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Promoting Lentils at the 2010 Winter Games

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SASKATOON – Saskatchewan Pulse Growers (SPG) staff are in Vancouver promoting Saskatchewan grown lentils and encouraging everyone that enter the Saskatchewan Pavilion at the 2010 Olympics to eat more Saskatchewan grown lentils.

“Partnering with the Government of Saskatchewan to showcase our province is a great opportunity for SPG to promote lentils and agriculture in Saskatchewan. “Our intent over the next 20 days is to encourage people they need to start eating more Saskatchewan grown lentils because of their health benefits,” says Amanda Olekson, Communications Manager at Saskatchewan Pulse Growers. Lentils are an agriculture success story in Saskatchewan with 99 per cent of Canada’s lentils being grown here in Saskatchewan.

Lentils are a great source of protein, fibre, iron and folate. “These little seeds from a legume plant known as a pulse are packed with power and are a low cost, healthy food choice,” explains Olekson. “They are low in fat and contain no cholesterol or salt, making them a heart healthy food choice.”

The Saskatchewan Pavilion is located in downtown Vancouver and is expected to draw in close to 500,000 visitors over the course of the 2010 Winter Olympic Games. The Pavilion has been set up to showcase Saskatchewan’s industries, economic and employment opportunities, landscape, tourism, sport and cultural identity and artistic endowment. For more information about Saskatchewan's involvement at the 2010 Winter Games go to www.saskpavilion.ca.

For more information about the health benefits of lentils and Saskatchewan Pulse Growers can be found at www.saskpulse.com.

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