**(Mission: ImPULSEible Logo)
CALLING ALL POST-SECONDARY STUDENTS- JOIN THE CELEBRATION!** (all programs welcome!)
**The United Nations has declared 2016 the International Year of Pulses and it’s your turn to create the next new food product that could change the world by what we eat!

Your 2016 Mission, should you choose to accept**: To create a delicious & healthy food product made from pulses (whole dry peas, beans, lentils & chickpeas) that showcases **innovation in traditional foods to celebrate the 2016 International Year of Pulses.** *“Traditional foods” in this case can range from products that we know and love in North America to international cuisine that may not yet have pulses in them. Part of this mission is to show how you can creatively incorporate pulses into your food product, positively impact the overall nutrition, and to effectively market it to the industry. Whole pulses and pulse ingredients (flours, fractions) can be used.*

**What’s in it for you?**- GREAT networking opportunities to connect with the food industry!
- Develop a new food product while learning more about the global importance of pulses from a nutrition and food innovation perspective. You can take the knowledge learned from this competition anywhere you go- from joining a company to starting your own business!
- Opportunity to share your product innovation at the provincial level with fellow peers and competitors. (Date TBD)
- ***Provincial winners will have the opportunity to network and present at the National MI competition being held during the Canadian Institute of Food Science & Technology Conference (CIFST) in Vancouver, British Columbia- February, 2016 (see detail)s. Full registration to the two day conference will be included for two team members.***
- ***The winner of the national competition will have the o***pportunity to meet international MI competitors and showcase your product during the **Institute of Food Technologists (IFT)** Conference in Chicago, Illinois- July, 2016. (see details)

**Requirements:**
- 1 to 4 students are permitted to participate per team
- All members participating must be active students enrolled in post-secondary institution(s).
- Members within the same team can be from different schools.
- Each team is required to have an academic advisor involved as a mentor (instructor, professor from school)
- **All programs are welcome to participate!**
 **Key dates:**Registration Deadline- October 23rd, 2015 (It’s easy! Just fill out the sheet attached)Report Submission Deadline- November 20, 2015
Provincial Competitions- November to January (date/location TBD based on province)
National Competition- February 24th, 2016International Showcase- July 16-19, 2016

**What are you waiting for? Don’t miss this awesome opportunity! REGISTER TODAY!
*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. Let’s put the spotlight 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 is coming together to celebrate and recognize pulses for their contribution to global nutrition today and into the future.***

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| **Your 2016 Mission, should you choose to accept:** To create a delicious & healthy food product made from pulses (whole dry peas, beans, lentils & chickpeas) that showcases **innovation in traditional foods to celebrate the 2016 International Year of Pulses.** *“Traditional foods” in this case can range from products that we know and love in North America to international cuisine that may not yet have pulses in them. Part of this mission is to show how you can creatively incorporate pulses into your food product, positively impact the overall nutrition, and to effectively market it to the industry. Whole pulses and pulse ingredients (flours, fractions) can be used.* |
| **Criteria** | **Max. Points** | **Description** |
| Product Appearance, Flavour, Texture | **/15** | * 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?
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| Originality of Product and Potential Use of Pulses | **/15** | * Is the product unique from other products on the market?
* What type of pulse(s)/pulse ingredients are used?
* Is there more than one pulse incorporated and what is the percentage of pulse(s) in the product? (the higher the incorporation the better)
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| Health Potential | **/15** | * Does the product highlight the nutrition benefits of pulses?
* Would consumers feel good about consuming on a regular basis?
* Have the added pulses improved the nutritional composition of the food product?
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| Marketing Plan | **/15** | * Is the **International Year of Pulses** theme creatively incorporated into the marketing plan?
* Are basic packaging requirements identified?
* What are the costs vs. profits? (estimates)
* Ideally where will this product be distributed/sold?
* Are creative marketing materials showcased during the presentation and/or on display? (ex.- flyers, mock website, promo video, etc.)
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| Brief Report | **/15** | * 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:
	+ What the product is, the category it falls under;
	+ Originality of product/potential use of pulses;
	+ Health potential;
	+ Nutrition facts table and ingredient listing;
	+ Marketing plan- packaging, how does your product celebrate **IYOP**?
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| Presentation | **/15** | * Is the presentation within the set time limit (**10 minutes max.)** during the LIVE regional competition?
* Is the presentation creative, engaging and presented in a logical, flowing manner?
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| **BONUS POINTS** | **/5** | Did the team showcase exceptional creativity in representing the 2016 mission? |
| **TOTAL SCORE** | **/90** |  |

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| **PLEASE REVIEW:** **Requirements & Event Details** | **Due Date** |
| **Team details:**- 1 to 4 students are permitted to participate per team- All members participating must be active students enrolled in post-secondary institution(s) at the time of registration. **All programs are welcome to participate!**- Members within the same team can be from different schools.- Each team is required to have an academic advisor involved as a mentor (instructor, professor from school)  |  |
| **Registration: Submit the following to Christine Farkas, Pulse Canada-** **cfarkas@pulsecanada.com**Each team is required to fill out the registration form (form on last page) | Oct. 23rd, 2015 |
| **Report Submission:**- Once the application has been approved, teams are required to submit a brief report covering their product concept.Report includes:- 3-pages of content **max.** (single space, does not include title page). The report can be less than 3 pages in length. - The report should reflect the **criteria** and must contain a preliminary **nutrient facts** table of the product. | Nov. 20th, 2015 |
| **Provincial Competitions:** - 6 to 8 teams from each province are selected to present (“power pitch”) their product concepts LIVE before a panel of judges and audience at a select location (TBD). The presentation should reflect the criteria. - Each team will be asked to provide food samples for the judges and audience to taste - Presentations are 8-10 minutes\* in length and can include/ not limited to: PowerPoint, Prezi, videos, sound clips, mock websites, etc. Electronic presentations will need to be submitted in advance of the live presentations.- Teams should have an example of product packaging available for the judges to evaluate.- Each team will have a table to use to display samples and marketing materials.- The judges will determine the finalist to advance to the National Competition in British Columbia.- The first place team from each participating province will have the opportunity to travel to British Columbia to compete against other provinces. Travel***,*** ~~and~~ accommodations ***and registration to the CIFST conference*** will be paid for **2 participants from each province.** *\* Presentation time may vary depending on location and the number of teams participating.* | Nov., Dec. 2015 & Early Jan. 2016 (date TBD based on province) |
| **National Competition: Burnaby, British Columbia during the Canadian Institute of Food Science & Technology Conference** - The top team from each province will have the opportunity to compete at the national level in British Columbia. This stage of the competition is similar to the provincial event, but teams moving to the national competition are required to create a promotional video for their product. **Video requirements include:**- 3 minutes (max.) duration- should showcase what your product is and how it achieves the 2016 competition Mission- Footage can be shot on phones, cameras, etc.- Footage can be edited using computer software, free online editing programs, etc. - More details will be provided for this stage of the competition | Feb. 24th , 2016(Plus days for travel & conference attendance) |
| **International Competition: Chicago, Illinois during the Institute of Food Technologist International Conference.** (details TBD) | July, 2016 |

 **Registration Form for Mission: ImPULSEible 2016
DUE: OCTOBER 23rd**Please fill out this form, save and email a draft to Christine Farkas, Pulse Canada- cfarkas@pulsecanada.com
Please designate a team leader to be the main point of contact for the duration of this competition. Each team can have 1 to 4 members. Fill out the contact and information in the space provided.
**Thank you for your interest in this year’s competition!**

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| **Team Leader- Member #1** |
| Full name |  |
| School |  |
| Program |  |
| Email address |  |
| Phone number: |  |

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|  | **Member #2** | **Member #3** | **Member #4** |
| Full name |  |  |  |
| School |  |  |  |
| Program |  |  |  |
| Email address |  |  |  |
| Phone number: |  |  |  |

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| **Academic Advisor (professor/ instructor at a post-secondary institution)** |
| Full name |  |
| School |  |
| Email address |  |
| Phone number |  |

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| **Please write 1 paragraph (300 words or less) on how your product achieves the 2016 mission.**--------------------------------------------------------------------------------------------------------------------------------------- |