EPISODE TWO OF
MINNESOTA’S ALT-MEAT REVOLUTION
A SIX-PART DIGITAL SERIES
“THE GREAT BURGER TASTE-OFF” LAUNCHING FRIDAY, MAY 19
STREAMING @ www.pioneer.org/altmeat
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A co-production of Pioneer PBS and GBH WORLD in partnership with The West Central Tribune with funding from the Corporation for Public Broadcasting.

SERIES DESCRIPTION
In the small agricultural community of Dawson, Minnesota, “alt-meat” is nothing new, where a history of soybean processing dates back to the 1950s. Now, PURIS, North America’s largest manufacturer of pea protein, has moved into town. With a promise to revolutionize the agricultural system, what impact will PURIS have on Dawson? MINNESOTA’S ALT-MEAT REVOLUTION is a six-part digital series from Compass by Pioneer PBS hosted by Amanda Anderson and released in conjunction with a series of articles by The West Central Tribune.

EPISODE DESCRIPTION
Episode two of MINNESOTA’S ALT-MEAT REVOLUTION will take a dive into the motivations behind PURIS, the largest processor of yellow pea protein in North America. How did PURIS come to be? And where did the idea to focus on peas develop? Most importantly, has the PURIS taste caught on in Dawson, MN, the home of PURIS’s newest plant? We find out in THE GREAT BURGER TASTE-OFF.
SAMPLE SOCIAL MEDIA

Catch #AmandaAnderson on @CompassOnPioneer @PioneerPBS for EPISODE TWO of a NEW digital series, MINNESOTA’S ALT-MEAT REVOLUTION, where she challenges locals from #DawsonMN to see if they can tell the difference between #plantbased and meat burgers. Tune into THE GREAT BURGER TASTE-OFF to find out. #MeatlessInMN www.pioneer.org/altmeat

What do yellow peas and #plantbased eating have in common? Check out @CompassOnPioneer @PioneerPBS EPISODE TWO of the NEW digital series MINNESOTA’S ALT-MEAT REVOLUTION to find out what’s happening in small-town #DawsonMN, why the biggest pea processor out there – @PURISfoods – has come to town, and what locals think of #meatless eating. #MeatlessInMN www.pioneer.org/altmeat

Behind almost all major #plantbased eating these days is one ingredient: yellow peas! And they are processed at the @PURISfoods plant in smalltown #DawsonMN. Can peas really taste as good as meat? Watch EPISODE TWO: THE GREAT BURGER TASTE-OFF of @CompassOnPioneer @PioneerPBS NEW digital series MINNESOTA’S ALT-MEAT REVOLUTION: #MeatlessInMN www.pioneer.org/altmeat

Social Handles: @CompassOnPioneer (Facebook) @PioneerPBS (Instagram/Twitter/TikTok)
Series Hashtag: #MeatlessInMN

PRESS RELEASE:
May 12, 2023: The Pea Processing Company PURIS Explained on MINNESOTA’S ALT-MEAT REVOLUTION

WEST CENTRAL TRIBUNE COVERAGE:
May 20, 2023: Dawson Minnesota Gets Ground Floor Start in Plant Based Protein

DIGITAL ASSETS: