

Market information about grains and pulses published

Beans, lentils and other pulses are enjoying an increasing popularity as a vegetarian and healthy food. The International Year of the Pulses, which is now coming to an end, has given an additional boost to these products, which often go unnoticed in the market. Not anymore: new market information about the grains and pulses sector has just been published on the [CBI website](#). The surveys were produced by ICI Business in cooperation with Mercadero. At Mercadero we have also helped to organise the Peer Group Grains and Pulses, which is the starting point of the collection of information. This meeting of experts and stakeholders in the sector took place on 17 June 2016 and had a special focus on pulses. We are sharing some main findings below.



The demand for pulses is increasing. Beans, being a natural and functional ingredient, can function as protein replacement, and fit well with the ongoing health trend. Pulses are more and more used in snacks, such as salted chickpeas. Flour from pulses is now starting as a niche in the industry. Opportunities for SME's in developing countries can best be found in niche products or organic. There is also an opportunity for conventional pulses because Chinese production is decreasing, but for this market the ability to supply sufficient volume is an important aspect.

The International Year of the Pulses offers a good opportunity to drive up the consumption; but do consumers know about it? In the Netherlands several companies like Bonduelle and Hak use the International Year of Pulses to promote their brands. Pulses are also mentioned on the 'Plate of Five' (Dutch version of the food pyramid).

The health trend is also apparent for grain products. Consumers look for combinations of grains with other ingredients, for example rice and nuts or rice and lentils, multiple grain rice and mixes with brown rice. Quinoa is no longer a hype, but consumption continues. The demand for grains like bulgur and couscous is growing. Long grain rice is still the best selling rice. Larger speciality rice varieties are well established and not a big opportunity for developing countries. Basmati is not a specialty rice anymore. Rice flour is also a big product line, but milling is done in Europe.

There are several good market opportunities in this sector. However, people are concerned about ensuring safe products on the shelf. Buyers want to know the origin, and requirements for residues are becoming more strict. For organic products the market is challenging, since there is a tendency to oblige to zero tolerance. At the same time there is a discrepancy between the findings of residue tests as well as the interpretations of laboratory certification, making it very difficult to manage an organic business.

If you would like to know more about the latest trends and developments in Grains and Pulses, or if you have valuable expert knowledge on the sector that you would like to share, then please contact [Mercadero](#).