

3. RAJESH AGARWALLA, New Delhi

Not interested in yellow peas. Preferred US peas because Canadian greens were "denser" than US peas. US peas take up water quicker. Sold into reconstituted green market. May need some research into variety/location effects. Price \$730 U.S. ??? US Rumba and Heart brands recognized.

Liked long cranberry beans, white kidneys. Local yellows were plentiful. Brands popular, sell at price or market share premium.

Sourcing some product in Iran because of Rupee payment possibility. New changes in Rupee convertibility affect the buying procedure. Currency changes a major problem with letter of credit arrangements. Need to find out more about the performance bond and credit letter situation. Could start with 10 containers per month?? U.S. \$200/tonne for local lentils. Blended off yellow lentil into pigeon pea.

No brand loyalty, buys strictly on price.

Quality is probably the major factor. Consistency of product from the same year is a concern.

Red peas would be useful if cheap and same size as lentil so that blending is possible. Chickpea reaction is positive. New lentil products - mixed reactions. Interest from women in new products.

4. Reception at Mr. Vanderloo's - Canadian Commercial Counsellor, New Delhi

a) Potash fertilizer dealer at reception (K. Jacob John) felt fertilizer use in India would rise. Opposite opinion from Dr. S.K. Saxena (Fertilizer Association of India). Dr. G. Dev felt that it would rise - works for Potash and Phosphate Institute (PPI) of Canada through Western Diversification. (Mission members thought the possibility of the PPI office handling pulse affairs should be explored.)

b) Dr. B.M. Sharma (Pulses Directorate - Indian Government) is involved in setting sectoral policy. Suggested that pulse production would be the target of future policy efforts.

c) Leanne Hogie of the USDA is an economist/trade analyst (agricultural attache). She noted that statistics are unreliable, that research is delinked from extension, and that pulse production is erratic with a flat trend. Dr. Sharma suggested that the production is an upward trend.