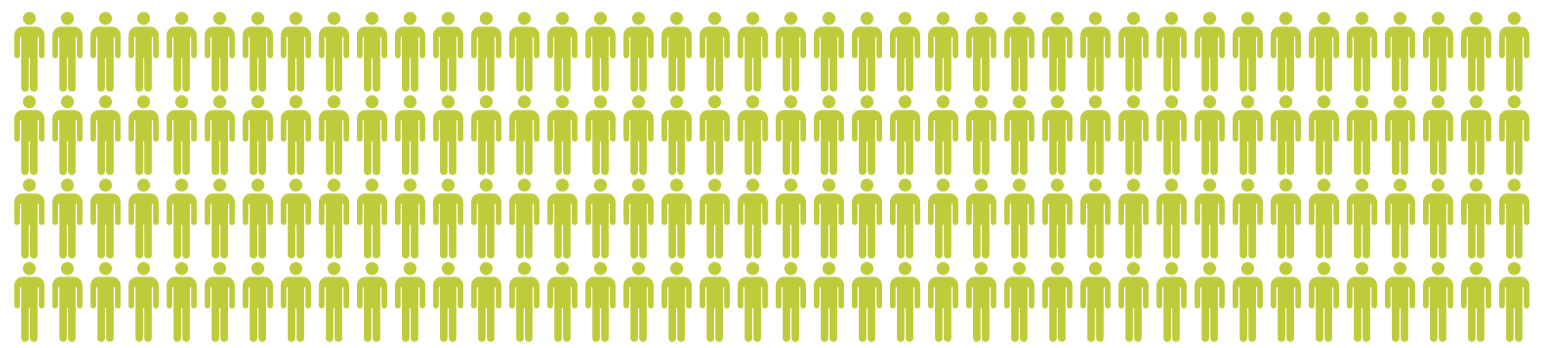




PULSES A HEALTHY FOOD CHOICE

Pulses (beans, peas, chickpeas and lentils) reduce the risk of chronic diseases and improve human health

800
MILLION +
people globally suffer from acute or chronic undernourishment¹



WORLDWIDE OBESITY HAS MORE THAN DOUBLED SINCE 1980⁷



CARDIOVASCULAR DISEASES ARE THE NUMBER 1 CAUSE OF DEATH GLOBALLY



IN 2014 THE GLOBAL PREVALENCE OF DIABETES* WAS ESTIMATED TO BE 9% AMONG ADULTS¹⁰

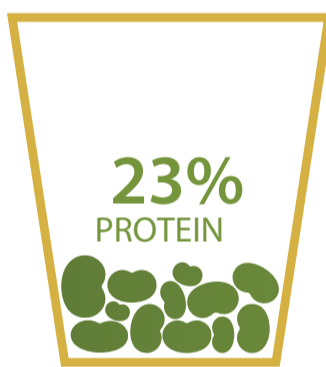


THE NUMBER OF NEW CANCER CASES IS EXPECTED TO RISE BY ABOUT 70% OVER THE NEXT 2 DECADES¹¹

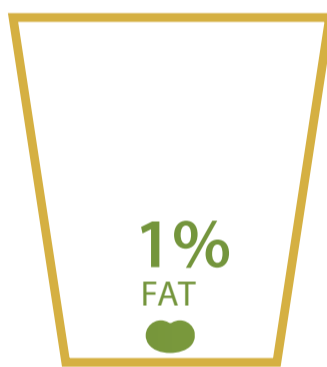
Pulses can help **IMPROVE NUTRITION**, in just one cup, pulses can provide you with...



250
CALORIES



23%
PROTEIN



1%
FAT



HIGH
IN FIBRE



HIGH
IN VITAMINS
& MINERALS

THE HEALTH BENEFITS OF PULSES



IRON



POTASSIUM



MAGNESIUM



ZINC



THIAMIN



NIACIN



FOLATE

Pulses are **PACKED** with essential micronutrients and vitamins

Pulses are an alternative for the **1 IN 133 PEOPLE** who suffer from Celiac disease or gluten intolerance

Pulses have an important role in **HELPING COMBAT** leading global health issues.



REDUCED RISK OF HEART DISEASE



REDUCED RISK OF CANCER⁴



DIABETES PREVENTION AND CONTROL³



CHOLESTEROL REDUCTION⁵



ANAEMIA PREVENTION⁶



WEIGHT MANAGEMENT & LOSS

CELEBRATE WORLD PULSES DAY ON 10TH OF FEBRUARY

WWW.PULSES.ORG

#WORLDPULESDDAY @LOVEPULSES

¹ 'The State of Food Insecurity in the World 2014' Food and Agriculture Organization of the United Nations <http://www.fao.org/publications/sofi/2014/en/>

² 'Pulses are a Superfood' Pulse Canada <http://www.pulsecanada.com/uploads/dl/y5/dly5UD09BpWjEAJb3YkQIA/Pulses-are-a-Superfood.pdf>

³ 'Diabetes Food and Tips' <http://www.helpguide.org/articles/diet-weight-loss/diabetes-diet-and-food-tips.htm>

⁴ 'Spillin' the Beans on Good Nutrition' United States Department for Agriculture 2006 <http://www.ars.usda.gov/Research/docs.htm?docid=10817>

⁵ 'Vegetables, Fruits, Legumes and Prostate Cancer: A Multiethnic Case-Control Study' Cancer Epidemiol Biomarkers Prev. August 2000 <http://cebp.aacrjournals.org/content/9/8/795.short>

⁶ 'Low anemia prevalence among adolescents of an urban hilly community' 2007. <http://cebp.aacrjournals.org/content/9/8/795.short>

⁷ 'Obesity and overweight' WHO Factsheet N°311 January 2015 <http://www.who.int/mediacentre/factsheets/fs311/en/>

⁸ 'Obesity and overweight' WHO Factsheet N°311 January 2015 <http://www.who.int/mediacentre/factsheets/fs311/en/>

⁹ 'Cardiovascular diseases (CVDs)' WHO Factsheet N°317 January 2015 <http://www.who.int/mediacentre/factsheets/fs317/en/>

¹⁰ 'Diabetes' WHO Factsheet No.312 January 2015 <http://www.who.int/mediacentre/factsheets/fs312/en/>

¹¹ 'Cancer' WHO Factsheet No.297 January 2015 <http://www.who.int/mediacentre/factsheets/fs297/en/>