

## #LoveCDNBeans Campaign

In 2022, MPSG joined sister pulse organizations Alberta Pulse Growers, Ontario Bean Growers and Pulse Canada, in a campaign to encourage consumers to buy more Canadian-grown dry beans. The campaign was launched in September 2022 on Facebook, Instagram, Pinterest and YouTube, and a website was launched to host recipes, nutritional information and video content. The website also hosts information about dry bean farmers across Canada.

The idea behind the campaign is to better understand consumers' attitudes about dry beans and help educate them about who grows

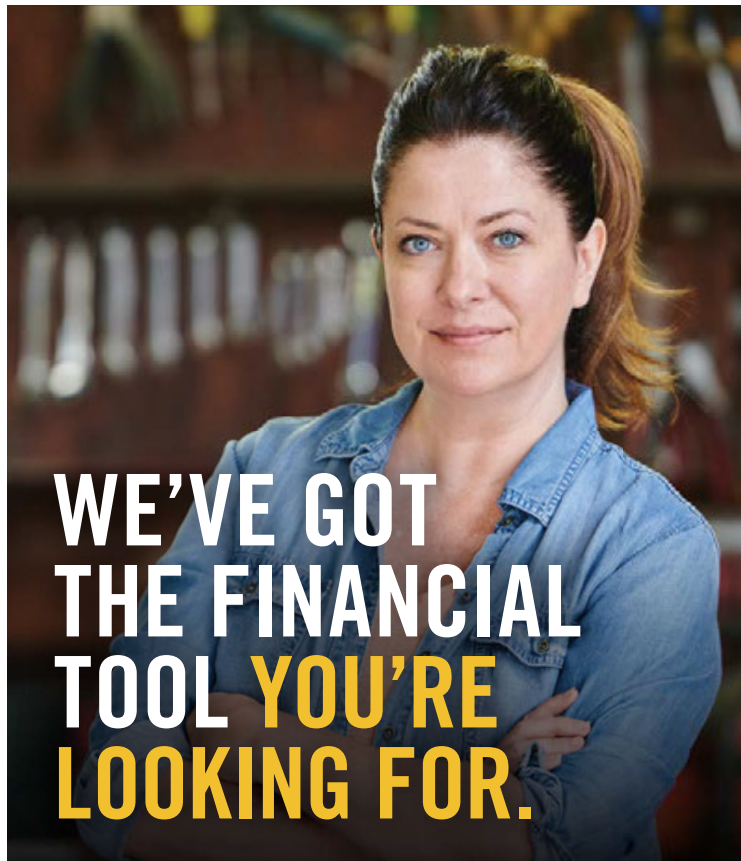


them and how to use them in everyday meals. Dry beans are an excellent source of iron, protein and many other essential nutrients. They are also proving to be a very economical option for Canadians looking to stretch their dollar.

One of the goals of the campaign is to highlight the versatility of dry beans. It provided us with the chance to partner

with other Canadian commodities and to show that beans are also an excellent complement to many other high-quality Canadian-grown products.

While #LoveCDNBeans wrapped up in March 2023, Pulse Canada is exploring opportunities to continue this campaign.



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