



Media - For more information, contact:

Hanna Herrin, Maxwell PR

hanna@maxwellpr.com

503-231-3086

Pulse Industry Introduces New Seal to Help Consumers Identify Products Made with Pulse Ingredients

CHICAGO (July 18, 2016) — The Global Pulse Confederation today introduced the Pulse Brand and ‘Made with Pulses’ seal at the IFT Annual Meeting & Food Expo. The Pulse Brand and ‘Made with Pulses’ seal are distinctive green and gold symbols intended to help consumers easily identify food products that contain pulse ingredients (dry peas, beans, lentils and chickpeas). The seal and Pulse Brand are available to food manufacturers, consumer packaged goods (CPG) companies and the foodservice industry to use on packages and in promotions.

Consumer interest in pulses is growing in part because the United Nations has designated 2016 as the International Year of Pulses, and food companies and consumers are looking for affordable food options that are healthy, nutritious, and environmentally sustainable.

Pulses are high in protein and add nutritional value when incorporated into product formulations across many food categories. Pulse ingredients are nutrient-dense and deliver high levels of fiber. Pulses require less nitrogen fertilizer than other crops, giving them a low carbon footprint. Pulses are a water-efficient protein and enrich the soil where they grow, making them an important and sustainable crop.

Several global companies are already showing strong interest in the new ‘Made with Pulses’ seal and credit the halo of health, value and quality of pulses for their early adoption. Companies that have already signed on to use the Pulse Brand include [Princes Food and Drink Group](#) (Napolina and Batchelors brands), [JM Grain](#), [AGT Food and Ingredients](#) and [Floating Leaf Fine Foods](#).

“The ‘Made with Pulses’ seal gives companies the unique opportunity to tie their products to the momentum pulses are gaining as healthy, nutritious and sustainable ingredients that fit with today’s lifestyle and taste preferences,” said Daria Lukie, Pulse Brand Manager for the Global Pulse Confederation. “The Pulse Brand provides shoppers with an easy way to identify products that are good for people and good for the planet.”

Packaged products that contain pulses in the top five ingredients by weight and a minimum of five percent of the final formulation are eligible to apply to use the ‘Made with Pulses’ seal. Akin to other popular certifications, such as the Whole Grain Stamp and Gluten-Free Certified logo, the Pulse Brand and ‘Made with Pulses’ seal can be used on qualifying product packaging and promotional materials. For more information on the criteria or to submit a product for consideration, visit www.pulses.org/pulse-brand or contact pulsebrand@pulses.org.

The first packages featuring the new ‘Made with Pulses’ seal are expected to begin appearing on store shelves before the end of the year.

- more -

BACKGROUND

About the Global Pulse Confederation (GPC)

The Global Pulse Confederation (GPC) is a not-for-profit organization representing the common good of all sectors of the global pulse industry value chain, from growers and researchers, through input and logistics suppliers, traders, exporters and importers to government bodies, multilateral bodies, processors, canners and consumers. GPC membership includes 18 national associations and more than 600 private sector members in more than 55 countries. The organization is headquartered in Dubai and licensed under the Dubai Government authority, Dubai Multi Commodity Centre (DMCC). www.cicilsiptic.org