

THE PULSE

MAGAZINE



OFFICIAL JOURNAL OF PGRO

MISSION

To be the authoritative publication for all involved with pulses in the UK - whether grower, merchant, end user or researcher.

FREQUENCY

Published three times a year at key decision times for the crop.

MARCH

Just in time to update growers when they are making key decisions regarding their spring-sown pulse crops.

MARCH, JUNE, EARLY DECEMBER

CIRCULATION

It is sent to some 11,000 pulse growers, or potential growers. This is through the controlled circulation list of CPM (Crop Production Magazine), the PGRO members list and to AICC Members. It is also distributed at our Grower and Industry Meetings and at key agricultural events, such as Cereals.

RESTRICTIONS ON ADVERTISING

It is a benefit to advertisers that the amount of advertising in each issue and the style of advertisements is limited to companies who meet PGRO's objectives and who will be relevant to the editorial content.



Processors and Growers Research Organisation

The Research Station, Great North Road, Thornhaugh, Peterborough, PE8 6HJ

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www.pgro.org email: info@pgro.org X @pgroresearch

PGRO reveals 2025 Pulse Descriptive List
The PGRO voluntary Pulse List (DL) trials for peas, spring

While there are lots of new varieties to consider, two main themes emerge this year. Firstly, that new varieties have performed excellently with new varieties reaching the top of the Spring Bean DL and the Marrowfat. Green and Yellow categories of the Combining varieties. Secondly, that lots of new varieties are being tested for the... are very popular... always...
The DL trial series... rolling data set... a reliable group... been in the trial... years and app... Using a five... atypical in... season of... The five... (3.56... write...



RATES

Front Cover	210mm x 297mm	£1870
Inside page	210mm x 297mm	£1375
Inside half page	210mm x 148mm	£740
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ADVERT SPECIFICATIONS

PDF files should be supplied in high resolution, at least 300dpi,
 All fonts must be embedded or converted to outline.
 Colours must be set to CMYK.

Files can be supplied in JPEG / TIFF format but must be at least 300dpi.

All files must contain 3mm bleed and crop marks at all corners.

ADVERT DELIVERY

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DL PEAS 2025

DL PEAS 2025	Yield %
Downy Mild	115
Agrii	110
Agro	105
Cope	100
Dalt	95
EL	90
IARA	85
KWS	80
NPZ	75
LUK	70
SU	65
Sen	60
WAC	55
Agrii	50
Agro	45
Cope	40
Dalt	35
EL	30
IARA	25
KWS	20
NPZ	15
LUK	10
SU	5
Sen	0
WAC	0

Key to Source Of Varieties

Agent Code On DL	UK Agent
Agrii	Agrii
Agro	Agro
Cope	Cope Seeds & Grain
Dalt	Dalton Seeds
EL	Elsoms Seeds
IARA	IAR Agri
KWS	KWS UK Ltd
NPZ	NPZ UK Plant Br
LUK	Limagrain UK L
SU	Saaten Union
Sen	Senovia Ltd
WAC	WA Church

Multi-layered approach to defence

Increased funding for sustainable pulse crops in the UK

RESEARCH