

PULSE

FORWARD

DRIVING THE FUTURE OF FOOD SYSTEMS

ISSUE

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2025



UNLOCKING BRAZIL

Could South America's largest consumer of pulses be stepping up as a major supplier?

FUTURE BITES

These food trends will reign in 2025 – but what does it mean for pulses?

.....

ARGENTINE REBOUND?

What it will take to win back white bean markets.



Global Pulse
Confederation
Smart Crops for a
Sustainable Future





Contact us

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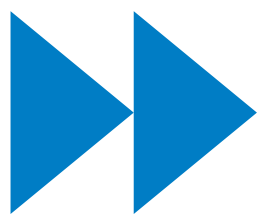


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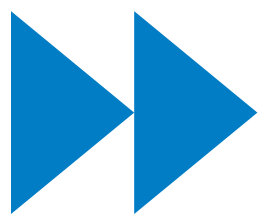




PULSE POD CURATED

In the news this month

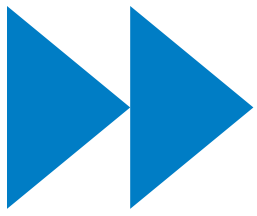




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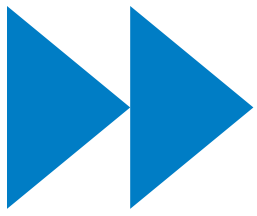
THE WTO SYMPOSIUM, BRAZILIAN EXPORTS
AND WORLD SOIL DAY.





PULSE POD CURATED







Taking the pulse of food and ag trends in 2025

With the release of Nourish Food Marketing's 2025 food, beverage and agriculture trend report, it seems exciting things are ahead and, for the pulses sector, opportunities abound. We explore some of the key trends and how pulses are poised to capitalize on them.

● **THE OZEMPIC GENERATION**

The rise of GLP-1 drugs like Ozempic for weight management has created a new demographic of consumers focused on nutritional density and foods that promote satiety. Important to note for brands is that 83% of users report “they



FOOD FORWARD

64% of consumers
in 2024 believe science
and technology
innovations can make
food more sustainable,
a figure up an impressive
58% from the results
in 2019.

(Shutterstock)



are more open to trying new foods,” and 83% are “very interested in products specifically marketed as supportive of their needs on these drugs”, according to ADM Outside Voice.

Why does it matter?

Pulses, being rich in fiber and protein, are perfectly positioned to meet these needs. They naturally help with GLP-1 secretion, eliminating cravings and providing prolonged fullness, which presents an exciting new opportunity for pulses and pulse-based products to be marketed as supportive of GLP-1 users' dietary needs. As the report asks, “why aren’t plant based protein brands taking advantage of this knowledge? There is a golden opportunity to promote sustainable wellness and tap into the Ozempic halo.”

LONGEVITY AND HEALTHY AGING

Eating to live longer is highlighted as a top



Rich in plant-based proteins and fiber, pulses align well with the dietary habits observed in regions known for longer, healthier lives.

trend for 2025, with Blue Zone diets leading the charge. Building and maintaining muscle mass has been identified as “critical for healthy aging as the body’s primary source of strength, stability, and metabolic health”, says the report. As a result, high protein content continues


to be an extremely important factor for consumers, with 71% trying to consume more protein, with 25 g and more per serving continuing to grow at the fastest rate, according to IFIC.

Why does it matter?

Pulses stand out as a key component of these health-promoting eating patterns and **are steadily gaining awareness as stars of life-extending healthy regimes such as the Mediterranean diet.** Rich in plant-based proteins and fiber, pulses align well with the dietary habits observed in regions known for longer, healthier lives.

● PLANT-BASED RENAISSANCE

While the faux meat category has faced challenges, foundational plant-based ingredients continue to see steady growth. Crucially, the report highlights the potential of 'hybrid' or 'blended' meat and plant products that emphasize the 'and' rather



71% of consumers
are trying to include more
protein in their diets,
with 25g and more per
serving continuing to
grow at the fastest rate,
according to IFIC.

(Shutterstock)

than the 'or' factor of food substitutions, noting that "Tech entrepreneurs approached the category as a zero-sum game; this instead of that. **A blended approach could offset scalability issues while introducing consumers to a novel ingredient** in a more familiar way and provide that needed transitional step."

Why does it matter?

Pulses offer a natural, minimally processed alternative to processed plant-based products, an opportunity to promote them as versatile protein sources that align with both health and environmental concerns and can be easily incorporated into meat products to provide "stealth health".

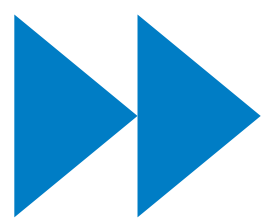
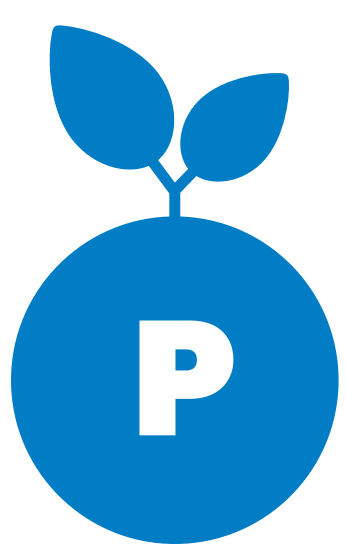
BREAKTHROUGH SEED GENETICS

It's no secret that gene editing and seed technology have been suffering from somewhat of an image crisis. The Nourish

report indicates a gradual reckoning of consumers that they may be the only way forward for food systems increasingly threatened by climate change, noting that “64% of consumers believe science and technology innovations can make food more sustainable, up from 58% in 2019, with 60% saying those innovations can make food healthier, up eight percentage points from 2019,” according to Hartman Group.

Why does it matter?

Advancements in biotechnology are creating crops more resilient to climate change. For the pulse industry, this presents an opportunity to develop and, critically, bring to market **varieties that are drought-resistant, heat-tolerant, and higher-yielding**, improvements that could enhance the sustainability of pulse crops, making them an even more attractive option for both farmers and food manufacturers. ◀▶



PULSES & BEYOND

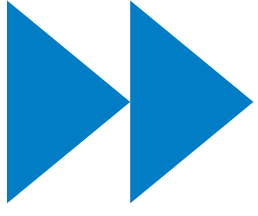
MATÍAS MACERA > DESDELSUR

"Argentina needs a few consecutive good crop years to reclaim markets"

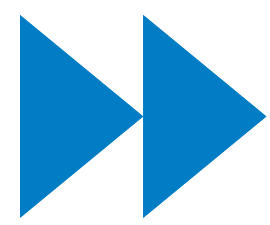
Matías Macera, Trading Manager at Desdelsur discusses the impact of Milei's government and why he's focused on diversification.

What has Desdelsur been up to since we spoke last year?

We've focused on diversifying our business and adding value. Our main focus is traceability, which we feel is an added value because we control not only our own fields but also our own seeds, machinery, and processing plants. Our customers appreciate this, especially in the canning, packing, hummus, and falafel industries.



Matías is a frequent visitor of Bariloche, a picturesque ski village in the heart of Argentine Patagonia.

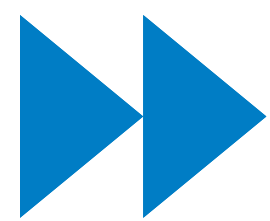


Are the customers looking for traceability mainly Europeans?

Mainly, yes. The US is starting to show interest, but not as strongly as the EU. They are not only asking for quality reports on residues but also information about social responsibility and all aspects of our business.

How much is your diversification related to difficulties in producing alubias?

The difference with Desdelsur is that we're not only focused on alubias – we grow more than ten different types of pulses here in Argentina. We are well diversified and always looking for new pulses to incorporate and adapt into our rotation system. Additionally, we have expanded into Peru to start growing pulses there – this is an exciting development as it is the first time Desdelsur is growing something outside Argentina.

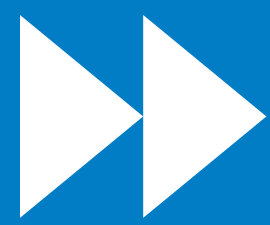


What was the motivation behind going to Peru?

As part of our business diversification plan, we found an opportunity there because they are growing some varieties we cannot grow in Argentina. The quality is very high because they don't receive any rain during the growing season; everything is under irrigation. However, it's a very complex business because growing pulses in Peru is not easy, mainly because the farms are very small, similar to India. It requires a big effort to teach smallholder farmers, especially regarding Maximum Residue Limits (MRLs). We are developing protocols to incorporate them into our system, which is the only way to succeed in Peru.

How are you handling supply chains in Peru? Are you bringing products to Argentina or exporting directly?

We're exporting directly from Peru. We've



PULSES & BEYOND

MATÍAS MACERA › DESDELSUR

PING-PONG

› **If you could only eat one meal for the rest of your life, what would it be?**

Rib-eye with pulses salad.

› **Best advice you've ever received?**

"Learn to say no."

› **What do you do when you're not working?**

Work out, play padel and cook.

› **Most impressive dish you can cook?**

Ceviche.

› **Who is someone who inspires you?**

Juan Pablo II.

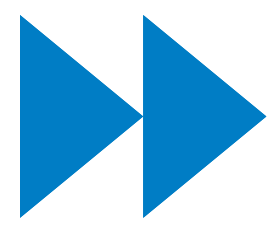
› **What's the best book you've read?**

Man's search for meaning

by Victor Frankl.

› **If you could tell your 18-year-old self one thing, what would it be?**

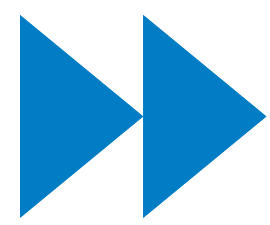
"Take a year or two to travel the world before starting to work."



already started exporting from the Callao and Paita ports. There's also a new port called Chancay, which will be one of the main Latin American ports. Developed by COSCO Shipping Ports in partnership with Peruvian stakeholders, the Chinese Prime Minister attended its inauguration last month. It will be a key port, fully automated and state-of-the-art. This will significantly change things in Peru – you can reach the main Asian ports in less than 20 days. That's an additional motivation for us.

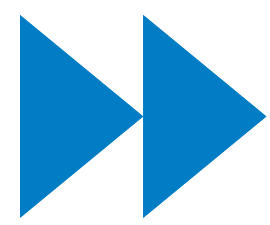
Is there a lot of potential in China now and in the future?

China has been one of the main pulse suppliers for the last ten years, but year after year, they are buying more pulses, so we see an opportunity there. Argentina currently only has free trade for peas, but our new government and CLERA are in talks with the Chinese government to open all the HS codes for all pulses.



How is the European market, and how are you dealing with competition from Egypt?

The main problem in Argentina has been droughts in the past three years. We lost a significant portion of our yields, and our main markets were forced to find alternative origins. Egypt is increasing their areas next to the Nile River, and Argentina is paying attention. Once we get back to good yields and healthy seeds, our European buyers prefer our alubias over the Egyptian ones. This is due to our certified processing plants, the taste, how the beans cook, the smoother skin, and the reliability of our exporters, with less potential risk of weevils. In addition we offer to our customers a wide range of pulses, which can be very efficient for global negotiations. We need a couple of years in a row of good weather to make an effort to reclaim those markets for Argentina. Usually, Argentina exports between 170–



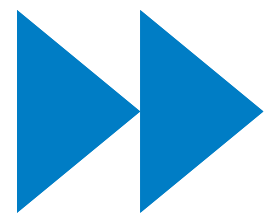
180 thousand tonnes, but this past crop, we will export no more than 35 thousand tonnes. Yields should be around 1.3 tonnes/hectare, but we've had less than 0.5.

How are the farmers coping? Who takes the fall when a crop fails?

The expenses and losses are taken directly by the farmers. In northern Argentina, where most of the beans are grown and there are large extensions of land, we don't have a regulated insurance system like in the US and Canada.

Can you tell me more about the impact of the new government on agriculture?

It has drastically lowered inflation, from 25% to 2% in one year. The exchange rate is normalizing, and the government is running a budget surplus under Milei's austerity program. Right now, there are other priorities, but if we continue in this direction, farmers will likely benefit soon.



ABOUT

› **Desdelsur is an Argentine company devoted to the production, processing, and commercialization of agricultural products.**

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› **Founded in 1985.**

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› **Owns 60,000 hectares of farmland.**

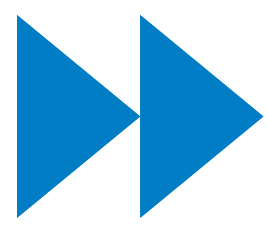
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› **Headquartered in San Isidro, it operates across Tartagal, General Mosconi and Zárate.**

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› **Reaching more than 70 countries, 95% of the total processed volume is for export.**

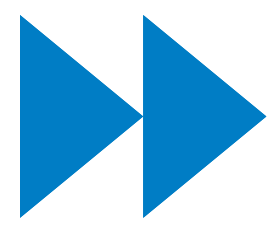
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› **The company counts with 18,000 ha of different bean varieties planted annually in summer and 15,000 ha in winter, along with chickpeas, peas and lentils, across Argentina.**

› The team is backed up by more than 30 years of experience in the Argentine agricultural export market.

› **The company participates in the entire value chain of pulse production, from seed development, planting and harvesting, to processing, transportation, and final commercialization.**

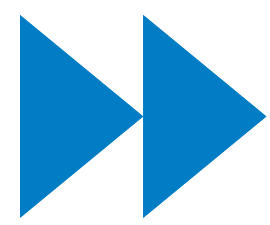


What about export taxes?

They are still in place for commodities like soy, corn, and wheat, but not for pulses. For now, the government won't remove them because it's part of the money they need for normalizing the financial situation. But in the near future, they will support farmers and have already said they will start to reduce those taxes, maybe by the end of 2025 – as long as there's enough money in the reserves. It will be a gamechanger because farmers will have the option to grow soybeans or pulses, which will be more convenient for the pulse market. Growing pulses is a niche, so it's more beneficial for pulse farmers if not everyone switches to pulses just because growing commodities is not profitable.

Do you think more pulses will be grown?

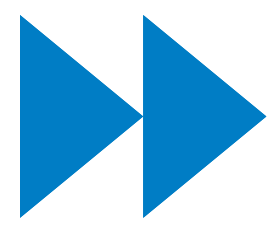
I don't know if more, but at least the return will be better for the farmer. We will increase the quality of the seeds and



invest in our farms, which will make for a more profitable business.

How competitive is Argentina in the chickpea market?

Chickpeas were usually grown mainly in Córdoba, but the main area shifted due to drought, with 50% moving to the north in Salta and other regions. This year, Córdoba had a little more subsoil moisture, so they increased their area. Argentina increased production by 25% year-on-year, and everything was looking good until weather issues arose – we had some rains. The first part harvested in the north was of okay quality, but then rains affected about 40–50% of the Salta crop. In Córdoba, they started the harvest with some quality issues due to snails staining the chickpeas, and then rains caused water damage to a good portion of the crop. It was a reasonable year for yields but not for quality. That's why the market is



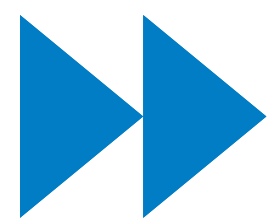
hearing such big gaps between exporters because they are not all talking about the same quality.

How about peas?

Yes, it's been a good crop. The drought had been reducing the area and yields, but this year the volume is good. Some areas were delayed by rains, so they're not having as many quality issues as chickpeas, but there will be some cargo that needs to be double-checked for bleaching in green peas. Overall, you can find good volumes of good quality.

How big of a player is Argentina in China for green peas?

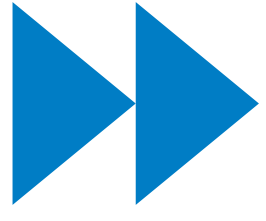
We are exporting to China, but not in large volumes. Currently, the protocol only allows us to ship in containers, not vessels. We don't have the volume for a vessel yet, but we have the potential because green peas are fantastic for crop rotation in the



areas where they're grown. They're very healthy and provide lots of nutrients to the subsoil, making them very interesting for rotations after corn and soybeans. Argentina's potential in green peas is very promising.

Who is responsible for educating farmers about these opportunities?

At first, it's their own experience, but they need to start trials. They would need to dedicate a percentage of their farms to trying out some new alternative crops. Farmers in Argentina are very creative; they like to invest and take risks. In terms of varieties, peas – both green and yellow – are the most advanced regarding the varieties we've released, with good yield potential. We saw a difference this year for the first time, with good yields. Considering this and the potential for increased area, peas have an interesting future in Argentina. ◀▶



THE BIG PICTURE

Beans beyond borders: **Brazil's expanding pulse trade**

Brazil's agribusiness is on a record-breaking streak, with export values soaring to \$166.55 billion last year. Now, pulses are carving out their own space in this success story. In 2024, Brazil made history as a net exporter of black beans, starting a new chapter in its pulse trade. As India looks for suppliers on the global market, Brazil is stepping in to meet demand – and may even introduce a new bean to the international stage.

BY LUKE WILKINSON

8 MINUTE READ

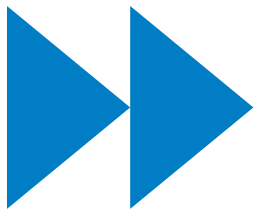


Surplus to success

Brazil loves its black beans – over the last three years it averaged a consumption of approximately 560 KMT every year.

Domestic consumption is typically covered domestically – a long established dynamic. But in 2023/24, Brazil produced a whopping 711 KMT over the course of its three harvests, which, in spite of Brazil's hefty domestic demand, could present the issue of an oversupply and a dampening effect on farming intentions. A plan was required to ensure stability.

Back in March of this year, Marcelo Luders, President of the Brazilian Institute of Beans and Pulses (IBRAFE), addressed the bean production surplus ahead of the second harvest, recognising that oversupply could cause farmers to move away from beans in future, and calling for a move into exports: "To shield Brazilian consumers from soaring prices and the scarcity, it



In 2024, Brazil's black bean exports exceeded imports for the very first time (Shutterstock).

is imperative to incentivize the export of black beans and other surplus varieties," adding that bean exports could "generate additional revenue for producers and a country's economy, fostering sectoral development and facilitating income diversification."

And this is exactly what happened – in 2024, Brazil's exports exceeded imports for the very first time. When Eduardo Balestreri of Arbaza spoke to the GPC in December, he talked of the **"historic milestone" of reaching 78 KMT of black bean exports**, turning the country into a net exporter.

"Record high prices of up to \$1150/MT in January/February 2023, led to the largest second harvest planting area in recent history," explained Balestreri. The uptick in exported Brazilian beans was noted by traders elsewhere. Dylan Karley – a North Dakotan black bean trader – told

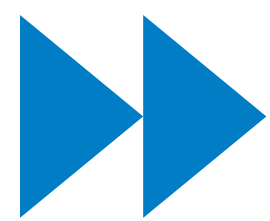
the GPC in September that in 2024 he had seen “**the most Argentinian and Brazilian beans ever**” in Mexican warehouses.

Export numbers remained strong throughout the 2023/2024 market year, even in spite of floods causing massive crop loss in Rio Grande do Sul back in late spring – Balestreri believes this wiped out 70% of its planted black beans.

For now, the margin by which bean exports exceed imports is a thin one, but the movement is clear and production and exports will accumulate over time if they remain profitable. But it is not just in black beans where Brazil is moving into uncharted territory – other pulses and trade partnerships are pushing forward at pace.

Tapping new markets

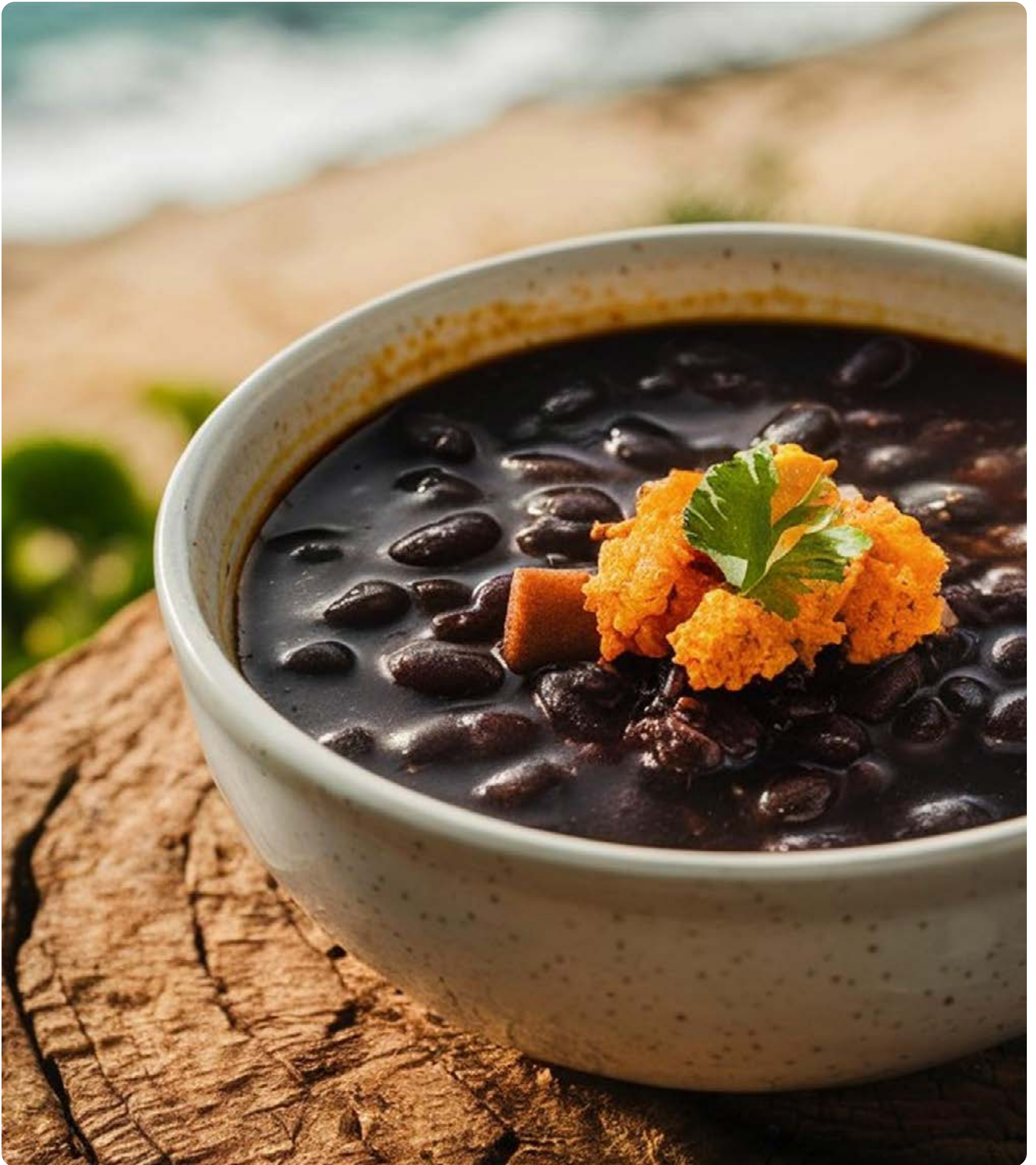
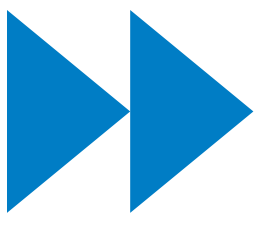
New markets for Brazilian pulses are opening up. As south and east Asia look to



diversify their imports, Brazil may be the beneficiary. Brian Clancey, Owner of Stat Publishing, believes this to be the case: "Both India and China are trying to

Trade with India has blossomed nicely over recent years. IPGA reports 4.1 KMT of black matpe was imported in 2023, with 22 KMT more imported by the end of October this year.

diversify their supplies. **They want options beyond Canada and the US – beyond the normal suppliers in the world.** India is weather dependent, and if its climate becomes less friendly, it's going to be importing more and more from countries where climate impacts are less negative on pulses. Brazil may be one of those parts of the world that slowly benefits, not just from demand in China and India, but from



It is not just in black beans where Brazil is moving into uncharted territory, but also other pulses and markets (Shutterstock).

other regions too." While pulse exports to China remain absent, an agreement was recently reached to allow sesame exports from Brazil – something that could, incidentally, cause a squeeze on Brazilian pulse acres. Nevertheless, trade insiders generally believe it is a positive indicator for developing future trade.

Meanwhile, trade with India has blossomed nicely over recent years. Since 2023, Brazil has been producing and exporting black matpe into the South Asian giant. The India Grains and Pulses Association (IPGA) reports 4.1 KMT was imported in 2023, with 22 KMT more imported by the end of October this year. **For 2024/25, there are expectations for a 50 KMT crop in Brazil.** For now, the market looks to remain consistent, with kharif production of black matpe predicted to fall in 2024 by almost 25% YoY, and India running a growing annual deficit.

Binod Agarwal of SGR Group believes the duty-free import of black matpe “will definitely” extend beyond March 31 next year.

The success of black matpe has spurred talk of growing pigeon peas this year.

As of mid-December, Brazil doesn't have permission to export pigeon peas into India, but sources in the industry confirm discussions have been held around producing and exporting pigeon peas in the future. Pigeon peas are already grown as a cover crop in Brazil, so raising production levels shouldn't be complicated. A potential win-win situation sits on the horizon – India bolsters food security and Brazil profits from an easy to plant, easy to process pulse.

But what if Brazil could also export its biggest and most important bean? What if it could build a whole new market?

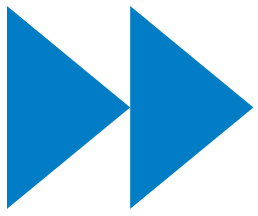
The 'Brazilian Rajma'

Brazil's most consumed bean is the carioca – similar in appearance and taste to a light speckled kidney bean. Brazil covers its domestic market entirely with its own production, and has never seriously exported the bean, despite its native popularity.

That may be about to change.

IBRAFE **has begun talks to bring the carioca bean to Indian consumers.**

G. Chandrashekar, Indian economist and policy commentator, has been part of the process from the beginning: "There is definitely a market for carioca beans in India," says Chandrashekhar, "but how successful they are will depend on price, the look of the beans, their nutritional properties – bioavailability and bio absorption – and how easy they are to cook and digest."



BY THE NUMBERS

560 KMT/YEAR

AVERAGE CONSUMPTION OF BLACK BEANS IN BRAZIL, THROUGHOUT THE PAST THREE YEARS.

.....

30% YOY

ESTIMATED INCREASE IN BLACK BEAN PRODUCTION IN THE FIRST HARVEST.

.....

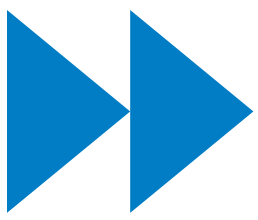
50 KMT FOR 2024/2025

PRODUCTION EXPECTATIONS FOR BRAZIL'S UPCOMING BLACK MATPE CROP.

Chandrashekhar recommended sending consignments of the bean to India for testing and research. IBRAFE has taken product and market research seriously, working to understand the needs of the market they're targeting.

"Since 2018, IBRAFE has been studying the Indian demand versus possibilities of Brazilian supply. In our case study, we concluded that we can most easily increase production of the carioca," explains Najla Souza of IBRAFE. "Having made a big effort to attend specific demands in the Indian market for mung bean, black matpe, and now pigeon peas, we are looking forward to building reciprocity and **creating an acceptance of the bean consumed almost exclusively in Brazil** – the carioca, which we are calling the Brazilian Rajma."

Rajma is the common name for a kidney



What if Brazil exported its most important bean? (Shutterstock).

bean in India, and Souza believes the carioca's similarity to existing products will ease its transition into the market: "Rajma is a very common bean used in India for traditional dishes, so we believe acceptance will be strong."

For G. Chandrashekar, the key to opening this market will be in careful market creation, with **an emphasis on understanding and precision targeting of the Indian consumers' needs**. "In the end," says Chandrashekhar, "you can't expect India to present itself on a platter – markets must be cultivated. Brazilians have to earn the Indian market, but it is possible to do that."

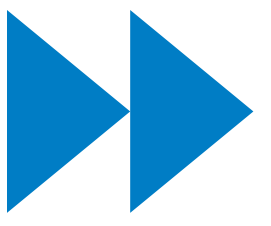
Future frontiers

For black beans, this year may present some challenges. Eduardo Balestreri told GPC in December that "significant increases in freight cost to the Americas"

could make exports to Central and North America "unfeasible, despite existing orders at previous price levels". However, the first harvest is expected to be 30% up year-on-year, depending on the impact of the rainy harvest season. As long as prices remain strong, black bean exports will likely follow suit.

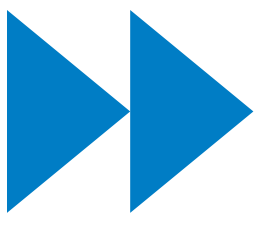
China could be the next target for Brazilian pulses, with IBRAFE setting its sights on bean exports. Carla Borges of NG Trade in Brazil, believes this will be the next big step for the institute: "IBRAFE has worked very hard on opening the sesame market, and now it's open, our main institutional target will be beans.

"During the sesame process, we learnt it's important for the Chinese to have export companies present in government meetings and trade fairs. Now that sesame is open – remembering that the



exporters of sesame are also exporters of beans – Brazil will increase its presence in China considerably."

The panorama for Brazilian/Indian trade is positive but fragile. G. Chandrashekar says the Indian government "cannot give any guarantees" for imports because pulse markets are influenced by supply, demand, and prices. Rising costs of shipping freight may also create volatility – container shipping price rises shot up this year as a result of disruptions in the Red Sea, and the Panama and Suez Canals. The sheer distance between Brazil and India would mean any changes in shipping could create acute changes in prices. Regardless, Chandrashekhar believes continuing trade between Brazil and India "makes sense", and he has advocated for the signing of a Memorandum of Understanding (MoU) to provide security and encourage



China could be the next target for Brazilian pulses (Shutterstock).

Brazilian farmers to plant pulses for the Indian market.

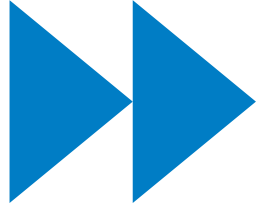
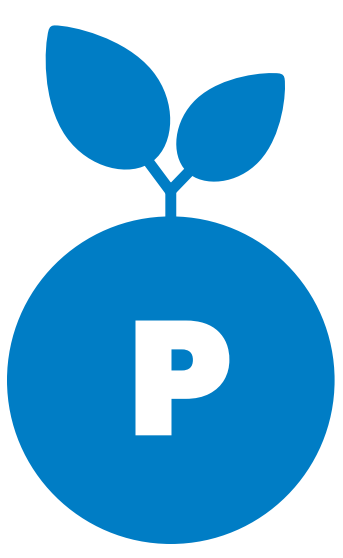
But an MoU with India is not a cast-iron guarantee. Things change quickly in the

Indian economy, and farmers will find themselves at the whim of the Indian government's policy. Continued pulse price inflation in the country is a threat to any imports, given import duties are one of the government's go-to mechanisms for protecting farmers. **The window for duty free imports of pigeon peas and black matpe theoretically closes on March 31, 2025, but an extension of the window remains possible.**

This year, Brazilian farmers are undecided about pigeon peas and are awaiting signals regarding India's demand. If no export permission arrives in December, production may be limited, as farmers will opt for crops they know they can sell. "The month of December is when farmers take their time to decide what they will plant next year," says Najla Souza, "any changes in the market policy after this moment will affect the production size of both pigeon

peas and black matpe going into next year, potentially hindering Brazilian supply."

Farmers and traders alike will be keeping their ear to the ground as we enter the new year. One thing that is for certain is that Brazil's expanding role in the pulse exports represents a transformative moment for its agricultural sector and for the global pulse industry panorama. By leveraging its diverse climate, strong production potential, and targeted, expert market research, Brazil is poised to become a regular and possibly prolific supplier of pulses, especially when it comes to markets like India and Central America. But sustained success will require adaptation to shifting global trade dynamics, climate resilience, and long-term relationships with its key markets. If they play their cards right, Brazil's growing export sector could reshape the pulse trade map in the years to come. ◀▶



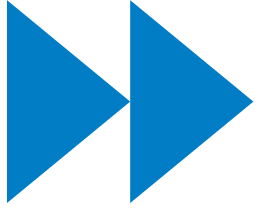
SATELLITE VIEW

“Chinese domestic production will continue to grow”

Daniel Lin, Manager of United Brokers Ltd. on how pea markets will evolve next year and why he thinks Chinese farmers will plant dark red kidney beans again.

Can you share some background about United Brokers and your career journey?

After graduating, I spent three years teaching at a university before transitioning to a trading role at a state-owned export company for the following three years. Following on from that, I worked for a Switzerland-based trading company in their China office for three years. In 2000, I established my own



SATELLITE VIEW



"I'm excited about the growing acceptance of chickpeas and lentils as healthy foods among younger generations in China."

export company. Then, in 2003, a Paris-based brokerage company with a 30-year history proposed a joint venture with us, which ultimately lead to the founding of United Brokers Ltd. Over the past 30 years, I've been actively involved in trading and brokering pulses.

What are United Brokers' main areas of business and geographical focus?

Our business primarily involves the trade of pulses. We operate from China to various destinations, import into China from different countries, and we also do some exporting from African countries to European countries..

What have been your main areas of focus recently, and do you expect this to continue?

Recently, we've been focusing on China's pulse production, which has started to rebound after over a decade of decline. If

pulse prices remain competitive against soy and corn, we anticipate continued growth in production.

Given the disappointing kidney bean harvest in China this year, do you think farmers will replant next year?

Despite poor weather affecting the quality of this year's kidney bean crop, many farmers still benefited due to the high demand for even lower-quality products. Therefore, I believe they will be motivated to replant next year.

How do you see pea markets evolving next year? Will Russia remain a key import origin?

The feeding market for peas in China is currently dull due to low consumption and sufficient soy meal supply. Russian peas are likely to dominate this market due to their lower prices. Russia will remain an important import origin as

they have limited alternatives. Meanwhile, India is expected to reduce imports due to better domestic pulse crops, pushing Canada to enhance its presence in China's pea market for protein and food industries through competitive pricing.

To what extent has the recent anti-dumping case impacted your business?

Since we haven't been selling large quantities to protein and vermicelli plants, we haven't been directly affected by the anti-dumping case.

Can you share some trends in Chinese consumer habits regarding pulses?

Chinese consumers increasingly recognize pulses as a healthy nutritional option compared to traditional cuisine. There is growing interest in varieties like dark red and large white kidney beans, as well as lentils and chickpeas. The "ready-to-eat" concept is gaining

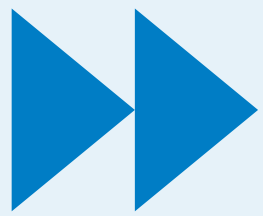
traction among younger generations who prefer not to spend much time cooking, presenting both challenges and opportunities for traditional industries.

What recent developments in the domestic market are you excited about?

I'm excited about the growing acceptance of chickpeas and lentils as healthy foods among younger generations in China.

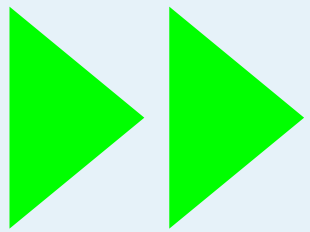
Could you tell us more about your work in exporting pulses from Africa to Europe? What challenges and opportunities do you see in this market?

We focus on exporting Ethiopian black turtle beans, creamy beans, and pinto beans to Portugal and Italy. The European market offers stable demand; however, controlling pesticide residues remains a significant challenge. ◀▶

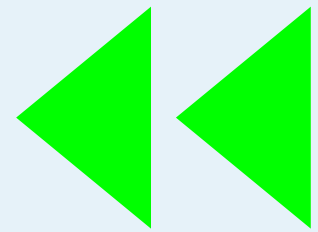


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This is us



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Cooperativa

Agroindustrial

CANADA

AGT Foods – Arbel

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Sharp Agricom

Star Agriwarehousing &
Collateral Management

NETHERLANDS

Skane Group

Viterra

RUSSIA

Top Grain

SINGAPORE

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Armada Foods

Bashan Agro

Dicle Group

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Arab and India Spices

Emco

Mellow Trading

UNITED STATES OF AMERICA

ADM

Columbia Grain

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ARGENTINA

Cono Trading
Desdelsur

AUSTRALIA

Mandala Trading
Parsram Exporters

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Braet-de Vos

BULGARIA

EU-Nomia

CHINA

Nanjing Bonagro

GERMANY

Asigest Deutschland
Versicherungsmakler

INDIA

R S Triveni Foods

KAZAKHSTAN

JSC Atameken-Agro

RUSSIA

Fruitimpex

SINGAPORE

Aditya Birla Global
Trading Singapore

UKRAINE

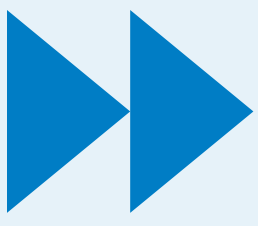
Sintez Group & Co

**UNITED STATES OF
AMERICA**

Ardent Mills

UZBEKISTAN

Global Export



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SILVER PARTNERS

ARGENTINA

Andes Harvest

Argencrops

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Aus Grain Exports

Centre State Exports

DDT Holdings

Jatlee Australia

Peters Commodities

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BELGIUM

Alimex Europe BV

Casibbeans

BRAZIL

International

Commodities Trading

CANADA

Adroit Overseas

Arg Foods

CFT Corporation

Empros-HiemCo

Marina Commodities

Ray-Mont Logistics

Canada

EGYPT

Mufaddal/ Wahba for

Food Industries

Teekay & Danny

INDIA

AK Agri

Chokadi Brokers

Esaf Multistate Agro

Cooperative

Esarco Exim

Faqir Chand Vinod

Kumar and Co.

Liladhar Pasoo

Forwarders

Shivam Shipping India

Shree Sheela (Global
Garbanzo)

Sri Bhagyalakshmi

Enterprises

Vibgyor Agro

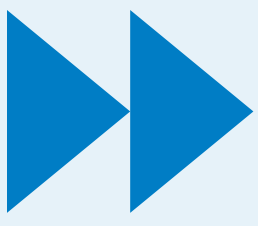
Commodities

V Ganesh Foods

ITALY

Caxa

Pedon Group



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MADAGASCAR

Malde Kara

NEPAL

Mahabir Overseas

OMAN

Shahi Foods and Spices

PAKISTAN

Bombi's Group

SINGAPORE

Arvee

Seasons Overseas

SPAIN

Legumbres Luengo

SWITZERLAND

Bühler

TURKEY

Ande Logistics Services

UNITED ARAB EMIRATES

Golden Rise Trading

JKT Foods

Europe DMCC

Sajjan Foods DMCC

Spring Valley Food

Industries

Sun Impex International

Foods

UNITED STATES OF AMERICA

Kelley Bean

URUGUAY

Cralpey Trading

UZBEKISTAN

Sofia Agro / Sofia Ticaret

NATIONAL ASSOCIATIONS

ARGENTINA

CLERA

AUSTRALIA

Grains Australia

BRAZIL

Ibrafe Brazilian Dry

Beans Institute

CANADA

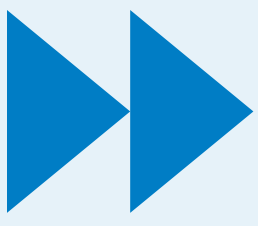
Pulse Canada

CHINA

China Chamber
of Commerce of
Foodstuffs and Native
Produce (CFNA)

INDIA

India Pulses and Grains



MEET OUR MEMBERS

Association

MYANMAR

OATA

SINGAPORE

Singapore Pulses
Federation

SOUTH AFRICA

Dry Bean Producers
Organisation

SPAIN

Asociacion de
Legumbristas de
España

UKRAINE

Community Of
Pulse Producers And
Customers Of Ukraine

UNITED KINGDOM

Pulses UK

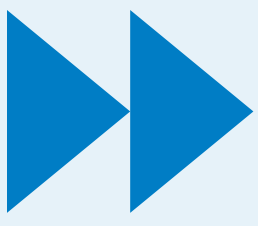
UNITED STATES OF
AMERICA

American Pulse
Association
USA Dry Pea and Lentil
Council
US Dry Bean Council

COMPANY
MEMBERSHIPS

ARGENTINA

Agrofin
Agrocommodities
Agrosud
AgroTrend
Alea y Cía.
Alicampo
Bal Foods
Batrade Food Products
Belgrains
CAS Exportaciones
Conexa Foods
Agribusiness
Elementa Foods Arg.
Fyofoods
Jewell Especialidades
Jose Maria Lazara
JR Commodities
KC Agribusiness (prev.
KC World Trade)
Liag Argentina
Maca Natural Food
Murray Food Products
Ninci Aguero



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Olega
Orange Field Trading &
Brokerage
Oscar Peman y Asoc.
Primore

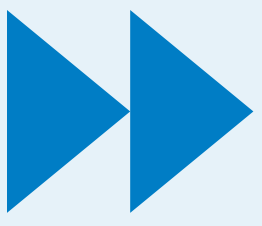
Rigran Foods **NEW**

Ronalb
SpringHaus Agro
Seneca Commodities
Tierra Lejana
Tecnocampo
Uranga Trading

AUSTRALIA

Agri Direct Australia
Agri-Oz Commodities
Agrisemm Global
Brokerage
Agromin Australia
AgVantage
Commodities
Arya Pulses Australia
Ausons Corporation
Australian Choice
Exports
Chester Commodities
CL Commodities

Cropify
Esperance Quality
Grains
Fletcher International
Exports
Gold Star International
Golden Harvest Grain
Exports
Graintrend
GTE Technology (prev.
Graintech Engineering)
Inari Australia
Independent
Commodity
Management
JK International
Lotema Brokerage
Market Check
Pacific Global Sprouts
PB Agrifood
Riverina Australia
Robinson Grain Trading
Societa Cofica
TFB Trading Australia
Unigrain
Venedor International



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Ward McKenzie's / FTA
Food Solutions
Wilson International
Trade

BELGIUM

Molenbergnatie

BELIZE

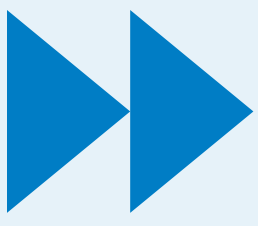
Bel-Car Export and
Import

BRAZIL

Akila Group
Correpar Farm Products
Gadkin Alimentos
HR Representacoes
Comerciais
Iberica Corretora
Kfourri Trading (prev.
Allbeans Brazil Pulses
and Grains)
Malthus DMCC
MT Pulses
RS Trade Comercial
Exportadora Agricola
Samba International
BULGARIA
RBL Food Bulgaria

CANADA

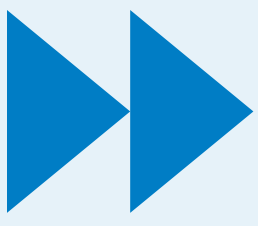
Agro-Haribec
Agrohall
Alberta Pulse Growers
Commission
All Commodities Trading
All Seas Shipping
Avianje
B. Terfloth Canada
Bassano Grain
Brar Natural Flour Milling
DG Global
Fazco General Trading
FCC
Global Commodities
Traders
Global Food and
Ingredients
Globex Foods Traders
Grasslands Group of
Companies
Gold Rain
Hensall District Co-
operative
JGL Commodities
Leftfield Commodity



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Parrish & Heimbecker
Paterson Global Foods
Providence Grain
Solutions
Purely Canada Foods
Corporation
Red River Agro
Richardson International
Saskatchewan Pulse
Growers
Seedone Food
SGS Canada
Shah Trading Company
Sinamco Trading
Trillium Commodities
Victoria Pulse Trading
Corporation
WTC Group
XPT Grain 

CHILE
Nama International
CHINA
Eco Specialty Crops
Gansu Jun Hao Shun
Trading
Guangzhou Guang
Feng Foods
Hebei Haide Aupu
Machinery Engineering
Shandong Sunshine
Vermicelli
United Brokers
COSTA RICA
Grupo Empagro
Walmart Costa Rica
EGYPT
Fresh From Farm
Naggari Co. for
International Trade
Roots Commodities
ETHIOPIA
Africa Ventures Trading
Edao Intl. Trading
Ghion Gas



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Hafken Export Trading Partner

NEW

Mehari Redaei

Qine Trading

Tewomed Trading

Tropical Pharma

Trading

Yanet Industrial

Yediabi Import Export

FRANCE

Ciacam Samson

Cherqui

Cogeser

Eureden Group

GC Trade

Inter-Courtage Bayonne

JL Lamau

RAGT Semences

Roquette

Sabarot Wassner

Semences de Provence

Soufflet Negoce

GERMANY

German Grain TAB

Mueller's Muehle GMBH

Schlüter & Maack

Transimpex

GREECE

Elamer

HONG KONG

P.M. Hana (HK)

INDIA

Abha Agro Exports

Ace Agri

Adani Wilmar

Agrimpex India

AKMK Agro Industries

Amar International

AMRR. Maharaja

Dhall Mills

Anil Industries Katni

Ankit Impex India

Ask Agro Commodities

Atulkumar Mulji

Balaji Exim Enterprises

C R Prime Foods

Dhiren Enterprises

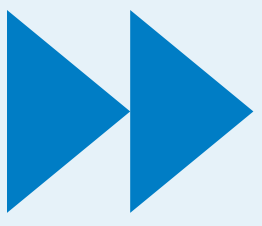
Erth Commodities

Farm India Impex

GrainCorp India

Greenleaf Corporations

Himatlal Hirji & Co

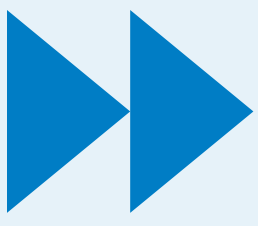


MEET OUR MEMBERS

HM Agro Ventura
Hosokawa Micron India
Integrated Service Point
Jindal Overseas
Corporation
Kishor Kalyanji Corp.
Krishna Canvassers
Krishya Logistics
Lakhanlal Kantilal
LS Group
M V Agrotech
Madhurima
International
Mareshwari Overseas
Mayur Global
Corporation
Mega Grain Trading
Narendra Forwarders
Nava Star
Nawarat Investments
New Tea Impex
Nokha Agrotech
P.A. Enterprises
Pagariya Exports
Parakh Foods and Oils
Platinum Food

NEW

Prafulchandra Vasanji
and Co.
Premier Pulses
Pushpam Traders
Rajat Agro
Rajat and Company
Commodities
Rasiklal Liladhar Thakkar
Rathnam Brothers
RDC Agro Ventures
Rite Food Products
Sanghar Exports
Satyendra Packaging
Seeds & Grains India
Shah Nanji Nagsi Exports
Shakambri Khadya
Bhandar
Sharad Enterprises
Shiv Agro Food
Shree Laxmi Trading
Corporation
Shree Mahasagar Impex
Shri Commodities
Shri Niwas Dall & Besan
Mill
Siddharth Traders



MEET OUR MEMBERS

Sierentz Global
Merchants
Simosis International
SP Meditor
SRV Enterprises
Sumit Enterprise
Superior Agro Crops
Tinna Trade
Tri-Una Impex
Consultant
Uma Exports
V.N.M.A.D Firm
Victoria Foods
Walagro Global
Wonder Investment
Management

INDONESIA

Pt. Sinar Indo Agro Pulses

ISRAEL

Glazman International
Trade

ITALY

Agras Pulses
Fabris & Co.

JAPAN

Amakasu Trading

Japan Pea and Bean
Importers Association
Mitsuis & Co.

Sugihara Industrial

KAZAKHSTAN

Eurasia Grain Trade

KENYA

Capital Reef
Spice World Limited

LITHUANIA

UAB Vigori

MALAYSIA

MMK Spices
TRC Global

MEXICO

Alimentos Agricolas y
Naturales

Bodega De Granos El
Alazan y El Rocio

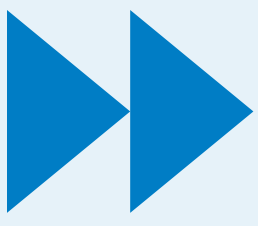
Comercial Gutierrez
Comercial La Pilarica

Digrava

La Macarena

Nochistongo

Pro Granos



MEET OUR MEMBERS

MYANMAR

Evertop Commodities

NEPAL

Namaste Agro Industries

Narayani Modern Pulses Industries

NETHERLANDS

AgriFood Trade

Daarnhouwer & Co

Ebro Ingredients

LenersanPoortman,
a division of Holland
Diervoeders

Nutrimex

Rabobank

Slot Frans & Co.

NEW ZEALAND

Davis Food Ingredients

PAKISTAN

Balaji Commodities

Bhakhrani International

Fine Crop International

FQ International

Inam Trading

Khuzaima International

M Suleman Enterprises

M.K. Grain Commodities

Nayab Trading

Murtaza Grains

Sakhi International

Seatrade Group

PERU

AFI

Agro Fergi

Andes Alimentos y

Bebidas

Brolem Company

Cam Harvexchange Eirl

POLAND

Hars Foods

PORTUGAL

Arbus Comercio

Internacional

Meps

RUSSIA

Agroexport-South

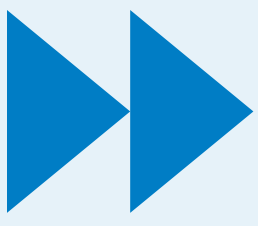
Agroimpex

Agromer

Global Agro Food

Greendale

Yastro-Bio



MEET OUR MEMBERS

SINGAPORE

Arcenciel Impex
BLPL Singapore P
ICICI Bank Limited,
Singapore Branch
PL Global Impex
Savera Commodities
Sona Oils Singapore
Sudima International
Valency International
Vetcom Industries

SOUTH AFRICA

AQ Holdings
Pride Milling

SPAIN

Alons-Gar
Carratala Import Export
Cereales y Servicios
Agrícolas de Burgos
Industrias Racionero
José Abril
Legumbres La Cochura
Legumbres Penelas
Racionero
Santiago Blazquez
Seprolesa

SRI LANKA

Globalax
Gnanam Imports
Omega Traders
Pulses Splitting &
Processing Industry

SUDAN

Blue Diamond Import
and Export

SWITZERLAND

Granosa
MK Merchants
Prime FL&K
Sunstone Brokers
Swiss Aegean Trading

TANZANIA

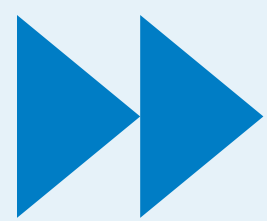
SM Holdings

THAILAND

Sirichai Intertrade

TURKEY

Akmemis Gida
Aky Technology
Alkan Seed
Aprin
Duru Bulgur
Ekrem Agro



MEET OUR MEMBERS

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Goze Tarim

Indika Turkey

Meduya

Memisoglu Tarim

Natural Gida

Orhan Sirt Tarim

Otat Tarim

Ozalp Toros Gida

Tanis Seed Processing

Technologies

Ramos Agro

Yayla Agro

Yazgan Tarim

UKRAINE

Krlupynkasvs

Vea Brokers

(prev. Veles Agro Broker)

UNITED ARAB EMIRATES

Afcom Trading

Agrozan Commodities

Ags Foods

Akhdar General

Trading

Al Souq Spices

Packaging SPS LLC

NEW

Alamir Food Industries

Alfagroup-Agrox Gulf
Holding

Algebra Commodities

Aria Commodities

Conexus Agri

Easy Trade

Hs Global

Ivory Trading FZE

Meke Commodity Trade
House

Mercancia Continental

Natcore Resources

Oryza Global

Trading

Savola Foods

SHE Agro DMCC

SSA Agri DMCC

SSB FZE

Waterloo Commodities
DMCC

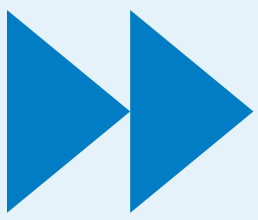
UNITED KINGDOM

Chelmer Foods

Global Grains

Legumology

Place UK



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Wherry and Sons

UNITED STATES
OF AMERICA

Ackerman Marketing

Alvarado Commodities

Anderson Northwest

Baba Grains

Barchart **NEW**

Chippewa Valley Bean

Commercial Lynks

Dack Trading

George F. Brocke & Sons

Golden Grains

Inland Empire Milling Co.

Jack's Bean Intl.

Maviga NA

Matthew Gammans **NEW**

McDonald Pelz Global

Commodities Asia

North Central

Commodities

North Star Food Trading

PKT Associates

RVPL Trading

Sadot Group

Steel & Co.

The Redwood Group

TRC Trading Corporation

Waseda Commodities

Yanez International

Sales Agents

VENEZUELA

Agricola Latina

Exportadora Agricola

Exasa

Marsoca-Venezuela

Trustex Trading



PULSE FORWARD

DRIVING THE FUTURE OF FOOD SYSTEMS