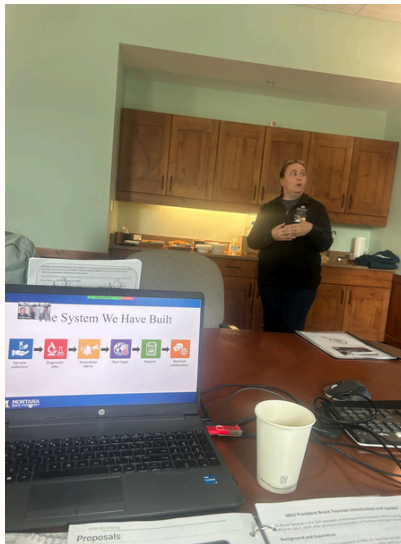


## The Pulse Checkoff at Work, Even When Markets Are Down

Earlier this month, on March 2–3, the Montana Pulse Crop Committee gathered to review proposals that will help shape the future of Montana’s pulse industry. The committee, which is made up of five Montana pulse producers and one industry representative, heard proposals from eight presenters. Each project designed to **strengthen the return on investment for Montana farmers**

Frankie Crutcher, MSU Eastern Ag Research Station, presents on **A pulse crop pest and disease survey program, Heat Mapping for Montana Producers**



The presenter brought forward thoughtful ideas and innovative solutions. Some proposals focused on **developing the next generation of pulse industry leaders**. Others targeted **international market development** to expand demand for Montana pulses. Still others proposed **building collaborative teams of Montana State University researchers, including plant pathologists, weed scientists, agronomists, and economists, to create practical education and research resources for Montana growers**.

Every proposal shared a common objective: to advance the pulse industry and enhance profitability. However, there is a significant challenge facing our industry and its producers at present.

The Montana pulse checkoff relies on a 1% assessment on pulse crop sales. Given that pulse markets have recently dropped by 45–55%, the overall funding for these vital programs has diminished, and producers are feeling the impact more than anyone else.

In essence, even though the demand for innovation, education, policy support, and market development remains robust, the resources available to facilitate these initiatives are more constrained than in recent years. This is where the value of a producer-governed checkoff truly shines.

The Montana Pulse Crop Committee is a dedicated and intentional group of producers who take their responsibility seriously. Over two days, the committee asked tough questions, debated the merits of each proposal, and carefully evaluated both the short-term and long-term impacts of every project.



The Montana Pulse Crop Committee carefully deliberates on the merits of each proposal.

Their goal is simple but critical: ensure every checkoff dollar is invested in the projects that provide the greatest benefit to Montana producers. These are investments that individual farmers could never accomplish alone.

# Follow the Pulse Checkoff on your preferred social platform



## Big Wins from the Pulse Checkoff

Over the years, Montana's pulse checkoff has delivered tangible returns for producers:

- Advancing Research Through MSU and National Research

Supporting Montana State University research on **disease management, agronomic practices, and variety trials** that help producers improve yields and manage production risk.

- Expanding Markets for Montana Pulses

Investing in **market development partnerships** with organizations like USA Pulses and HOLA MT to grow domestic and international demand for Montana-grown peas, lentils, and chickpeas.

- Strengthening Risk Management Tools

Supporting industry collaboration and research that helped develop pulse crop revenue insurance, which returned nearly **\$290 million to dry pea, lentil, and chickpea growers between 2021 and 2024** when markets or weather created challenges. 1.7 Million acres enrolled in revenue protection in 2025, **paying out over \$100 million to Montana Pulse Farmers.**

*A message from the Executive Director~*

*As someone who works closely with the Montana Pulse Crop Committee, I can say with confidence that I have never seen a group more committed to stewarding producer dollars responsibly. These producers understand the importance of the checkoff and approach every funding decision with the seriousness it deserves.*

*Even in a challenging market environment, we are not taking our foot off the gas. We are being more intentional than ever about ensuring that the pulse checkoff continues to support the highest-priority projects that move our industry forward.*

*These are the kinds of investments that strengthen farms, communities, and the future of Montana agriculture.*

*In the months ahead, we will continue sharing how the Montana Pulse Checkoff is at work—through the people, projects, and outcomes strengthening the pulse industry across our state. Because when Montana producers invest together, the entire industry moves forward.*

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



**Liz Edmundson**  
Exec Director

Committee members had the opportunity to taste-test waffles while meeting the owner of Unwaffle, Erik Walnum. What an incredible success story! Check out the ingredients and place your order today at [Unwaffle.com](https://unwaffle.com).

