

# About the Half-Cup Habit



Launching in the U.S. and Canada on June 21, 2017, the Half-Cup Habit is a campaign to inspire consumers to eat more pulses and raise awareness of their benefits through simple nutritious recipes, inclusion tips and promotion of pulse-based foods.

Designed to make eating pulses easy and delicious, consumers will be encouraged to “just add pulses” to their diets by committing to a 4-week challenge to eat a ½ cup serving of pulses 3X per week. The campaign will be supported by social media advertising and content, partnerships with consumer influencers and bloggers, digital and native advertising and earned media placements, driving to the Half-Cup Habit landing page on [www.pulses.org](http://www.pulses.org).

## How to Participate

Pulse Brand licensees are encouraged to use the Half-Cup Habit symbol in promotional activities and on products. Licensees can download Half-Cup Habit promotional materials beginning early June on the Members Only section of [www.pulses.org](http://www.pulses.org).

Consumers can identify and learn about products that will contribute to their half-cup goals by accessing the interactive searchable product database on [www.pulses.org](http://www.pulses.org) which features Pulse Brand pulse products.

## Become a Pulse Brand Licensee

Contact the American Pulse Association - USA Dry Pea & Lentil Council Industry Office for specific details and to sign up.

Email Kim Monk: [kmonk@usapulses.org](mailto:kmonk@usapulses.org) or call 208-882-3023.

### Half-Cup Habit Symbol

#### PROMOTIONAL

Pulse Brand licensees can use the Half-Cup Habit symbol on products that qualify for the 'Made with Pulses' seal. Companies that choose to use the Half-Cup Habit symbol are responsible for ensuring that labelling regulations are met in the jurisdiction where the food product is sold.

*(see Pulse Brand User Guide for 'Made with Pulses' seal details)*

### 'Made with Pulses' Seal

#### PRODUCT

Pulse Brand licensees can engage consumers by integrating the Half-Cup Habit messaging and imagery into materials and into planned promotional activity across all consumer-facing channels.

To learn more, call 208-882-3023 or email [kmonk@usapulses.org](mailto:kmonk@usapulses.org)



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