



# ENCOURAGING CONSUMERS TO “LOVE CANADIAN BEANS”



By Jeff English, Vice-President of Marketing & Communications, Pulse Canada

The pulse industry’s national strategy to grow demand for Canadian beans centres around increasing domestic consumption. In order to accomplish this, Pulse Canada and our members, with key contributions from Alberta Pulse Growers, first commissioned a consumer market research study to better understand how Canadian consumers interact with and relate to Canadian beans.

Several key findings from this study have informed our consumer marketing approach. Notably, the research showed that while most Canadians are familiar with beans, consumers tend to associate beans with traditional dishes not always consumed in 2023 in Canada. Dispelling the myth that beans

are merely ‘something you eat at grandma’s house’ has become a key goal of our marketing campaign.

The research also showed that while Canadians may associate beans with being healthy, most were not aware that the majority of beans on store shelves are grown in Canada. There is a growing trend among Canadians today, accelerated by the recent global pandemic, to increase their purchases of local goods. That is why our campaign also focuses on increasing awareness that beans are grown in Canada, ensuring that those consumers who want to support local know that they can do so by heading to the bean aisle at their local grocery store.

Now in its second year, the “Love Canadian Beans” campaign has been strategically crafted, with significant input from Alberta Pulse Growers staff, to meet specific objectives aimed at fostering a deeper connection between consumers and Canadian-grown beans.

By emphasizing the nutritional benefits of Canadian beans, the campaign seeks to position beans as a wholesome and nutrient-dense food choice.

To do this, the campaign highlights their high fibre content,

*continued on p.16*

**JOHN KOLK**

**FARM NAME:** Kolk Farms Conrich  
**LOCATION:** Enchant, Alberta

**Hello, I'm John, a 3rd generation bean farmer from Alberta, Canada.**

**While farming has its challenges, there is always something new to learn, so I never get bored. We have 4,000 acres where we grow canola, flax, malt barley, milling wheat, mustard, yellow beans, great northern beans, and pinto beans.**

**Canada has land, water, sunshine, and hardworking, innovative people. I think we have a great future as a food provider.**

A profile of John Kolk, APG Director-at-Large (Bean), appears on the Love Canadian Beans microsite.



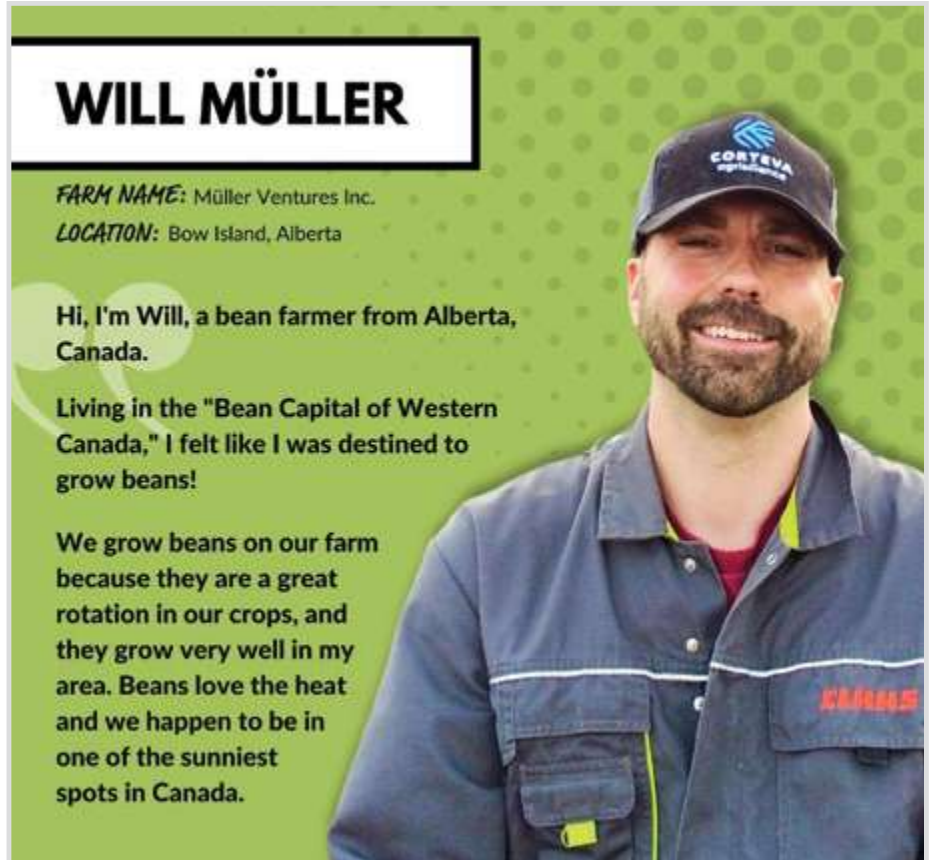
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protein richness, and other health-promoting qualities, encouraging consumers to incorporate more beans into their diets.

The campaign also demonstrates that Canadian beans are incredibly versatile and can be incorporated into a wide array of dishes. Pulse Canada has partnered with celebrity chefs and food influencers from across Canada to develop exciting yet practical recipes that busy consumers can make at home. By showcasing various recipes and culinary inspirations, we are able to demonstrate the adaptability of beans in both traditional and contemporary cuisines. This approach aims to dispel any preconceived notions about beans being bland or limited in culinary applications.

The campaign also capitalizes on the growing demand for local products. "Love Canadian Beans" strives to enhance consumer awareness about the origin and quality of Canadian beans. By emphasizing the benefits of choosing locally sourced beans, Pulse Canada aims to instill a sense of pride and loyalty among consumers, driving them to prefer Canadian beans over imported alternatives. To help accomplish this, the campaign features profiles on bean growers from across Canada, including two familiar faces from Alberta. These profiles have helped to highlight the work growers do on a daily basis to deliver a quality, local product to Canadian consumers.

Pulse Canada has worked with an external agency to develop visually appealing and informative marketing materials, including digital content, social media posts, and promotional materials. Housed on the website [lovecdnbeans.ca](http://lovecdnbeans.ca), our content is also promoted through social media advertising to our desired target audiences. Once driven to the landing page,



A profile of APG Zone 1 Director Will Muller appears on the Love Canadian Beans microsite.

visitors have the chance to engage with materials specifically designed to capture their attention and communicate the key messages of the campaign effectively.

In the summer of 2023, the campaign served more than half a million organic impressions with nearly 15,000 engagements on the website. With the addition of paid digital media marketing this winter, these numbers are expected to increase significantly.

It is not just Canadian consumers who are taking notice. The campaign website recently took home "Best in Show" at the Canadian Agri-Food Marketing Alliance's annual awards. While awards don't necessarily move beans, this type of recognition is a sign that our campaign is heading in the right direction.

Pulse Canada's "Love Canadian Beans" campaign represents a comprehensive and strategic effort to enhance the appreciation and consumption of domestically produced beans. By leveraging a combination of marketing, education, and collaboration initiatives, the campaign aims to not only increase the popularity of Canadian beans but also contribute to the overall growth and sustainability of the Canadian pulse industry.

As consumers develop a deeper understanding of the benefits of choosing Canadian beans, it is anticipated that this campaign will create lasting positive effects on domestic consumption patterns. We look forward to sharing the results from "Love Canadian Beans" with pulse growers as the campaign continues to unfold.