

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Voluntary - Public

Date: 6/20/2019

GAIN Report Number: PK1913

Pakistan

Post: Islamabad

U.S. Pulse Industry Visits Pakistan

Report Categories:

Promotion Opportunities

Export Accomplishments - Events

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Report Highlights:

A four-person U.S. pulse industry team visited Karachi during April 29-May 1 to attend the first U.S. pulses seminar, hold industry meetings, visit a processing facility, see a traditional grain market and tour a hypermarket. FAS Islamabad, Pakistan Pulses Importers Association, and the USA Dry Pea and Lentil Council organized the schedule. During the seminar, attended by Consul General JoAnn Wager, the industry team presented U.S. production, consumption, and export outlook, while the Pakistani industry discussed market opportunities and challenges. The visit increased awareness of Pakistan millers, traders, brokers, and buyers. Pakistani buyers contracted about \$500,000 in on-site sales and project imports of \$10 million in U.S. pulses over the next 12 months. The event resulted in a surprisingly high volume of media coverage.

General Information:

First U.S. Pulses Seminar – “USA Pulses – the Standard for Quality”:

The highlight of the trip was the U.S. Pulses Seminar held at the Marriott hotel on April 30, 2019. After welcoming remarks by the USDA Agricultural Counselor, Mr. Casey Bean, the speakers included Mr. Muhammad Ahmed, Director of AWAM group and President of Pakistan Pulses Importers Association, Mr. Zain Maniya, Director of Midtrans Food, and Mr. Bilal Doni, Director of Doni & Company, who introduced a new mobile application for pulse market data in Pakistan. From the USA Dry Pea and Lentil Council delegation, the presenters included Dr. Jeff Rumney, Mr. Jeff Van Pevnage, and Mr. Brett Melvin who discussed the crop, supply, and demand situation for U.S. pulses. Ms. JoAnne Wagner, Consul General at the U.S. Consulate in Karachi, gave concluding remarks before the group enjoyed a buffet dinner.

Guests at the seminar included 117 members from the Pakistani trade, two representatives from the Pakistani Department of Plant Protection, and representatives from the U.S. Consulate Karachi. The seminar received press coverage from 10 newspapers in Pakistan, television coverage on ARY News and News One, and one segment in the May 10 Pulse Pod Weekly update.

The U.S. industry visit reinforced the strong demand in Pakistan for U.S. pulses. The USA Dry Pea and Lentil Council also plans to undertake additional trade servicing activities to boost the image of U.S. pulses and increase the number of potential buyers in Pakistan.

Press generated about the event:

- Pakistan among top ten importers of US-grown pulses ([The News](#))
- First-ever US Pulses Seminar held ([Daily Times](#))
- Pakistan among top ten importers of US grown pulses and lentils ([Business Recorder](#))
- Pakistan among top ten importers of US grown pulses and lentils: JoAnne Wagner ([Custom Today](#))
- CG JoAnne Wagner attends US Pulses Seminar ([News Pakistan](#))
- Pakistan Among Top Ten Importers Of US Grown Pulses And Lentils ([Urdu Point](#))
- First-ever US Pulses Seminar held ([Balochistan Express](#))
- US CG attends first-ever US pulses seminar ([Business Recorder](#))
- CG JoAnne Wagner attends US Pulses Seminar ([Daily Dunya](#))
- Opportunities for trade between two countries were truly endless: JoAnne Wagner ([Daily Nai Baat](#))

Pictures taken at the pulse seminar, business to business meetings and market tour:





