



*Thank you for taking part
in celebrations this year!*

WORLD PULSES DAY 2019

A Letter from GPC President, Huseyin Arslan

Dear Global Pulse Industry Members,

As you know, the United Nations General Assembly unanimously approved World Pulses Day (WPD) on December 20, 2018. This official announcement recognized the decisive role that pulses can play in achieving the far-reaching and people-centered set of universal and transformative goals and targets of the United Nations' 2030 Agenda for Sustainable Development. However, World Pulses Day also posed a main challenge for our sector since the first-ever official WPD was scheduled for February 10, 2019—less than two months away from the designation.

There is an African Proverb that says, "If you want to go fast, go alone. If you want to go far, go together." **I am proud to be part of an industry that together rallied quickly to make the first official World Pulses Day a big success. #WPD2019 included 58 registered events and reached millions across the globe thanks to the promotional efforts of the Global Pulse Confederation and its national associations and corporate members.**

On behalf of the Global Pulse Confederation, I would like to give special thanks to President Roch Marc Christian Kabore and the Government of Burkina Faso for making a declaration of World Pulses Day possible and organizing a remarkable first official event in Ouagadougou.

Our sincere appreciation also goes to FAO Director General José Graziano da Silva and FAO's Plant Production and Protection Division Director Hans Dreyer. With less than two months advance time, FAO developed key communication materials as well as a comprehensive program for the first official FAO World Pulses Day celebration in Rome. Lastly, I thank the UN Missions of Burkina Faso, Canada and Turkey for sponsoring an official World Pulses Day reception at UN Headquarters in New York City.

Now that World Pulses Day is official it gives all of us a unique annual opportunity to move forward together and continue the gains made during IYP 2016. It provides us a unique vehicle to work together to raise awareness about the many health, nutrition, and economic benefits of pulses. And it also serves as a reminder to governments and policy makers that pulses are sustainable crops that can help reduce poverty and hunger while also responding to a changing global climate and growing need to preserve natural resources.

Thank you to everyone who organized or participated in World Pulses Day 2019. As we look forward to and plan for World Pulses Day 2020 please remember the eternal words of Mahatma Gandhi, "In a gentle way you can shake the world."

Best regards,

Huseyin Arslan, GPC President

WORLD PULSES DAY ON SOCIAL MEDIA

The hashtags and content in support of World Pulses Day 2019 received great global coverage.



#WorldPulsesDay received **62,543,434** impressions on Twitter between January 20 and February 20, 2019.



5,160
POSTS



3,160
USERS



4,409
ENGAGEMENT



28,345,470
REACH



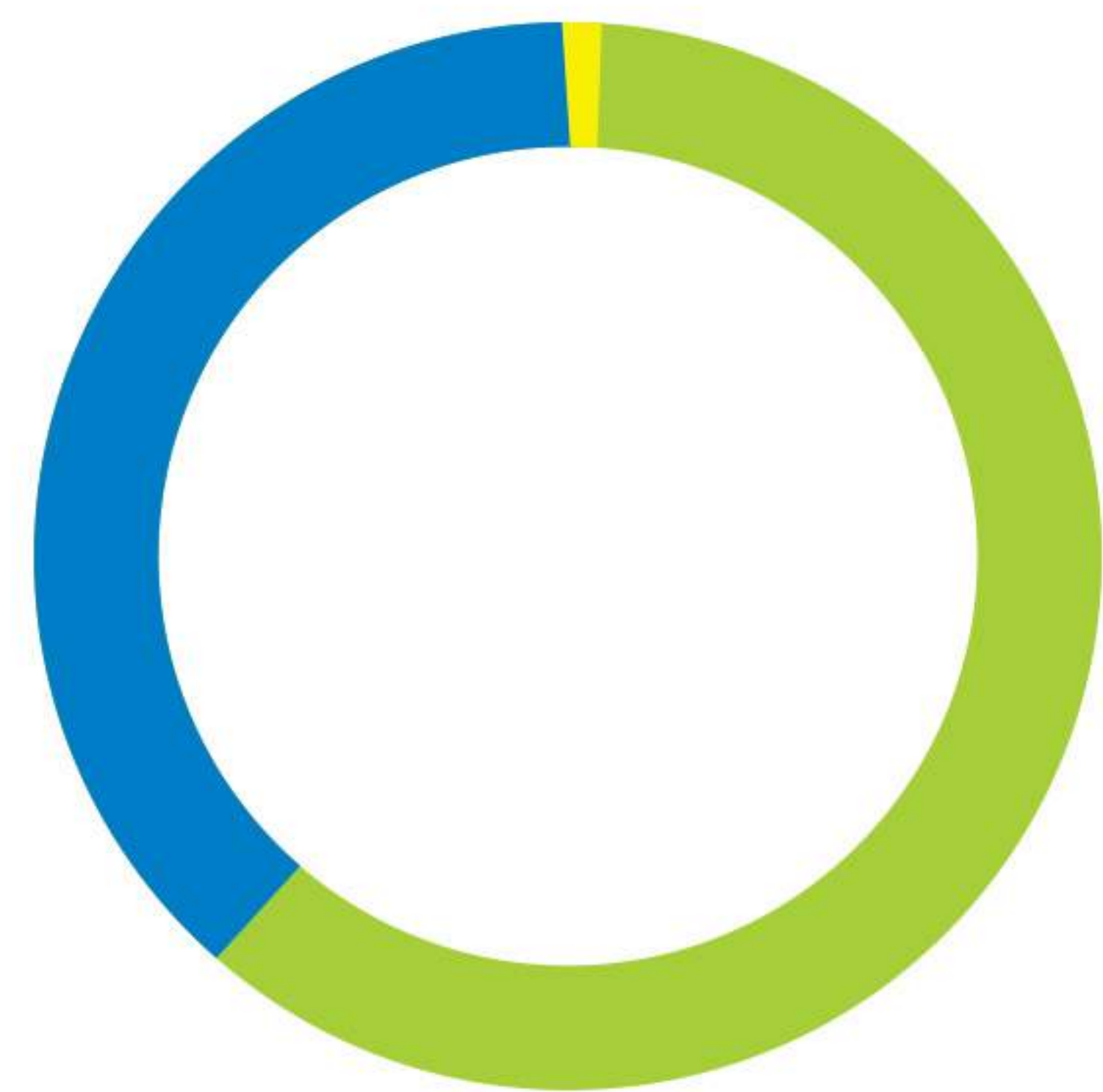
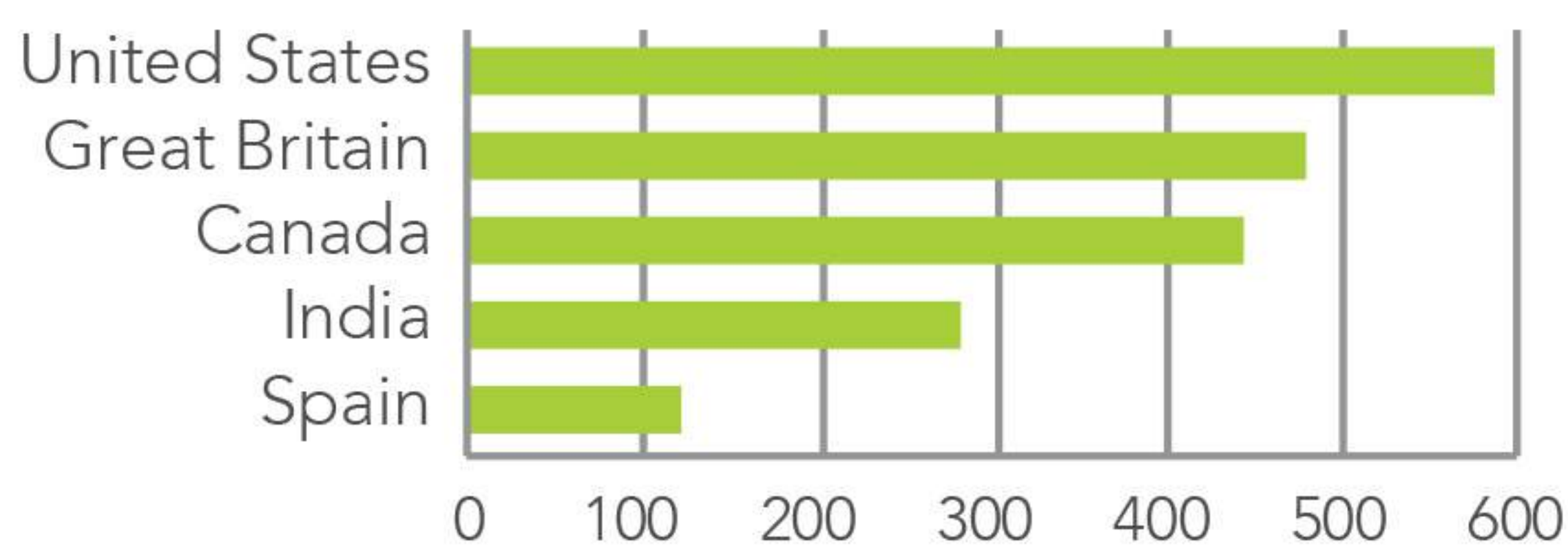
62,543,434
IMPRESSIONS

#WorldPulsesDay: 10,593,041 in social media reach*

#LovePulses: 2,248,113 in social media reach*

#Wpd2019: 676,327 in social media reach*

Main Locations (Twitter)



Sentiment Score **98.57**



Keywords



Top Keywords

Keywords	Count
planet	29
lentil	27
contribute	27
benefits	27
dal	25
learn	24
bean	23

Hashtags



Top Hashtags

Hashtags	Count
#lovepulses	275
#zerohunger	120
#pulses	119
#wpd2019	95
#diamundialdelas...	58
#vegan	33
#legumbres	28
#britishdalfestival	23
#pulseschat	23
#globalgoals	21
#vegetarian	18

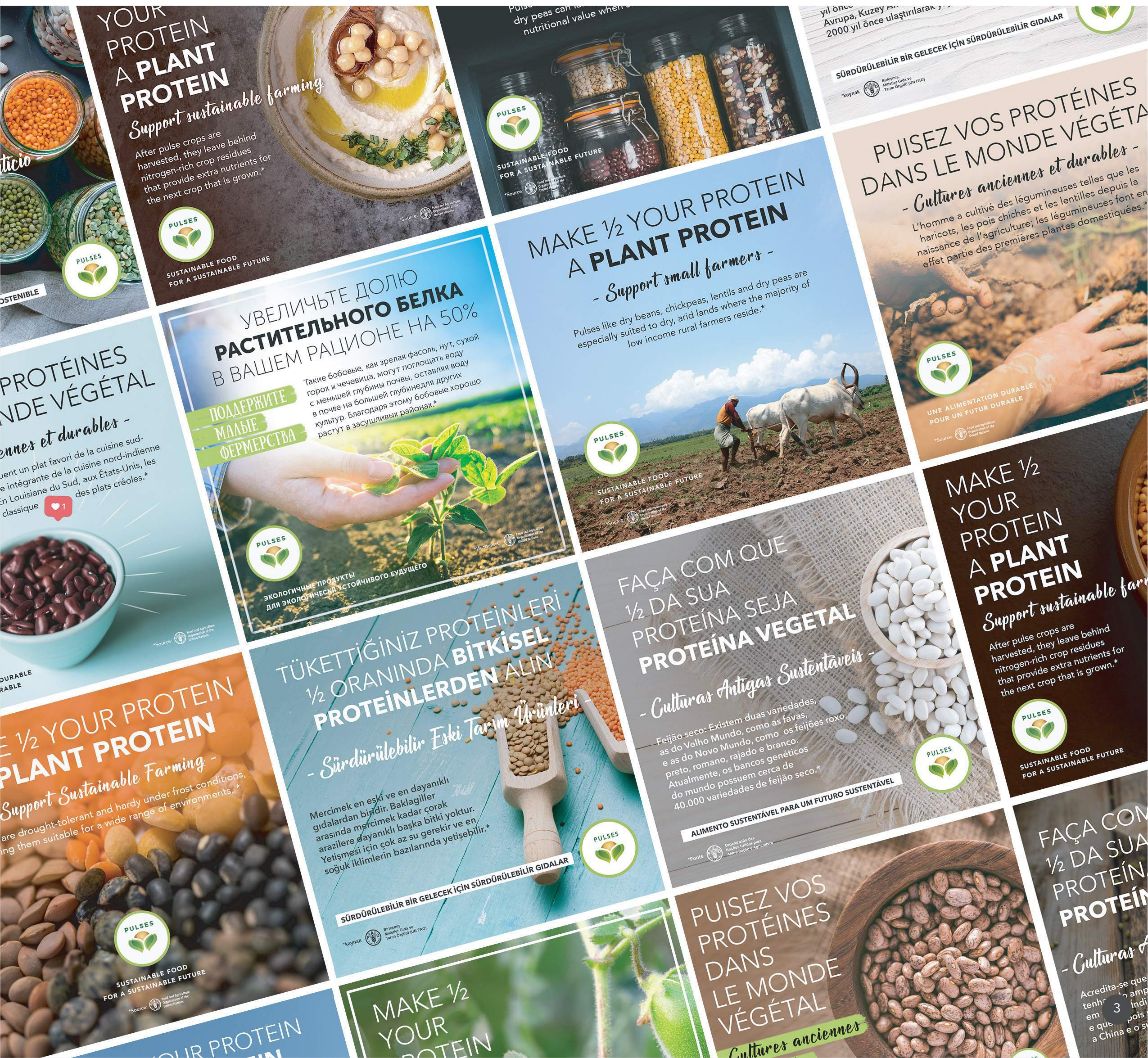


WORLD PULSES DAY
ON SOCIAL MEDIA

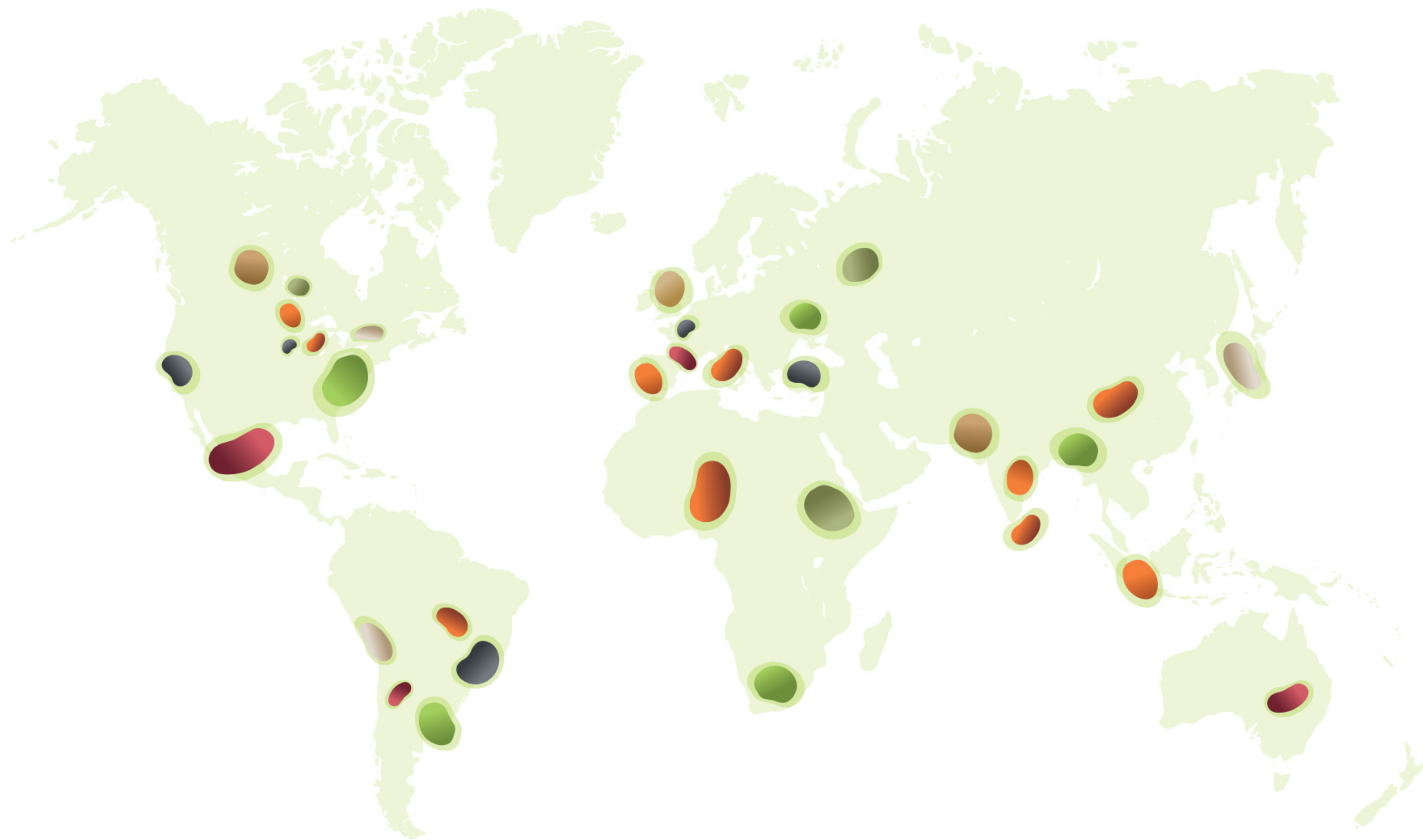
Make 1/2 Your Protein Campaign

19,944,190 (7,560,751 in social media reach)*
IMPRESSIONS

source: Brand24.com and Keyhole.co
*between Dec 20, 2018 and Feb 20, 2019



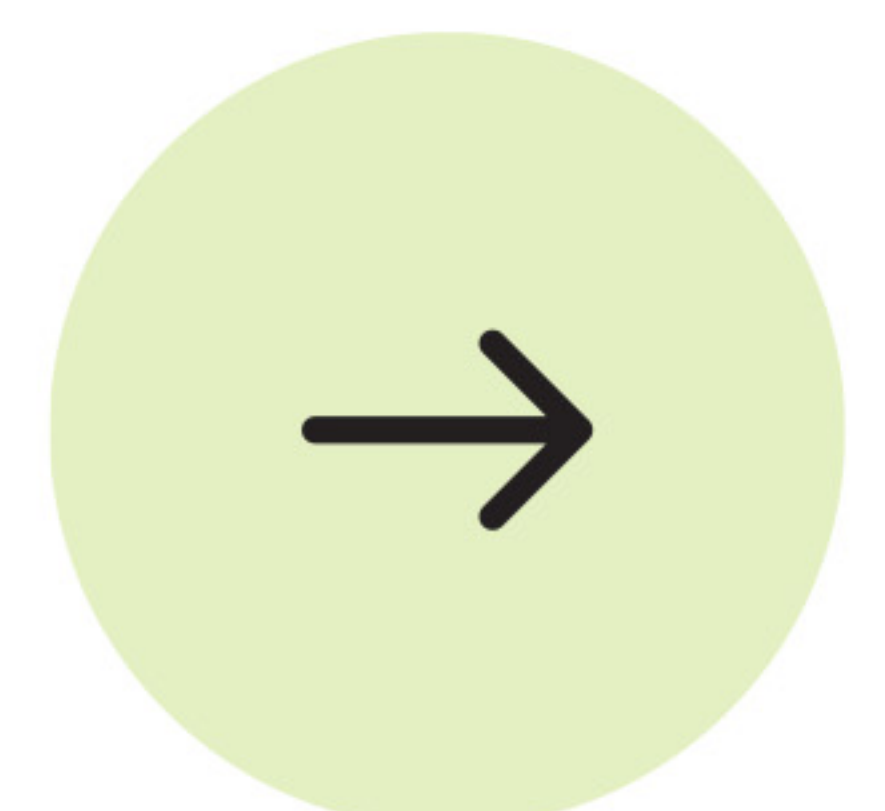
Each pulse represents a location where a registered World Pulses Day activity took place!



WORLD PULSES DAY **EVENTS**

58 #WPD2019 activities took place around February 10, including celebratory inaugural events in the headquarters of the United Nations in New York City; the UN FAO headquarters in Rome; and a remarkable event in Ouagadougou coordinated by the Government of Burkina Faso. Food donations, school visits, seminars, social media campaigns and cooking workshops were some of the main activities. These events were organized mainly by GPC National Associations, private companies, national ministries, research agencies, families and individuals.

Here are some of the great events that took place around the world!



UN FAO (Rome)

On February 11, The Food & Agriculture Organization of the United Nations (FAO) held an inaugural World Pulses Day celebratory event in their offices in Rome.

An expert panel made presentations on the Sustainability and Food Security aspects of increasing Pulse production and consumption.

Attendees were welcomed by FAO Assistant Director General Mr. Bukar Tijani.

Andrew Jacobs represented GPC and drew attention to the collaboration between FAO and the private sector – a first for U.N. International Years and a model the Pulse industry wishes to replicate for World Pulses Day.





United Nations (New York)

The Inaugural World Pulses Day celebration took place on February 7 at the United Nations headquarters in New York City.

It was co-sponsored by FAO, the Permanent Missions of Burkina Faso, Canada and Turkey, and the Global Pulse Confederation.

“Today we can all affirm that pulses are better recognized as a valuable source of protein and as an ally for food security and nutrition in the fight against hunger,” said Carla Mucavi, Director of the FAO Liaison Office in New York, at the New York celebration of World Pulses Day.



Burkina Faso

World Pulses Day could not have been a reality without the vision and support of H.E. Mr. Roch Marc Christian Kaboré and the Government of Burkina Faso.

GPC Executive Director Randy Duckworth attended the celebrations along with Prime Minister Christophe Joseph Marie Dabiré, Minister of Agriculture Salifou Ouedraogo, and other high level Government officials. Thousands attended the celebrations.





Celebratory activities took place mostly in the City of Mersin and ranged from the distribution of pulses to 6,000 students (coordinated by Mersin Commodity Exchange and Mersin Chamber of Commerce and Industry) to a concert with superstars Dharia, Brianna and Cemal Kılınçer to a dinner reception at Mersin Hilton Otel that was attended by the Ambassador of Canada to Turkey, Georgia, Azerbaijan and Turkmenistan, H.E. Mr. Chris Cooter.

Over 80 articles published by TV, radio and Internet media outlets. Some of them were:

• **TV Kanalları:**

NTV
TGRT HABER
Kanal D
TRT Haber

• **Radyo**

Best FM

• **Bakliyat artık PTTAvm Online**

Satış sitesinde Haberi

TGRT Haber

Tgrt Haber

• **Yerel TV**

Kanal 33 / Canlı Yayın

Kanal 33 / Röportaj

Kanal 33 / Program

 Argentina

There were different activities aimed at increasing awareness about pulses and sustainability, health and nutrition benefits.

Pulses were also donated to schools in Buenos Aires and Jujuy Provinces. World Pulses Day enjoyed great coverage on Argentine media, with over ten articles in newspapers with national distribution.

• **Online articles:**

Perfil / El Tribuno / La Voz / Mundo Agrocb
BCR News / Clarin / La Nacion



United Kingdom

The UK celebrated #WPD2019 with their highly-successful, second annual British Dal Festival. The festival featured 20 events in Bristol, London, Hampshire, Manchester, Leeds, Lewes, Nottingham, Suffolk, and Norwich as well as 53 official outlets in Bristol, London, Birmingham, Leeds, Whitstable, Newquay, Bath, Halesworth, Margate, and Cambridge.

#BritishDalFestival hashtag had 1,362,157 impressions on Twitter between February 10 and February 19.



Spain

Several exciting events took place in Spain: From a brunch in Barcelona featuring renowned chef Prabhu (Alex Pirla), the writer of the cookbook 'Vegan Gourmet,' to a lunch with members of the Spanish Pulse Association and FAO to a workshop by renowned chef, nutritionist and blogger Margarita Ribot from Tasty Mediterraneo in Madrid.

The Spanish Pulse association also created exclusive content and a very ambitious campaign with an estimated media value of over 700,000 euros.



Brazil

The Brazilian Dry Bean and Pulses Institute (IBRAFE) coordinated several events in Brazil, the top dry bean producer and consumer worldwide.

In Curitiba, renowned chef Gabriela Carvalho prepared 100kg of bean salad while MasterChef André Pionteke showcased some of his favorite pulse-based recipes at the Curitiba City Market.

Chef Reinhard Pfeiffer also hosted a workshop focusing on dry bean-based desserts while several restaurants served over 4,700 chickpea meals. IBRAFE also shared recipes and promotional materials in support of WPD in Portuguese.



Canada

Pulse Canada organized several events such as a potluck and a food drive which brought in 261 pulse food items totaling 509lbs of food to Winnipeg Harvest. The College of Pharmacy and Nutrition along with the Edith Rowles Simpson Lecture Series launched the Global Nutrition Report, the world's foremost account on the status of malnutrition around the world.

The Kindergarten at Schomberg Public School prepared a meal using pulses.



Ethiopia

World Pulses Day celebration in Ethiopia took place at Golden Tulip Hotel with the presence of government officials from the Ministry of Agriculture, Ministry of Trade and Industry, Ethiopian Agricultural Transformation Agency and members of EPOSPEA.



India

The #1 pulse-producing and consuming country in the world was home to numerous celebrations.

Pulses were given away in impoverished areas of Indore (Madhya Pradesh) and at Jai Vakeel Foundation and Ashadaan Shelter (Mumbai). In Kolkata, World Pulses Day celebrations were attended by over 4,000 people!

APB Cook Studio introduced the Dal Workshop, which aimed at raising awareness about the multiple preparations of Dal.



Pakistan

The Pakistan Pulses Importers Association organized a lunch (Daal Chawal) at Jodia Bazar in Karachi.

At the same time, Doaba Foundation implemented the "Community Based Inclusive Development" project in 8 Union Council of District Muzaffargarh Punjab Pakistan.



Ukraine

World Pulses Day celebrations in Ukraine took place at the National University of Life and Environmental Sciences.



Japan

World Pulses Day celebration in Japan was hosted by the Japan Pea and Bean Importers Association and attended by representatives of Japan Pulse Foundation; Ministry of Agriculture, Forestry and Fisheries; FAO Japan; and other pulse-related associations.



Singapore

In Singapore, members of the Singapore Pulse Federation Limited (SPFL) volunteered in serving a pulse-based, protein-rich dinner for 265 people at Sunlove Home on 10th February.



Myanmar

WorldPulsesDay celebration in Myanmar was attended by the Indian Ambassador, the Commerce Minister and other government officials, and members of the Myanmar Pulses, Beans & Sesame Seeds Merchants Association and Oversea Agro Traders Association.



Peru

Peru celebrated World Pulses Day with an event in Lima featuring the presence of the Peruvian Vice-Minister of Agriculture William Arteaga; FAO Peru officials; and members of the Peruvian Exporters Association (ADEX). At the event, ADEX signed a Memorandum of Understanding (MOU) with the Global Pulse Confederation (GPC).



US/Mexico

The US-Mexico International Dry Bean Congress celebrated World Pulses Day through presentations, various social media events and coverage, cooking demos with dry beans, and a bean themed casino night.



US

The US was home to six celebratory #WPD2019 events: From community-pulse cook-offs to dinner parties with growers to an immersion event at the Culinary Institute of America Napa Valley. In Fargo (ND), scientists dedicated to developing integrated pest management strategies for pulse crops met to discuss collaborative and innovative solutions to the most pressing disease and insect pest problems in these crops.



Sri Lanka

In Sri Lanka, cooked pulses were served to 3,500 patients at the National General Hospital and 1,500 patients of the National Cancer Hospital.



South Africa

AGT Foods Africa hosted a cocktail and snack party at The Houghton Golf Course, Johannesburg to celebrate World Pulses Day 2019.

There were speeches and videos about pulses.



France

The French Pulse Association is organizing an event with local schools scheduled for March 25, where they will be supplying red lentils for around 1,500 children and offering tips about the health benefits of pulses for people and for the planet.

An amazing video of 'pulse superheroes' was shared online.



Italy

In Milano, Green Station celebrated World Pulses day with a weekly free sample of cannellini beans soup with grains and rosemary oil during lunch hours.

Belgium

Members of the Belgian pulse industry visited the renewed Port House in Antwerp.

After the tour, there was a pulse-inspired dinner party.



<http://worldpulsesday.org>

