

### **What is the pricing mechanism?**

In India at the wholesale level, there is very little competition. At the importer level, prices fluctuate dramatically, but not at wholesale level. Wholesale competition is on quality, not price. High level of buyer loyalty at the wholesale level. Retail pricing has a spread based on type of retail outlet. Price separation on quality for pea at retail level.

In India, whole lentil, dehulled lentils and split lentils are in fact considered to be separate market classes with independent price structures.

The pulse processing sector in India reportedly has a 65 % splitting efficiency, adding 40 % to the market price.

### **How does the grading system compare to Canada's?**

No comparison with Canada's system. Neither country employ grading standards other than fair, average quality (FAQ).

### **What are the phytosanitary requirements/problems?**

No problems with Canadian pulses were noted in either India or Pakistan.

### **Are there other import requirements?**

India requires import contracts to be registered with NAFED, but Indian traders do not view this as a problem. No other requirements were discovered in either country but exporters would be wise to verify with External Affairs staff in the market before shipping product.

### **What can we supply (realistically)?**

If prices are low:

Red lentil to Pakistan.

Green and yellow pea to India.

Desi and kabuli chickpea in future.

Red kidney and cranberry beans in both markets.