STREAMING NOV 17 - EPISODE FOUR OF MINNESOTA’S ALT-MEAT REVOLUTION

A SIX-PART DIGITAL SERIES
“WHAT’S FOR DINNER?” LAUNCHING FRIDAY, NOVEMBER 17TH
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 four of MINNESOTA’S ALT-MEAT REVOLUTION takes a deep dive into the diets of Dawsonians—asking if the new PURIS plant in town has encouraged locals to change their eating habits? Host Amanda Anderson visits the local grocery store, connects with a dietitian in the community, and speaks with families—ultimately discovering that food and diet are intertwined with cultural identity.
Is the Alt-Meat Revolution changing food habits in @PURISfoods home in Dawson, MN? Find out in EPISODE FOUR of @CompassOnPioneer @PioneerPBS digital series, MINNESOTA’S ALT-MEAT REVOLUTION. #plantbased #MeatlessInMN www.pioneer.org/altmeat

Host #AmandaAnderson dives into the cultural significance of changing diets in EPISODE FOUR of @CompassOnPioneer @PioneerPBS digital series, MINNESOTA’S ALT-MEAT REVOLUTION, as she explores how and if #plantbased eating is taking off in @PURISfoods town of Dawson, MN. Watch WHAT’S FOR DINNER? today! #MeatlessInMN www.pioneer.org/altmeat

From Dawson, MN’s local grocery store to Twin Cities VegFest @tcvegfest, WHAT’S FOR DINNER? from @CompassOnPioneer @PioneerPBS digital series MINNESOTA’S ALT-MEAT REVOLUTION asks how Minnesotans are responding and integrating #plantbased options into their diets. #MeatlessInMN www.pioneer.org/altmeat

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

DIGITAL EVENT:
Meet the Makers – Minnesota’s Alt-Meat Revolution | Instagram Live
Nov. 20 | 12p ET / 11a CT AND VIEWABLE ONLINE AFTER
Are you planning a meatless Thanksgiving? Ahead of the food-centric holiday, meet the producer and host of MINNESOTA’S ALT-MEAT REVOLUTION, Amanda Anderson, to learn about the series, the plant-based protein movement in the Midwest and how you can begin to introduce meatless options to your diet!
Follow @worldchannel and @pioneerpbs on Instagram to join the conversation.

DIGITAL ASSETS:

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