

AN INDIA PULSES AND GRAINS ASSOCIATION PUBLICATION

Vol: I Issue 05 July-August 2015



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- **Pulse Balance Sheet Over-Draft**
- **East African Nations ... Source for Pulses for India?**
- **A Special Report on Pulse & Special Crops Convention 2015**
- Alberta Seed Processors Renews Existing Strategic Plan

Technology. Quality. Leadership. Bühler is a pioneer in the supply of complete processing plants for Pulses. Bühler's know-how in process engineering, production systems and design makes the group an international leader with capability to supply complete solutions including plant control systems. Bühler delivers unmatched benefits and value addition to customers by offering plants of high capacity with low operating costs and through sharing of specific process knowledge. Bühler builds complete pulses processing plants with capacities ranging from 25-250 tons per day for the processing of a variety of products including Red Lentils, Yellow Peas, Pigeon Peas, Black Gram, Green Gram and Chick peas.













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From the Chairman's Desk

Dear friends,

THE PULSES CONCLAVE - 2016 will be held at Jaipur Exhibition & Convention Centre, Jaipur from February 17th to 19th, 2016 for which offline registration has already been started, while online registration will be started soon after IPGA's website goes live in a new avatar.

We expect THE PULSES CONCLAVE - 2016 to witness record participation especially as IPGA will also be launching the celebrations on the International Year of Pulses (IYOP) at this event. We expect over 1,000 delegates from across the supply chain, and international delegations from Canada, the United States of America, Africa, Australia and Asia are expected to grace the Event. The Conclave will showcase luminaries of the agricultural world from across the globe who shall share their domain expertise with all of you.

Your Association has taken up several issues raised by the trade on matters relating to FSSAI and Plant Quarantine authorities and good progress is being made on all fronts.

Your association will very proud to announce that for the first time Grain & Feed Trade Association (GAFTA) has voluntarily accepted a nomination from IPGA and the IPGA has nominated Mr. Anurag Tulshan to take up this responsibility. This is the first step towards creating meaningful relationship with GAFTA making our members

more aware of the rules and regulations governing *Pulses contracts.* 

IPGA's new website, which is most likely to go live by this month, will be more informative, accommodative and user-friendly with new features and more global contents. Simultaneously, we are also in the process of launching a Mobile App for the Association which will be immensely beneficial for the members.

Coming back, it is encouraging to note that the Indian pulses market is getting organized with the emphatic entry of large conglomerates who are vying for their pie in packaged pulse business with their own brands.

This issue of PULSE INDIA carries an insightful article i.e. "East African Nations ... Source for Pulses for India?" by Dr. Bharat Kulkarni that shows how few East African nations like Tanzania, Ethiopia and Kenya have good potential of export of pulses to India both in terms of production and logistics.

This issue also carries an article by Mr. Mortoza Tarafder of Saskatchewan Trade & Export Partnership (STEP) that throws in-depth insights into production and exports statistics of several pulses of Saskatchewan, and a technical analysis on the outlook of NCDEX Chana Futures by Mr. Gnanasekar Thiagarajan.

Apart from the above, you will also find an additional column on "News Update" which will keep you abreast with all significant developments in the world of pulses.

Expecting that this issue of PULSE INDIA will be a good read, I look forward to your comments and suggestions or for that matter constructive criticism if any.

Thank you

Pravin Dongre



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#### **News Update**

#### **Domestic News**

## Govt to buy oilseeds, pulses from farmers in bid to slash imports

For the first time the government is set to buy oilseeds and pulses directly from farmers this year in addition to its existing purchases of wheat and rice, to boost production and close a supply gap that has driven its annual import bill up to US\$12 billion. India is the world's biggest consumer of edible oils and Prime Minister Narendra Modi wants to make it self-sufficient in five years. He has identified price support and guaranteed purchases as the best ways to achieve that goal, reported Reuters citing anonymous senior government sources. Despite not having handled pulses and oilseeds before, the FCI is expected to start buying in October with bigger purchases in March when farmers start harvesting wintersown crops.

#### Kharif Crop Sowing Crosses 890 Lakh Hectare So Far

The total sown area as on 14th August stands at 890.82 lakh hectare (lakh ha) compared to 863.61 lakh hectare at this time last year. Rice has been sown in 300.55 lakh ha (vs. 288.15 lakh ha), pulses in 97.44 lakh ha (vs. 87.29 lakh ha), coarse cereals in 163.75 lakh ha (vs. 155.14 lakh ha), oilseeds in 163.78 lakh ha (vs. 160.83 lakh ha) and cotton in 108.67 lakh ha (vs. 116.91 lakh ha).

## MMTC to import 5,000 tonne of Urad besides 5,000 tonne Tur Dal

The Government has asked state-run trading company MMTC to import 5,000 tonne of Urad Dal to check prices of pulses in retail market in addition to 5,000 tonne Tur Dal that is being imported. Apart from resorting to imports, the Government has also banned export of pulses barring Kabuli Chana, Organic Pulses and Lentils beyond 10,000 tonne. Meanwhile, the centre and states have evolved a consensus on giving a boost to supply of pulses, given the localised shortages owing to supply constraints and hoarding of the commodity. The centre has also asked states to take stringent steps against hoarding and black marketing of pulses.

#### **Mahindra Group to Sell Branded Pulses**

The Mahindra Group is set to sell pulses and edible oil in consumer packs in the next few months under a new brand, Nupro, to expand its agribusiness. Mahindra expects sales of Rs. 50 crore in the first year with the launch of the products in metro cities. The Company will compete with the Tata Group & Adani Wilmar in the branded category of the pulses market, which is dominated by regional players. Under the "NupPro" brand, the Company will sell Arhar (Tur / Pigeon Pea) and Chana (Chick Pea) to begin with, followed by other popular pulses like Urad (Black Gram) and Masoor (Lentil). Mahindra



will exercise control over the quality of the products by procuring pulses and oilseeds directly from farmers.

## New Freight Train Service flags off from Krishnapatnam Port to Bengaluru

A new train service commenced its first journey from Krishnapatnam Port to ICD-Whitefield (WFD) on June 19, 2015, marking a new milestone on the service offerings by the Port. The first rake was a full load of import laden containers belonging to business houses in and around Bengaluru city. This weekly rail service, in association with CONCOR, provides the fastest transit from ICD-WFD to the closest gateway port and gives impetus to the importers and exporters. The service has a maximum carrying capacity of 90 containers, each way, and reduces the transportation time from the 24-36 hours taken by road to just 18 hours. In a separate development, for the green initiatives Krishnapatnam Port has bagged the Golden Peacock Environment Management Award at the 17th World Congress on Environment Management in New Delhi.

## FMC may Allow WSPs to Hedge in Futures Market

India's commodity markets regulator Forward Markets Commission (FMC) is considering permitting Warehouse Service Providers (WSPs) to hedge their exposure in the futures market subject to the following conditions and safeguard. The FMC has sought public comments on the same latest by August 14, 2015. Among key conditions, it has proposed that WSPs should deposit

their procured commodities on which they wish to take hedging positions, in exchange-accredited Warehouses other than their own warehouses.

## Lack of rain to severely hit production of pulses in Karnataka

There is likely to be a severe shortfall in the output of pulses in Karnataka this year due to the lack of rainfall in the pulse-growing areas in north Karnataka. A major portion of the state's pulses production comes from Hyderabad-Karnataka districts, with Kalaburagi and Yadgir contributing the lion's share. However, this year, with rain playing hide and seek in the month of June, the farmers could not follow a sowing schedule.

#### Kharif Output Likely to Surpass FY15 Level: India Ratings

India Ratings and Research (Ind-Ra) has said that Kharif production is likely to cross the FY15 level in FY16 if the rainfall pattern during the rest of the monsoon period remains similar to that seen during 1 June-15 July 2015. The rating agency has said that Kharif food grains represent close to half (FY15: 49.6%) of the total food grain output in India and sowing of this crop was 63% higher by mid-July 2015 than in the corresponding period last year. Sowing is currently 8.72% higher than the normal Kharif sowing area by mid-July. Higher sowing is mainly due to 13% more than long-period average rainfall in June 2015. Total Kharif crop sowing area on 17 July was 56.33 million hectares compared with 34.63 million hectares in the corresponding



period last year. For Kharif oil seeds, the probability of higher production is also brightened due to a 44.7% increase in its acreage from normal acreage. FY16 Kharif food grain production outlook depends on the amount of rainfall in second half of July and in remaining 2 months of monsoon.

## Odisha Demands Central Subsidy on Pulses

At the Food Ministers Conference held in New Delhi on July 7, 2015, the Minister for Food Supplies & Consumer Welfare, Sanjay Das Burma of the Government of Odisha urged the Centre to supply pulses at subsidized rates to provide these at public distribution system outlets at subsidized prices citing steady rise in the prices of essential commodities including pulses. The Minister said that supply crunch pushed prices of pulses including Arhar to Rs. 100 a kg in most parts of the state. It was attributed to decline in domestic production due to unfavourable weather conditions. Earlier, the state government has requested the Centre to keep tabs on the prices of imported pulses at the landing points and disseminate the same to different states to check price rise.

## Mega System Contract Awarded on Eastern Corridor of Indian Railways

One of the flagship projects of Indian Railways namely Dedicated Freight Corridor continues to maintain implementation tempo. The Nodal PSU of Indian Railways entrusted with the implementation of this project namely Dedicated Freight Corridor Corporation of India (DFCCIL) achieved yet

another milestone by awarding the System Contract for Bhaupur (Kanpur)-Khurja Section of Eastern Dedicated Freight Corridor (EDFC) Phase-I to AIL-ATSA JV. This section has a 343 kms (Double-Track) length. This contract has been awarded on Design Build lump sum basis at a cost of about Rs. 1,497 crore. The work involves Design and Construction of Electrification, Signalling, Telecommunication, Buildings and other associated works. The contract has been awarded through International Competitive Bidding Process. The work is funded by World Bank.

#### Rajasthan Likely to See Record Pulses Output

Kharif pulses farming in Rajasthan has seen a robust growth rate in sowing of pulses this year. While the state government set a target of 25.6 million ha latest figures suggest that sowing is over in 21.52 lakh hectare (around 85%). It can be noted that during the last year the state had only 13.39 million ha cultivated for pulses. Till July 30, 2015, about 10 million ha have been cultivated for Moong 10 million ha have been sown vis-à-vis 10.40 million ha of cultivation target, i.e. 90% of the target has been completed. This year Urad have broken the previous record in terms of area sown. While the target of 2 million ha in the state this year, 2.14 million ha have been already been sown. Following rise in sowing of pulses this year, production is now expected to reach record levels in Rajasthan as the weather remains favourable so far across the state.



#### **Global News**

## Canada, Ukraine Concludes Negotiations on Free Trade Agreement



The Canadian Prime Minister Stephen Harper announced that Canada and Ukraine have successfully concluded negotiations toward the Canada-Ukraine Free Trade Agreement (CUFTA). The bilateral free trade agreement will boost commercial ties between the two countries, creating jobs and opportunities for Canadians across Canada. The CUFTA will provide improved market access for Canadian exports to the Ukrainian market, help address non-tariff barriers and facilitate closer economic relations. The CUFTA will also provide Ukrainian exports with improved access to Canadian market.

#### Agria Corp Subsidiary Buys Australian Seed Co

Agria Corporation GRO has announced that its New Zealand-listed subsidiary, PGG Wrightson, has agreed to purchase the assets of Grainland Moree (Grainland), an Australian seed company engaged in the seed production, cleaning and wholesale seed marketing businesses. Grainland is based in the Northwestern New South Wales

town of Moree, one of the largest wheat receival points in Australia. Grainland is the largest provider of proprietary cereal and pulse seeds to the region's arable farming industry. In addition to its seed production and marketing activities, the business also custom cleans and grades both cereals and pulses for local farmers, warehouses up to 4000 MT of grain in its silo complex, and has a container packing facility.

## APVMA Approves Emergency Use Permit for Chick Pea Fungicide

The Australian Pesticides & Veterinary Medicines Authority (APVMA) has approved an emergency use permit for the fungicide captan to help protect chickpea crops from disease. About 600,000 hectares of chickpeas have been planted in Australia this winter and with strong prices this year the crop could make about \$500 million for growers across the northern cropping belt. However, while well-timed rainfall has boosted the crop's prospects it has also increased the risk of disease, in particular ascochyta. Pulse Australia National Development Manager, Gordon Cumming, said as a result an emergency use permit has been issued.

#### Pulse Canada to Initiate Campaign to Relaunch Pulses as a Food Category

Pulse Canada, world's largest supplier pulses, is planning to initiate a consumer marketing campaign in North Americas from November 2015 through 2017-18 to

Pulse India Pulse India



educate the consumers about the health, nutrition and environmental benefits of eating more peas, lentils, beans and chickpeas. Western Economic Diversification Canada (WD) announced a \$3.5 million



commitment to support
the pulse campaign.
The pulse campaign
also received \$875,000
earlier from Alberta
Crop Industry
Development Fund

(ACIDF), which will be used for human resources and campaign performance measurement. The multi-faceted campaign will re-launch pulses as a food category. It will draw a clear link between pulses and consumer priorities like increased protein, healthier lifestyles and sustainable food.

### Stefan Scheiber to Succeed Calvin Grieder as CEO of Bühler



Stefan Scheiber is set to succeed Calvin Grieder as the CEO of Bühler on July 1, 2016. Calvin Grieder, who has successfully held this office for 15 years, will

then focus on his role as Chairman of the Board. Stefan Scheiber will succeed the long-standing CEO Calvin Grieder. Scheiber was appointed Head of the Sales and Service Division, thus becoming a member of the Executive Board of Bühler. Grieder has also acted as Chairman of the Board of Bühler since 2014 and will retain this position to ensure continuance of long-term corporate

strategy, which aims at ensuring the profitable growth of the Group. The succession planning for Stefan Scheiber as CEO of the Grains & Food business is already in progress.

## USDA, Microsoft to Launch "Innovation Challenge" to Address Food Resiliency

The U.S. Department of Agriculture (USDA) is partnering with Microsoft to launch the "Innovation Challenge," a contest designed to explore how climate change will impact the United States' food system with the intent of achieving better food resiliency. The challenge invites entrants to develop and publish new applications and tools that can analyze multiple sources of information about the nation's food supply, including key USDA data sets that are now hosted on Microsoft Azure, Microsoft's cloud-computing platform.

## Proparco Extends US\$ 75 mn Senior Loan to ETG

Proparco has signed a US\$ 75 million senior Ioan with Export Trading Group (ETG) - a leading African player in the supply chain for non-perishable agricultural products to support the development of its activities in Africa. This loan will help finance the construction of logistics infrastructure and processing units in eight Eastern and Southern African countries. PROPARCO's financing will allow ETG to scale up its network by building approximately twenty additional processing units and approximately thirty new warehouses.



# PULSES GATEWAY OF INDIA

#### Advantage KPCT

- Plant Quarantine (PQ) office available near the port
- Food Safety and Standards Authority of IndiaGetting certification at the earliest
- Additional movements for CFS not required
- Avoid multiple handling
- Quicker clearance at the terminal
- Most competitive handling charges
- Clean & modern warehousing facilities
- Save minimum USD 100 / 20'
- FSSAI currently at Chennai coming soon at KPCT
- Distance advantage to various Dhall Mills in Andhra Pradesh







8 Pulse India

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#### **Pulse Balance Sheet Over-Draft**

- Brian Clancey

Pulse harvests in North America and Europe and well underway. The Canadian harvest started earlier than normal because a lengthy period of hot and dry weather ripened crops in some areas more quickly than usual. This has made markets worry about the final yield and quality of this year's harvests. Heading into the harvest, those fears offset any bearish influence from excellent progress seeding this year's Kharif season pulse crops in India.

It will be several months before official production estimates are available for Canada, which remains the world's largest exporter of field peas and lentils. It would not be surprising to see controversy surround those production estimates, with a segment of the industry saying the numbers are too high. That is a frequent complaint in countries which are net exporters of pulses.

These statistics are important to markets. They form the basis for the global fundamentals from which markets get their underlying direction. It is critical to recall, however, that day to day markets are more strongly influenced by the ebb and flow of offers from farmers versus demand from the trade. This constant interplay between all participants suggests markets have

greater knowledge of the actual supply and demand fundamentals than individual participants.

Some market participants always disagree with official production and stocks estimates. The more industry is involved in parsing data, the less controversial it becomes. But, there can be a greater tendency for the numbers to be demonstrably wrong. But, in recent years, government statisticians seem to struggle more often with the data.

During the past few months this has been a problem for the underlying data used by lentil and chickpea markets in Canada, the United States and Australia. In all three cases, more products were consumed than was available when the marketing years got underway. This means that residual supplies from prior years and/or the most recently harvested crop were bigger than thought.

This realization makes it harder than normal to come up with a reasonable estimate of how much product will be carried over into the 2015-16 marketing year. However, the notion that the market has better knowledge of actual supply than its participants suggests that ending stocks for Canadian and



U.S. lentils as well as Australian Desi Chick Peas are nominal. Price is the way markets arbitrage the needs of sellers and buyers. Values in the closing weeks of the 2014-15 marketing year made it clear exporters had trouble covering their needs from farmers and other suppliers.

Of these three exporters, only Canada and the United States publish official data on stocks of Peas, Lentils and Chick Peas chickpeas in all positions. Ending stocks data for the United States is as of June 1, whereas Canada publishes stocks data for the July 31 end of each marketing year. Neither Canada nor the United States break down consumption by category. However, exports are known and seed usage can be calculated. Of all the numbers, export trade statistics for Canada and the United States are absolutely reliable because all shipments must be reported to the government. The quantity of pulses consumed on North American domestic markets is inferred by subtracting exports and seed from the sum of production and ending stocks.

Both Canada and the United States have problems with their official numbers for lentils and Australia for chickpeas. Canada has exported and consumed at least 150,000 metric tonne more lentils than were available at the start of the marketing year; while the United States

has consumed at least 65,000 more than it had available; and Australia has consumed at least 55,000 metric tonne more Desi Chick Peas than it had on hand at the start of the 2014-15 marketing year. There are two possible reasons for this. More lentils and chickpeas could have been grown last year or over a couple of years than thought. Alternatively, fewer products are being consumed on domestic markets than thought.

Looking at the historical data, it seems more likely that inferred domestic consumption was too high for Canada during the previous two or three marketing years. In the case of the United States and Australia, it is more likely that production was under estimated for one or more years.

It takes years like this to improve estimates for prior years. Having inventories approach zero in so three major exporting countries also creates a better foundation for understanding fundamentals going forward. It also means that virtually the only lentils and Desi Chick Peas which will be available from these three countries will be what is grown this year. With demand expect to remain strong through the balance of the 2015 calendar year, residual stocks will probably remain at low levels for at least another year.

#### Adani Container Terminals

### India's Preferred Gateway for Pulses Imports



#### Adani Mundra Container Terminal

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- Capacity to handle 2.5 Million TEUS per annum.
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- · Rail connectivity.
- On-dock EXIM yard with facilities of de-stuffing/stuffing, bonding, customs examination facility.

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#### **East African Nations ... Source for Pulses for India?**

- Dr. Bharat Kulkarni

#### Pulses in India, A Deficit Sector

Indian diet cannot be imagined without pulses, a major source of plant protein. India is the largest producer and consumer of pulses in the world and produces and consumes significant quantities of pulses like Chick Pea, Pigeon Pea, Lentil, Urad, and Moong. India, in spite of being world's largest producer of pulses, is also the largest importer of pulses. The country imported close to 5 million tonne (MT) of pulses in 2014-15 from countries like Australia. Canada, Myanmar and others. The rising population is expected to keep the import dependency higher. If estimates are to be believed, the population in India would reach 1.68 billion by 2030 which will push the demand for pulses to 32 MT. To meet the demand, India has to increase its production by 80% which seems to be quite unlikely and as a result, the import dependency will remain high.

#### **Import of Pulses in India**

Looking at the shortfall, the government has permitted a duty-free import of pulses, which has helped in maintaining demandsupply balance and it seems unlikely that the scenario is going change in near future. India's import is distributed to several countries with Canada accounting for 40% of total pulses imports (mainly for Yellow Peas), while Myanmar accounts for 27%, Australia accounts for 9% (Desi Chana), and

the US is suppling 6%. India mostly imports Tur & Urad from Myanmar & Ghana, and other African countries such as Kenya (Moong beans), Tanzania (Pigeon peas, Chick peas & Moong Beans) and Malawi (Pigeon Peas).

#### **Opportunity in East Africa**

India imports about 4-5 MT of pulses each year, mostly from Burma, Canada & Australia. The rise in demand is seen in Pulses like Chick Peas, Pigeon Pea & Moong Beans. These are pulses that are produced in East African region as well. Further, the production calendar of East Africa provides a large advantage to East African producers to access Indian market. While Indian production can only supply domestic consumption for first 6-8 months of the year, East African pulses like the Chick Peas and Pigeon Peas are well-placed to compete in Indian market in the fall and winter months.

**Tanzania:** Tanzania is a major producer of pulses like Pigeon Peas & Chick Peas in the region. The area planted with pulses is about 12% of total area under cultivation. The types of pulses grown in Tanzania are common bean, Pigeon Pea, Cow-Pea & Chick Pea, which are produced mainly by smallholders. Tanzania's share in India's import of Pigeon Peas is about 27%. It has been achieving a lot of attention as the second phase of project to promote Maize-





Pigeon Pea with the re-launch of intercropping farming system which may result in doubling the Pigeon Peas production by 2016. Pigeon Peas are grown in areas of Arusha & Babati in Tanzania.

**Ethiopia:** Ethiopian pulse industry has developed significantly in recent years and some rough estimates suggest that it could expand its export potential by at least doubling its current exports (~1.4 lakh tonne) through increased production. Among the pulses grown in Ethiopia, Faba Bean, Field Pea, Chick Pea (Desi & Kabuli), and Lentil are grown on highland, whereas Haricot Bean, Cow Pea, Pigeon Pea & Moong Bean can be found predominantly in the warmer and low-land parts of the country. The largest production of pulses comes from Faba Beans followed by Haricot Bean & Chick Peas, while other pulses i.e. Lentils, Peas, Lupines, & Moong account for remaining production. Lentils & Chick Peas have a domestic market while white Haricot Beans are majorly exported. India has seen a rising potential of import of Moong Beans & Chick Peas from Ethiopia in recent years.

**Kenya:** Pulses is not a very significant category in Kenya, but still produces some important pulses. The largest production of pulses comes from common bean in Kenya. Cow Pea is the second most important pulse after the common bean. A lot of cultivation of these pulses happens in Arid and Semi-Arid Lands (ASALS) of Kenyan Eastern Province, which is also the main producing area for Pigeon Pea in Kenya. However, the

production is concentrated within three districts, which accounted for about 80% of total production. This is a risk factor as it is exposed in case of regional weather problems. Pigeon Pea is commonly intercropped with cereals i.e. Maize & Sorghum as well as other pulses including beans, Moong Beans & Cow Pea. Some level of dal processing also happens in Kenya. Some of the processors are the same people as assemblers, urban wholesalers and retailors in domestic market and are also exporting of pulses and dal-depending on the prevailing world market prices.

#### Conclusion

Overall, East African countries, particularly Tanzania, Kenya & Ethiopia have a good potential of export of pulses to India. Pulses like Chick Peas, Pigeon Peas, Moong Beans and Kidney Beans are produced in good quantities in these regions. Logistically, the routes are well-established and a lot of pulses are already coming to India. The ban on export of pulses has adversely affected the exporters of processed pulses from India. The demand for processed pulses (Dal) is high as it is a staple for South Asian Diaspora. With the ban on exports, there is an increasing opportunity to set up processing facilities in these countries. The input is easily available; the cost of operations, particularly labour and electricity is cheaper. Further, the exports from LDC countries like Ethiopia & Tanzania also have advantages under the preferential trade agreements in Europe & the US.





#### Saskatchewan Trade and Export Partnership (STEP)

- Mortoza Tarafder

STEP is a unique public-private partnership led by industry and mandated to work in partnership with Saskatchewan businesses to maximize commercial success in global ventures.

STEP's team of professionals delivers custom export solutions and market intelligence to member companies across the Province of Saskatchewan. Similar to IPGA, with a focus on the pulse trade in India, membership based, and representing a cross section of stakeholders in the supply chain, STEP plays a parallel position on behalf of Saskatchewan exporters in various sectors. Our organization welcomes the opportunity to participate in this publication which provides a platform to relay our member capacity in this region.

STEP's mandate is to increase Saskatchewan's exports to existing markets and to tap into new markets by initiating sales, contracts, and projects for Saskatchewan exporters. Over the past number of years, the Province of Saskatchewan has successfully diversified our export-based economy and our export markets, with much of this success falling back on our members' capacity to provide quality products to the world. For a full listing

of STEP members and information regarding their product and service delivery, please visit the Buyers Guide located on our corporate website <a href="https://www.sasktrade.sk.ca">www.sasktrade.sk.ca</a>.

Our organization is viewed as a change facilitator where we literally take new companies hand-in-hand and help them make transactions. As they gain maturity in international markets, we take them to the next level in terms of sector development, market intelligence, competitive intelligence and logistical intelligence. STEP provides services essential to international marketing which structured develop member export sales and enables them to stay focused in the global marketplace. To carry out this commitment, STEP offers services tailored to the needs of exporters including:

- **Trade Development** providing advice and guidance on opportunities in the
- Market Intelligence providing customized market intelligence for products or services in global markets.
- **International Finance** providing custom export finance solutions by having one-on-one consultations with members.

# **GLENCORE**

#### **PULSE + SPECIAL CROPS**

PROVIDING QUALITY INGREDIENTS TO THE WORLD'S LEADING FOOD MANUFACTURERS.

Our extensive network, advanced expertise and global intelligence give us the ability to source pulse crops from multiple points of origin and deliver them to growing markets around the world.



#### **PRODUCTS**

#### **CANARY SEED**

#### **DRY BEANS**

- BLACK
- **GREAT NORTHERN**
- NAVY
- PINTO
- SMALL RED
- YELLOW

#### **DRY PEAS**

- GREEN
- YELLOW
- SPLITS DUN

#### **FABABEANS**

#### CHICKPEAS

- DESI
- KABULI

#### LENTILS

- GREEN
- RED

#### MUSTARD

- WHOLE, GROUND, DEHEATED
- YELLOW
- BROWN
- ORIENTAL

#### ADDITIONAL INFORMATION

#### **FOOD SAFETY CERTIFICATION**

North American and Australian processing facilities:

- ISO 22000: 2005 compliant
- HACCP compliant
- Viterra pulse facilities are certified to FSSC 22000, a scheme recognized by the Global Food Safety Initiative

#### PROCESSING CAPABILITIES

Utilizing modern equipment and the latest in cleaning and sorting technology, we provide quality pulses that meet food buyer requirements.

#### **PACKAGING OPTIONS**

- Bulk vessel
- Bulk containers
- Bagged
- **Bulk Totes**

#### MERCHANDISING CONTACTS

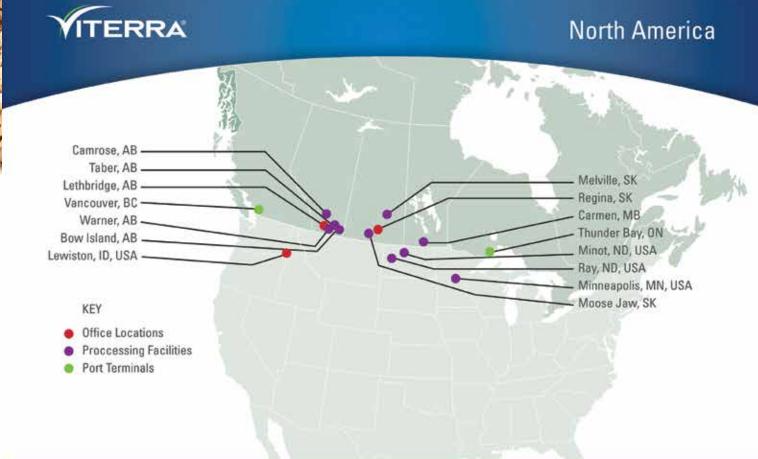
#### **GLENCORE - INDIA**

Saurabh Bhartia Phone: +91 66515019 Mobile: 7710077610 Email: saurabh.bhartia@glencore.com Pramod Khandelwal

Phone: +9166515022 Mobile: 99877 84689

#### **Prashant Kumar**

Phone: +91 66515023 Mobile: 7738099851







relevant information on STEP's current project portfolio and the member opportunities contained within, as well as information on STEP's overall policy, direction and interest in international development projects.

In Saskatchewan, we understand that our livelihoods and our ability to build and sustain a growing economy are hinged directly to our ability to compete on the global stage. For this reason, we continue to work with our members in many jurisdictions around the world because we believe that personal contact, personal relationships, and effort matters.

Our members recognize that India is now one the fastest growing regions in the world regarding population and economic activity as well as the home of the world's second highest population. Opportunities in these markets are strong for our membership base who have a proven record of providing quality products and have maintained a strong reputation to provide the world with the products needed.

Agriculture is the root of Saskatchewan's economy and accounts for over one-third of the province's total exports. The province has over 40 per cent of Canada's farmland totaling more than 60 million acres. Approximately 33 million acres of agricultural land is used for crop production each year. Saskatchewan is known worldwide as a consistent and reliable supplier of safe, high-quality grains, oilseeds, pulses and livestock.

#### In 2014, Saskatchewan produced:

- 99 per cent of Canada's Chick Peas
- 96 per cent of Canada's Lentils
- 86 per cent of Canada's Durum Wheat
- 83 per cent of Canada's Flaxseed
- 70 per cent of Canada's Mustard
- 60 per cent of Canada's Dry Peas
- 54 per cent of Canada's Oats
- 49 per cent of Canada's Canola

Saskatchewan exports more than \$1 billion in each of the four key product sectors: Cereal Grains (Wheat, Oats, Rye, & Barley), Oilseeds (Canola &Flax), Pulses (Peas & Lentils) and edible oils (Canola).

## In 2014, Saskatchewan was responsible for:

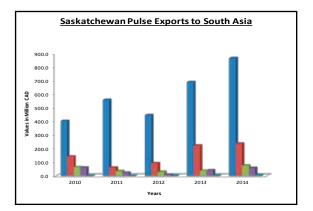
- 71 per cent of the world's canary seed exports
- 65 per cent of the world's Lentil exports
- 55 per cent of the world's Pea exports
- 39 per cent of the world's Durum exports
- 36 per cent of the world's Flaxseed exports
- 36 per cent of the world's Oat exports
- 25 per cent of the world's Mustard seed exports
- 24 per cent of the world's Canola meal exports
- 21 per cent of the world's Canola seed exports
- 17 per cent of the world's Canola oil exports

# 1PGA

# In 2014, Saskatchewan was also the leading Canadian exporter of 15 agrifood products:

- Canola Seed 2.5 billion
- Non Durum Wheat 2.2 billion
- Durum Wheat 1.9 billion
- Lentils 1.4 billion
- Canola Oil 1.3 billion
- Peas 1.2 billion
- Canola Meal 788 million
- Flax Seed 379 million
- Oats 341 million
- Barley 233 million
- Canary Seed 115 million
- Mustard 72 million
- Oats (worked hulled, pearled, rolled) -66 million
- Wheat flour 47 million
- Chickpeas 31 million

Source: Saskatchewan Ministry of Agriculture



Source: Industry Canada Trade Data online.

Saskatchewan's agri-value exporters are known internationally for their strengths in: agricultural commodities (grains & oilseeds, pulses and other special crops); livestock (both animals and genetics); fertilizers & plant nutrition; feed ingredients and animal feeds; pet foods & ingredients; value-added food ingredients; natural health products & functional foods / ingredients; retail-ready foods & beverages; agricultural bio-products; and agricultural consulting services.



Saskatchewan Minister of Agriculture Honourable Lyle Stewart (second from right) at the 2014 IPGA conference Source: Pulse Conclave 2014 - Photo courtesy of IPGA



#### Pulses - The Future of Food

PULSES

भोजन का भविषय

- Pulse Canada

People around the world will soon know that pulses are the future of food. Members of the global pulse industry are getting behind a global pulse brand. The brand aims to ensure that the world knows that pulses deliver improved nutrition, better health and environmental sustainability. The launch of the global pulse brand will coincide with the kick off of the United Nations designated International Year of Pulses in New York in November 2015.

#### **Developing a Global Pulse Brand**

The pulse industry commissioned Leo Burnett, a Chicago-based advertising agency, to produce several concepts for the pulse brand. Consumer interviews and a series of consultations with retailers, food manufacturers, ingredient companies and pulse trade from around the world influenced the choice of logo and tagline

that now make up the brand.

The brand will be featured on a global website for the consumers, which is being developed for the International Year of Pulses (IYP) 2016. Scheduled for launch in late 2015, Pulses. org will serve as a central source of

where consumers from around the world will learn and become passionate about pulses as the future of food.

information about pulses and the brand

#### **Brand Concept**

The Pulses logo is designed for use throughout the global food value chain, and will have enough flexibility to allow for local market modifications and translations. The word "pulses" will appear above the logo in every market, and the white space below can be used for local adaptations (as in the Hindi example shown below). b Research confirmed that the tagline "The Future of Food" has global appeal. The Pulses brand and the Pulse.org website are designed to inform and inspire a millennial generation (ages 20-35); an audience that expects more from food. The brand represents the unique contribution that

pulses make to society's need for improved nutrition, better health, and sustainable food sources.

#### **Pulse Opportunities**

Consumer research shows that the health and environmental benefits of pulses very much align with consumer interests and food trends. The

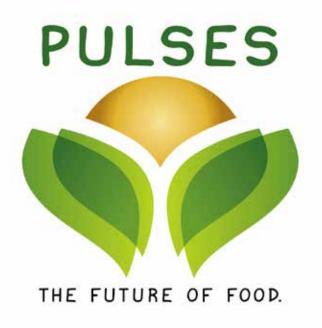


brand and global website will help consumers make this connection, and see pulses as a perfect fit for their diet. Food manufacturers are looking for alternative protein sources and cleaner labels (showing a reduction of highly processed ingredients), which means pulses are well positioned as a future ingredient. They appreciate the white canvas under the word "pulses". It provides a clean slate and tremendous opportunity to tell the pulse story of health, nutrition and environmental sustainability.

#### **Re-launching a Food Category**

The "pulses" brand will re-launch pulses as a food category. Brand funding partners are developing a user guide for the logo and will soon promote the logo worldwide to the pulse sector and food industry. Food manufacturers around the world have already expressed interest in using the logo on food products and securing these partnerships is the next step in bringing the brand to life.

#### This is our time. Pulses are the future of food.









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**Platinum subscriptions** include PDF copies of all books in the monthly Export Essentials reference series. In addition to all the information given to regular subscribers, these books include tables with supply-demand and trade data for Canadian red and green lentils, as well as green, yellow and split peas. More data will be added throughout the year.

**Additional features,** such as export and import statistics for India, EU member states, and other countries.

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#### **An Overview of Peruvian Pulse Market**

IFT spoke to government officials and trade members about the opportunities and challenges the Peruvian pulse sector is facing ahead of International Year of Pulses 2016.

Roman Kutnowski

Peruvian pulses—and especially the renowned Peruvian black-eye bean—have enjoyed a great reputation and much international demand. However, during the past few years, crop diversification, dry weather and growing international competition have affected the country's exports. In fact, according to a recent report by the Peruvian Association of Exporters (Asociación de Exportadores, ADEX), Peru's pulse exports decreased by 17% from Q1 2014 to Q1 2015, mainly due to a significant drop in production caused by recent El Niño events. Further, ADEX's data shows blackeye bean shipments plummeted in 2014 to 5,541 MT from 11,286 MT the previous year.

Traders, market analysts, and government officials shared with IFT the main factors that affected Peruvian pulse exports the

past two years, and anticipated what is likely to happen with IYP in 2016.

#### **Dry Weather and the Quinoa Boom**

"In order to discuss Peruvian pulses, we need to first discuss Peruvian Quinoa," Enrique Bianchi, Director of Nexus Trading Group, told IFT.

"Due to the Quinoa Boom, the seeded area for that crop skyrocketed at the expense of pulses like black-eyes, large and baby limas, and dry pigeon peas. Official figures show Peru used to export around 20,000 to 25,000 MT of black-eyes in recent years. But in 2014, exports plummeted to 5,000 MT. Conversely, Quinoa exports over the same period skyrocketed from 7,000 MT to 35,000 MT," he added.

#### Peru's pulse production by variety, 2007-2013

Pulse Type	2007	2008	2009	2010	2011	2012	2013
Pallar (Lima Bean)	8,800	9,800	11,500	11,300	11,300	14,441	9,294
Castilla (Black-eye)	22,800	27,500	27,200	34,400	22,800	37,200	18,815
Tarwi (Lupin)	8,500	8,600	10,300	10,500	11,300	11,746	12,130
Zarandaja (Egyptian Kidney Bean)	N/A	N/A	N/A	N/A	N/A	3,244	2,807
Other Dry Beans	82,000	86,100	98,600	92,800	87,900	92,476	94,605
Dry Pea	43,300	46,700	50,400	51,300	48,600	53,048	54,279
Chickpeas	2,700	2,400	2,900	2,500	1,800	2,801	3,227
Haba Grano Seco (Faba Bean)	61,300	64,300	69,600	67,100	64,600	73,698	78,736

Sources: Ministerio de Agricultura y Riego – Oficina de Estudios Económicos y Estadísticos and MINAG-OEEE

Pulse India

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Country	2013 Volume	2013 Value	2014 Volume	2014 Value	2015 Volume *	2015 Value *
USA	10,677	2,09,95,055	7,253	1,78,60,601	1,911	33,25,017
UK	3,489	85,90,166	2,759	79,51,004	260	4,03,118
Netherlands	1,190	31,44,348	1,168	37,25,027	35	52,200
Turkey	1,471	18,12,425	1,861	30,46,581	417	7,54,502
Spain	2,367	34,43,739	1,051	20,28,713	298	5,34,803
Lebanon	815	13,33,165	846	17,84,963	230	5,90,385
Colombia	5,246	68,76,622	1,490	16,95,246	684	8,84,163
Canada	1,237	15,92,788	879	13,44,491	301	5,41,335
Portugal	2,182	21,31,617	1,028	11,84,834	49	52,539
France	477	11,36,597	312	10,79,807	90	1,01,834
Ecuador	5	6,910	232	2,93,670	766	5,95,402
Italy	1,265	15,55,835	735	9,99,518	334	4,88,464

\* January to April 2015

Source: Adex

Gonzalo Isasi from Aplex Peru agreed with Bianchi. "Aplex is the second largest pulse exporter in Peru. However, in recent years, the volume of pulse exports has decreased while Quinoa shipments have been on the rise. This significant production drop has driven exports down," he said. "Dry weather has been a major issue. This was the third consecutive year with low rainfall in the Piura highlands, the main castilla bean growing region. And on irrigated lands, black-eyes are not a priority. Instead, growers are favoring other crops with better returns, such as rice," Isasi added.

#### Peru's pulse production by variety, 2007-2013

Pulse Type	2013 Volume (MT)	<b>2013</b> Value (USD)	<b>2014</b> Volume (MT)	<b>2014</b> Value (USD)	<b>2015*</b> Volume (MT)	<b>2015*</b> Value (USD)
Pallar (Lima Bean)	9,640	1,26,57,477	6,516	1,17,76,371	1,395	27,10,210
Castilla (Black Eye)	11,286	1,18,15,784	5,541	69,42,094	1,360	19,88,334
Gandul (Pigeon Pea)	4,401	50,41,633	2,709	34,03,616	1,793	25,10,513
Caballero Bean	176	3,84,722	988	19,03,780	421	7,68,990
Canario Bean	729	17,87,922	551	10,40,644	87	1,31,660
Tarwi (Lupin)	30	69,602	102	3,07,738	429	4,05,933
Red Bean	85	1,40,698	143	2,23,013	38	28,088
Zrandaja (Egyptian Kidney Beans)	594	6,47,311	142	1,52,228	22	37,117
Other Dry Beans	3,291	45,77,941	380	5,71,363	427	5,27,489

\* January to April 2015,

Source: Adex



"Growers opt for more profitable crops like rice. In order to be competitive in the current pulse market, growing costs in Peru have to fall dramatically," another trader with Alisur noted.

The lack of certified seed and the subsequent low yields are another major problem, traders agree. "There are no certified seeds in Peru. And what's even worse is that the Peruvian Food Inspection Agency, SENASA, does not allow the import of California seeds citing phytosanitary reasons," another trader said.

#### **Growing International Competition**

With domestic production of pallar (lima beans) and castilla (black-eye) dropping steadily, prices have been on the rise.

"The main strength of Peruvian blackeyes and lima beans is quality. As a result, they usually command a price premium over similar products from other markets. However, as production has been trending downward, prices have increased. This is not a sustainable business strategy," Isasi noted.

At the same time, Peru is now facing stiffer competition from other suppliers.

"Seven or eight years ago, Madagascar used to sell lower-quality black-eyes around US\$ 100 to US\$ 200/MT below Peru's price. But they have now increased the quality of their production while the price differential has remained the same.

As a consequence, Peru has pretty much lost most of its target markets in the Middle East," he added.

Bianchi explained that in terms of lima beans, China has been a major competitor. And with redondo beans, Argentina is selling at very attractive prices.

Germán Abregú, President of the Pulses Committee at ADEX, pointed out that India and the African continent could be two potential markets for Peruvian pulses. However, it will not be easy to compete with Myanmar, where pulse production is larger and growing costs are less expensive.

#### **Future Outlook & IYP 2016**

Despite the fall in local production and exports, the Peruvian Ministry of Agriculture is increasing efforts to promote pulse consumption. Rosa Palomino Díaz with the Pulses Office of Peru's Ministry of Agriculture, told IFT the Peruvian Government will launch a series of initiatives in support of International Year Of Pulses 2016 that will aim to boost domestic demand.

"A recent study shows Peruvians consume 2.8 kg of pulses per capita per year, which is below the recommended intake. Encouraging consumption would help us improve food security and raise awareness about healthy eating habits," she said.

Palomino noted Peru is currently forming multidisciplinary working teams and



launching diverse promotional activities for IYOP 2016. One of these activities will be a seminar, scheduled for Sept. 22, focusing on the potential of pulses in terms of market access and health benefits.

"The seminar is a joint effort by several departments within the Peruvian Ministry of Agriculture: Sierra Exportadora, Dirección General de Negocios Agrarios, Instituto de Innovación Tecnológica, and Universidad Nacional Agraria. It will take place September 22, and the main goal is to promote pulse consumption and exports. The program will cover such topics as current pulse market trends and opportunities; development of new varieties well-suited to shifting climate patterns; and encouraging consumption in order to improve food security," Palomino added.

Another reason for optimism as to the future of the Peruvian pulse market is that the country's agricultural sector as a whole has evolved in recent years and, at the same time, the economy has gone through a very aggressive opening process. In fact, Peru is currently discussing the potential launch of trade agreements with two major players in the pulse industry: India and Turkey. And although government officials tell IFT there have not been any conversations so far concerning the pulse trade, analysts say the economy is headed in the right direction.

"Free trade agreements could have a very positive impact on pulse exports, as happened with other food items in the recent past; skyrocketing grape exports to the U.S. are one good example," Bianchi noted.

#### The Ouinoa Lesson

In just a few years, Peru increased its Quinoa exports by 500%. Given the growing popularity of the Andean superfood, IFT asked trade members what lessons could be learned from the UN's 2013 International Year of Quinoa.

Gonzalo Isasi pointed out that the Quinoa boom was ignited by promotional campaigns that helped raise awareness about this pseudo-cereal. "The UN's 2013 International Year of Quinoa was crucial to helping promote a relatively unknown food product. Pulses, on the other hand, have been consumed all over the world for centuries. So there's a challenge".

According to Bianchi, the key is to focus on the potential of pulses. "Even when worldwide consumption of pulses is high, it is not that high compared to other similar products. If we raise awareness on their nutritional value and countless health benefits through public and private campaigns, we could certainly help increase pulse consumption all over the world."

26 **Pulse India** 



## UNDERSTANDING THE PULSE ACROSS ASIA

#### Tata International offers:

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- Import and marketing of pulses of various origins across India and export of rice, maize etc.

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# IPGA .

## Alberta Seed Processors Renews Existing Strategic Plan

– Monica Klaas– General Manager, Alberta Seed Processors

The Alberta Seed Processors (formerly Alberta Association of Co-op Seed Cleaning Plants) are a network of seed and grain processing professionals focused on providing Alberta farmers, seed growers and the agriculture industry with valueadded services to support the growth of the local and global Agriculture economy. We are a collective of community minded businesses, working together to offer our members group benefits, professional and business development, through membership and the power of peer networking.

Our Vision is to create seed and grain procession opportunities for local and global markets. This Vision is supported by our overarching mission to strengthen and build upon past accomplishments in seed and grain processing and business diversification focusing on long term business sustainability.

Recently our organization renewed the existing strategic plan which prioritized the path forward for the organization by fostering a network of processing professionals by creating an environment of continual professional development



focusing on Best Practices. Additionally, we will be focusing on delivering and enhancing group service benefits; embracing cooperative spirit as well as undertaking activities related to Advocacy, market development, industry involvement.

Alberta Seed Processors is made up of 67 individual farmer-owned seed and grain processing co-ops located throughout Alberta, and the Peace region of BC. The services offered by these 67 individual co-op's range from basic seed cleaning to exporting of specialty grains and pulse crops. Members may also act as agents for producer car loading sites, as processors for grain brokers, as distribution sites for seed growers/companies.

Rural community focused in providing select services that fit with their community. For example, one site offers sales of hay tarps, while another offers pet and livestock feed sales, yet another sells hail and crop insurance. Many sites are Registered Seed Establishments, as certified by the Canadian Seed Institute to clean, and handle pedigreed seed in Canada. Hence, these sites lend themselves to adopting quality Assurance Standards of other organizations should the opportunity arise.

#### **Getting the Job Done**

Flexible and Dedicated Operators and Plant Managers ensure massive volumes are processed each year. Crops handled through member facilities range from cereal crops and pulse crops to specialty crops such as hemp. Business-minded Operator's and Board of Director's at each site are typically looking for business opportunities to bridge the seasonal nature of traditional seed processing. Many sites have good road access able to handle the largest trucks, with select sites having access to rail, and major road ways.

In 2013/2014 crop year, over 39.5 million bushels (1075005 metric tonne) of seed and grain were processed by member facilities. Of this volume, just over 32 million bushels (870890 metric tonne) were processed for planting seed: with just under 5 million bushels being pedigreed seed. Over 7.5 million bushels (204114 metric tonne) were processed for export or upgrading of domestic commodity grains/pulses/oilseeds.

#### **Investing For a Sustainable Future**

Over the past 3 years over 17 million dollars were spent in facility upgrading. The modernization of most facilities now means the access to optical sorting, and legal for trade weighing systems for even the largest transport trucks is now available at most sites. In the past 5 years, 2 state-of-the-art facilities have been built, with construction on two more new facilities now underway. This demonstrates the co-op dedication to constant improvement and reinvestment into the industry, rather than payments of dividends to shareholders.



# Technical Analysis Outlook on NCDEX Chana Futures & Indian Rupee

- Gnanasekar Thiagarajan

As mentioned in the previous update, technical analysis is the evaluation of commodities by means of studying statistics generated by market activity, such as past prices and volume. Technical analysts do not attempt to measure a commodity's intrinsic value rather use charts to identify patterns and trends that may suggest what a commodity will do in the future. In the world of financial market analysis, fundamental, and technical analysis are on completely opposite sides of the spectrum. Demand, supply and weather are all important characteristics to fundamental analysts, whereas technical analysts could not care less about these numbers. Which strategy works best is always debated, and many volumes of textbooks have been written on both methods.

#### What Is Technical Analysis?

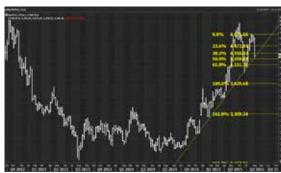
Technical analysis is a method of evaluating commodities by analyzing the statistics generated by market activity, such as past prices and volume. Technical analysts do not attempt to measure a commodity's intrinsic value, but instead use charts and other tools to identify patterns that can suggest future activity. Just as there are many investment styles on the fundamental side, there are also many different types of technical traders. Some rely on chart patterns while others use technical

indicators and oscillators, and most use some combination of the two. In any case, technical analysts' exclusive use of historical price and volume data is what separates them from their fundamental counterparts.

The field of technical analysis is based on three assumptions i.e. (I) market discounts everything, (II) rice moves in trends, and (III) history tends to repeat itself.

We will endeavour to forecast the most probable direction for prices based on technical analysis both in Chana Futures and USDINR Spot in this update.

#### Benchmark NCDEX Chana Futures Price Outlook



In our earlier update in December 2014, we anticipated prices to move higher towards 3,750-3,800 levels. Prices moved in line with our expectations and even overshot our expectations. Chana Futures came close to hitting 2012 highs at 5,000 levels. But, subsequent price action does not look comfortable.



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More declines to 3,750-3,800 levels look likely in the coming months. Markets are initially showing more inclination to test the short-term supports around 4,200 levels, being a long-term trend line support point. Break below here could hint at further weakness to 3,750-3,800 levels. The projected target level is an equality target is a FIBONNACI retracement point, as well as a potential target in the short-term. Ideally, the prices could bounce higher again from this area. However, it does not convince for a retest of 4,800 levels again. So, we think the prices could stage a minor rally from 3,750-3,800 levels and fizzle out at higher levels subsequently targeting 3,300 levels eventually in the medium-term.

**Risk:** This view could go wrong and we will be forced to change our view if prices close above 4,600.

**Conclusion:** While 4,500-600 caps any attempts to rise, we can expect prices to test initial support at 3750-3800 followed by 3,300 levels in the coming months.

#### **Outlook on USDINR**

The Dollar has been on a roll on expectations that interest rates could be hiked sooner-than-expected. Dollar weakness persists across the board as we near the end of accommodative monetary cycle in the US Economic, as the data suggest optimism. Developments in China have also been hugely weighing on markets. As it happens to be the largest consumer of commodities, the world watches developments there very closely. To a great extent safe-haven Dollar

buying have led to risky assets losing their flavour.

As for the local currency, it is starting to look little overvalued against a basket of 36 currencies on trade-weighted basis, suggesting that the INR should ideally weaken to maintain export competitiveness. However, given that India is one of the few growing economies and the bonds continuing to attract inflows, the central bank has had a tough time trying to ensure the Rupee stays in a broad range with a mild depreciating bias.

#### **The Indian Rupee**



Only an unexpected fall below 62.80 could hint at more appreciation and take it lower towards 61.30 levels. Favoured view expects further depreciation ahead to catch up with global currencies. However, such depreciation might not necessarily be a sharp one but a limited one towards 65-66 levels.

Mr. Gnanasekar Thiagarajan is Director of Commtrendz Research and the views expressed in this column are his own and the author is not liable for any loss or damage, including without limitations, any profit or loss which may arise directly or indirectly from the use of above information. Mr. Gnanasekar Thiagarajan can be reached at gnanasekar.t@gmail.com



# "It's Our Time" – The Future of Food A Special Report on Pulse and Special Crops Convention 2015

- Anya McNabb, Pulse Canada

Canada's Pulse & Special Crops Convention 2015 was launched with the theme "It's Our Time". This year's convention, held in Calgary, Canada from June 21 – 23, hosted 434 delegates, including pulse growers, traders, and service providers around the world.

from the Global Pulse Confederation about activities and events that will take place around the globe to celebrate IYP 2016. They also learned that one of the primary goals of IYP 2016 is increasing global pulse production by 10% by 2020.



The convention theme "It's Our Time" captured the excitement that is building in Canada and around the world as the launch date for the International Year of Pulses 2016 (IYP) approaches. IYP 2016 will be a catalyst to re-launch pulses as "the future of food". It will put an unprecedented spotlight on pulses on a global scale. Delegates at the convention heard

The Pulse & Special Crops Convention is a truly global event that provides delegates with a look into the state of the global economy, advancements being made in pulse use, and the global outlook on pulse crop quality and yield. Sessions at the 2015 Convention featured expert speakers from the pulse industry and from external partner organizations.



Delegates at the Canadian convention were presented with information about the new global pulse brand that will launch in November. The pulse brand is intended to be an iconic image that will represent pulses to help increase consumer awareness and drive global interest in pulses. The brand and its accompanying website will show consumers that pulses are a healthy, nutritious and environmentally sustainable food. They truly are the "future of food."

"We have exciting things to talk about at this Convention," said CSCA President Murad Al-Katib in his opening address to delegates, "in part because of our longstanding commitment to partnership and working together to achieve a common goal." Planning for IYP 2016 has been underway for the past 18 months and Al-Katib is confident that the United Nations designation of IYP 2016 is just the start. "Real progress in the industry comes when you establish lasting relationships and partnerships."

One of the largest international delegations at the event was from India, a longstanding Canadian trade partner. 28 Indian delegates participated in programming and networking opportunities designed to

provide an educational and valuable experience. The networking events held at the convention give participants the opportunity to make important business connections with international and Canadian companies alike.

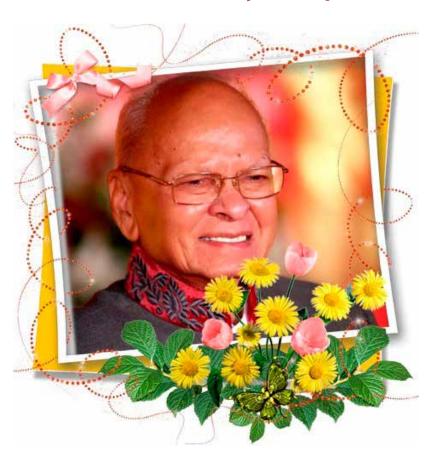
India is a valued partner of the Canadian pulse industry. The CSCA was pleased to welcome India Pulse and Grains Association's Pradeep Ghorpade to the 2015 Convention. He spoke to delegates about India's involvement in the International Year of Pulses 2016 (IYP) and the upcoming India Pulses Conclave in February 2016.

The relationships that are established and built at the Pulse & Special Crops Convention complement the programming that takes place in the convention hall. The networking experiences that delegates from Indian and Canada had and the connections that they made will form the basis of lasting partnerships.

With the excitement of IYP already building, and work underway to solidify pulses as "the future of food" the CSCA will be ready to celebrate with delegates from around the world at the Pulse & Special Crops Convention in Toronto, Canada in July 2016.



#### **Tribute to a Visionary Entrepreneur**



# Remembering Shri Harakchand K. Parakh, Founder of Parakh Group of Companies

Shri Harakchand Kesharchand Parakh – Founder of Parakh Group of Companies & Chairman of Parakh Agro Industries – was born at Davdi village in Pune district of Maharashtra on October 30, 1930. Shri Parakh started trading activities at Chakan village in Pune district in the weekly bazar in 1950, and subsequently started a retail kirana shop in 1952. While doing trading activities at Chakan, he thought of manufacturing Chana Dal from grams, and developed this thought into action by putting up a Dal Mill in Pune. Further, a manufacturing of gram flour activity was also added.



Shri Harakchand Parakh launched special quality gram flour for making Mithai & Farsan, which got well accepted in Pune market. Subsequently, market was expanded beyond Pune to cover entire Maharashtra barring Mumbai. His two sons Shri. Prakash Harakchand Parakh and Shri. Suresh Harakchand Parakh joined business in 1980.

In 1979-1980, he decided to set up Dal & Besan Mill at Vashi (Navi Mumbai) for catering to Mumbai market. Two brands – "Samrat" & "Maruti" were launched in Mumbai in 1981-82. Further, he decided to set up wheat flour manufacturing activity at Devnave village in Raigad district in 1983.

He further decided to diversify activities and enter into the manufacture of edible oil business in 1995. A state-of-the-art edible oil refinery complex was set up in 1995 at Kurkumbh village (Taluka Daund) near Pune. Refined oils under the brand name "Gemini" were launched in Pune market and further expanded to entire Maharashtra.

A joint venture of edible oil business was entered into with Cargill Inc., USA in 2004. The daily total capacity of the joint venture company was 4,700 tonne. The wheat flour business was expanded in Madhya Pradesh with two state-of-the-art manufacturing facilities at Pithampur & Nimrani. Today,

Parakh Agro Industries is one of the Top-5 leading manufacturers of wheat products in India.

A state-of-the-art packaging material manufacturing activity was started at Bhandgaon, near Pune, in 2007.

Group also entered into wind energy business with six wind mills (8.3 MW) near Dhulia.

While expanding his business, Shri. Harakchand Parakh also took care of his six sisters and two brothers. He took deep interest in educating all his family members, as he knew the importance of education, which he was not able to get the same in his young age.

He had a social angle and always took part in all the community charitable programmes. He was Founder Chairman of Mahavir Pratishthan, which is an English Medium School, presently having 2,600 students. He was also a President of Anand Foundation Trust, which was created to help the needy people and support their educational activities.

He left for heavenly abode in July 9, 2015. A person that departs from his mortal body never truly leaves, for they are still alive in our hearts and minds, through us, they live on.

- Parakh Group of Companies





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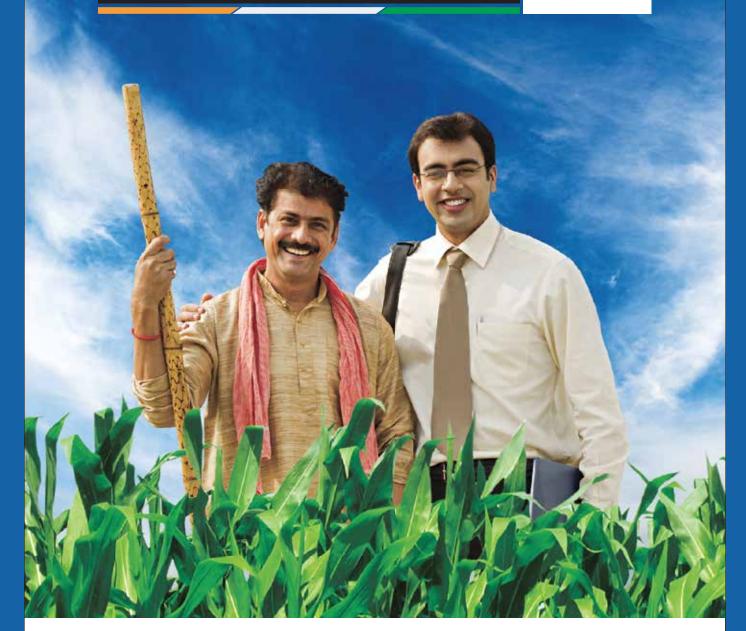
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