



CELEBRATE THE 2016 INTERNATIONAL YEAR OF PULSES | WWW.IYP2016.org | #LovePulses
OFFICIAL UN SITE | WWW.FAO.ORG/PULSES-2016/

DST mandated to educate on pulses

The United Nations declared 2016 as the International Year of Pulses. The aim is to highlight the fundamental importance of securing a sustainable food system to improve our health and dramatically reduce our food footprint, while addressing global food poverty and reversing environmental degradation.

As part of UNESCO (United Nations Educational, Scientific and Cultural Organisation), the Department of Science and Technology in South Africa has been mandated to include IYP on its 2016 calendar. Its first initiative will be to teach children about the importance of pulses in their diets.

DST will be embarking on a roadshow to science centres and schools around the country, aimed at kids aged 8 to 14 years. “Because pulses are so beneficial to people and to our planet, DST wants to motivate our youth to eat them,” says AGT Foods Africa spokesperson Dean Miller.

DST will visit schools throughout South Africa armed with well-presented material to educate kids to eat pulses. “It explains how pulses are jam-packed with protein, fibre and vitamin B. They are low in fat and salt so they help fight diseases like obesity, cancer, high blood pressure, diabetes and high cholesterol. Most importantly pulses are affordable to all, ensuring poor people get to eat good quality food with all the important nutrients,” says Miller.

ENDS 11 MAY 2016

For further information please contact:



CELEBRATE THE 2016 INTERNATIONAL YEAR OF PULSES | WWW.IYP2016.org | #LovePulses
OFFICIAL UN SITE | WWW.FAO.ORG/PULSES-2016/

Dean Miller
Group Marketing
Tel: +27 11 762 5261
Or
Kelly Barnett
Caro Communications
Cell: +27 82 776 0231

Notes to editors

1. The Global Pulse Confederation (GPC) is the global not for profit trade organisation for the global pulse industry value chain. As the sole international confederation for the industry, it enjoys membership from 18 national associations (federations) and over 600 private sector members in an industry worth over \$100 Billion at the retail level and over 60 million tons of pulse production and distribution in over 55 countries. GPC is headquartered in Dubai <http://iyp2016.org/about-us/global-pulse-confederation-cicils-iptic>
2. UN Assembly Resolution on the 2016 International Year of the Pulses: http://www.un.org/en/ga/search/view_doc.asp?symbol=A/RES/68/231&Lang=E

Upcoming Activities

1. For recipes, nutrition and health information please visit: www.pulses.org or follow #LovePulses on Facebook, Twitter, Instagram, Pinterest and YouTube.
2. For industry news on IYP go to www.iyp2016.org

Promotion on Social Media

Official campaign hashtags: #LovePulses

Dedicated pulse dish hashtag #PulseRecipes

UN International Year of Pulses hashtag: #IYP2016

Handle: @LovePulses