



CELEBRATE THE INTERNATIONAL YEAR OF PULSES 2016 | WWW.IYP2016.ORG | #LovePulses
OFFICIAL UN SITE | [HTTP://WWW.FAO.ORG/pulses-2016/](http://WWW.FAO.ORG/pulses-2016/)

IYP KPI



GLOBAL PULSE CONFEDERATION

DMCC, Silver Tower | Lower Level, JLT | Dubai, UAE | PO Box 340503
T: +971 4 363 36 12 | E: cicilsiptic@cicilsiptic.org | W. cicilsiptic.org



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TARGETS:

Targets are the overall goals for the Global Pulse Confederation’s efforts on International Year of Pulses 2016. Targets will be established during discussions between the GPC and FAO.



Target 1: Production

<p>10% Increase in Pulse Production by 2020</p>	<p>10% ++ 2016 Production Target Exceeded ¹</p>
<p>The baseline number is based on 2015 production levels</p> <p>*Pending 2016 FAOSTAT report, numbers reported are indicative and from various sources as noted in the foot notes.</p>	<p>23% Year Over Year increase in India pulse production (2016-17 v 2015-16)</p> <p>38% Year Over Year increase in Canada lentil production (2016 v 2015)²</p> <p>136% Year Over Year increase in USA lentil production (2016 v 2015)</p> <p>55% Year Over Year increase in Australia pulse production (2016 vs previous 4-year average)</p> <p>62% Year Over Year increase in Argentina chickpeas production (2016 v 2015)</p> <p>142% Year Over Year increase in Brazil pulse imports (2016 v 2015)</p> <p>1.3% Year Over Year increase in Pulse Production in Myanmar (2016 vs 2015)</p>

¹ www.Statpub.com is the source for most of information on this table unless otherwise noted

² <http://www.agr.gc.ca/eng/industry-markets-and-trade/statistics-and-market-information/by-product-sector/crops-industry/outlook-for-principal-field-crops-in-canada/canada-outlook-for-principal-field-crops-2017-02-17/?id=1487697356376>





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Target 2 Consumption

10% Increase in Pulse Consumption by 2020	10%⁺⁺ 2016 Consumption Target Exceeded
The baseline number is based on 2015 production levels	16%⁺ & 25%⁺ After averaging 584 grams per person globally between 2010 and 2014, per capita (Lentil) consumption is expected to average 678 grams 2016 (+16%) and 730 grams in 2017 (+25%) ³ 8%⁺ growth in sales of pulse based snacks year ending in October 30, 2016, says Packaged Facts. Chickpea snacks grew 150%.



Target 3 Engagement

30 Engage 30 Countries as advocates & investors to support IYP	38 & 193 38 National Committees & 193 member countries voted in support of IYP at United Nations
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Target 4 Partners

³ <http://www.statpub.com/stat/statl.html>





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<p>30 Engage 30 Partners as advocates & investors to support IYP</p>	<p>54⁺⁺ Companies and Partners support IYP</p>
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INDICATORS:

Indicators are developed for each of the five theme areas proposed for the international year. Indicators will be specific and quantifiable



Indicator 1 Food Security, Nutrition and Innovation

<p>40 40 research projects initiated highlighting pulse functional and nutritional properties and opportunities for pulses in food product innovation by 2016</p>	<p>62 Total projects with 54 in Canada and 7 in Australia. A key research at Virgili University in Spain found that compared to individuals with lower consumption of total legumes, those with a high consumption had a 35% lower risk of developing type 2 diabetes. * only two Countries reported with potential of many more around the world</p>
<p>10% 10% increase in number of food products containing pulse ingredients by end of 2016</p>	<p>10%⁺ 10% increase in global product launches containing pulses and pulse ingredients over 2015 based on a report by Mintel</p>





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<p>5</p> <p>Development of 5 new pulse-based products for use in humanitarian purposes, school-feeding programs and general snacks to improve nutrition in food insecure areas of the world by 2016</p>	<p>60+</p> <p>New pulse-based products have been developed in the context of the #LovePulses Product Showcase.</p> <p>4,121 new pulse products released globally in 2016 based on report by Mintel</p>
<p>20</p> <p>20 governments commit to promoting the production and consumption of pulses as part of their national food security policies by end of 2016</p>	<p>12</p> <p>Governments committed to promoting the production and consumption of pulse as part of their food security policies by end of 2016. They are</p> <ol style="list-style-type: none"> 1. Australia 2. Canada 3. France⁴ 4. India 5. South Africa 6. Burkina Faso 7. Ethiopia 8. Indonesia 9. Kyrgyzstan⁵ 10. Netherlands 11. Turkey 12. United Kingdom⁶
<p>5</p>	<p>1</p>

⁴ L'ANSES updates the benchmarks of food consumption for the French population, <https://www.anses.fr/fr/content/l%E2%80%99anses-actualise-les-rep%C3%A8res-de-consommations-alimentaires-pour-la-population-fran%C3%A7aise>

⁵ Promoting pulses production and consumption in Kyrgyzstan: <http://www.fao.org/pulses-2016/news/news-detail/en/c/407635/>

⁶ Government of UK's Eatwell Guide: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/528193/Eatwell_guide_colour.pdf





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<p>5 major donor programs dedicate specific funding to improving crop production and consumption for food security in selected developing countries</p>	<p>Donor- Making Value Chains Work for Food and Nutrition Security of Vulnerable Populations in East Africa⁷</p>
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Indicator 2 Creating Awareness

<p>20 to 40 million global audience reach by end of 2016</p>	<p>5 billion people worldwide reached at the end of 2016</p>
<p>250,000 unique visitors to the website</p>	<p>All websites 3.8 million website sessions were generated across pulses.org, iyp2016.org and pulsepledge.com</p> <p>Pulses.org 416,025 Users – 22% above target</p> <p>Pulses.org 554,342 total sessions.</p>
<p>15 million Global Media Program audience of</p>	<p>4.3 billion In North America alone, supported by 7 per day globally</p>

⁷ <http://dapa.ciat.cgiar.org/announcing-a-new-value-chains-for-nutrition-project-for-2016-2018/>





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	2,500+ articles published to date referring to IYP and Pulses.
5 million Social Media reach through Facebook/Twitter/Instagram use of hashtag #LovePulses	1.1 billion social media impressions (including all campaign hashtags e.g. #PulseFeast, #IYP2016). An excess of 650 million impressions have been generated from the International Year of Pulses Campaign
50,000 views of IYP Videos	4.1 million video views
50,000 downloads from photo bank.	20,351 views of photo gallery
1000 ratings of recipes on recipe site *changed to "likes" and "shares" ⁸	131,190 likes



Indicator 3 Market Access and Stability

CODEX Codex Alimentarius becomes a dynamic global leader in the synchronized and simultaneous establishment of food safety standards for pulse crops	18 members and 9 observers are part of new coalition The work of the newly established coalition for codex reform and MRLs will not be accomplished by the end of 2016. Reforming
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⁸ This functionality was not requested for first version of pulses.org and the Creating Awareness Committee voted against using it for the new version launched on April 1 because of the difficulty of using such a function and the potential drawbacks. We propose to use as the new proxy the number of "likes" that the recipes shared on social media are getting





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	Codex will take years and will required the expansion and strengthening of the coalition with new partners. The coalition will migrate under the IAFN umbrella in 2017
Pulse Price Discovery Establish new pulse price discovery tools benefiting farmers and the entire value chain	20 Regional exchanges for pulse price discovery established in India. Programs by CIAT and IFPRI have furthered market access understanding in Africa and Central America. <small>9</small>
Increase statistical reporting of Pulses that includes historical and projected planted area, production, utilization, carryover and pricing.	Pulses Economy report by FAO Long term request for increased statistics being produced by FAO



Indicator 4 Productivity & Sustainability

10 year plan of action on pulse research completed by the end of 2016	3000⁺ downloads since 10-year Pulse Strategy was published on 5th December, 2016
Committee members have been active in bringing pulse-related messages to signature and leveraging events that bring scientists together with other stakeholders	13 global events through committee members 4000⁺ Participants 11⁺ Lead scientist

⁹ Making pulses affordable again: Policy options from the farm to retail in India.
<http://www.ifpri.org/publication/making-pulses-affordable-again-policy-options-farm-retail-india>





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<p>\$100 million minimum in incremental funding announced for research from public and private sources by end of 2016</p>	<p>\$80 million estimated already announced.</p>
<p>3 pulse crops genome sequencing completion by 2018</p>	<p>5</p> <ul style="list-style-type: none"> ▪ Mesoamerican bean sequenced¹⁰ ▪ Chickpea sequenced in India¹¹ ▪ Lentil genome sequenced¹² ▪ Groundnut Genome Sequenced¹³ ▪ CGIAR sequenced 90 different chickpea lines¹⁴ ▪ Mesoamerican bean sequenced¹⁵
<p>10 new extension projects offered by public and private programs to enhance the uptake of existing and new pulse production information</p>	<p>None Reported Funding gaps have inhibited progress on this target.</p>

¹⁰Mesoamerican Bean Decoded (2016): <https://phys.org/news/2016-02-mesoamerican-bean-decoded.html>

¹¹ Chickpea genomes sequenced in India (2016): <http://www.scidev.net/south-asia/agriculture/feature/chickpea-genomes-sequenced-in-india.html>

¹² Lentil genome sequenced, but more to do (2016): <http://www.grainews.ca/2016/03/03/lentil-genome-sequenced-but-more-to-do/>

¹³ Global team cracks ancestor genome of groundnut (ICRISAT) (2016): <http://www.icrisat.org/june-2016/#Ancestor-genome>

¹⁴ CGIAR sequence chickpea lines (2013): <http://www.cgiar.org/consortium-news/global-research-team-decodes-genome-sequence-of-90-chickpea-lines/>

¹⁵Mesoamerican Bean Decoded (2016): <https://phys.org/news/2016-02-mesoamerican-bean-decoded.html>

