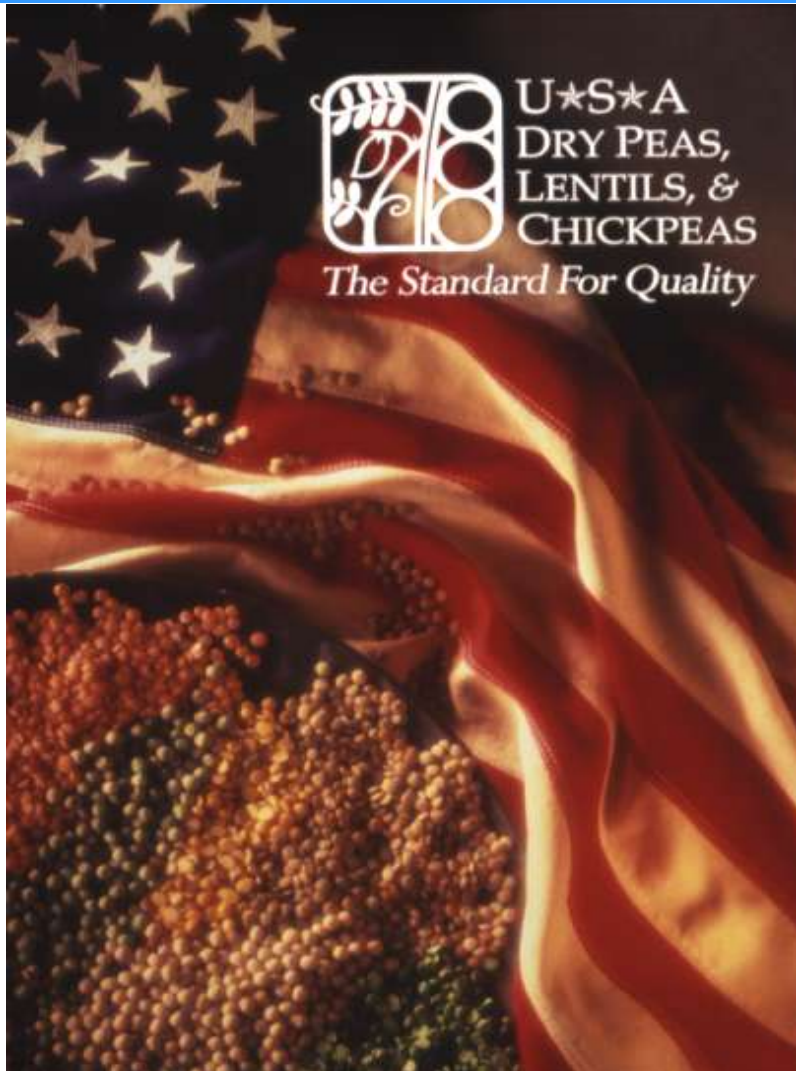




US Dry Pea and Lentil Council

Johanna Stobbs, Regional Representative
USA Dry Pea & Lentil Council
jstobbs@marketbase.fr

USA Dry Pea & Lentil Council



Our members are:

- **growers**
- **processors**
- **exporters**
- **shippers**

They produce, process and distribute dry peas, lentils and chickpeas throughout the US and the world.

we promote our products through:

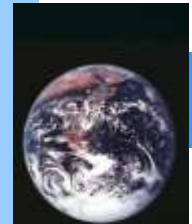
research

- **new varieties**
- **new product development = new opportunities for value-added products such as drinks, cereals, biscuits, weaning foods, etc.**



market programs

- **domestic and international promotional activities such as this conference in Nairobi.**



more information:

website: www.pea-lentil.com



USADPLC: all over the world

Headquarters:

Moscow, Idaho, USA

Global Offices

- **Bangkok**
- **Barcelona**
- **Mexico City**
- **Paris**
- **New Delhi**
- **Shanghai**



**North Dakota Dry Pea &
Lentil Association:
Bismarck, ND**



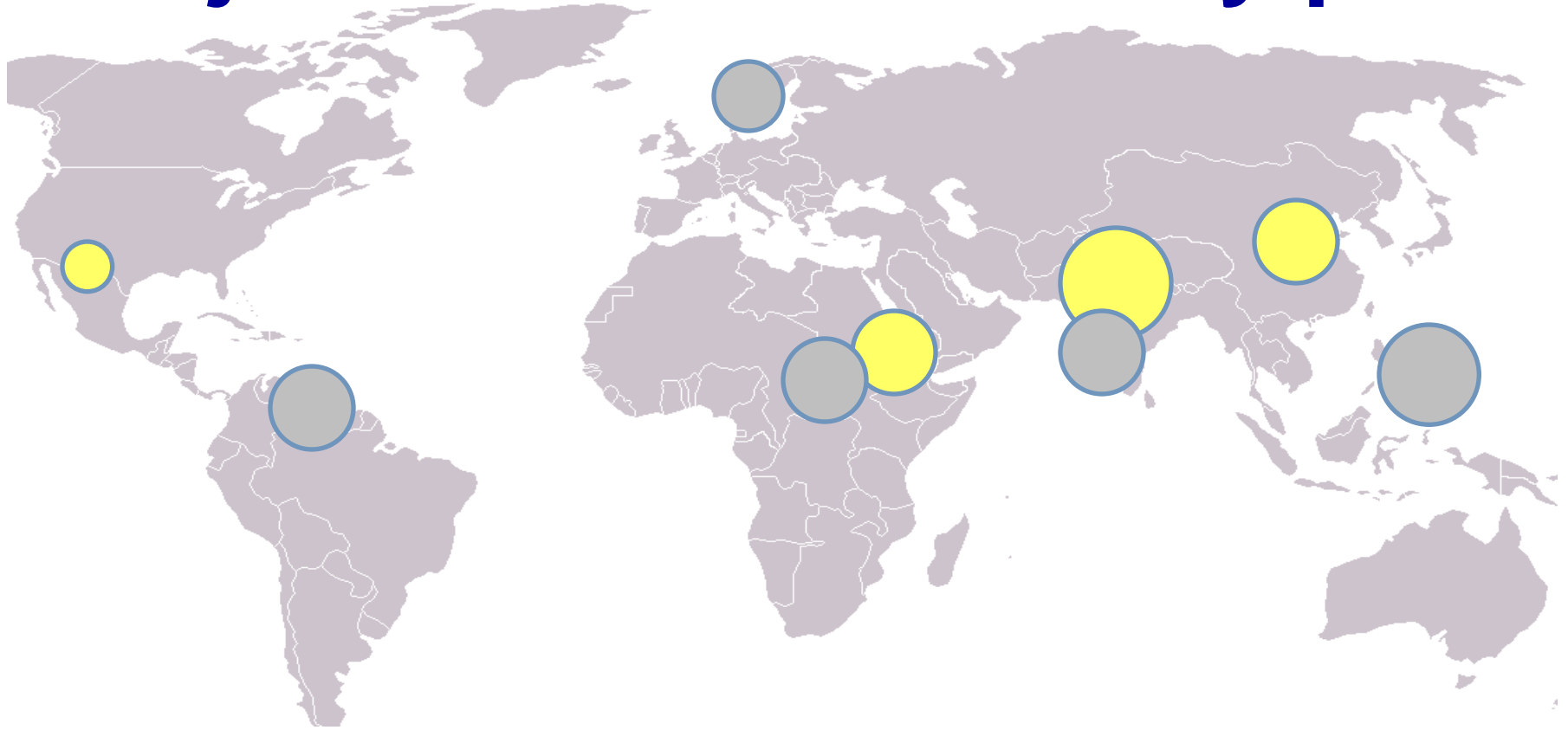
production of US dry peas and lentils:

- expanding rapidly
- consistent low-cost, high-quality product
- rich in protein – the perfect food for dry packaging, canning and value-added products



crop year	planted hectares
2009 projected	500,000 +
2008	501,365
2002	268,000

major US markets for dry peas



 **Yellow Peas**

 **Green Peas**



US dry pea production

2009 projection	700,000 + MT
2008	727,116 MT
2007	610,632 MT

a few things to know about US dry peas:



- *US exporters ship in 50-kg bags in whole container loads (22 MT)*
- *dry peas have a low moisture content*
- *this ensures a quick cooking time & a longer shelf-life*
- *storage: cool & dry = product lasts longer*
 - 4°C = 24 months
 - 21°C = 12 months
 - 32°C = 9 months

US dry peas - a protein-rich product for Kenya



- dry peas can be yellow or green
- dry peas can be whole or split
- food manufacturers either can them or put them in dry packages
- you can reduce cooking time by soaking whole peas overnight
- you don't need to soak split peas

US dry peas are already consumed in Kenya

- Kenya imported 22,000 MT of US dry peas in 2007, much of it for food aid programs



the advantages of US dry yellow peas:



- **the cheapest dry legume in the world (because the greatest volume)**
- **rich in protein, vitamins and minerals (iron and zinc)**

the advantage of US yellow dry peas: yellow pea flour



- **yellow pea flour can be used in a variety of food products as a protein enhancer**
- **US suppliers of yellow pea flour can ship directly to Mombasa**

how to use dry peas - traditional:



- as a dry packaged product
- as a canned product
- for soups, salads, stews, side-dishes, purées, etc.

how to use dry peas – innovative:

yellow pea flour as a protein enhancer

- high-nutrition flavored drinks
- biscuits
- porridges, cereals and weaning foods
- snack foods

the possibilities are endless!



examples of value-added applications:



- training courses in the US on how to use dry pea flour
- dry pea-rice drink launched in Indonesia
- extruded snacks produced in Southeast Asia
- yellow peas used as a source of starch in France
- high-nutrition drink, using yellow pea flour, to be developed here in Kenya

new product development in Kenya – we can help with:

- **information on applications for yellow pea flour to give your food products added protein & fiber**
- **identifying the best added-value food product opportunity for your market**



beverages	weaning foods
baked goods	baby foods
nutrition bars	power soups

**for example, baking
with yellow pea flour**



2008 product research

American Institute of Baking

- experimental baking tests were performed in muffin and chocolate chip cookie applications in early April 2008



- dry pea flour was shown to be an excellent ingredient in baked goods



new bakery formulas using yellow pea flour

- carrot cake muffins as a 75% replacement
- chocolate brownies as a 55% addition
- ginger cookies as a 42% replacement
- donuts as a 36% replacement
- pan bread as a 30% addition
- hamburger buns as a 30% addition
- pecan cookies as a 25% replacement
- pancakes as a 25% replacement
- bagels as a 20% addition
- tortillas as a 20% addition
- whole wheat bread as a 5% addition



please know that:

- **we are working with a highly nutritious, low-cost food, grown in optimum conditions**
- **US dry peas are totally natural, non-GMO, pure and clean – and a powerhouse of good health and nutrition**

**If you have any questions
concerning importing US dry
peas or yellow pea flour, please
contact me:**

**Johanna Stobbs
USA Dry Pea & Lentil Council
Email: jstobbs@marketbase.fr**

Thank you!