KEY PULSE MARKETING ISSUES

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As happens every year, marketing will be all about supply versus demand for each pulse, and the availability of alternatives. Pulse price prospects at this stage still appear promising for some time.

Important considerations are:

- Do not necessarily expect chickpea prices like the internationally historically high levels (US$ basis) seen in early 2008 when demand far exceeded supply,
- The AU/U.S. dollar exchange rate impacts, particularly if it stays high (mid 90’s) like it has been,
- Continuing demand for pulses from the Indian sub-continent is likely for their domestic consumption, but their crop size has an impact,
- How much pulse crop is produced by our major exporting competitors impacts (Eg Canada for lentils and peas, Europe for beans),
- Quantity and quality of what pulse crop we produce does affect local and international markets,
- Domestic markets can impact in years of short supply, particularly for peas, lupins and faba beans,
- Prices of imported soybean meal and other vegetable proteins, along with cereal grain price currently sets the feed pulse maximum prices feed manufacturers and end-users can pay,
- Weed seed restrictions into India necessitate our pulses to be cleaned before we export,
- Market “shorts” can cause spikes that temporarily inflate prices,
- Time of sale impacts, whether at harvest or after storage or warehousing,
- Global moves to ethanol/biodiesel production will impact on total global food and feed supply and demand.

To maximise marketing opportunities, we must continue to reliably and efficiently produce a high quality product that pulse export markets require. We can reasonably expect that pulse prices may drop from those just experienced after consecutive droughts. Anticipated ongoing shortfalls of production over supply in the Indian sub continent are currently working in our favour. Chickpeas and lentils are still likely to command good prices, which is why we see them being grown in preference to others in the better pulse growing areas. Maximising yields and at low cost has to remain the driving force for feed grains into domestic markets. Establishing an ongoing relationship with an end-user or marketer is becoming increasingly important.
### CHICKPEAS

**Outlook for Australian chickpeas is influenced by:**
- The chickpea harvest in Canada, Syria & Turkey (before Aust harvest)
- Prospects of harvest in the Indian sub-continent (at and after Aust harvest)

### FABA BEANS

**Outlook for Australian faba beans is influenced by:**
- The crop harvest in Egypt, UK & France (before Aust harvest)
- Prospects of Chinese exports (before and at Aust harvest)

### LENTILS

**Outlook for Australian lentils is influenced by:**
- The crop harvest in Canada, Syria & Turkey (before Aust harvest)
- Prospects of lentils in the Indian sub-continent (at and after Aust harvest)

### FIELD PEAS

**Outlook for Australian Field Peas is influenced by:**
- Pea, chickpea harvest in Canada + chickpeas Syria & Turkey (before Aust harvest)
- Prospects of harvest in the Indian sub-continent (at and after Aust harvest)

**Note that Field Pea market issues must take Chickpea supplies into account, although Australian Kaspa peas are now finding their own unique market in India apart from as a substitute for chickpeas.**

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Adapted from lentil market flow sheet developed by The Lentil Company