



THE CASE FOR MORE LENTILS!

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BISSMA PACIFIC

Life

Extended

Nourished

Today and Tomorrow

Ingesting

Lentil

Sustenance



Proof ?

- **Diabetes claims**
- **Human fuel and energy claims**
- **A gem in the Pulses crown**
- **Demographics**
- **Exponential Growth**
- **Trillions**
- **Storability**
- **Saskatchewan mentality**



Because we can!!

Here are some recent headlines for Lentils!

"Day of the lentil burgers: Ghent goes veggie to lose weight and save planet"

The Guardian 14 May' 09

"High value Wimmera lentils decimated"

Gregor Heard 13 Dec' 09

"Lentils halt breast cancer and make nutritious meals for pennies "

Barbara L. Minton NaturalNews.com 5 March'09

"The Lentil: A fall superstar"

Canwest News Servie 4 Nov' 09

"Lentils are the new dah-ling of healthy consumers, Waitrose "

Jess Halliday 6 March'07



Demographics

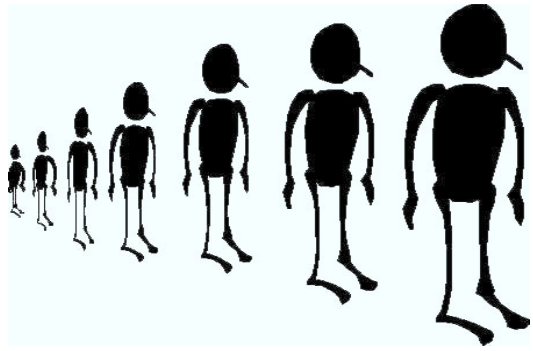
255 babies born per minute or 367, 200 people

a day or 2,570,400 per week or , if we take deaths

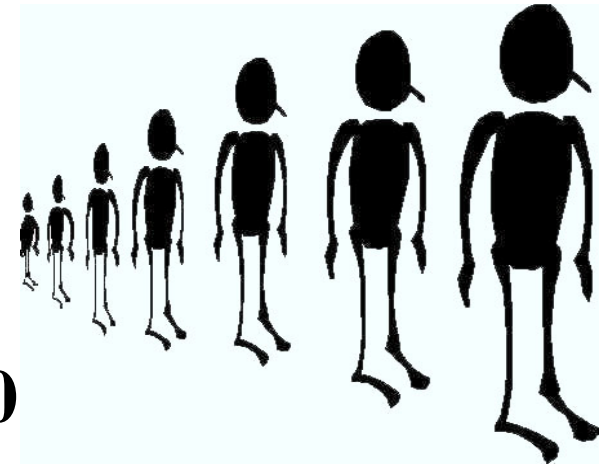
into consideration, the planet is expanding between

80 and 90 million people net of deaths, per annum.

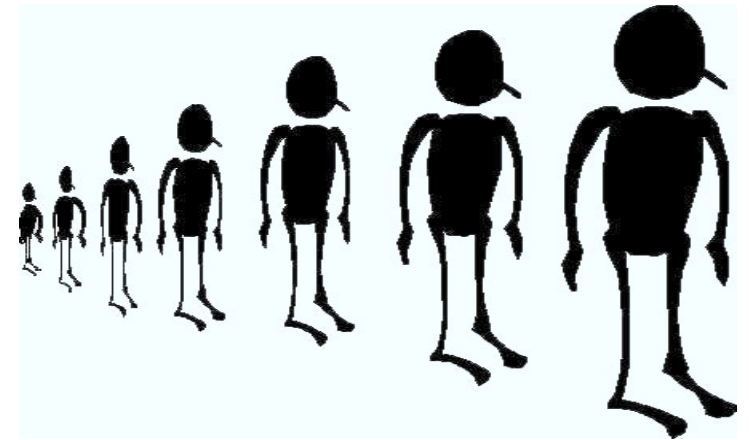
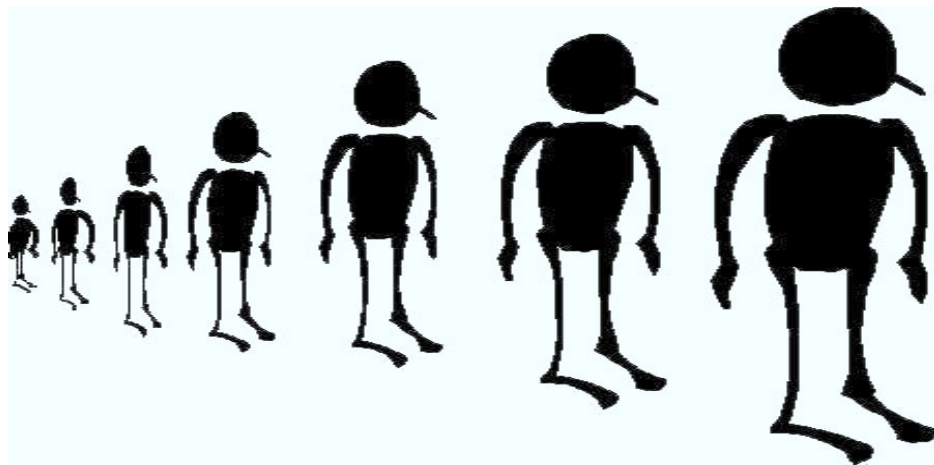




Demographics



If I talk the source that shows 100 million per annum.....this means between January 15th – September 15th 2010 63 million mouths will be open on the planet!!??



Demographics

We have approximately **6.9 billion people**

on the planet today.

They say by **2050**

we will exceed

9 billion people,

before we level off or start reducing.....

Candidly I dont know how this conclusion is arrived at!!??



An example of exponential growth,

by Dr Albert Bartlett says:-

Bacteria grow by doubling/ One bacterium divides to become two, the two divide to become 4, the 4 become 8, 16 and so on. Suppose we had bacteria that double this way every minute. Suppose we put one of them in an empty glass bottle at 11 in the morning, and then observe that the bottle is full at 12 noon. There's our case of just ordinary steady growth. It has a doubling time of one minute, it's in the finite environment of one bottle.

REVIEW QUESTIONS

1 At what time was the bottle half full?

2 If you were an average bacterium in that bottle. At what time would you first realize you were running out of space?

3 How long can growth continue as a result of this magnificent discovery?

Think oil. Think lentils. Think Gas.
Think lentils. Think Food for Fuel.
Think emerging markets. Think finite
agricultural land. Think demographics.
Think health. Think fertilizer. Think
lentil crops. Think nitrogen
fixation. Think potential demand. Think
prices. Think lentils.

TERMINOLOGY

When commentators tell us the US debt alone is over 10 trillion dollars do we have any clue what that looks like?

A million dollars????



A billion dollars???



A trillion dollars?????

\$10 THOUSAND DOLLARS

It's fits in your pocket easily and is more than enough for week or two of shamefully decent fun.



\$1 MILLION DOLLARS

You could stuff that into a grocery bag and walk around with it.



\$ 100 MILLION DOLLARS

It fits neatly on a standard
pallet...



\$1 BILLION DOLLARS

... now we're really getting
somewhere...



\$1 TRILLION DOLLARS

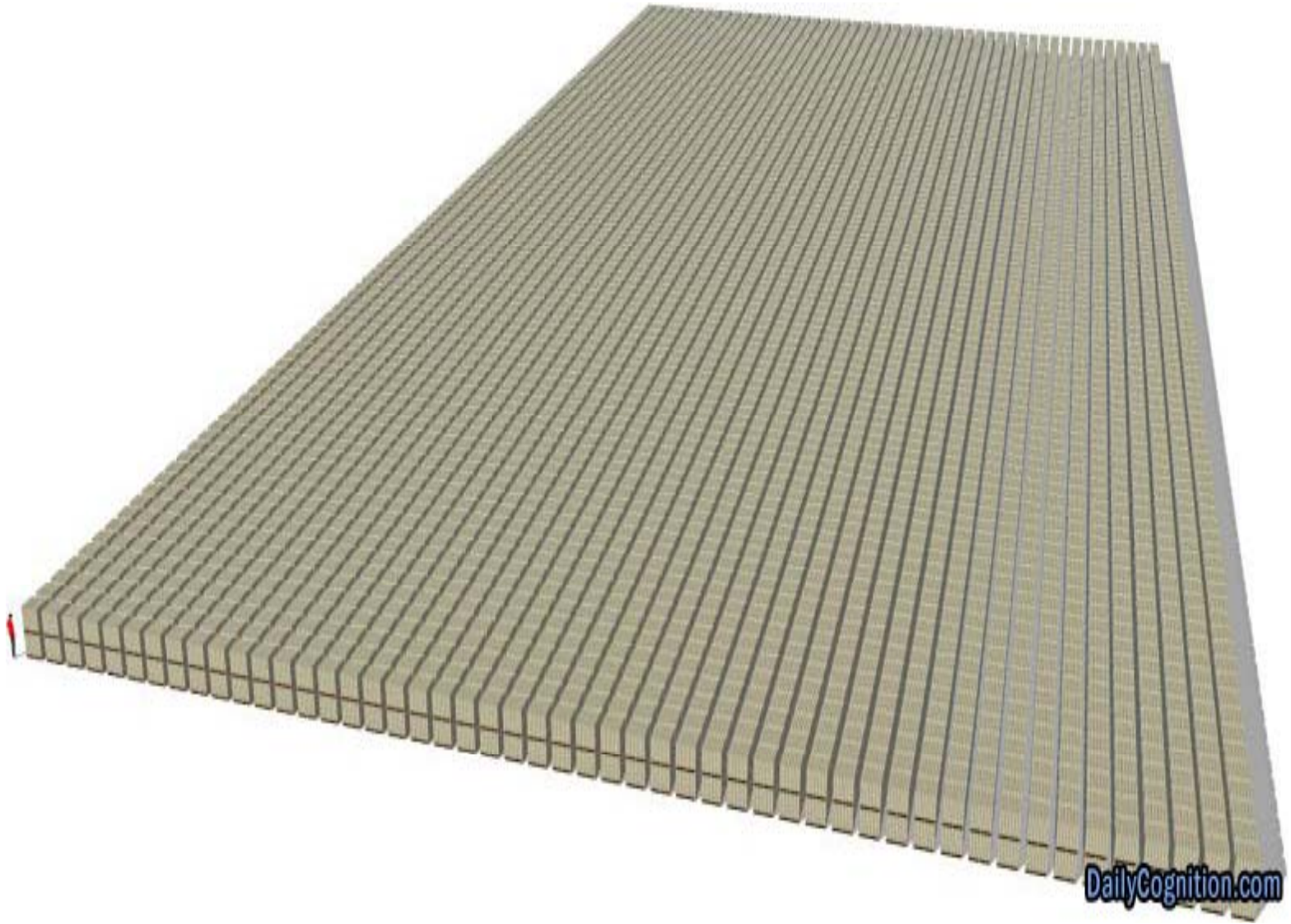
What is a trillion dollars anyway?

Well, it's a million million.

It's a thousand billion. It's a one followed by 12 zeros
(\$1,000,000,000,000)

You ready for this?

It's pretty surprising.



STORABILITY

Red lentils in particular have a bit of the canaryseedesque attraction to them.

Stored at the right moisture level in dry conditions, 2 years old, 3 years old may not be uncommon if lentil growers frown on prevailing prices at time of harvest and in that first marketing year.

If 30% of you withdraw from the market.....the supply picture changes!!

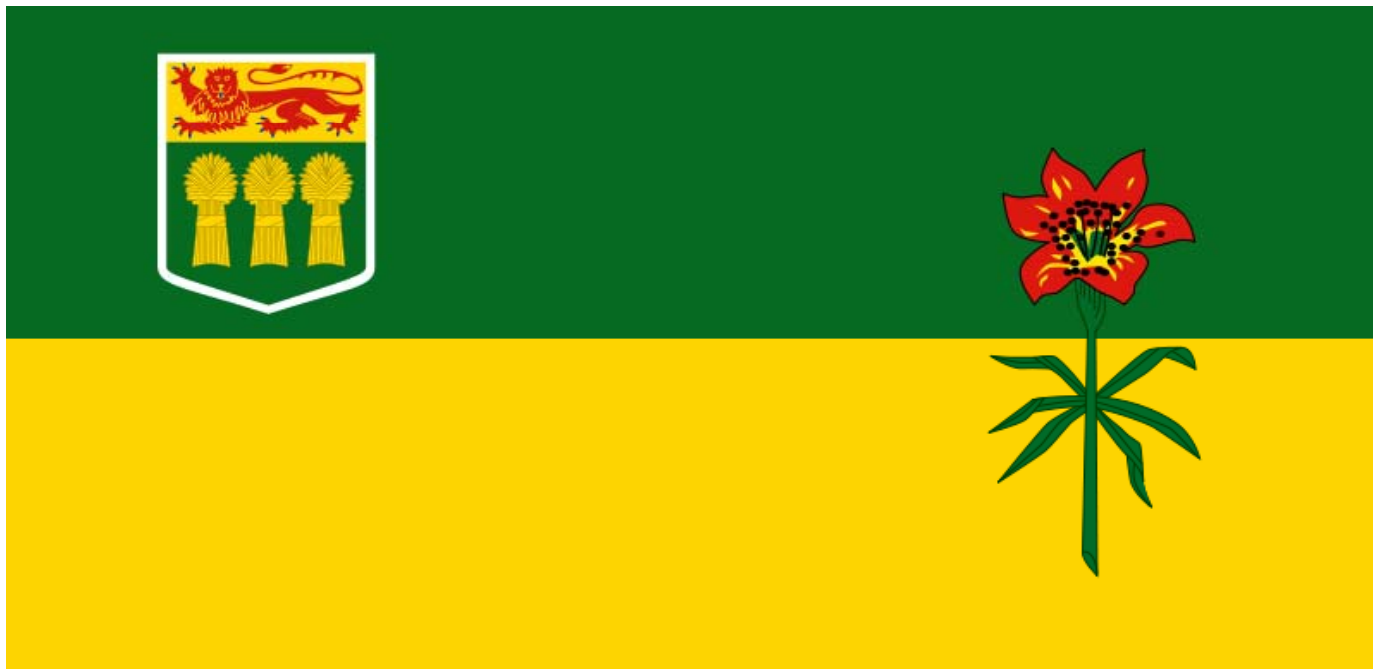
Saskatchewan mentality ?

Globe and Mail

December 30, 2009

Saskatchewan: A "Have" Province At Last.

**"It's a nice place to be right now, Saskatchewan.
Everybody's pretty optimistic."**



BECAUSE WE CAN