Get Involved!

#LovePulses

for a healthy diet and planet.

#WorldPulsesDay
#LovePulses
www.fao.org/world-pulses-day
World Pulses Day (WPD)

Building on the success of the International Year of Pulses (IYP) in 2016, led by the Food and Agriculture Organization of the United Nations (FAO), the United Nations General Assembly (UNGA) proclaimed 10 February as World Pulses Day (WPD). Pulses are the edible seeds of leguminous plants cultivated for both food and feed. Beans, chickpeas and peas are the most well-known and commonly consumed types of pulses but there are hundreds of varieties from around the world, all with great health benefits.

Pulses are more than just nutritious seeds - they also contribute to achieving the goals of the 2030 Agenda of Sustainable Development. World Pulses day is an opportunity to raise public awareness of this diverse food and the critical role pulses play in addressing challenges of poverty, food security, soil health and climate change. These species provide many opportunities for improving sustainability of agricultural production systems.

#LovePulses for a healthy diet and planet

Pulses are an affordable source of protein as well as dietary fibre, vitamins and minerals such as iron, potassium, magnesium and zinc. They’re particularly important because the amino acids contained in them complement amino acids found in staple cereals, so a meal including both is a great source of protein.

With the help of governments, the private sector, Members and partner organizations, the public and youth, let’s celebrate, recognise and support the production and consumption of pulses as part of sustainable food systems and healthy diets. This is your guide on how to show support for #WorldPulsesDay!

YOUR FIVE A DAY

Although they are neither fruits nor vegetables, did you know that a portion of pulses counts towards your recommended daily portions of fruits and vegetables? 2021 marks the International Year of Fruits and Vegetables (IYFV) and FAO is the lead agency for celebrating the year in collaboration with other relevant organizations and bodies of the United Nations (UN) system. The #IYFV2021 is an opportunity to heighten awareness of the important role of fruits and vegetables in human nutrition, food security and health and as well in achieving the SDGs.
Calls to action

We all need to make food choices that improve both our health and that of our food systems. One thing each of us can do is eat more pulses! Choose one of the many varieties to add as part of your diet. If you can, swap one meal a week with a pulses meal and try out new recipes. In choosing to eat pulses, you support all those who harvest them and encourage their production. You’re also supporting all the good they do for soil health and the environment.

Governments and international bodies need to implement frameworks and effective trade policies that benefit smallholder farmers that produce pulses. International trade in pulses is a positive driver in ensuring the resilience of regional and global supply chains, and a critical tool to facilitate access to healthy and nutritious products, allowing consumers to expand healthy diet options and contributing to the sustainable use of natural resources.

Private food businesses including vendors, restaurants and food service companies should promote pulses to the public. Companies also need to invest in, develop, adapt and share technologies that transform food systems. Pulse crops are natural tools that can boost soil health and help mitigate the effects of climate change on food security. Pulses are, unlike most of plant species, capable of using atmospheric nitrogen, which is key to optimizing the use of commercial fertilizers, boosting soil health by increasing the diversity of soil microbes, and improving resilience of farming systems.

Chefs and influencers need to show pulses as an attractive and healthy food option by introducing recipes and teaching their audience how to cook, store, and use them. In doing so, they can promote the health benefits of pulses and encourage their consumption. Teaching the benefits of plant protein can help provide more varied menu options and encourage people to eat healthy.

Parents and teachers need to promote healthy eating habits and educate youth on the importance of adding pulses to their diets. Healthy eating habits start by educating future generations.

Five reasons to #LovePulses

1. Pulses are naturally low in fat and sodium, contain no cholesterol and can reduce the risks of hypertension.

2. Pulses are naturally gluten-free and a great source of protein and iron which can help reduce anaemia.

3. Pulses are high in potassium and fibre. They can improve digestive and muscular functions and help reduce the risks of cardiovascular diseases.

4. Pulses are good for food security. They are an affordable source of protein and can be stored for a long time without losing their nutritional benefits.

5. Pulses are environmentally friendly crops. They have a low carbon footprint, require less water than other crops, and nourish rather than degrade the soil.
How to participate

Get involved in one of the following ways or encourage your network to do so!

**BRING WPD TO YOUR TOWN OR CITY**

Pro-bono advertising is a great way to increase the impact of World Pulses Day even beyond 10 February – pulses contribute to a healthy diet and planet all year-round. Approach municipalities, outdoor advertisers, transportation companies, such as city metro, buses or trains, shopping malls, cinemas or airports now to display the World Pulses Day poster.

**GET COOKING**

Chefs and food influencers around the world will be posting their favourite pulses recipe on social media channels. Join the online conversation and post yours too using the hashtags #WorldPulsesDay and #LovePulses! Encourage friends, family and coworkers to do the same and share ways in which to prepare delicious pulses.

**PLANT PROTEIN**

Start a group initiative of growing pulse crops in a community or at a school garden to teach youth about the health benefits of pulses. Learning how pulses are sown and how they contribute to soil health will grow your appreciation for those who harvest them, how great they are for the environment and encourage their consumption.

**ORGANIZE A WPD EVENT**

Although World Pulses Day 2021 takes place under challenging circumstances, you can still call for action. Take a fresh approach by considering different activities or new formats for events – either by going digital or respecting any physical distancing measures. Some events, such as panels, public lectures or even a quiz night could be just as effective online.

**SHARE OUR YOUTH COMIC**

Read and share our youth comic 'Health benefits of pulses' and 'Pulses contribute to food security' and encourage educators to dedicate a class to learn about pulses with the How to get kids to eat pulses article. Why not inspire students to get creative and show what they know by creating their own comic on the health and environmental benefits of pulses.

**DRIVE AWAY HUNGER**

Pulses are nutritious and tasty, but another great thing about them is that they also have a long shelf life. Pulses can be stored for months without losing their high nutritional value. Arrange a food drive for your local food bank and donate pulses to help those in need.

**ADD THE WPD BUTTON TO YOUR WEBSITE**

Mark the day by including the World Pulses Day button to your website a week or two before 10 February and get people talking about pulses. Using a visual, such as the button, is great way to increase interest and awareness about the day and show your support.

**VALENTINE’S DAY COOKING DEMONSTRATION**

They say the way to someone’s heart is through the stomach. Organize a pulses cooking demonstration this Valentine’s Day to promote new recipes. This event can be a celebration amongst friends or family, or even one you can promote to followers. Using online platforms, such as Zoom, Teams, or Skype, the event can be a great way to connect, share a meal and spread the love of pulses this Valentine’s Day!

**CONTACT YOUR LOCAL RESTAURANT**

Contact your favorite local restaurant, community centre, and office or school cafeteria and tell them about World Pulses Day. Encourage them to promote and feature a new pulse dishes on their menu to honour the day.

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How to get kids to eat pulses article: [link]

World Pulses Day button: [link]
Communication materials

Here you can find a list of multilingual communication materials for promoting World Pulses Day. Some of these will be available very soon so stay tuned as the resources are updated on the World Pulses Day Asset Bank. We will continue to update the list of material here. These materials can be downloaded and shared easily with external partners or providers.

WPD Website

WPD Trello board

Youth publications

- FAO KIDS – Health benefits of pulses
- FAO KIDS – Pulses contribute to food security
- How to get kids to eat pulses

Articles, stories and publications

Stories and factsheets

- Nature’s nutritious seeds: 10 reasons why you should opt for pulses
- Fact sheets – coming soon

Publications

- Publications listicle – coming soon
- The global economy of pulses
- Plant protein for a sustainable future
- Pulses: Nutritious seeds for a sustainable future
- Pulse crop for sustainable farms in sub-Saharan Africa
- Mainstreaming efficient legume seed systems in Eastern Africa
- Soils and pulses: Symbiosis for life
- Pulses and their by-products as animal feed

Videos

WPD Promotional video – coming soon

Youtube

- YouTube playlist – World Pulses Day 2021

TikTok

- Pulses may be tiny but they have huge benefits! Which pulses do you love?

Instagram story

Pulses nutrition benefits

Infographics

- 5 Benefits of pulses
- Pulses contribute to food security – coming soon
- Surprising facts about pulses you might not know – coming soon

Other products

- Recipe cards – coming soon

TAG @FAO IN YOUR POSTS OR ONE OF THE ACCOUNTS BELOW!

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Twitter @fao, @faoarabic, @faoenespanol, @faofrancais, @faorussian
- Primary/Corporate account
- Corporate account
- Corporate account/Media
Linkedin
Instagram
YouTube
Weibo
WeChat: Search “FAOchina” on WeChat
TikTok

CONTACT US

Thanks for promoting World Pulses Day! Do you have any ideas you would like to share with us? We want to hear from you. Contact us at: World-pulses-day@fao.org