



## January 18, 2017

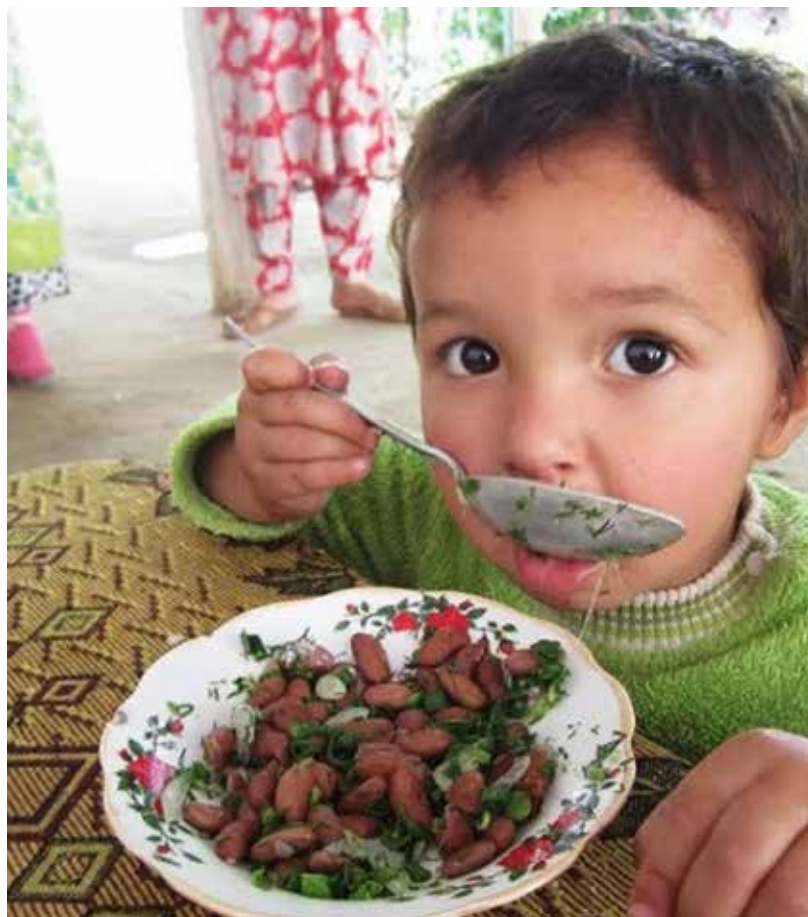
January 18, 2017 will be a day to remember for beans, peas, lentils and chickpeas. People around the globe gathered to celebrate these astonishing pulse crops - one of the final celebrations of the 2016 UN International Year of pulses - to successfully raise awareness on the multiple benefits of consuming pulses for people and the planet.

Global Pulse Day exceeded all expectations: while last year's Pulse Feast saw 141 events in 36 countries, this year's celebrations broke the record of **225 events in 63 countries reaching 62 million impressions via social media.**

From the 5 year old boy in Uttar Pradesh, India, who celebrated pulses by planting them in his backyard to a 96 years young grandfather cooking red lentils with fresh rosemary sprigs for his family living in a sustainable farm in South Georgia, there really is no age limit to be passionate about pulses.

We witnessed a great variety of events: some planned pulse-based staff events or parties with friends and families, others launched training for farmers or recipes promoting pulses, some hosted seminars on pulses or simply joined the social media campaign that day. We partnered with our Gourmet Gurus who shared tips to best integrate pulses in your diet through our blog.

The Pulse Feed took over [www.pulses.org](http://www.pulses.org) homepage with instant and live updates about all the events as they were being shared on social media.



**On January 18, 2017, the world celebrated pulses by raising awareness of the health, nutrition and sustainability benefits of pulses for people, animals and the planet.**



**225 events took place in 63 countries reaching 62 million impressions. Here are some of the great events around the world:**



### **AUSTRALIA**

A total of 5 events were organised in Perth and Sydney. The Institute of Agriculture at the University of Western Australia organised a food drive, staff meals took place at the Grain & Legumes Nutrition Council but also at the Australian Export Grains Innovation Centre (AEGIC).

### **ARGENTINA**

Camara de Legumbres de la Republica Argentina (CLERA) board members invited partners and suppliers to a legume-based lunch in Buenos Aires. Argencrops organised an event in Jujuy with a preparation of pulse dishes by a local chef including tasting and messaging about pulses (the event integrated producers, exporters, government).

### **BAHAMAS**

The Bahamas Agriculture and Marine Science Institute (BAMSI) served pulses on the cafe menu after holding a seminar, the day ended with a poem competition about pulses, video & songs about pulses!

### **BENIN**

A whole day of festivities took place in Benin to “Promote local dishes made of pulses” the event gathered local producers of “Niebbe”, they offered a large choice of meals to the public who attended the event.

### **CANADA**

A record of 46 events took place across 7 provinces in Canada with participation from pulse farmers, associations and the Ministry of Agriculture. Pulse enthusiasts cooked and shared their recipes on Instagram, Canadian pulse industry leaders held a roundtable in Winnipeg. French plant-based ingredient maker Roquette announced they will build the world’s largest pea protein facility in Canada. Compass used this day as a spring board to promote the benefits of Pulses throughout the week and onward in several Universities across the country.

### **COLOMBIA**

Local company Aburra held a special pulse based menu in one of the most typical restaurants in Medellin.

### **CHINA**

AGT Food in Shanghai celebrated pulses and held another event to enter the Chinese New Year!

### **EGYPT**

A cooking show took place with Egyptian Gourmet Guru Magy Hadid in a Hypermarket in Cairo.

### **FRANCE**

The Ministry of Agriculture promoted the day on their official website. 17 events took place around the country including a

pulse demonstration at the Agricultural University of Angers.

### **HUNGARY**

Kozard Beans organised a conference with beans variety exhibition and real Hungarian “Jokai” Beans Soup. 32 participants (mayor, farmers, rural development agents, parliament members, and students) visited the local pulse variety exhibitions.

### **ICELAND**

Pulse-based cocktails were created by pulse lovers and shared on social media!

### **INDIA**

11 events in 5 states took place in India with participation of Universities, schools but also organizations such as IDRC and ICRISAT.

### **IRELAND**

The Cool Beans company created pulse dishes to be shared with everyone in their Dublin office.

### **ITALY**

A group of volunteers “We Care Cooks” cooked a Pulse meal for the large group of migrants who are living at the Tiburtina Station in Rome. Several UN agencies had pulse-based meals.

### **KAZAKSTAN**

Global Pulse Day was celebrated in Almaty with a “pilaf with chickpeas” for a mother/son gathering.

### **KENYA**

Eastern Africa Grain Council invited the public to the Inaugural Pulses Fair and Exhibition that was held at the Machakos ATC. Rural Women in Agriculture held a company lunch and Nairobi-based iCon be One Ltd hosted a large pulse party!

### **MOROCCO**

INRA, ICARDA and National Federation of millers (FNM) organised an event attended by 200 people. Another event targeting primary school children invited the kids to taste various recipes featuring pulses to inform them of their health benefits.

### **MYANMAR**

Myanmar Pulses Beans and Sesame Seeds Merchants Association celebrated Global Pulse Day with an event attended by Chief Minister of Yangon.

### **NEPAL**

Rural Women’s Network Nepal (Ruwon) in Kathmandu hosted a national workshop about the importance of IYP2016 to implement the SDGs.

## NORWAY

A soup kitchen was organised in Oslo. The organisers noted that pulses are perfect for soup kitchens. It will be held once a month, with home cooked pulse-based nutritious soups!

## PHILIPPINES

Philippine Pulse Association's members held their first meeting for 2017 followed by a tasting of new sweet and savory recipes developed by a Chef for the US Dry Bean Council and USA Dry Pea and Lentil Council. The Philippine's Food and Nutrition Research Institute (FNRI) cooked lentil soup for lunch, baked beans were also served to the surgical staff at Dr. Jose N. Rodriguez Memorial Hospital.

## SOUTH AFRICA

AGT Foods Africa joined the celebrations by hosting an event in Johannesburg with clients and media, AGT Foods Africa reported a 335% increase in media exposure during 2016 and a significant increase in consumption of pulses for the year! They were also interviewed by a local TV station.

## SINGAPORE

Singapore Pulses Federation Limited (SPFL) and Agrocrop hosted a celebration. SPFL board members Puneet Jain and Ritesh Bansal donated 60 kgs of pulses to Food bank.

## SWAZILAND

Phindile Jane Tsela, one of the winners of the #LovePulses Product Showcase, organised an afternoon tea with bean cakes decorated with the colours of Global Pulse Day!

## TANZANIA

An MoU was signed between Mahindra and Tanzanian farmer organisations outlining a plan to purchase pulses at a pre-agreed upon and fair price (production costs + fair profit) before planting. This commitment is the first of its kind and was coordinated by the International Trade Center (ITC).

## TURKEY

360 guests participated in the "Pulses Lunch Organisation" event held by Mersin Commodity Exchange. It was attended by the Ambassador of Canada H.E Chris Cooter, Mersin Governor Özdemir Çakacak, high-ranking and related bureaucrats, representatives of non-governmental organizations, movers and shakers of pulses and employees, food science and engineering and agriculture academicians, local and national media members.

## UNITED ARAB EMIRATES

GPC hosted an open buffet at the Tesoro Restaurant in The Taj Hotel in Dubai. A great variety of pulse dishes were served to 100 guests!

## UNITED KINGDOM

UK Pulse Promotion Group held a lunch time event in an award-winning London restaurant for 100 journalists, parliamentarians, food manufacturers, campaign groups and pulse industry participants to celebrate Global Pulse Day!

## UNITED STATES

24 events in 11 states took place around the United States. In New York alone, the American Pulse Association organised a culinary pulse immersion attended by media and influencers and the Government of Canada co-hosted an event with the Global Pulse Confederation at the UN Headquarters. Pulse leaders gathered at the Ali Baba restaurant to celebrate the success of the International Year of Pulses.



Beans and pulses (legumes) for sale at market, Benin.

**Credit:** Bioversity International/B.Vinceti

Photos and videos were shared  
through social media using  
**#GlobalPulseDay!**

Visit [pulses.org](http://pulses.org) to see more photos





# GLOBAL TRENDS

## JANUARY 18, 2017

#GlobalPulseDay was trending number 8 on the Canada Twitter, it was also a trending topic in Italy!

Top performing posts came from these countries:

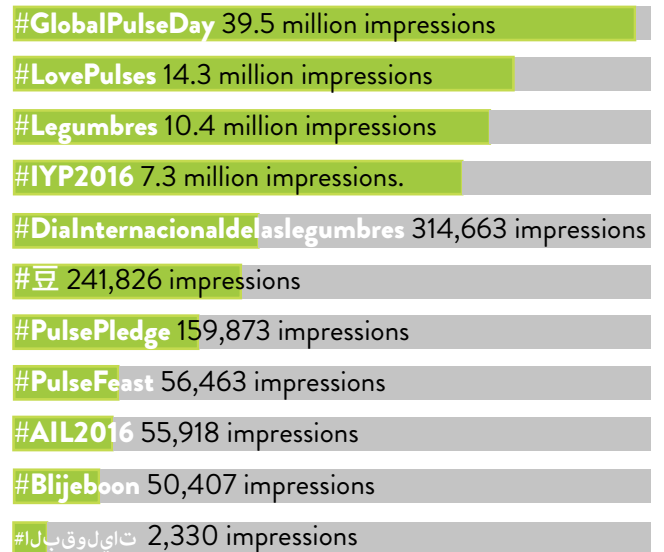
- 1 Canada
- 2 USA
- 3 United Kingdom
- 4 France
- 5 Spain
- 6 Italy
- 7 India
- 8 Australia

## SOCIAL MEDIA

On social media, the Global Pulse Day campaign received over **62 million impressions** world-wide. **57 million impressions** were from Twitter and Instagram alone. To date the global campaign has received over **700 million impressions** on social media all totalled.

The LovePulses Facebook page received over **5.2 million impressions** during Global Pulse Day, increasing the LovePulses Facebook campaign total to over **393.4 million impressions**.

Our top performing hashtag was #GlobalPulseDay which received almost **40 million impressions** alone. It is noteworthy that the other language hashtags generated a further **11.2 million impressions**, including great performance by the Spanish hashtag. As some tweets used multiple hashtags, the total impressions on Twitter and Instagram is a total of **57 million**. (below adds to over **72 million**)



## QUIRKY & CUTE

We were excited to see the wide range of people loving pulses. Several videos and songs were released on Global Pulse Day, as well as a wide age-range of participants!



A 5 year old boy in Uttar Pradesh, India, celebrated pulses by planting them in his backyard



@RushinaMG: My 9yo daughter recorded this video all on her own for #GlobalPulseDay! Can't get over the cuteness!



SAWBO released a new video about pulses.



"Pulse Pods" at the Global Pulse Day celebration in New York City, NY, USA

ADSA @ADSA\_RD · Jan 20  
Last word on #GlobalPulseDay for now. This infographic outlines beautifully all the reasons why we should continue to #LovePulses

**HEALTH BENEFITS OF DRY BEANS, PEAS & LENTILS**

**HELP PREVENT CHRONIC DISEASE**  
Studies over the last 20 years have confirmed that eating dry beans, peas and lentils regularly can reduce the risk of heart disease, stroke, diabetes, obesity, and even weight gain. They are also packed with fiber.

**PACKED WITH HEALTHY NUTRIENTS**  
Dry beans, peas and lentils provide a valuable and cost-effective source of protein, fiber, vitamins, iron, potassium, calcium, magnesium, and other nutrients. They are also a good source of plant-based omega-3 fatty acids.

**WHY CHOOSE DRY BEANS, PEAS AND LENTILS?**

- They can be used in a variety of ways to add texture and flavor to a meal.
- They can be used to make dips, soups, and stews.
- They don't require refrigeration or a special storage container.
- They help the environment as they use water efficiently and help improve the soil before and during.

**COOKING TIPS**

- Soak beans overnight in water and discard the soaking liquid.
- Use a pressure cooker to cook beans, peas, and lentils in less than an hour.
- Use a slow cooker to cook beans, peas, and lentils over a long period of time.
- Use a large amount of water when cooking beans, peas, and lentils.
- Use a large amount of water when cooking beans, peas, and lentils.



2,334 likes

Delicious and healthy by @mays...  
I read the blog post totally agree. Jessica's book is one of my fave veggie cookbooks. Get Am...  
blendedlove Know what I will be making soon!  
whollygoodness delicious and healthy...  
acvo\_cass Nice work!  
abletanner DELICIOUS!  
sacred\_needs

**PULSES AND CLIMATE CHANGE**

100% PRODUCTION WITH CLIMATE CHANGE

10% LESS WATER

10% LESS FERTILIZER

10% LESS PESTICIDES

10% LESS SOIL EROSION

10% LESS GREENHOUSE GAS EMISSIONS



babysumo

117 likes

babysumo Another recipe featured on @lovepulses website! This time I contributed this red bean soup with tang yuen recipe, perfect for the #CNY2017 celebration. And don't forget #GlobalPulseDay is happening on 18th Jan 2017! Cook or eat any pulse dishes on that day together with us!

Recipe is on [goodyfoodies.blogspot.com](http://goodyfoodies.blogspot.com)

babysumo #jigermalaysia



CGIAR @CGIAR · Jan 19

A new faba bean variety replenishes soils and raises hope in Ethiopia: [on.cgiar.org/2jwpmf](http://on.cgiar.org/2jwpmf) @ICARDA CGIAR #GlobalPulseDay



FAO Knowledge @FAOKnowledge · Jan 18

#Pulses are a powerful #superfood. #DYK they are are densely packed with protein - 3x that of rice! #IYP2016 #GlobalPulseDay

Rich in nutrients  
minerals  
and B-vitamins



52 food52 Food52

12,392 likes

food52 Pulses (the dried seeds of legumes like beans, peas, and lentils) are not just for hemp trouser-wearing hippies. Today is #GlobalPulseDay and we're celebrating with this pulse-forward (🌱) Indian feast from @meerasodhat. Get the recipes at the link in our profile and at [f52.co/pulses](http://f52.co/pulses). @markweinbergnyc (Not sponsored we just #LovePulses).

view all 64 comments

meagbaha @kellympaige yes!!!  
rainydaybites This is so incredibly gorgeous @food52! Pulse-forward...love it!  
tomtomsfood Dayummm I need this  
drakefenton @marionyoung no  
ddmonster\_com This one is smart  
rainbowplantlife love pulses! this spread

Following Cindy Brown @CindyCVBean · Jan 19

#GlobalPulseDay #lovepulses Thanks UN-FAO for declaring 2016 the International Year of Pulses. To be continued -

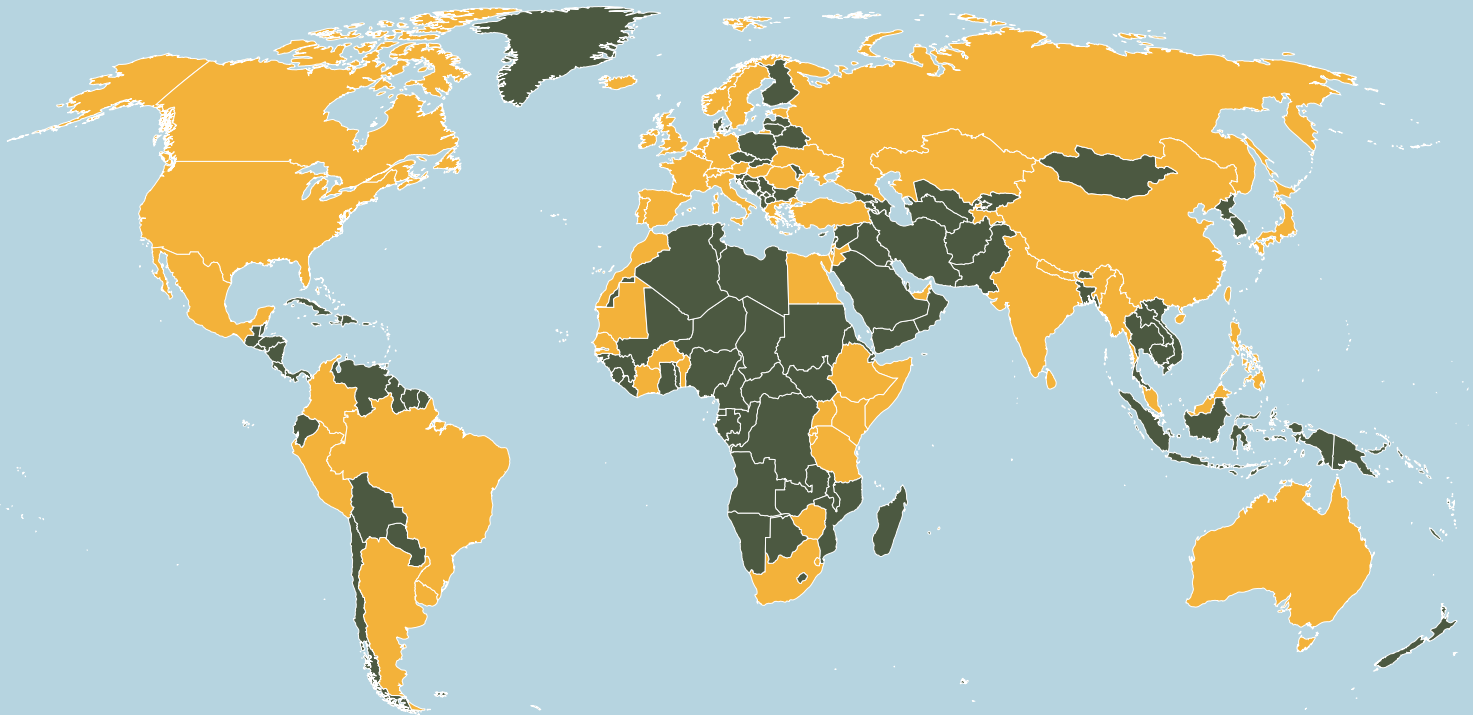
Brown Cynthia A.  
International Year of Pulses Celebration  
PDR 1-3  
UNHQ  
18 Jan 2017  
13:15-15:00 hrs  
VALID ONLY WITH A GOVERNMENT ISSUED ID



Countries with #GlobalPulseDay events

# JANUARY 18 GLOBAL PULSE DAY

225 events took place in 63 countries reaching 62 million impressions.



## JOIN THE CONVERSATION

Follow us on [Twitter](#), [Instagram](#), [Pinterest](#), [YouTube](#), [Facebook](#) and [LinkedIn](#).

[@LovePulses](#) | [#LovePulses](#) [#IYP2016](#) | [pulses.org](#)

The 68th UN General Assembly declared 2016 the International Year of Pulses (IYP)

Learn more: [fao.org/pulses-2016/en/](http://fao.org/pulses-2016/en/)



GLOBAL PULSE CONFEDERATION