

MEET PULSES:

The Sustainable Superfoods

In technical terms, pulses are the dry, edible seeds of plants in the legume family. In understandable terms, they're a category of superfoods that includes chickpeas, lentils, dry peas, and beans. They're also incredibly sustainable, why is part of why the United Nations declared 2016 as the International Year of Pulses.

Here's why they're so earth-friendly:

Low carbon footprint

Greenhouse gas emissions from crop production are largely caused by nitrogen fertilizers. Pulses require less nitrogen fertilizers because they create their own fertilization by pulling nitrogen from the air and into the soil.



Healthy soil

Pulses support a healthy and diverse farm system. They enrich soil health by leaving behind nutrients including nitrogen and beneficial microbes for the next crop.



Water-savvy

Pulses use just one-tenth of the water of other proteins. For example, it takes only 43 gallons of water to produce 1 lb. of pulses compared to 800-1,800 gallons of water to produce the same amount of animal protein. Pulses extract water from a shallower depth, leaving more water deep in the soil for other crops, which makes them well-adapted for drought prone areas.



Feeding the world

North America is the leading producer of pulse crops in the world. Since the world's growing population will require a 70% increase in agricultural production by 2050, pulses' low carbon footprint and water and soil efficiency make them the ideal sustainable food of the future.



For more information:

Visit www.pulses.org now and www.pulsepledge.com beginning January 1, 2016, or contact Josie Curtis, Maxwell PR | josie@maxwellpr.com / 503.231.3086