

2015 MISSION: IMPULSEIBLE

CALLING ALL POST SECONDARY STUDENTS!

**INTERNATIONAL
YEAR OF
PULSES**

There's a lot to celebrate!

Learn more about the
Canadian pulse industry
& IYOP by checking out:



www.pulsecanada.com



Did you know that chickpeas, beans, peas and lentils (*also known as PULSES*) are Canada's 5th largest crop? Our country is the world's largest producer & exporter of peas and lentils! Pulses are not new, they've been nourishing people sustainably around the world for millennia. The ancient Egyptians considered lentils to be an emblem of life. Voyageurs were fueled on yellow pea soup as they endlessly explored North America. Pulses are deeply rooted in history, providing nourishment and energy to accomplish great heights. It's time to put the spotlight back on these mighty seeds as we strive to create a healthy & sustainable planet. Whole pulses, flours and fractions (fibre, protein, starch) can be transformed to create innovative foods ranging from snacks, convenient dinners, all the way to dessert. The possibilities are deliciously endless!

The United Nations has declared 2016 as the International Year of Pulses. The world will be coming together to celebrate and recognize pulses for their contribution to global nutrition today and into the future.

Your 2015 mission, is to create an innovative food product to help present pulses to the world and build awareness of the International Year of Pulses. Products should be "chef inspired", convenient to eat and **MUST** showcase one or more Canadian pulses.

How can you get involved? It's easy!

Step 1: Check requirements & timelines.

Step 2: Recruit a team (2-4 people).

Step 3: Develop an exciting product that showcases **pulse** innovation.

Pulses are **sustainable, nutritional powerhouses** that are ideal for a range of food product applications! They are high in **fibre**, a good source of **protein**, **gluten free** and are packed with **essential nutrients!**

\$6,000 in Prizes to be Won!!!

Register by February 13th, 2015

What's in it for you?

- A chance to showcase your savvy culinary skills in practical food applications & gain food product development experience.
- Learn how pulses are relevant in today's food industry and how they will continue to provide important solutions in years to come.
- Winners of the provincial competition will receive \$1,000 (1st place), \$500 (2nd place), \$250 (3rd place) prize money as well as the opportunity to compete against other provincial winners in June 2015 in Calgary, AB during the Pulse and Special Crops Convention 2015.
- Have the opportunity to scale your product up for 2016 international promotions.

Who's eligible?

- **All post-secondary students** enrolled as of April 2015 are eligible to compete. This competition is open to **all programs** as a range of skills will certainly be put to good use. Participating programs can be, but are not limited to food science, nutrition, culinary arts, business, marketing, etc.

Do you need help with finding ingredients like whole pulses, flours, or fractions to create your amazing food product? Let us know and we can help send some to your school. Contact Christine Farkas at cfarkas@pulsecanada.com

INNOVATION

MISSION: IMPULSEIBLE

Pulses are the edible, dry seeds of legume plants and include dry peas, beans, lentils and chickpeas. Pulses are available in a range of forms including: whole seeds, flours and fractions (fibre, protein, starch). A world of food product application is at your fingertips and open to your imagination!

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FOOD PRODUCT and REPORT REQUIREMENTS: see the chart below.

TEAM REQUIREMENTS

- 2-4 team members enrolled in any program at a Canadian post-secondary institution
- team members must be enrolled and active students as of April 2015

SUBMISSION REQUIREMENTS

Part One: Registration: DUE: February 13th, 2015

- designate a leader to submit all information to Christine Farkas, Pulse Canada (cfarkas@pulsecanada.com) including names/contact information of teammates, program and institution in which each member is enrolled
- an academic advisor (instructor/professor), submit name and contact information.
- 100 words on how the product showcases an innovative use of pulses, and briefly how it celebrates the International Year of Pulses

Part Two: Submission Requirements: DUE: March 2nd, 2015

- 3-page report covering outlined information (see details below)
- Creative marketing materials (examples of ideas, but not limited to: posters, flyers, mock website, promo video, etc.)

Part Three: Live Provincial Presentations & Product Sampling: March 13 at Mount Saint Vincent University

- Present your food product before a judging panel and peers via Powerpoint/ Prezi, etc., and a table top display.
- Prepare enough samples for the judges and audience (approximately 30 small samples)
- Showcase your savvy creative marketing skills while having fun!

Top provincial teams are eligible to compete at the national level in Calgary during the [Pulse and Special Crops Convention 2015](#).

Please visit www.pulsecanada.com for great information on the pulse industry, the International Year of Pulses (IYOP) and past MISSION: IMPULSEIBLE food product development competitions.

Competition Day!!! Friday, March 13th, 2015, 2:00 - 5:00pm
@Faculty Lounge (rooms 404/405) in Seton Academic Centre,
Mount Saint Vincent University, 166 Bedford Highway, Halifax, NS

Contacts: Dr. Bohdan Luhovyy (bohdan.luhovyy@msvu.ca) and Prof. Phillip Joy (phillip.joy@msvu.ca)

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Criteria		Max. Points	Description
Sensory Attributes	Product Appearance, Flavour, Texture	/15	<ul style="list-style-type: none"> • Does the product taste delicious? • Is the texture desirable and appropriate for the product type? • Is the appearance of the product and packaging concept appealing?
Product Concept	Originality of Product	/10	<ul style="list-style-type: none"> • Is there a product on the market that is similar? • How is the product/packaging concept different or unique?
	Potential Use of Pulses	/10	<ul style="list-style-type: none"> • What type of pulse(s) was used? • Was more than one pulse product incorporated? <p>*The higher level of pulse incorporation, the more favourable for the pulse industry</p>
	Health Potential	/10	<ul style="list-style-type: none"> • Is the product nutrient dense/ healthy? • Would consumers feel good about buying and consuming on a regular basis for themselves and family? • Is the Nutrition Facts Table included?
	Marketing Plan	/15	<ul style="list-style-type: none"> • Has the International Year of Pulses been creatively incorporated into the marketing plan? • Have basic packaging requirements been identified? • What are the costs vs. profits (rough estimates)? • Ideally where will this product be sold? • Has the target market been clearly identified? • Is the product in line with current trends?
Delivery	Report and Marketing Pieces	/20	<ul style="list-style-type: none"> • Submit a 3-page, single-spaced report with cover page (3 page max.- can be less than 3 pages if ideas and information are covered) • Is the report detailed and does it provide key information on: <ul style="list-style-type: none"> ○ What the product is, the category it falls under ○ Originality of product ○ Potential use of pulses; ○ Marketing plan- packaging, how does your product celebrate IYOP? • Have creative marketing materials been developed? (ex.- flyers, mock website, promo video, etc.)
	Presentation skills (day of provincial presentation)	/15	<ul style="list-style-type: none"> • Did the team stay within time limit (8-10 minutes) during the provincial competition? • Are key elements from the report covered in the presentation (Powerpoint, Prezi)? • Is the presentation creative, exciting and presented in a logical, flowing manner? • Does the presentation make the judges and audience want to purchase the product immediately?
TOTAL SCORE		/90	
BONUS POINTS		/5	<ul style="list-style-type: none"> • Include majority of Canadian ingredients • Did the team showcase exceptional creativity?
FINAL SCORE		/100	