MINNESOTA’S ALT-MEAT REVOLUTION
A SIX-PART DIGITAL SERIES
EPISODE ONE “THE SMELL OF MONEY” LAUNCHING FRIDAY, MARCH 17TH
STREAMING @ www.pioneer.org/altmeat
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A Co-Production of Pioneer PBS and GBH WORLD Channel in partnership with The West Central Tribune with funding from the Corporation for Public Broadcasting.

DESCRIPTION
As the demand for plant-based alternatives to meat grows, so does the demand for new kinds of farming and food production. 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.
SAMPLE SOCIAL MEDIA

Join #AmandaAnderson on @CompassOnPioneer @PioneerPBS for a NEW digital series MINNESOTA’S ALT-MEAT REVOLUTION to learn about #PlantBased food and farming—and smalltown Dawson, Minnesota’s cutting-edge history with #MeatlessMeat. #MeatlessInMN www.pioneer.org/altmeat

How is the #PlantBased Food Revolution playing out across the country? Check out @CompassOnPioneer @PioneerPBS NEW digital series MINNESOTA’S ALT-MEAT REVOLUTION to find out what’s happening in smalltown DawsonMN and what that tells us about the future of meatless eating. #MeatlessInMN www.pioneer.org/altmeat

The #PlantBased Food Revolution is has arrived! But in #DawsonMN #PlantBased is nothing new. Learn how the people of #DawsonMN have been on the front lines of #MeatlessMeat since the 1950s! Watch @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

WEST CENTRAL TRIBUNE COVERAGE:
March 15, 2023: ‘Minnesota’s Alt-Meat Revolution’ Collaborative Journalism Project Launches on Friday

PRESS RELEASES:
March 15, 2023: Pioneer PBS to Launch a Series Examining Plant-Based Proteins

DIGITAL ASSETS: