

GET ON BOARD FOR 2016

Presentation on CICILS IYOP Activities

About CICILS

- Global Pulse Confederation
- Peak Body of the Global Pulses Industry Value Chain
- Not-For-Profit
- Includes 18 National Associations & over 600 Private Sector Members around the world



Many On Board Already!



- International Center for Agricultural Research in the Dry Areas (ICARDA)
- International Crops Research Institute for the Semi-Arid Tropics (ICRISAT)
- International Food Policy Research Institute (IFPRI)
- Commonwealth Scientific and Industrial Research Organisation (CSIRO)
- University of Saskatchewan
- McGill University
- Michigan State University
- University of Minnesota
- Institut national de la recherche agronomique (INRA)
- Pan American Health Organization (PAHO)
- The INCLEN Trust International (International Clinical Epidemiology Network)

IYOP Signature Events



Nov 19, 2015
Sackler Event
New York City,
USA

Feb 2016
Pulse
Conclave
Jaipur, India

March 2016
Pan African
Legumes
Conference
Livingstone, Zambia

May 2016
Sustainable
Healthy Diets
Istanbul, Turkey

Oct 16, 2016
World Food
Day
Rome, Italy

Sackler Institute Event (NYC) November 19th, 2015



THE SACKLER INSTITUTE
for NUTRITION SCIENCE



Pan-African Grain Legume Research Conference and World Cowpea Conference, March 2016, Livingston, Zambia

Leo Burnett Branding Project



Announcement and unveiling of
new Pulse Brand at CICILS
Convention 2015 in Las Vegas



The Plan

Each of the proposed
four thematic areas
have developed
workplans



Food and Nutrition Security and Innovation

- Sackler Institute
 - Publication plan
- Dryland Pulse Conf.
- Sustainable Healthy Diets Conf.
- Global Pulse Food Product Competition
- Research on local Pulse Products



Creating Awareness

- Outward Facing Website
- Recipes Program
- Event Kit
- Message Maps
- Global Media Outreach Strategy
- Promotional Videos



Market Access & Stability

- Pulse Statistics Tracking
- CODEX Reform
- Commodity Exchange For Pulses
- Side Events at FAO CCPR



Productivity & Environmental Sustainability

- Pan African Grain Legume Research Conf.
- Pea and Lentil Genomes announced
- Publication Review
- Productivity Baseline



Recipes Program

- A recipes site will feature 2 aspects:
 - National Signature Dish
A single recipe will be selected by each National Committee to represent that country. The recipe will have accompanying video and nutritional analysis
 - Recipes Database
Any recipe submitted by a National Committee will be posted on an online database, which allows users to rate the recipes



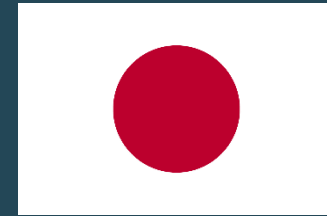
Fundraising

- Another \$1.6 Million in Fundraising is being completed, with many more proposals nearing completion!



ILTA
COMMODITIES
S.A.

National Committees Highlights



- **Japan**

- Booth at FOODEX Japan 2015
 - Distributing 4 kinds of cookbooks, 1200 copies total
 - Tasting Samples
- School Program for Japan Beans Day
 - 40 Elementary Schools applied, 10 selected
- Cultivation Kit Distributed
 - Included seeds, fertilizer, rhizobium and a cultivation manual



National Committees Highlights



- **Turkey**

- Staunch supporter of the Year
- Ministerial engagement - Food, Agriculture and Livestock.
- Planned GPC convention in Istanbul for 2016.
- Sustainable Healthy Diets Conference in 2016.



National Committees Highlights



- **Argentina**

- Joint ventures with government: Ministries of Agriculture, Health and Education
- Nutritional sheets on pulses under development
- Recipe compilations
- Good agricultural practices reference manual
- Promotion of the benefits of pulses and increased consumption
- Conferences to be held in 2015: Forum for Food, Nutrition and Health; National Association of Pediatrics.



National Committees Highlights



- **Canada**

- Developing series of 5 minute videos to promote pulses
- Sponsoring intensive food ingredient courses for processors using pulse ingredients
- Developing a travelling museum exhibit promoting pulses to consumers
- Designing pulse placement on food television shows
- Developing webinars for health professionals



National Committees Highlights



- **UK**

- Beginning outreach on securing a national level celebrity chef
- Activities underway involving Tesco as a major food retailer to promote pulses
- School programme



National Committees Highlights



- **Australia**

- National Steering Committees Formed in 2014 - activities will focus predominantly on Creating Awareness, Health and Nutrition and Production and Sustainability
- Leading Australian Chef formally engaged as IYOP Australian “Champion”
- Industry and FMCG engagement commenced with further planning in early 2015
- Planning Pulse Nutrition Researchers Conference and Pulse Breeding Australia Conference in 2016
- Planning Australian specific cookbook resource focused on providence and online engagement

Dropbox

2016 International Year of
PULSES



GLOBAL PULSE CONFEDERATION
International Pulse Policy and Industries Confederation













Dropbox > IYOP

bit.ly/IYOPDropBox



- Files
- Photos
- Sharing
- Links
- Events

Name ▲	Kind	Modified
 National Committee	folder	--
 Ops Manual	folder	--
 South Africa Documents	folder	--
 South Africa Documents - Working	folder	--
 Templates and Forms	folder	--
 Theme - Creating Awareness	folder	--
 Theme - Food Security	folder	--
 Theme - Health, Nutrition and Food innovation	folder	--
 Theme - Market Access and Stability	folder	--
 Theme - Productivity and Sustainability	folder	--



Introducing
Dropbox for
Business!

Start with 1000GB

Total Target Budget

- \$8,131,104 for IYOP Activities
 - Based on Workplans developed by the Thematic Committees and approved by the Oversight Committee
 - Includes items already funded, such as the Pan African Legumes Research Conference
 - Running total: approx \$3.1 raised and being finalized in Q1 2015



GET ON BOARD!

- Join us in helping to plan IYOP 2016 activities!
- Donate to CICILS IYOP!
- Join our National Committees and plan your own IYOP 2016 Activities!



2016 International Year of
PULSES

CICILS

GLOBAL PULSE CONFEDERATION
International Pulse Pulse and Industries Confederation

GET ON **BOARD**

FOR

2016

Visit IYOP.net