



Join APG and the Rest of the World in Celebrating International Year of Pulses 2016

Submitted by APG

The Alberta Pulse Growers, along with its counterparts across the country and around the world, is counting down to 2016 since the United Nations officially launched the International Year of Pulses 2016 (IYP) on Nov. 10.

“IYP will draw attention to important global issues like nutrition, food security and environmental sustainability,” said Allison Ammeter, Chair of Alberta Pulse Growers (APG) and the IYP Canada Committee. “This attention will ensure the Canadian industry will continue to grow and keep Canadian pulses competitive at the farm gate.”

She added that the ceremony at the Food and Agriculture Organization headquarters in Rome emphasized the important role that beans, peas, lentils and chickpeas play in contributing to healthy people and a healthy planet.

APG kicked off its own IYP activities by developing a glossy calendar featuring photos, stories and recipes that showcase the pulse value chain in Alberta. Copies of the calendar will be available at the APG booth at FarmTech and other events until all copies are distributed. Visit <http://pulse.ab.ca/consumers/iyp2016/> to print your own.

Anticipation for this special year has been building within the global pulse industry since the UN announced the designation in December 2013. For pulse producing nations like Canada, this launch marks the beginning of a year of events, activities and initiatives aimed at increasing consumer awareness and consumption of pulses. Launched alongside IYP was www.pulses.org, a global website focused on the health, nutrition and sustainability benefits of pulses, complete with a database of pulse recipes from around the world.

“IYP is an opportunity to capture the attention of consumers and the global food industry, to demonstrate how incorporating more pulses into their diets and food products can improve nutrition and also support the environment,” Ammeter said. “It will leverage the international focus on pulses to build more demand for the pulses that Canadian growers are producing.”

The Canadian IYP festivities will kick off on Jan. 6 at a “Pulse Feast” in Toronto. The evening event, hosted by Chef Michael Smith of Food Network Canada, will attract prominent Canadian media, bloggers and dietitians to enjoy nutritious pulse-based dishes. Guests will be encouraged to take the Pulse Pledge, a commitment to increase their pulse consumption to improve their health and nutrition. Anyone can take the pledge at www.pulsepledge.com.



Also making its debut on Jan. 6 will be *Pulses: The Ideal Partner*, a travelling exhibit designed by the Canada Agriculture and Food Museum that will show Canadians why pulses are the ideal partner for their health and the environment. Albertans will have the opportunity to see the exhibit at several events throughout 2016, including at the FarmTech Conference in Edmonton on Jan. 26-28, and Aggie Days in Calgary on April 6-10.

Other activities that the IYP Canada Committee has planned for 2016 include an educational program in Canadian schools developed by Agriculture in the Classroom Canada, a competition for post-secondary food science and culinary students, and a series of sessions on pulse health and nutrition for Canadian health care professionals.

The IYP Canada Committee consists of representatives from APG and its counterparts in other provinces, Pulse Canada, and industry representatives. Ultimately, the goal of IYP Canada is to contribute to the sustainable and profitable growth of the Canadian pulse industry. To learn more about the wide range of activities that support that goal and to learn how you can join the effort, visit www.iypcanada.ca.

The Alberta Pulse Growers Commission represents 5,000 growers of field pea, dry bean, lentil, chickpea, faba bean and soybean in Alberta. APG's vision is to have Alberta pulses recognized by consumers as environmentally friendly, healthy, nutritious, and recognized by all producers as being an essential element in a sustainable cropping system. For more information on how APG is celebrating IYP in Alberta, please visit <http://pulse.ab.ca/consumers/iyp2016/>.