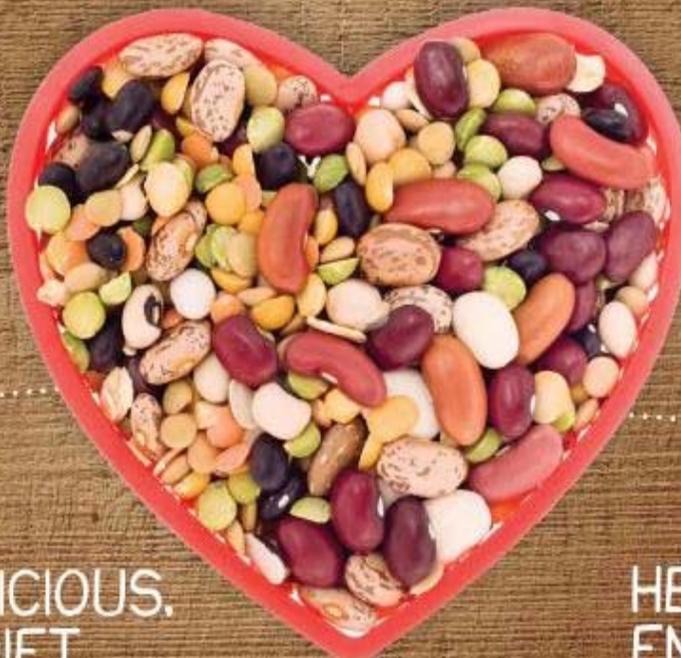
# LOVE PULSES

IN  
2016



## MAINTAIN A HEALTHY WEIGHT

Pulses are high in protein, virtually fat-free, and have a low Glycemic Index.



## PROTECT AGAINST DISEASES

Pulses help protect against type 2 diabetes, high cholesterol and certain cancers.



## ENJOY A DELICIOUS, NUTRITIOUS DIET

Pulses are affordable, full of fiber and rich in iron, potassium, magnesium, zinc and B vitamins.



## HELP THE ENVIRONMENT

Pulse crops are incredibly water-efficient, and they help keep soils fertile and healthy.



2016 IS THE INTERNATIONAL YEAR OF PULSES

Eat More Peas, Beans, Chickpeas and Lentils for People and the Planet!

[www.pulses.org](http://www.pulses.org)

#LovePulses

@LovePulses



The background features a solid orange color with several large, overlapping, semi-transparent shapes in lighter shades of orange and yellow. These shapes are abstract and resemble stylized leaves or petals, creating a layered, organic effect.

# Beyond 2016 International Year of Pulses

# Strategies to Increase Consumption

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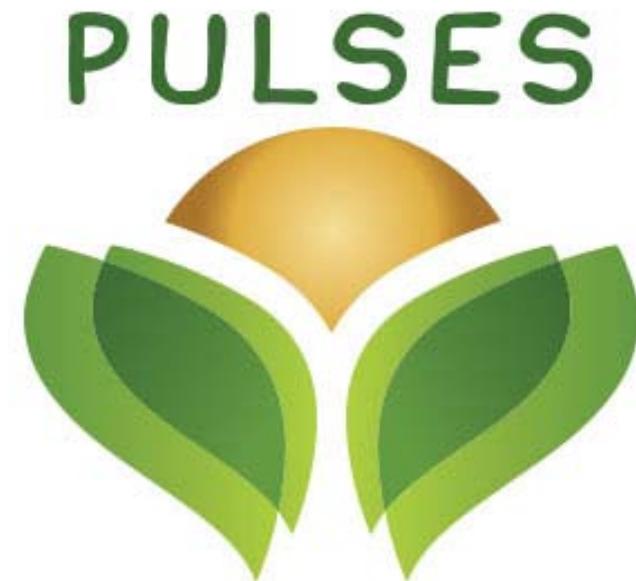


- Research:** increased research into the nutrition and health benefits of pulses/legumes to support communications
- Government:** greater emphasis on pulses, including a quantified recommendation
- Food Manufacturers:** increased product innovation to incorporate pulse ingredients
- Public Health Bodies:** ongoing communication of the nutrition and health benefits of eating pulses
- Consumers:** incorporation of pulses or pulse-based ingredients into weekly meals more often.

# IYP: Progress so Far...

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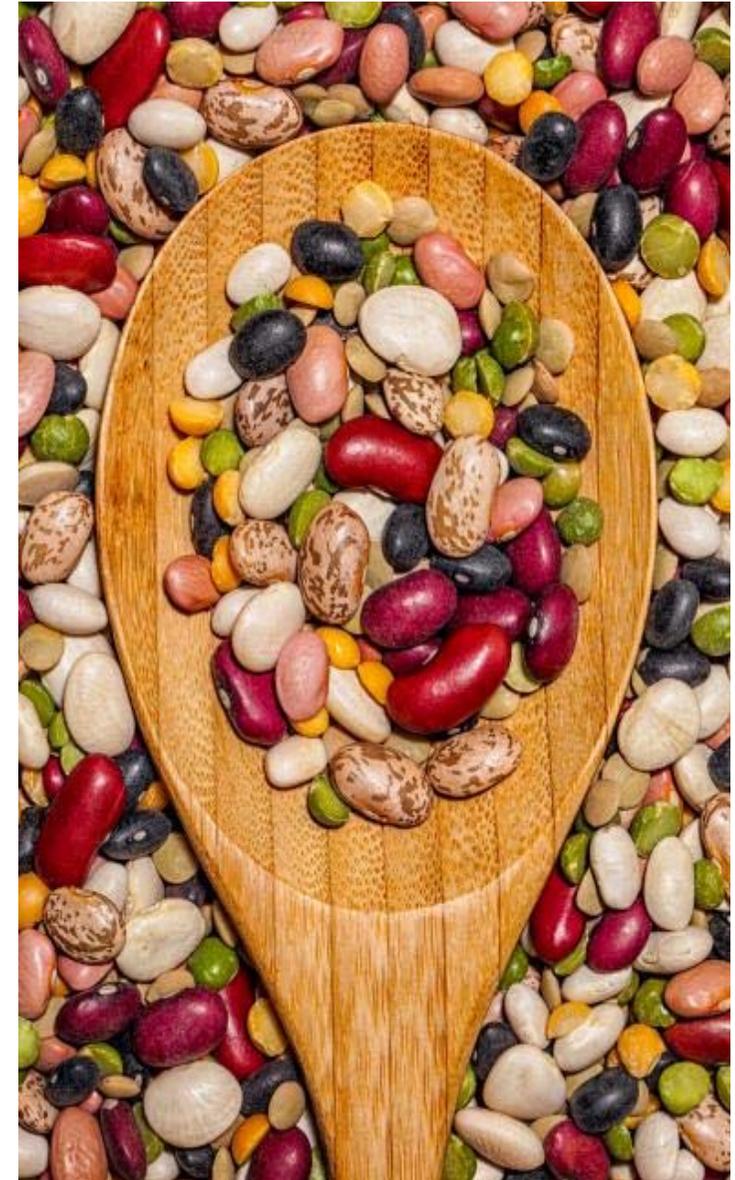
- Global pulse brand launched
- **10-year pulse research strategy** developed
- Health and nutrition research database established
- **30 countries** have been engaged as advocates and investors in IYP targets
- **500 million impressions** on social media and **3.7 million engagements** (people viewing, liking, sharing, commenting, retweeting etc)



# Beyond 2016 IYP

## Global IYP Targets

1. Increase pulse production by 10% by 2020 (2015 baseline)
2. Increase pulse consumption by 10% by 2020 (2015 baseline)
3. Improve market access to facilitate local, national and international trade
4. Engage 30 countries as advocates and investors in targets of the IYP
5. Engage 50 private partners as advocates and investors in the IYP.



# Thank You

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