

Alberta Pulse Growers invites you to:

# MISSION: IMPULSEIBLE

STUDENT FOOD PRODUCT DEVELOPMENT COMPETITION



Good day Albertans. Your mission, should you choose to accept it, is to learn about new pulse containing food products. The team will include food scientists, the food industry, agriculture, researchers and pulse grower representatives.



Monday, March 22, 2010

Registration & Coffee: 09.00

Program and Competition: 09.15 – 11.30

Network with competitors: 11.35 – 12.00

Boardrooms A,B,C @ the JG O' Donoghue  
700 – 113 Street, Edmonton, AB

Teams of University of Alberta food science and nutrition students have been challenged to create innovative food products with whole pulses, pulse flours, or pulse fractions. Alberta Pulse Growers invites you to hear their promotions and see their product displays.

- WHO will win cash prizes of \$1,000 (1st place), \$650 (2nd place) and \$350 (3rd place)?
- WHO will be participate in the national competition at the Canadian Special Crops Association meeting and be eligible for a first prize of \$2,500, or second prize of \$1,000?
- WILL a food product be created that will be a winner in the marketplace?

Judges include Gail Hall, Food Activist, Cooking Instructor, and Food Columnist for CBC 740. Stanley Townsend, Chair of Culinary Arts at NAIT and Dr. Jay Han, Food Scientist, Leduc Food Processing Development Centre.

RSVP to Michelle Lamer, [office@pulse.ab.ca](mailto:office@pulse.ab.ca) by March 15<sup>th</sup>, 2010

**Parking instructions: Sign in at Security with your license plate number**

Pulse Canada 



Additional information on Canada's Pulse industry can be found on the Pulse Canada and Alberta Pulse Grower websites,

[www.PulseCanada.com](http://www.PulseCanada.com) and [www.pulse.ab.ca](http://www.pulse.ab.ca)