

Beans is How and its partners have launched a new engagement initiative to encourage restaurants, caterers, cafés, schools, and other food providers to include **#beansonthemenu**.

This initiative emphasizes the unique role Chefs can play in showcasing the versatility and tastiness of beans. Participants will contribute towards the Beans is How mission of doubling global bean consumption, by making bean-based dishes a highly desirable food choice on menus, encouraging behavior shifts towards affordable, healthy and plant-forward diets.

Why Beans?

Beans are Nutritious

Beans are one of the most nutrient-dense foods. On average, 100 calories of beans packs about 7g of protein (compared to 2g for rice or corn tortillas) and 7g of dietary fiber (which is 2-3 times more than whole grains). They have no cholesterol, are low in fat and rich in micronutrients that are great for your gut health, including iron, potassium and B vitamins like folate.

Beans are Good for the Planet

Incorporating beans and other pulses into agricultural practices through crop rotation and companion planting can improve soil and water quality. Beans reduce the need for synthetic fertilizers due to their ability to convert atmospheric nitrogen into a plant usable form. They are drought-tolerant and use less water than many other crops.

Beans are Delicious and Affordable

Beans and other pulses have been grown around the world for millennia, with many cultures traditionally including them in their dishes. There are hundreds of varieties of beans and their versatility means they can be prepared or incorporated into a variety of foods for breakfast, lunch, dinner, desserts, snacks and even beverages. You can purchase them dry, canned or jarred and they are shelf-stable and store for long periods of time.

For more information

Visit www.beansishow.org or **follow us** on Instagram and Twitter at [@beansishow](https://www.instagram.com/beansishow)

For questions, please contact info@sdg2advocacyhub.org

Join the Challenge

Visit www.beansishow.org/menu-challenge & **Register** your interest on the form

Receive important digital tools to support your awareness, and promote commitment, such as digital logos, flyers, stickers, etc.

Share additional information and tag [@beansishow](https://www.instagram.com/beansishow) using the hashtags [#beansishow](https://www.instagram.com/beansishow) [#beansonthemenu](https://www.instagram.com/beansonthemenu) to be promoted on our channels and in our other activities for the initiative:

- Capture media of your delicious dishes and/or personal recordings of why you joined the campaign
- Donate recipes to be featured on the Beans is How website
- Collect data about how bean consumption has shifted in your establishment.

