

Pulse Check-off Benefits:

- ◆ Increased producer profitability through better production practices and product quality.
- ◆ Provides ongoing investments in research to ensure profitability through quality.
- ◆ Worldwide recognition as a top producer of quality pulse crops.
- ◆ Creates a visible and thriving marketplace for North Dakota grown pulse crops in the world market.
- ◆ Enhances the states economic environment through new market development and producer profitability.



North Dakota Dry Pea & Lentil Council

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*Investing In The Future Of
The Pulse Industry*

North Dakota Pulse Check-off



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Pulse Check-off

Working For Producers

The ND Dry Pea & Lentil Council (NDDPLC) consist of producers dedicated to enhancing the profitability of pulse producers through the effective investment of check off dollars in the areas of education, domestic marketing, foreign market development and research. The NDDPLC is comprised of five producers elected by fellow pulse producers to represent their district. These producers have the same concerns, experiences and challenges as all pulse producers in the state. The North Dakota Ag Commissioner also holds a position on the Council.



The NDDPLC is charged with the responsibility of collecting and administering a one percent net value assessment on all peas, lentils, chickpeas and lupins grown or sold in North Dakota. The pulse check-off was established in 1997 by the North Dakota Legislature.

The goal of the NDDPLC is to enhance the profitability of the pulse producer through research, marketing and education. To reach that goal, the NDDPLC works in collaboration with the USA Dry Pea & Lentil Council (USDPLC) located in Moscow, Idaho and the Northern Pulse Growers Association (NPGA) located in Bismarck, North Dakota.

The NDDPLC contracts with the USADPLC to conduct foreign and domestic market development, government relations and research coordination. In addition, the NDDPLC contracts with the NPGA to work in the areas of producer education, domestic marketing, foreign market development, domestic policy and research coordination. These programs reflect the NDDPLC commitment to enhance the profitability of North Dakota pulse producers in the domestic and world market.

Education

Through grower meetings, convention, material development and a website, the NDDPLC works to educate growers on new technologies, disease/weed/insect control and production practices that enhance quality and profitability. The tremendous growth and continued expansion of pulse acres across the region are a true testament to the education of producers on rotational benefits and better production practices. Grower meetings, crop tours and a premier convention of the pulse industry are hosted throughout the year to inform and educate growers.

Research

The NDDPLC funds ongoing research aimed at finding better varieties and improving production practices. This continued investment over the long-term results in improved quality and production. Research is also directed at combating weeds, disease and insects, which can cause severe economic hardships to producers across the region.



Domestic Marketing

In the area of domestic marketing, the NDDPLC has worked diligently to develop a domestic feed pea market. This work has not only opened existing domestic feed markets to North Dakota product, but has created an international feed market as well. Due to involvement in both national and international trade shows that showcase the quality of pulse crops available, the pulse industry in North Dakota is recognized worldwide.

Foreign Marketing

By leveraging federal marketing funds, successful markets that ensure a future of profitability for pulse producers are discovered and developed. Check off funds continue to be invested in ways to make pulse crops even more competitive in the global market. Through the USA Dry Pea & Lentil Council, the pulse industry has six trade offices throughout the world promoting pulse crops. The NDDPLC works to build relationships to create international markets.

Government Education

Check off dollars are also utilized to educate producers and the general public on economic, trade, legislative and environmental issues that directly affect North Dakota producers. Through these educational efforts, the NDDPLC brings to the forefront issues such as Food Aid, Trade Policy and Farm Programs.