

Who is the competition and what are they supplying?

Myanmar - chickpea, beans
China - lentil, beans
Australia - chickpea, dun peas
Turkey - chickpea, red lentil
Iran - chickpea
Hungary - green pea
USA - green pea
New Zealand - green pea

What is the competition doing better?

USA - branding, better at supplying information (supply and disposition etc.) The American Dry Pea and Lentil Assoc has an office in New Delhi.

Turkey - price, not quality or reputation

Australia - price, shipping advantage, market responsiveness

Hungary - price, foreign exchange drive

China - price, not quality

Myanmar - price, shipping advantage

New Zealand - shipping advantage only

What new products might Canada be able to develop?

Chickpea - both kabuli and desi hold promise. There is limited scope for the introduction of new premium products. Red lentil splits and wholes to Pakistan.

What innovations would make us more competitive?

In India, in the higher quality pea market branding appears to offer an advantage. Variety marketing e.g. "Tyson" chickpea might be advantageous.

Consumer/brand loyalty?

Importer loyalty is nil. However, in India loyalty of purchaser to wholesale seller is high.