

Voluntary Report – Voluntary - Public Distribution

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Report Name: Pakistan Pulses Virtual Trade Mission Generates Sales

Country: Pakistan

Post: Islamabad

Report Category: Market Development Reports, Export Accomplishments - Trade Leads, Export Accomplishments - Marketing, Trade Events and Shows

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Report Highlights:

FAS Islamabad, in collaboration with the USA Dry Pea and Lentil Council (USADPLC), organized the first-ever U.S. Virtual Trade Mission (VTM) for Pakistani buyers of U.S. pulses on November 3 – 4, 2020. The objective of the VTM was to provide buyers information about the high quality and good supply of U.S. pulses with the aim of spurring demand for U.S. pulses from Pakistani buyers. Twenty Pakistani buyers and seventeen U.S. suppliers participated in the event. Pakistani buyers from Hyderabad and Faisalabad, who traditionally source pulses from local brokers, participated in the VTM for the first time and established direct relationships with U.S. suppliers. To date, the VTM has generated over \$445,000 in sales of U.S. chickpeas from four Pakistani buyers. FAS Islamabad projects approximately \$15 million in sales over the course of the next 12 months, as Pakistan heads into its major pulse buying season.

General Information:

The VTM opened with remarks by USADPLC, USDA, and the Pakistan Pulses Importers Association (PPIA). USDA noted the close partnership of U.S. pulse suppliers with PPIA members and highlighted the recent growth in U.S. pulse exports to Pakistan. U.S. pulse exports to Pakistan were valued at \$30 million in the first eight months (Jan – Aug) of 2020, a remarkable 65-percent increase compared to the same period in 2019. Chickpeas are the main U.S. pulse export to Pakistan, where they are a key ingredient in Pakistani cuisine.

PPIA highlighted both Pakistan's growing demand for U.S. chickpeas, noting their comparative advantage in quality compared with those from Argentina, Canada, and Turkey, as well as the explosive growth in U.S. chickpea imports.

USADLPC put together a creative agenda which included an outline of its 2021 marketing plans; a 2020 USA Pulse Harvest Tour video highlighting the 2020 growing season and how the unique climate and the industry's rigorous safety practices contribute to the great quality and reliable supply of U.S. pulses and set them apart from competitors; a 2020 USA Pulse Crop Production and Stocks Report of U.S. peas, lentils, and chickpeas – a subject that held everybody's attention because of its creative presentation; and a video on the impact of COVID-19 on the global pulse market, which detailed how demand for pulses has skyrocketed during the pandemic, due to their diverse cooking uses, nutritiousness, long shelf life, and high protein content. For these same reasons, USADLPC projected global pulse consumption to continue to rise.

After the conclusion of presentations, private one-on-one meetings were held between U.S. suppliers and Pakistani buyers for the remainder of the VTM.

Outcome:

The VTM was an innovative trade-servicing initiative that was created in response to travel limitations brought on by the global pandemic. To date, it has generated over \$445,000 in U.S. chickpeas sales to Pakistan – a figure which is forecast to rise dramatically in the following months. Pakistani buyers gained firsthand knowledge of the breadth and scope of the varieties of U.S. pulses, and the high quality and good supply of the 2020 U.S. pulse crop, thereby informing purchase decisions well before the height of Pakistan's pulse-buying season and contributing to a potential expansion in U.S. chickpea exports to Pakistan. Pakistani buyers indicated that sales activity was relatively slow towards the end of the year, due to the availability of sufficient stocks, but that robust sales would begin in January or February in anticipation of high consumer demand during Ramadan, the Muslim holy month that, in 2021, begins on April 12.

Attachments:

No Attachments.