

Pulse Pipeline

Your Pulse Connection

MAY 29, 2020 VOLUME XIX ❖ ISSUE 44

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PULSE INDUSTRY PUSHES TO FUND PETFOOD RESEARCH



13News Now - WVEC

July 21, 2018 · 🌐

An alert was issued by the FDA on July 12 after they received reports of canine dilated cardiomyopathy (DCM) in dogs eating pet foods that contained peas, lentils, potatoes and other legume seeds as the main ingredients.



Social media posts like this one from WVEC news turned the FDA report into a viral national frenzy implicating grain-free diets without sound scientific evidence.

13NEWSNOW.COM

Grain-free dog food could be linked to canine heart disease, FDA reports

This is a true story about a federal agency making assumptions, publishing those assumptions on a national scale, and through these actions causing incredible harm to a U.S. agricultural industry. The good news is the story is not over. The U.S. Pulse Industry has the opportunity to support research that could discover the real cause of Dilated Cardiomyopathy (DCM) in dogs.

HISTORY

On 12 July 2018, the Food and Drug Administration (FDA) Center for Veterinarian Medicine (CVM)

alerted pet owners and veterinary professionals of reports of canine dilated cardiomyopathy (DCM) in dogs not normally prone to the disease. They examined these new cases and observed a *correlation* – that these dogs all were eating pet foods that

contained peas, lentils, other legume seeds, or potatoes as main ingredients. Remember that word, “correlation,” because it is a particularly important element of this story. Once they discovered this correlation, they made the first of three notices to the public that has since resulted in a devastating blow to the U.S. pulse industry.

Although the FDA admitted they had no idea what causes DCM in dogs, the first notice mentioned they suspected a grain-free diet to be involved and pointed out that dry peas and lentils were primary ingredients. The subsequent notice listed the major dogfood brands mentioned in DCM reports, causing irreparable harm to those brands. As one can imagine, when people stopped buying these brands that contained dry peas and lentils, pet food companies significantly reduced their purchases. In the course of two public notices citing no evidence other than observed correlation, the FDA CVM managed to economically damage two major U.S. industries.

THE DAMAGE IS DONE

Of course, these public notices spread quickly through social media outlets. The public did not differentiate between correlation

LET'S DISCOVER
THE TRUTH
ABOUT PULSES & DCM

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PETFOOD RESEARCH CONT.

and causation, and the sales of grain-free pet foods plummeted as a result. The North American pulse industry has lost an estimated 250,000 metric tons of sales to pet food formulators since the first FDA announcement in 2018.

After the first public notice, the USADPLC implemented damage control measures that included organizing a DCM pet food task force that included the Pet Food Institute and pet food manufacturers. The USADPLC and the DCM Task Force spent a lot of time in Washington D.C. to attempt to reason with FDA. When it became clear that FDA planned to continue the announcements without sound scientific

“The agency believes that the potential association between diet and DCM in dogs is a complex scientific issue that may involve multiple factors.”

-FDA Center for Veterinary Medicine

evidence proving cause, the U.S. pulse industry sought help from our congressional “champions” to convince the FDA not to send any further updates until actual research determining the role that diet played in DCM cases could be conducted. While there is no definitive scientific evidence supporting the FDA’s position, there may be evidence that pulse crops are not the cause of DCM. The problem is the FDA made it clear it was up to the two industries damaged by the FDA notices to pay for the research. The public notices, along with the subsequent media attention appeared to be an indictment of non-traditional (grain-free) dog foods, but the wake of the tsunami dragged legume ingredients along to be dashed against the rocks.



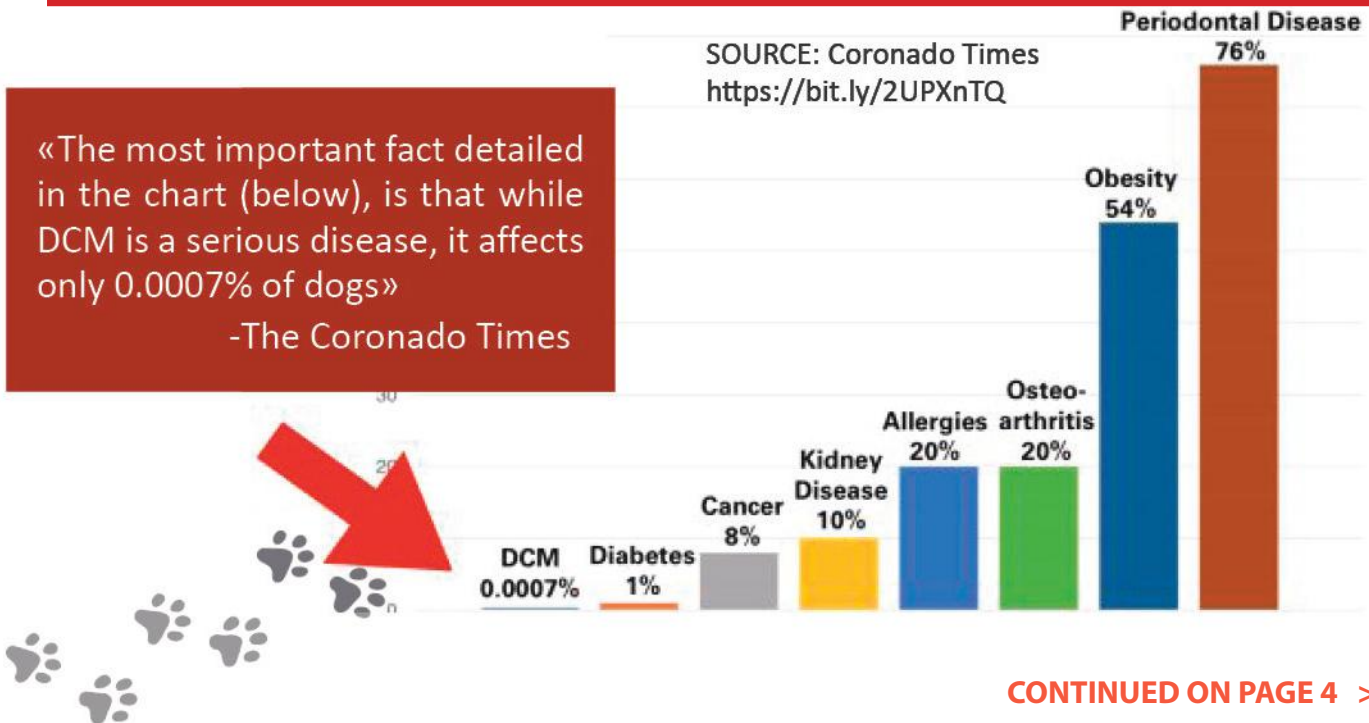
Breaking News: FDA Releases List of Dog Food Brands Associated with Heart Disease Reports (DCM)

GRAIN-FREE DIETS

An article by the Top Dog Foundation explains the reasoning behind feeding dogs a grain-free diet. “The original intent for grain-free was feeding an

«The most important fact detailed in the chart (below), is that while DCM is a serious disease, it affects only 0.0007% of dogs»
-The Coronado Times

SOURCE: Coronado Times
<https://bit.ly/2UPXnTQ>



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PULSE MARKET NEWS

Today's Exchange Rate:
1 Canadian dollar = 0.72 U.S. Bank of Canada

PULSE PRICE CHART (Grower Prices in U.S. \$/cwt. on #1 Grade)			
Pacific Northwest	May 29, 2020	May 22, 2020	LAST YEAR
Green Peas (whole)	\$ 11.00-13:50	\$ 11.00-13:50	\$ 12.00
Yellow Peas (whole)	\$ NA	\$ NA	\$ NA
Lentils (Brewer)	\$ 14.00-18.00	\$ 14.00-15.00	\$ 18.00-19.00
Lentils (Pardina)	\$ 15.00-17.00	\$ 15.00	\$ 19.00
Chickpeas (Large Kabuli)	\$ 14.50-20.00	\$ 14.50-16.00	\$ 21.00
Northern Plains			
Green Peas	\$ 9.58-12.08	\$ 9.58-13.33	\$ 8.33-9.17
Yellow Peas	\$ 6.67-8.33	\$ 6.67-7.50	\$ 8.17-8.75
Lentils (Richlea)	\$ 15.25-21.00	\$ 15.50-19.00	\$ 12.00-13.25
Chickpeas (Large Kabuli)	\$ 17.00	\$ 17.00	\$ 14.00-20.00
Canada (Prices in U.S. \$/cwt.) Revised May 27, 2020			
Green Peas	\$ 13.24	\$ 13.24	\$ 14.15
Yellow Peas	\$ 9.49	\$ 9.49	\$ 7.91
Feed Peas	\$ 8.25	\$ 8.35	\$ 5.69
Lentils (Laird)	\$ 22.27	\$ 22.53	\$ 15.18
Lentils (Red)	\$ 19.83	\$ 19.83	\$ 13.28
Lentils (Richlea)	\$ 18.82	\$ 18.82	\$ 12.78
Chickpeas (Desi)	\$ 13.32	\$ 15.51	\$ 9.25
Chickpeas (Kabuli 9mm)	\$ 16.97	\$ 16.97	\$ 15.02

Compared to a week ago: Trading activity was steady with very good demand. Contracted product is moving steady. According to NASS Crop Progress report May 26, 2020, Dry Edible Peas planted in Montana was 88 %, North Dakota was 79% and Montana had 80% (Bean Market News).

Market prices contained in this newsletter may or may not reflect actual market conditions at the time of sale.

U.S. prices are gathered from [USDA Bean Market News](#) which uses averages based on U.S. #1 production from the date surveyed and are for thresher run, clean basis.

Canadian prices are gathered from the [Saskatchewan government](#).

PNW: Prices reported on a cwt basis, Del warehouse, thresher run and U.S. No. 1's.

Northern Tier: Prices reported on a cwt basis, Del warehouse, thresher run and U.S. No. 2's or better.

NOTE: The loan deficiency payments for pulses are calculated each week on a regional basis. There is a rate for the Northern Plains and for the PNW for peas and lentils and a national price for chickpeas. This LDP Rate summary is for 2019 crop.

PULSE CROP LOAN DEFICIENCY PAYMENTS (LDP) RATES

USDA 2018-19 National Posted Price and Loan Rate Summary													
New Loan Rates Eff: May 1		Dry Peas				Lentils				Large Chickpeas		Small Chickpeas	
		West		Midwest		West		Midwest		All		All	
		2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018
<i>Pulse Loan Rate: #2 Grade</i>		\$6.48	\$5.74	\$6.10	\$5.35	\$15.00	\$11.96	\$12.70	\$11.19	\$14.00	\$11.28	\$10.00	\$7.43
May 29, 2020	NPP	\$10.68	\$10.68	\$10.30	\$10.29	\$14.50	\$14.50	\$12.20	\$13.73	\$15.46	\$15.46	\$11.46	\$11.46
	LDP					\$0.50		\$0.50					
May 22, 2020	NPP	\$10.54	\$10.54	\$10.16	\$10.15	\$14.26	\$14.26	\$11.96	\$13.49	\$15.11	\$15.11	\$11.11	\$11.11
	LDP					\$0.74		\$0.74					

Midwest region: all counties in Montana and North Dakota, plus all counties in all other states not in the West Region.
Source: USDA Farm Service Agency

Between Jan. 1, 2014, when the FDA first received a few sporadic reports, and April 30, 2019, the FDA received 524 reports of DCM (515 canine reports, 9 feline reports). Most of the reports were submitted to the FDA after its first public alert in July 2018.

ancestrally appropriate diet. Grains are not a natural part of a dog's diet," they wrote in a May 10th blog. "Many people choose to feed grain-free after they noticed a problem and that their dogs derive a variety of health benefits from grain-free." According to grain-free advocates, the diet is necessary for dogs that have food sensitive issues, such as leaky gut syndrome or a grain intolerance.

PetFoodIndustry.com, a leading online magazine for the pet food industry feels that vet bias is at the root of the indictment of grain-free foods. [In part 2 of a two-part series](#), they point out that a good majority of the dogs reported to have DCM have other health issues (approximately 15% according to their 2019 article. That number may be different now).

REWRITING THE STORY

The FDA announcements of the investigation have unfairly linked pulse crops to canine DCM. Now we need hard evidence to dispute their claims. BSM Partners is one of the leading U.S. companies in companion animal consulting and research. They have a stable of veterinarians with expertise in clinical nutrition, cardiology, food safety, veterinary medicine, and research design. The BSM team is requesting funding to tackle three research projects to determine the real cause(s) of DCM in dogs.

BSM is asking for \$5 million to conduct three important research projects that have the potential to discover the true cause of DCM in dogs and take the heat off of grain-free diet ingredients.

Pet Food Companies have stepped up to the plate and pledged \$3.0 million dollars to date (over half-way). **Our goal is to raise over \$1.0 million from the pulse crop industry to help fund this critical research effort.**

"Without any science to support their claim, the FDA has decided that pulses in pet food may cause DCM

in dogs. This is based on a "feeling" as opposed to peer-reviewed science," explains Montana pulse grower and Chairman of the American Pulse Association (APA), Kim Murray. "The APA and the USADPLC have joined with several others in the pet food industry in a coalition to fight these baseless claims that have devastated our markets. We are optimistic that science will be on our side."

As a result of preliminary work, BSM Partners researchers have identified three areas of research that could determine the most likely cause of DCM in dogs.

1. A comparison of grain-free (with pulse crops) and grain-inclusive diets on cardiac function and health of dogs.
2. Examine the influence of litter size on the risk of cardiac disease later in life.
3. Explore the role that diet history and plasma amino acid concentrations play in the cardiac health of Golden Retrievers, a dog breed predisposed to DCM.

These are ground-breaking, new research studies that offer the best chance of determining the actual cause of DCM.

We have reached out to many growers and pulse crop businesses affected by the loss of this market and we are beginning to see a response with significant pledges and contributions. In fact, you should be receiving a request in the mail this week. We need your support, too!

"Pet food is one of our fastest-growing markets for the pulse industry," says grower Gordon Stoner of Stoner Farms in Outlook, Montana. "I support this research to protect this vital market."

The American Pulse Association and the USA Dry Pea and Lentil Council board of directors have **pledged a total of \$100,000**, Pulse Canada **pledged another \$100,000** and the Northern Pulse Growers Association has **pledged \$125,000** to kick-off our DCM Research Fund Campaign.

"Columbia Grain is definitely supporting the DCM Research Fund," announced Jeff Van Pevnage, President of Columbia Grain International. "Pet food markets are important to the entire pulse industry."

CONTINUED ON PAGE 6 >>>



PULSE NEWS NUGGETS

PAST PRESIDENT OF GPC PASSES

The Global Pulse Confederation (GPC) announced this week that Hakan Bahceci, the GPC president from 2011-2015 passed away suddenly on May 26th. Hakan spearheaded the drive to have 2016 declared the UN International Year of Pulses (IYP) [READ MORE](#)

PRESIDENT TRUMP HOLDS NEWS CONFERENCE ABOUT HONG KONG

In a special news conference held by President Trump today, he revoked the U.S. trade privileges to Hong Kong as a measure to target China's escalated security laws over the former British colony. In addition, he unveiled other actions against China, including banning some Chinese nationals from entering the U.S. as a move to protect scientific research and national security. This may have consequences

on pulse trade into China. [READ MORE](#)

PULSE SHORTAGES SPUR CALL FOR INCREASED IMPORTS TO INDIA


Indian pulse traders are pushing the Government of India (GOI) to import both red and green lentils due to masoor and pigeon pea shortages. Due to decreased processor operations, transportation woes, and high prices pulse importers have urged the GOI to reduce import duties on lentils and pigeon peas. Shakun Dalal, USADPLC Marketing Representative to India said that the trade has been pushing for reduced duties due to market demand of lentils and pigeon peas for some time, but the trade has no idea of what the GOI will decide. More updates coming.

LOCUSTS THREATEN INDIAN PULSE CROPS

Deadly viruses and Asian "murder"

hornets seem like a biblical forewarning of disaster - but now we have locusts destroying crops? Desert locusts have destroyed nearly 87,000 acres of agricultural fields in India. Experts say that if these locusts cannot be dealt with by June, India could have devastating crop loss. Experts do not foresee major crop damage at this time since it is between harvest and the next planting season, but they are threatening some vegetable and pulse crops. [READ MORE](#)

VIRTUAL PLANT-BASED FOODS & PROTEINS SUMMIT IN JUNE

IBridge2Food's Virtual 15th Plant-Based Foods & Proteins Summit North America 2020, Jun 22-25. Participate in the first global virtual summit with exhibition in plant-based foods & proteins with options to book meetings and meet via live video chats. [FIND OUT MORE](#) 



People are finding new ways to stay connected. We're happy to announce that our first ever **Virtual Pulse Week** kicks off on Monday, June 8 and goes through Friday, June 12.

Each day, the USA Dry Pea & Lentil Council will be hosting digital events on social media. These events are **FREE** for pulse industry members – all you have

ATTEND THE FIRST EVER VIRTUAL PULSE WEEK!

to do is join us on the [USA PulseD Facebook Group](#) where you can gain access to grower discussions, risk management tools and more. Also, be sure to like us on [Facebook](#).

Industry experts will cover a variety of topics, including:

- Pulse Crop Progress Reports
- Processor and Market Report
- Crop Insurance and RMA Products
- Weed and Pest Control in Pulses
- The Future of Pulse Markets
- And more... 



PETFOOD RESEARCH CONT.



- AMERICAN PULSE ASSOC.
- USA DRY PEA & LENTIL COUNCIL
- US PEA & LENTIL TRADE ASSOC.
- NORTHERN PULSE GROWERS ASSOC.
- WESTERN PULSE GROWERS ASSOC.

Processors and other pulse trade companies can contact CEO Tim McGreevy to provide donation options for your commitment including check, credit card, or invoice. Your contribution will have an impact, not only for your company but for the entire pulse industry. We need sound, peer-reviewed, scientific evidence to right this wrong.

If you need further information about the *DCM Research Fund Campaign*, please contact Tim McGreevy at tmcgreevy@usapulses.org or Kim Monk at kmonk@usapulses.org.

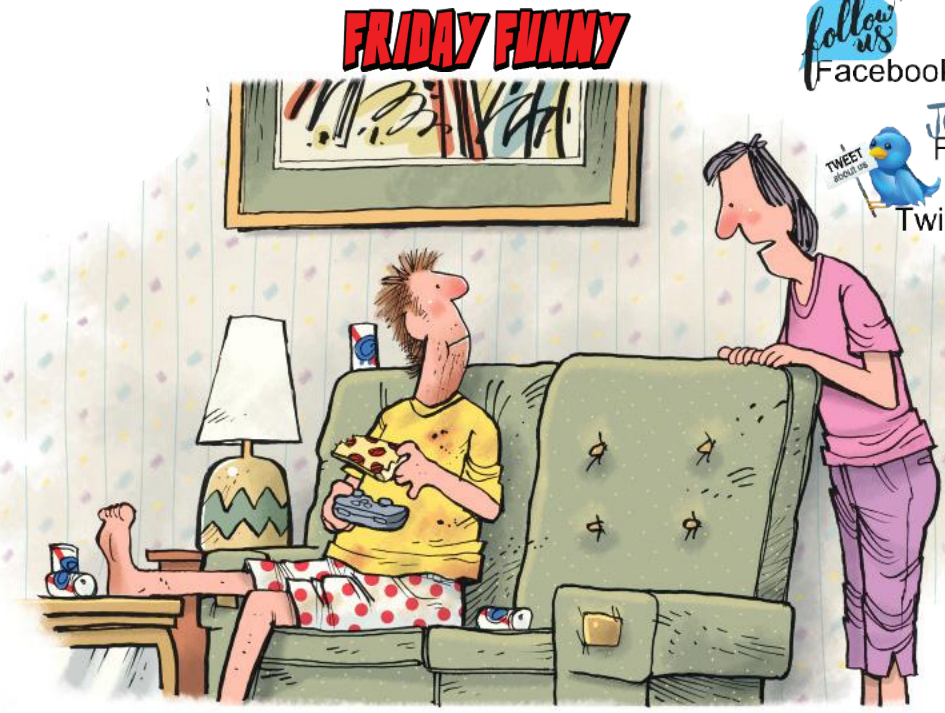
ABOUT THE PULSE FOUNDATION

The Pulse Foundation, Inc. Research Fund- All contributions will be directed to the Pulse Foundation, Inc., a tax-exempt non-profit organization as described in Section 501(c)(3) of the IRS code, EIN84-3432649. Your gift will be directed to the Pulse Foundation's Research Fund and will be used to further DCM & Pulse Crop Research. **Donations made are tax deductible to the extent of the law. Please consult your tax advisor or attorney for specific information about the tax-deductibility of your gift.**

Now it is time for the growers, processors, and industry partners in North America to join the pet food manufacturers to provide the funding to complete this critical research.

CALL TO ACTION

Growers interested in contributing to this fund are encouraged to visit the website, www.usapulses.org/dcmresearch and click on the donate button. While you are there, download the brochure, "The Truth about DCM" and share it with your pulse growing neighbors.



"I GUESS I NEVER REALIZED HOW NON-ESSENTIAL YOU ARE."

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- Tweet about us: Twitter.com/USAPulsED

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