



NUTRITION NOTES

WHEN WE GROW OUR PARTNERSHIPS, WE GROW OUR REACH!

By Debra McLennan, RD, APG Food and Nutrition Coordinator

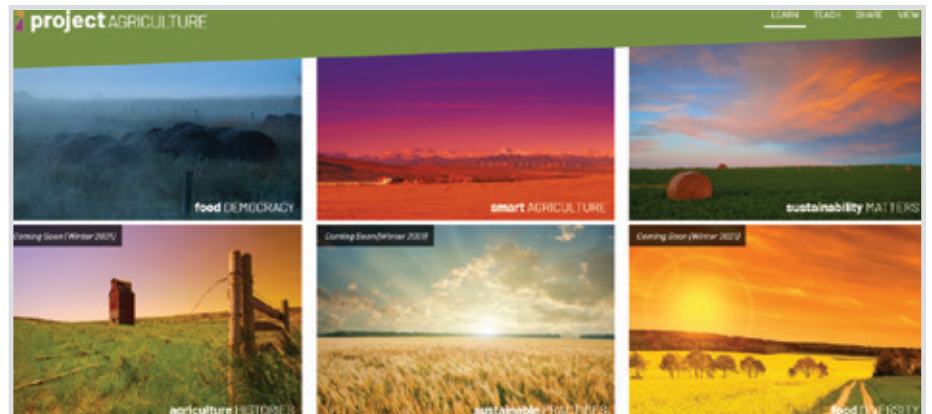
Developing new and nurturing existing collaborations with a variety of industry partners is the key to getting pulses on every plate. Working with partners is an opportunity for Alberta Pulse Growers (APG) to connect with educators, consumers and chefs to share our story of pulses and build public trust in agriculture.

Agriculture for Life (Ag for Life) is dedicated to building a greater understanding and appreciation of agriculture and its fundamental connection to life. Working with Ag for Life has provided the opportunity to connect with elementary, junior and senior high school teachers and students through the Classroom Agriculture Program, the Story of Food – Pulses booklet, the Know Your Food Program featuring a travelling trailer, and the Teacher Symposium.



Ag for Life's Know Your Food Trailer.

With links to the Alberta elementary, junior and senior school curriculum, **Project Agriculture** is designed to bring agriculture into the classroom in a way that engages teachers and students to interact with each other and the community at large. Along with five other Alberta commodity partners, APG shares content expertise to bring agriculture (and pulses!) to life in the classroom.



Project Agriculture website.

Taste Alberta represents a working group of partners within the Alberta food and agriculture industry that have come together to build trust in the Alberta food industry. Through hosted events, sharing factual, relevant articles and regular social media posts, Taste Alberta works to demonstrate the quality of Alberta produced foods and the sustainable and responsible farming practices that grew them. This partnership has connected APG with local chefs and social media influencers to continue to build awareness of the Alberta pulse industry.



Chef Lindsay Porter at a Taste Alberta sponsored event.

The **Love Canadian Beans** campaign is an important tactic in the Pulse Canada 25 by 2025 national strategy for dry beans to increase consumer equity in beans and increase domestic use of Canadian grown beans. APG, with Manitoba Pulse and Soybean Growers, Ontario Bean Growers and Pulse Canada are working together on key initiatives that connect Canadian beans to consumers, retail and other commodity groups.

Love Canadian Beans website.

Getting ready for December's online class with Chef Meg and APG's dietitian Debra McLennan.

Cook with Meg features Chef Meg Tucker leading participants through online cooking classes designed to ensure that everyone has a chance to learn and thrive in the kitchen. APG sponsors one 60-minute online class per month where up to 80 families can attend for free to learn one step-by-step unique and original recipe featuring Alberta grown pulses. These fun and delicious recipes are created and tested by Chef Meg. After each class, APG adds the recipe to our website and shares the link on social media. These classes are designed to show consumers of all ages how versatile and easy it is to add pulses to a variety of recipes and meals.

The Last Word

Collaborating with a variety of programs and partners over the years has provided APG the opportunity to share our pulse story and connect with other commodity commissions. Working together with provincial and national agricultural organizations to provide reliable and accurate information about Canadian agriculture is a key strategy for building public trust and growing our reach with our key audiences.

Questions about pulse nutrition, recipes or APG programs? Contact APG's Food & Nutrition Coordinator, Debra McLennan at dmclennan@albertapulse.com or (780) 986-9398 ext. 109.