

# Your Pulse Checkoff: A Small Investment with a Big Impact for Montana Producers

Every time Montana farmers sell dry peas, lentils, a small portion of that sale is reinvested back into the industry. That investment commonly known as the producer pulse checkoff works quietly in the background to strengthen markets, advance research, and build long-term opportunity for Montana pulse growers. The Montana Pulse Crop Market Development Program (MPCC) exists for one clear reason: **to do together what individual producers cannot do alone.**

## What Is the Montana Pulse Crop

**Checkoff?** The MPCC is a quasi-state agency established under the Agricultural Commodity Research and Market Development Enabling Act (MCA 80-11-10). It provides the structure and accountability needed to invest in research, education, and market development on behalf of Montana pulse producers. The pulse checkoff is a program, assisted by the state, and governed by producers. It ensures that grower dollars are pooled and invested strategically to benefit the entire industry today and into the future.

## How the Program Is Funded

The Montana pulse checkoff is funded entirely by producers. The assessment rate is 1% of net receipts from pulse crops grown, delivered, and stored in Montana. These mandatory dollars are collected at the first point of sale, and the program includes a producer refund provision. While the term 'checkoff' comes from early programs where producers marked a box to contribute, the name remains a familiar reminder of grower investment.



**Sophia Seffrood from the MSU Food Product Development Lab shares insights on the diverse applications of pulse crops in today's innovative food landscape.**

## What the Checkoff Was Designed to Do

Marketing development programs like the MPCC were created to address challenges and opportunities that individual farms cannot tackle alone. The pulse checkoff helps stabilize markets, supports tailored research, increases bargaining strength, and provides a framework to accomplish marketing and research functions that cannot be done separately.



### Checkoff in Action:

Crop Revenue Insurance One of the most tangible examples of pulse checkoff dollars at work is crop revenue insurance. Revenue protection insurance for pulse crops was developed through years of checkoff funded research, data development, and industry coordination. From 2021 to 2024, crop insurance programs supported in part by pulse checkoff investments returned nearly \$222 million to dry pea, lentil, and chickpea growers. Montana pulse checkoff dollars aren't a cost they're an investment that pays off when it matters most.

**“Empowering local farmers to deliver high quality nutrition for the world and strengthen local communities”**

### Why It Matters

Every checkoff dollar is invested with purpose. Thanks to these investments, MSU pulse research continues to improve yields, new domestic and global markets are opening, and Montana pulses are gaining ground in school nutrition and food aid programs. Over 96% of Montana producers choose to continue investing because the results speak for themselves.

### Your Farm. Your Future. Your Checkoff.

Every time pulse crops are sold in Montana, a small investment is made back into the industry. Its impact is felt across research fields, insurance protection, classrooms, and markets worldwide. That's Montana producers working together and that's your checkoff at work

#### *A Message from the Executive Director*

*As convention season is underway and I connect with producers across Montana, it's an important time to reaffirm the value of the pulse checkoff and the role it plays in our industry.*

*The mission of the Montana Pulse Crop Committee is to improve the return on investment for Montana farmers, guided by our vision of empowering Montana producers to deliver high-quality nutrition for the world while strengthening local communities.*

*Every time pulse crops are sold in Montana, a small checkoff investment supports research, education, and market development allowing producers to accomplish together what can't be done alone.*

*A recent example of checkoff dollars at work was the MPCC Research Roundup held in December, where producers and industry heard from 13 Montana State University innovators on topics ranging from disease management and AI tools to new product development like lentil milk. These conversations help shape future innovation and strengthen our industry.*

*For 2025-26, the Committee is investing \$3.55 million in research, education, and marketing to improve farm level returns and expand markets. I will reiterate.*

***Your farm. Your future. Your checkoff dollars at work.***

Liz Edmundson  
MPCC Exec Director  
406.438.7570  
pulse@mgga.org  
mtpulsecrops.org

