

## **BRANDED US GREEN PEAS TO HIT INDIAN RETAIL CHAIN STORES FOR THE FIRST TIME**

Press Release, Dallas, Texas February 18, 2011

For Immediate Release

Global Agro Commodities, a Dallas based high quality exporter of Peas & Lentils to Europe and Asia has just signed an agreement with one of the leading retail-chain run by mega Indian corporate group in India to launch its premium quality branded U.S. Peas & Lentils (Also known as Pulses).

This organization is the very first US organization in Pulse industry to enter into such agreement with retail giants in India and is very excited to have achieved first success mile stone after solid hard work of more than 2 years working with India's ground team of retail chains.

A difference maker and leader in marketing of North American agriculture products has also played a significant role in supplying U.S. Origin high quality split peas into Western European market for last 3 years under similar concept of "from farm to consumer" under one large umbrella.

The prospects of pulses are forecast to grow at CAGR of 7% between 2009 and 2014 to reach a volume of 28 million tones. This is mainly a product of two trends: the rising population in India, and the increased consumption of many Indian people as spending power rises. This means bigger meals are eaten, which means more beans, peas, and other pulses.

Sounding upbeat about market prospects of India, Mr. Divyesh Patel, Chief Executive Officer of Global Agro Commodities, stated that he proposes to start selling under their brand 'American Topnotch' Peas and Lentils starting March 1<sup>st</sup>, 2011. He aims to be in India for a formal ribbon cutting ceremony as well as the firm is scheduled to host an industry awareness and educational seminar in Mumbai, India on March 10, 2011 promoting U.S. Pulses. The theme of the seminar is U.S. Pulses – "A lifetime opportunity for India." Strategically stated to underline two important facts of the industry – 1) U.S. Pulses are known for its high quality worldwide and with its consistent supply, it is going to help to narrow the gap of India's demand and supply of pulses.

For more information, please visit [www.globalagco.com](http://www.globalagco.com) or [www.pulsehealth.in](http://www.pulsehealth.in).