



2024 Annual Report

**Doubling global bean
consumption by 2028**

www.beansishow.org



Foreword



Our food systems are far from perfect. With escalating climate change, rising cost of living, food insecurity, hunger and malnutrition, the need for transformative solutions has never been more urgent. With the collective pressure of five years to go until the deadline of achieving the Sustainable Development Goals, we need to increase collaboration while addressing multiple goals at the same time. How do we change behaviour and adopt practices that foster a healthier, more sustainable world?

Beans is How!

In 2024, Beans is How strengthened its commitment to its core objective: to double global bean consumption, driving food systems change by increasing consumer demand for beans: “a simple and delicious solution to the world’s climate, health and cost of living challenges”.

This year, our campaign network grew, promoting beans as a vital solution to some of the world’s most pressing challenges and fostering a shared commitment to making beans visible, accessible, and desirable through the power of collective action.

With a focus on testing and learning in priority countries, we learned many lessons about the nuances required to have an effective approach with the most impact. Beans are experiencing a surge in popularity, particularly in the UK and the US, with influencers and food bloggers championing their taste, versatility and affordability, sparking a movement of home cooking and more plant-forward eating. We saw an increase in collaborative initiatives that championed beans across a diverse array of communications platforms, including legacy media outlets, beans as a trending topic on social media, beans on influential podcasts, and a plethora of new recipes created to resonate with both home cooks and food professionals. New research is also emerging which continues to position beans as an incredible solution and businesses are seeing new opportunities in bean-based products.

Looking ahead, we are excited to work with the Beans is How network to build upon the growing momentum in these priority markets, to get more #BeansOnTheMenu in retail and food service, including school meals and other social services. Champion voices and new global tools will continue to be a leading part of our strategy. While our campaign will continue to be global, we will encourage budding efforts in new countries and with new communities. We will nurture initiatives that support a market transformation, including increased pulse recommendations in dietary guidelines, new product innovation and favourable policies that support equitable and sustainable production by farmers.

Thank you to all of those in our network who continue to increase impact. 2025 is going to be a great year, as we join up solutions to drive urgent action. On behalf of the Beans is How team, we are excited to be on this journey with you all.

A stylized, handwritten signature in black ink.

Paul Newnham

Chief Beans Officer, Beans is How
Executive Director, SDG2 Advocacy Hub

Our Impact: A Year in Review

120+ Coalition Partners

- 101 organisations
- 18 observer organisations
- 10 individuals
- Partners actively collaborating in 10 countries to increase bean consumption, with partner presence in another 70

15+ Global Events

#BeansontheMenu campaign in 3 markets

100+ Restaurants & 35 partners participating in #BeansontheMenu

- 50 restaurants in NYC and Jersey City
- 30 restaurants in Nairobi
- 20 restaurants and eateries in the UK and Scotland

29 Recipes



Our Mission

With five years left to achieve the **Sustainable Development Goals** by 2030, urgent issues continue to place the world's food systems under immense pressure:

- **Health and malnutrition:** Over 730 million people went to bed hungry in 2023, and an estimated 19.5% of all children under five will be stunted by 2030 ([SOFI 2024](#)). At the same time, 1 in 8 people are living with obesity globally, double the amount of adults and quadruple the amount of adolescents since 1990 ([WHO](#)). If this trend continues, the majority of the global population will be overweight or living with obesity by 2035 ([world obesity org](#))
- **Food insecurity and lack of affordability:** 2.8 billion people, or one-third of the world's population, were unable to afford a healthy diet in 2023 ([SOFI 2024](#)). Progress on reducing poverty levels remains stagnant, with almost 700 million people (8.5 percent of the global population) living in extreme poverty on less than \$2.15 per day ([Poverty, Prosperity and Planet Report 2024](#))
- **Climate change and loss of biodiversity:** A third of greenhouse gas emissions come from agriculture ([FAO](#)), with current agricultural practices causing resource depletion, including 80% deforestation & 70% freshwater withdrawals. Meanwhile, a third of all food is wasted ([FAO](#)). Climate change is fueling unnatural weather patterns, and nearly 1 in 5 people globally are likely to experience a severe weather shock in their lifetime from which they will struggle to recover ([World Bank](#)).

Beans is How we can help fix the future. Beans are delicious, culturally relevant and versatile. They are also incredibly nutritious and affordable, a practical solution to food security issues, while also supporting farmer prosperity. Finally, they are great for the planet, helping to safeguard the environment for future generations.

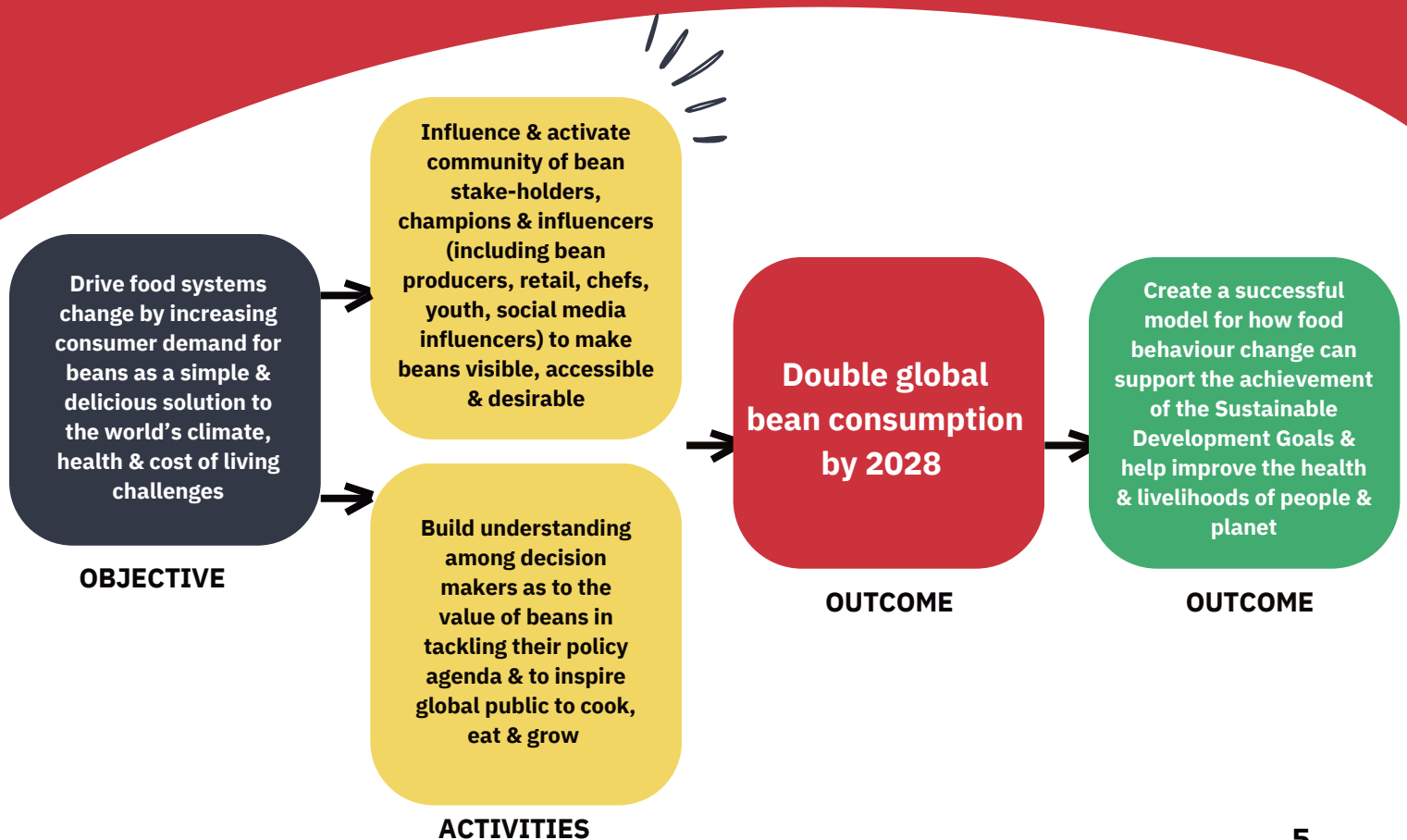


Progressing Our Theory of Change

The Beans is How Theory of Change provides a clear framework to drive systemic change by increasing global bean consumption. It focuses on two key pillars: creating demand for beans as a sustainable, nutritious food choice while simultaneously working with a robust partner network to create an enabling environment to support market transformation and address barriers.

Four priority countries were identified—Kenya, India, the United States, and the United Kingdom. In 2024, we tested and learned in these markets by tailoring our strategic approach to unique local contexts and laying the groundwork for impactful action through partner collaboration.

Building on insights and successes, 2025 marks a transition to scaling these efforts. We will continue to create global tools that enable partners across the globe to champion the value of beans while understanding pressure points for creating demand and an enabling environment. We will also look to further focus our key markets, convening partners to champion clear messaging and priorities to help achieve our mutual goal of increasing bean consumption.



Convening Stakeholders



With over 120 coalition members across diverse sectors and 50+ countries, Beans is How is a dynamic platform that fosters collaboration and an exchange of knowledge, helping to define and advance shared goals. In 2024, we organised 10 global Coalition meetings, two Bean Board meetings, two Science and Innovation Advisory Council meetings, and multiple working group meetings at the national level, rallying partners around key themes and moments.

Beans is How convened virtual and in-person stakeholder working group meetings in key priority markets, fostering networking, highlighting progress, and defining priorities to scale in 2025.



UK Working Group

Strong support from the chef community and powerful local stakeholders ensured beans were on the agenda and in the media. Our working group focussed on embedding beans into the national food strategy to address health and cost of living inequities, with discussions on scaling policy coordination for public procurement and production, increasing consumer awareness, and enhancing the appeal of beans in mainstream diets, especially in schools and food service.

Kenya Working Group

Beans are an integral solution to reaching national goals in nutrition, food security and supporting smallholder livelihoods. Partners rallied around initiatives to expand access to biofortified seeds to meet nutritional needs and promote sustainable farming practices. An impactful restaurant and influencer campaign experimented with new ways to reach young, affluent urban eaters, while efforts to scale in schools continue.

USA Working Group

Stakeholders explored strategies for boosting bean consumption through public awareness campaigns, institutional food service partnerships, and policy advocacy, with a focus on sustainable school meals and food service programs. Research advanced our understanding of the narratives which drive bean eating habits. A working group was convened around school meals policy.



Resources for Policy and Advocacy

Beans is How provides tools and knowledge to support the global movement with doubling global bean consumption. From policy advocacy to educational resources, these materials highlight the transformative potential of beans for health, sustainability, and food security.

The Brilliance of Beans

This research report collates facts and resources about the valuable properties of beans to address our climate, health and cost of living challenges. Authored by Dr. Chelsea Didinger for Beans is How.



Beans and the SDGs

From ending hunger and malnutrition to promoting clean energy and biodiversity, beans are a powerful, affordable solution for people and the planet. Launched ahead of the September UN Summit of the Future, this resource showcases beans' potential as a key solution to achieve all 17 of the Sustainable Development Goals. Authored by Shreya Arora, Beans is How Campaign Officer.

Post-Malabo Independent Memo

In an independent Memorandum submitted to The African Union to inform the Comprehensive Africa Agriculture Development Programme (CAADP) Post Malabo Agenda, this resource outlined gaps and policies to drive production and consumption in Africa, closing with case studies featuring Beans is How and the report signatories (AGRA, the Alliance of Biodiversity & CIAT, EAT, The Global FoodBanking Network, One Acre Fund, PABRA, The Rockefeller Foundation, Tailored Food and the United Nations Foundation). Authored by Kristin Gutekunst, Beans is How Campaign Director.



Working with Restaurants & Chefs to Get More #BeansOnTheMenu

To increase consumer demand, #BeansOnTheMenu invites restaurants, caterers, cafés, schools, and other food providers to make beans and other pulses a visible, desirable food choice by including them on menus. This initiative highlights the unique role chefs and food service managers can play in showcasing the versatility and tastiness of beans while influencing dietary trends and behaviours towards affordable, healthy, delicious food choices.

In 2024, we tested variables in capital cities, experimenting with messaging, messengers, including the involvement of government actors, influencers, and chefs, in office canteens, older adult community homes, universities, quick service restaurants and fine dining.

The Chefs' Manifesto is an integral partner in #BeansOnTheMenu, promoting the initiative within their community and beyond. Thank you to all of the chefs who are championing beans!

Chef Inspiration in Delhi

- Held at Olive Bar & Kitchen in February in partnership with the Chefs' Manifesto, Chef Dhruv Oberoi and his team, together with Chef Anahita Dhondy, hosted an introduction lunch.
- 30+ Delhi-based chefs, influencers, farmers, and journalists learned about #BeansOnTheMenu, explored the cultural connections between Indian bean-based dishes from different regions, tasted a range of delicious, locally inspired creations and embraced creativity and climate-conscious practices in the kitchen.



Partners and Chef Commitments in the UK

- 12 eateries and 8 supporting partners committed to serving more beans following a call for partnerships in June, with elements sponsored by the US Dry Bean Council.
- A virtual launch event designed for chefs and food professionals offered insights into the benefits of beans and guidance on incorporating them into menus.
- Live cooking demonstrations by Chefs Ali Honor, Bettina Campolucci Bordi, Conor Space and Vanshika Bhatia from the Chefs’ Manifesto network at the Taste of London event for 60 members of the general public, showcasing bean-based recipes and cooking techniques.
- Baxter Storey, one of the UK’s largest independent food providers serving 1 million meals a day, has made it mandatory for all cafes to include #BeansOnTheMenu.
- The John Lewis Partnership & Waitrose hosted an event with Beans is How and Bold Bean Co. at their executive headquarters at Bracknell, marking its commitment as the first retail partner in the Bean Coalition.



Taste of London

Bean-Based Burgers Featured During Nairobi Burger Week

- Hosted during Nairobi Burger Week 2024, from 22 August 22 to 1 September in collaboration with EatOut Kenya and sponsored by AGRA, this initiative promoted bean-based burgers through special deals and social media.
- A 17.3 million estimated digital reach was bolstered by 10 key local influencers and significant media coverage.
- 10+ major media outlets covered the launch, including The Standard and Citizen Digital.
- Launch event hosted 120 media & influencers, and renowned musician Octopizzo as the keynote speaker at Nairobi Street Kitchen.
- 100% of 30 participating restaurants plan to keep bean-based burgers on their menu, marking a potential shift toward sustainable, plant-based dining across the city.



EatOut Kenya



Food Forever, Oriana Rivera

NYC Government Commits to More Beans During Climate Week NYC

- Beans is How and the NYC Mayor's Office of Food Policy inspired six government agencies to commit to more #BeansOnTheMenu, celebrating the numerous benefits of beans for both health and the environment.
- 50 restaurants showcased diverse, flavourful bean dishes, with establishments such as Razza, Cadence, Semma, HAAM, Family Meal at Blue Hill, and The Queensboro joining the initiative.
- Chef Grace Ramirez and Katherine Yaphe, CEO of Beanstory, visited 3 older adult centres in partnership with the NYC Department of Aging, sharing cooking tips and debunking myths while highlighting the health and environmental benefits of beans.
- Bon Appétit Magazine highlighted Beans is How in its Dinner SOS podcast, sharing cooking tips, recipes, and facts to debunk bean myths.
- Bean Coalition partners incorporated beans into their event programming and catering, including FoodTank and the Sustainable Restaurant Association. Chef Jose Luis Chavez and his team at Mission Ceviche, partnered with Chefs Natacha Gomez, Erik Oberholtzer and Kristin Little Espinal, to host the Crop Trust Food Forever Experience, featuring multiple bean dishes from Peru, Haiti, Venezuela, Mexico and the USA.

Kitchen Sense LLC: Empowering the food space

Dynamic consultancy for food—from expert analysis to keynote speaking, recipe development to concept creation and more.

- During Climate Week NYC, partnered with Beans is How to onboard 50 + restaurants across New York City to promote bean-focused culinary practices.
- 20 bean-based recipes were published from around the world, distributed through local libraries and community centers.
- Hosted sessions for 500 participants, focussing on quick, nutritious bean meals for families.



BaxterStorey

Hospitality and catering company serving 1 million meals a day across the UK using fresh, regionally sourced products.

- As one of the chef partners at BaxterStorey, Chef Bettina Campolucci Bordi ensured beans have now become a key element in BaxterStorey's culinary approach. It is now mandatory for all cafes to include #BeansOnTheMenu.
- Conducted chef trainings to explore the versatility of beans.
- Tracked impact of programme, recording percentage increase in bean consumption across sites: increased engagement from teams and customers.



“Since becoming involved with Beans is How, my mission has been to spread the love of beans and teach people how to use them in diverse recipes. Beans have always been a big part of my life, thanks to my multicultural upbringing. More people need to learn about the incredible versatility and potential of beans, and I am proud to be one of the Chefs championing #BeansOnTheMenu through my professional platform and through corroborate catering with BaxterStorey.”

Chef Bettina Campolucci Bordi



Guckenheimer & Barilla team up for Terra Fagioli

Guckenheimer is a leader in corporate dining services and workplace experience in North America. Barilla is a multinational food company and the world's largest pasta producer.

- Teamed up to launch Terra Fagioli — an Italian-inspired concept, meaning "Earth and Beans" — on Earth Day 2024. Recipes comprised climate-friendly, chef-curated, plant-forward dishes and vegan sauces made from scratch utilising Barilla chickpea and red lentil pastas, and meticulously trialled in Guckenheimer's test kitchens.
- Guckenheimer has aggressively pursued its food sustainability initiatives, targeting a 25% reduction in food greenhouse gas emissions by 2030. With support from the Beans is How Coalition, it is also harnessing the nutritional power of beans in the creation of low-carbon meals with emissions of at least 38% below average.

The Sustainable Restaurant Association

Driving positive change and encouraging environmentally restorative and socially just policies and practices in the foodservice sector, mainly through their Food Made Good Standard.

- Beans play a key role across multiple sections of the Food Made Good Framework, the largest global sustainability certification designed for F&B businesses, most notably in the ‘More Plants, Better Meat’ focus area.
- The SRA hosted multiple events focused on reducing Scope 3 emissions through innovative menu design in both the UK and New York, working in partnership with the World Resources Institute (WRI)/Coolfood, the Food Foundation, and NYC Mayor’s Office of Food Policy.
- #BeansOnTheMenu was spotlighted through various media articles, case studies and newsletters throughout the year.



"Chefs and restaurants play a key role in driving change, both upstream to food producers and downstream to their customers. Pulses and legumes must feature in the healthy, sustainable diets needed to transform our food system. At The SRA, we continue to work with the hospitality industry to include them on more menus, influencing how we all eat in the future."

Juliane Caillouette Noble, Managing Director, The Sustainable Restaurant Association

"Beans are an incredible ally to help us shift towards climate-conscious and nutritious meals. Through collaborations with Fortnum & Mason, Google Ireland, Blue Earth Summit, and other events and initiatives, I have loved supporting the Beans is How mission by elevating and inspiring chefs and diners alike to embrace the humble bean as a sustainable and versatile ingredient."

Chef Ali Honour



Google Integrates Beans into its Daily Menu

A global technology leader.

- Beans are a staple in Google’s menus, which serve over 100,000 people globally.
- Google team and partners introduced key partners to Beans is How’s mission and encouraged adoption of #BeansOnTheMenu in sustainability efforts, including catering.



Egg, NYC

Rallying Communities through Awareness and Outreach

Grassroots initiatives and creative campaigns are mobilizing communities to embrace beans as a vital component of sustainable and nutritious diets. Through collaboration, education, and storytelling, these efforts are reshaping perceptions and fostering collective action to integrate beans into global food systems.

Convening Diverse Canadian Stakeholders

Two summits united diverse stakeholders around the common mission of uncovering ways to change the perception of and increase demand for beans.

Vancouver Roundtable: Advancing Plant-Forward Menus with Beans

Beans is How and Simon Fraser University's Roots Program's united food service leaders across British Columbia. Participants explored ways to make local, low-carbon, plant-based options a priority on public sector menus, with a particular focus on universities.

The Toronto All About Beans Summit: Inspiring More #BeansOnTheMenu

Canadian food, culture and policy leaders co-developed an action plan to increase the availability and appeal of beans in public services to address health and food insecurity challenges, while also supporting Canadian-grown beans.





“It has been amazing to get support from 'Beans is How' for our local campaign and connect with other bean-focused projects through its global network.”

**Riikka Gonzalez, Sustainable Food Places
Co-Ordinator, Glasgow Food Policy Partnership**



Glasgow Food Policy Partnership

Glasgow City Goes Full of Beans

From January - October, the Full of Beans campaign, a collaborative effort by the Glasgow Food Policy Partnership and Glasgow Community Food Network, aimed to inspire Glasgow residents to grow, cook, and enjoy more beans as part of a sustainable food system.

- 21 in person events, pop-ups, and partnerships with local businesses reached over 45,000+ people in person and online.
- New bean dishes were introduced in Glasgow City Council Schools.
- 10 campaign partners and 8 restaurants committed to #BeansOnTheMenu.
- Educational activities in schools and community workshops highlighted beans’ health and environmental benefits, while creative workshops introduced bean-themed crafts.
- Final presentation celebrated the achievements of stakeholders and demonstrated the importance of beans to achieving nutrition and sustainability goals (Video and Story Booklet).
- Funding from the Scottish Alliance for Food evaluated the campaign’s effectiveness.

Reducing Waste with No Mise En Plastic

Advocating for waste-free food systems, helping chefs reduce single-use products and minimise waste.

- Hosted the first Today’s Menu workshop at the University of West London with 17 students to highlight the benefits of using pulses and included an activity where students planned dishes using organically grown UK pulses.
- Two additional workshops were held in 2024, with 13 more planned for 2025.



No Mise En Plastic

Cannedbeans.org: Elevating Beans' Profile

Campaigning the universal health benefits of canned beans with registered dietitians and nutritionists. In 2024, the campaign:

- Secured 120+ significant media placements, promoting beans’ health and sustainability benefits in TV, magazines, newspapers, podcasts, blogs, and conferences.
- Disseminated the *Brilliance of Beans* to top media personalities and influencers.
- Generated publicity for four peer-reviewed research studies, resulting in 1,500+ media placements via press releases and infographics.
- Submitted proposals for presentations at four health professional conferences. Presented research on beans and pulses at three health professional conferences, including the American Society of Nutrition.
- Promoted three webinars to 5,000+ RDNs, with 500+ attendees learning about beans and their role in managing inflammation, prediabetes, and dietary patterns.

Elphee Medici Champions Beans as the Future of Sustainable Nutrition

Nutrition expert and invaluable contributor to the Beans is How campaign in health-focused messaging in the UK.

- Lectured over 100 students at the Cordon Bleu School and the British Dietetic Association trade body, promoting the nutritional and environmental superiority of beans over meat and advocating for the inclusion of beans in sustainable diets.



“Beans and other pulses have so many positive impacts on both people and the planet - on nutrition, public and environmental well-being, the empowerment of people, and much more. It has been such a joy to join the Beans is How team and global Coalition in promoting the power of beans, translating this important message into powerful action!”

Dr. Chelsea Didinger, PhD - Founder, A Legume A Day

A Legume a Day Translates Bean Research into Everyday Benefits

Dr. Chelsea Didinger takes a translational research approach to help people eat more beans so that they can reap benefits they offer for human and environmental health.

- Organised the innovative Bean, Chickpea, & Lentil Wine Pairing event at IFT FIRST, a collaboration between the US Dry Bean Council and USA Pulses.
- Interviewed with leading media companies about the health benefits and culinary versatility, including two articles in National Geographic and one with The Guardian.
- Launched a Bean Interview video series, highlighting researchers, farmers, organizations, and others to share about the behind-the-scenes world of beans, with seven video interviews released in 2024 and more planned for 2025.

Beans Champions Featured in Future Fork Podcast, Hosted by Paul Newnham

CEO of the SDG2 Advocacy Hub delved into the world of beans with experts.

- Featured guests include: Jean-Claude Rubyogo, Co-Chair of the Science & Innovation Advisory Council and Director Pan-African Bean Research Alliance (PABRA); Dr. Agnes Kalibata, Bean Champion and former President of AGRA; Devin De Wulf, founder of Krewe of Red Beans and Beanlandia; Professor Jacqueline McGlade, the Co-founder and Chief Scientist of DownForce Technologies, and many others.

The Best of Beans

Special Episode



The Chefs' Manifesto Podcast Special Season: All About Beans

- 10 episode podcast series hosted by Chef Tom Hunt, sponsored by the US Dry Bean Council.
- Discussed cultural and culinary history of beans, bean diversity and nutrition, bean breeding, growing and procurement, and more.

Future Fork Podcast



Chef Tom Hunt



Nourishing the Next Generation: Beans in School Meals

Visionary chefs and partners are harnessing the power of beans to transform school meals worldwide, promoting health, sustainability, and cultural connection while building capacity with school administrative and culinary professionals.

Food4Education Scales Nutritious School Meals Across Kenya

Mainstreaming school feeding programs across Africa by designing a blueprint, operating it, and supporting replication.

- Over 450,000 children in 1,250+ schools across 10 counties in Kenya are fed daily as of 2024 (up from 190,000 students in four counties in 2023), with beans included in their meals twice weekly.
- Organisation has scaled operations over 30 times since 2020, delivering more than 75 million hot, nutritious meals at just \$0.30 per meal.

AGRA Increases Reach of Biofortified Beans in Kenya

Contributing to a food system-inspired inclusive agricultural transformation across Africa, to reduce hunger, improve nutrition, and adapt to climate change.

- AGRA has been working to develop biofortified beans, which helps promote nutrient-dense beans to address health and nutrition challenges such as anemia.
- By August 2024, the project distributed high-iron beans to 136,600 learners in Kenya, including 26,800 primary school students and 109,880 secondary school students.

“There is sufficient policy in Kenya to aid biofortified beans, though not specific. The current government focus on the dry bean value chain can also help grow biofortified beans consumption.”

David Karanja, National Bean Coordinator, KALRO





Balanced.org’s Plant-Based Food Guidelines Toolkit for Schools

Nutrition security and public health advocacy organisations focused on improving the balance between health-promoting and disease-causing foods on menus in schools, hospitals, offices, universities, and other key community institutions.

- Developed resources for K-12 food service teams with Friends of the Earth, including content and guidance on how to utilise new USDA school meal flexibilities to increase use of beans, peas, chickpeas and lentils.
- Collaborating with Beans is How Coalition to promote the recent updates to the National School Lunch Program (NSLP) in the United States, which now offer greater flexibility for school nutrition teams to incorporate beans, peas, lentils, nuts, and seeds into meal programs.



“I’m truly grateful to be part of the Beans is How campaign, championing beans as a nutritious, sustainable food that supports a healthier planet. Beans have always been the soul of our Latin kitchens—nourishing our communities and honoring tradition while reducing environmental impact. It’s heartwarming to see students across the country enjoying my grandmother’s beans, sharing my culture and heritage, and contributing to a meaningful change for our world.”

Chef Grace Ramirez

Chef Grace Ramirez

Chef, humanitarian, cookbook author, & TV personality

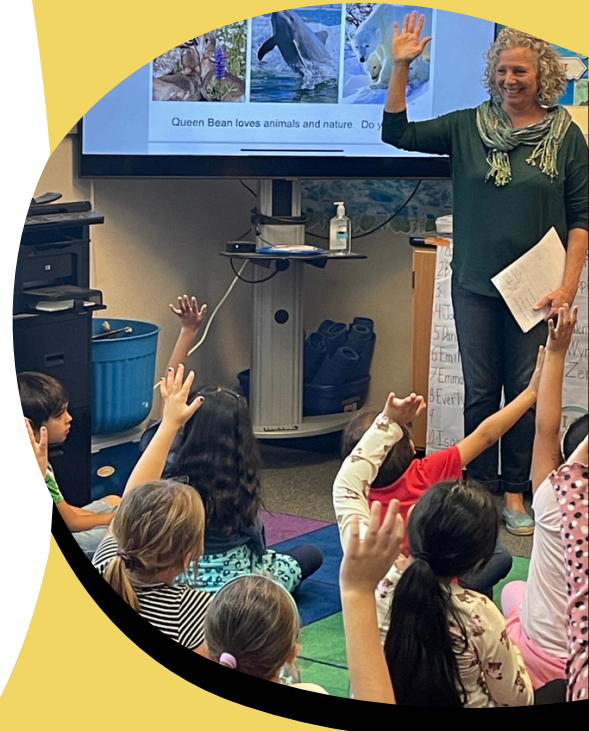
- Promoted the benefits of beans in delicious and innovative ways and shared her passion and heritage through cooking tips and delicious bean recipes.
- 85+ university food halls across the country feature grandmother's Black Beans recipe. Approved by the NYC Chef's Council to be served in New York City public schools while gaining popularity and helped raise awareness about beans as a nutritious and culturally significant food.



Healthy Kids, Happy Planet!’s No Cost Bean Educational Resources

Partners with teachers and school nutrition to educate youth and families about the benefits of plant-based meals, empowering them to create a healthier, greener, and kinder world.

- 5,000+ students reached, with live nutrition presentations (grades 2-12)
- 1,000 elementary students reached through the Cool Beans from Around the World curriculum, a nine-lesson multicultural curriculum to elevate and celebrate “cool beans” for protein to help save land, water, energy and wildlife.
- Grants awarded to 25+ teachers for incorporating ongoing bean-based culinary projects into classroom activities, as enrichment to the bean-forward nutrition curriculum.
- 50+ school cafeterias supplied with a variety of vibrant bean-forward cafeteria posters, promoting awareness of beans as a “lea and green protein” choice.
- Healthy Eating for a Greener World 5-lesson high school curriculum developed. To be marketed and distributed to educators nationwide Summer 2025.



Healthy Kids Happy Planet!

Chef James Taylor

Executive Chef and Food Educator in London Schools, Development Chef in Robotics.

- Finalist in the 2024 Jamie Oliver Good School Food Awards for his incredible work in London-based schools educating kitchen teams and young people, on the importance of nutritious food.
- Regularly uses locally sourced beans in his recipes, is a big champion of Beans is How, and loves to educate students in the classroom on eating and cooking fresh ingredients.



Chef James Taylor

ProVeg South Africa Develops Schools Resources for Western Cape

Raising awareness and convening impact to transform the global food system through unceasing plant-based consumption.

- 1500 interactive "Make Every Day a Bean Power Day" Nutrition Education booklets distributed to primary school children in Uniondale in partnership with the Western Cape Department of Agriculture during World Food Day celebrations. Another 4000 copies of this nutrition education booklet are being distributed nationally by Trees.org. Reshaped the perception of beans in South Africa, shifting their image from being a "poor man's protein" to a sustainable, affordable, and nutritious food source of quality protein and essential dietary fibre.
- Partnering with Western Cape Department of Agriculture to launch 'One Home One Garden' in April 2025. Pioneering pilot aims to create a scalable and replicable template for international adoption, beginning in 205 school and community gardens to advance sustainable plant-protein agricultural practices, nutrition and climate education, micro-economic opportunities, and human capital development.



ProVeg South Africa, 2024



"The goal of 'One Home, One Garden campaign - from food relief to food security' is to assist communities to produce enough food to meet basic food security needs throughout the year, with income earned from selling surplus produce. By encouraging and supporting schools, communities and households to establish food gardens, we are shifting the focus from food relief to food security. "

Dr Ivan Meyer, MEC Agriculture, Economic Development and Tourism, South Africa

SchoolFood4Future - Transforming School Meals in Ghana

Youth-led campaign focused on easing awareness about and encouraging support for improving school meals in Ghana to transform the local food system and education.

- Encouraged redesign school meal plans to incorporate bean-based dishes, reaching students and fostering bean literacy. Five schools adopted new bean-based meal plans, engaging approximately 375 students in food system education using Beans is How toolkits and *The World's Largest Lesson*.
- 21 young people became involved in advocating for the campaign's objective of doubling bean consumption in schools and universities.
- Creative video about local beans reached 74 new audience members, including local traders.



School Food 4 Future

Supplying Meals – Beans for Food Security

Beans are essential for addressing food insecurity, providing affordable, nutrient-dense meals. From global food bank distributions to innovative bean-based products and support to farming communities, they support vulnerable communities and sustainable food systems worldwide.

Matriark Foods: Feeding Communities in Need

Environmental Impact Food Company upcycling farm surplus and fresh-cut remnants into healthy products for food service, retail and emergency food providers in the United States.

- In 2024, sold five Truckloads of Vegetable Harvest Stew (158,760 18 oz cartons [=1 meal/carton; 18g protein from beans] of stew featuring NYS grown navy beans) to food bank distribution centres such as FeedMore WNY, CityMeals on Wheels, God’s Love We Deliver, Feeding Tampa Bay, GrowNYC and other and emergency food providers.
- Efforts earned them the 2024 Climate Impact Changemaker Award by the Hunter College New York City Food Policy Center.



The mission of Matriark Foods is to create access to nutritious and sustainable diets while improving the environment and making sure that the farmers who feed us are remunerated properly. By upcycling farm surplus, especially beans, and making shelf-stable meals that are packed with delicious protein— for food banks and emergency food providers—, we deliver on all three of our promises simultaneously.”

Anna Hammond, Founder & CEO, Matriark Foods



World Vision Canada is Reaching Farming Communities in Kenya

Reacts-IN program, led by World Vision Canada, focuses on improving the health and nutrition of women, adolescent girls, and children under five.

- In Kenya, an estimated 300 Metric Ton of iron bean grain was harvested, benefiting 50,000 people in 10,000 households supported with seeds and training in April 2024.



Tailored Food

Tailored Food’s Bean-Based Biscuit Continues to Scale

Focusing on researching, developing and scaling nutritious, low-cost food products.

- Expanded work with UNICEF to 28 countries, up from 14.
- Relunched a bean-based high-protein biscuit product in Ethiopia in partnership with a grassroots social enterprise, Benu Foods, supporting nutritious food systems.

Distribution Across the Globe: The Global FoodBanking Network

Working with partners in over 50 countries to recover and redirect food to those who need it.

- Member food banks in 54 countries distributed 7,358,554 kilograms of pulses and legumes in 2024, the first year measuring this category.
- During spring #MoreThanFood campaign, three bean recipes from food banks in the Philippines, Ghana, and Kenya were featured. The recipe book was downloaded by 180 people in English and Spanish.

Global FoodBanking Network/Narayana Swamy Subbaraman



Emerging Trends in Market Demand and Product Innovations

Companies around the globe are leveraging beans to meet growing consumer demand while meeting their own organizations sustainability and nutrition targets. From bold marketing campaigns to sustainable product development, beans are becoming trendier by the day.



The Kraft Heinz Company

Increasing Bean Sales in the UK with The Kraft Heinz Company

Globally trusted producer of high quality, great tasting, and nutritious food and beverages - including flagship beans and bean-based products.

- Heinz Beanz saw impressive volume growth via new Too Good to Leave Behind campaign, which reached over 90% of the UK population. It highlights the company's commitment to quality, product innovation, and social impact.
- By staying closely attuned to consumer trends, the company has developed products such as its Flavoured Beanz range. This reflects Kraft Heinz's ability to reimagine classic products to attract new audiences by appealing to evolving tastes. Sales of its Flavoured Beanz range more than doubled in volume, successfully attracting younger consumers to Heinz Beanz products.
- More than 20 million meals have been donated to Magic Breakfast since the start of the partnership, ensuring that no child in the UK is too hungry to learn.
- Kraft Heinz UK hosted the Beans is How team in a workshop to explore joint initiatives designed to boost awareness and demand for beans while promoting their nutritional and environmental benefits.

Bold Bean Co.’s Jarred Beans Are Flying Off the Shelves

Making people obsessed with beans by selling premium jarred beans, chosen for their flavor.

- Recorded exponential growth in bean sales. In 2024, we sold almost 3 million jars (up from just under 1 million in 2023 and 200k in 2022) or one jar of beans every 23 seconds — added a remarkable 353% value growth to the category!
- Products are growing across subcategories such as types of bean sold. Now at nearly 50% branded share of butter beans and 21% branded share of chickpeas in the market.
- *Bold Bean Co. Cookbook* became a Sunday Times bestseller. Also featured on *This Morning*, British daytime program and *Dragon’s Den*, a popular entrepreneurial reality show.



“Every day the Bold Bean Co. team gets up to make people bean obsessed - it’s so tied to the Beans is How mission it’s impossible to separate. We will continue being bold and working tirelessly to make beans the next big thing”

Amelia Christie-Miller, Founder and CEO, Bold Bean Co.



BoldBean Co.

Dairygold’s Fava Bean Innovation

Ireland’s largest co-operative has supported thousands of shareholder farmers for more than 150 years, producing quality-assured, sustainable, gold-standard dairy ingredients that enrich lives on a global scale.

- In 2024, Dairygold, based in the UK, successfully extracted protein, flour, and starch from fava beans. These powders underwent functionality tests and application trials to evaluate their performance in food and beverage formulations.
- While the project remains in the research and proposition stage, early results are promising and highlight the potential of fava bean-based ingredients.

Cool Bean Foods

Marketing and selling organic, vegan chilled bean stews in Belgium.

- Relunched in October 2024 with vegan and organic certifications in partnership with Belgium’s largest distributor of organic products.
- Participated in Belgium's second annual *Week Without Meat* campaign (October 14–20), which reached 2.4 million people through traditional media (social media results pending).
- Expanding into the Netherlands in March 2025 via the Ekoplaza organic chain, thus more than doubling sales.

Food Systems Transformation: Research and Policy Change

Innovative research, policy change, and public engagement continue to uncover the power of beans to address nutrition, climate, and food security challenges. From advancing biofortified varieties to reshaping public narratives and procurement practices, these initiatives highlight beans' potential to nourish both people and the planet.

Scaling Bean Narratives in the USA with Food for Climate League

Making climate-smart food choices the norm by identifying effective narratives and behavioral strategies, and empowering and motivating food system influencers and stakeholders to own and implement these strategies.

- Developed and validated messaging for a beans campaign to change the way people think about beans and the likelihood that they choose beans. Extensive research over the last 2 years included:
 - 50+ sources for an in-depth literature review and landscape analysis
 - 20+ expert interviews with bean industry and non-profit leaders
 - 500 eaters surveyed and interviewed for bean narrative co-creation
 - 900 diners engaged in a message test pilot at DePaul University in Chicago
 - 1,200-person national survey of Gen Z and Millennials in the United States
- Identified narrative framings that measurably shift how people perceive bean dishes and impact their take-rate of bean dishes. Focus on culture—celebrating the diverse culinary uses of beans and the comfort and satisfaction they bring—and on functionality—beans as a nutritious, protein-packed plant-based protein that provides energy.
- Learnings to be applied, in partnership with Beans is How in a pilot campaign in 2025 with foodservice, retail, and CPG partners across the United States. Campaign is not promoting a brand but will empower like-minded partners with messaging that will boost bean sales and bean love.



"This narrative research shows us something important: We can inspire nutrient-rich, sustainable food choices simply by changing the way we talk about beans. Now we are building on this success with a U.S. beans campaign. Join us!"

Eve Turow-Paul, Founder and Executive Director of Food for Climate League

The University of Western Australia's (UWA) Institute of Agriculture's Pulse Research Drives Global Impact

Provides research-based solutions to food and nutritional security, environmental sustainability and agribusiness.

- Associate Professor Wallace Cowling's \$2.48 million "Biofortified Rapid-Cooking Beans Project", funded by ACIAR and led by UWA and PABRA, has reduced bean cooking time by 24%, and increased iron content by 12–14% and zinc content by 5–6%.
- Professor Kadambot Siddique, Director and Hackett Professor of Agriculture Chair gave multiple lectures and seminars highlighting the global significance of grain legumes, crop diversification, and future smart crops in enhancing food production, water use efficiency, dietary diversity, and sustainability at major international conferences and forums.



The UWA Institute Of Agriculture



BeanMeals Programme Promotes Fork-to-Farm Approach for UK-grown beans

Pioneering project led by the University of Oxford's Environmental Change Institute (ECI) paving the way for transformative food system change across the UK.

- 2 year "fork-to-farm" project is a collaborative research effort aimed at promoting UK-grown beans to create a more sustainable food system by encouraging healthier diets, reducing environmental impact, and fostering opportunities for local enterprises.
- The team recently presented top findings following their two-year project, showing a significant opportunity to scale up the UK-grown bean value chain to meet national climate and nutritional goals, including reaching more children through school meals.

Shifting Public Procurement with Greener by Default

Promoting sustainable food choices in public institutions by making plant-based, bean-centric meals the default option.

- Partnered with 24 institutions (3x more than in 2023) to implement plant-forward menus.
- Presented educational campaigns to over 2,000 professionals in sustainability, healthcare, and culinary fields.



Ben Norman / Greener By Default



“As food service professionals embrace the triple bottom line of people, planet, and profit, plant-forward menus are taking center stage. Beans are a cornerstone, not only packed with protein and fiber, but also bringing authentic- flavours and cultural heritage to modern, sustainable cuisine.”

Katie Cantrell, Co-Founder and CEO of Greener by Default

AGRA Increases Biofortified Bean Varieties Production

Improving the adaptation of agri-food and farming systems to climate change so that smallholder farmers can increase their resilience to shock.

- AGRA has been working to develop and provide biofortified iron-rich beans to further nutrition goals.
- 10 seed companies in Kenya produced a total of 1208 Metric Tons (MT) of high-iron beans certified seed by August 2024 against a target of 120MT.
- 12,000 MT of grain for High iron Beans (Nyota, Angaza, Faيدا varieties) was aggregated against a target of 15,000 MT by August 2024, an 80% achievement in grain production.



Uncovering Behavioural and Consumption Trends with The Food Foundation

Changing food policy and business practice to ensure everyone, across the UK nations, can afford and access a healthy and sustainable diet.

- Published “Rethinking plant based alternatives” to highlight the health, environmental, and affordability advantages of beans and legumes compared to other meat alternatives. The report, one of the most downloaded in the past year (>1,000 downloads in a fortnight), was covered by *The Guardian* and other trade outlets.
- 6,000 individual respondents via YouGov in UK Bean Consumption Survey insights improve understanding of bean perceptions and consumption in the UK, helping to shape future initiatives.
- Partnered with retailers to support a shift toward plant-rich diets, leading one major discounter to set a target to increase fibre and wholegrain sales by 20% and establish a target for increasing plant-based protein sales proportionally to animal protein.

Driving Plant-Forward Innovation with the World Business Council for Sustainable Development (WBCSD)

Uniting transformational organisations in a global community to shift the systems they work within towards a better future.

- Launched “Plant-Forward Business Playbook Guide” in partnership with Deloitte to offer strategies for scaling plant-forward investments and diversifying protein portfolios.
- Co-led Vision for Adapted Crops & Soils (VACS) working group with GAIN to develop a white paper on opportunity crops, including beans.
- Participated in a panel discussion with the NYC Mayor’s Office during Climate Week NYC, engaging over 100 attendees on plant-forward food transitions.



Bringing the Message to the World

Beans is How amplified its mission through strategic communications and impactful resources. Leveraging digital campaigns, media outreach, and collaborative storytelling, we reached global audiences with the message that beans are essential for a sustainable, delicious and nutritious future.

A diverse community of stakeholders was updated through a monthly newsletter, with resources, delicious recipes and the latest bean-news.

Social media played a pivotal role in driving engagement, with an impressive 65% growth in followers and 18.5 million impressions across platforms like X and Instagram. Video content garnered more than 72,000 views.

The campaign's website attracted over 25,000 visits annually, offering audiences a one-stop hub of valuable information and resources.

Key digital campaign moments:

World Pulses Day 2024

Acknowledging the importance of pulses like beans in promoting nutrition and environmental health, Beans is How partnered with the European Food Information Centre (EUFIC) to share educational social media infographics while collaborating with our partners to promote #BeansOnTheMenu.

World Food Day 2024

Beans is How spotlighted the incredible diversity and benefits of beans for supporting diverse, sustainable diets. With over 15 partners, we highlighted bean varieties across countries - lesser-known, heirloom, newer and local, featuring recipes to interviews with chefs, researchers, producers, farmers and more. The campaign was rolled out on @beansishow on X and Instagram and on a landing page [here](#).

Communication Stats

66%

follower growth on social channels

25k+

website page visits annually

76k+

video views on digital platforms

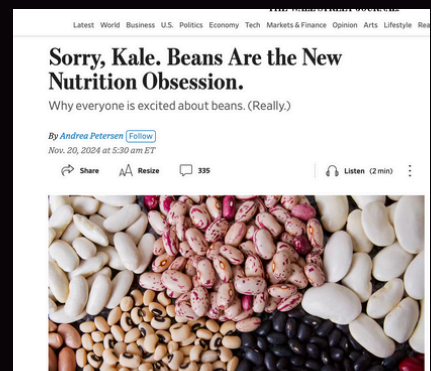
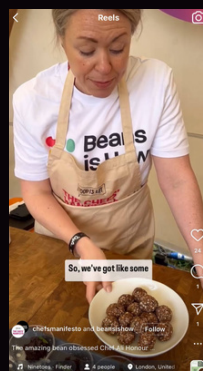
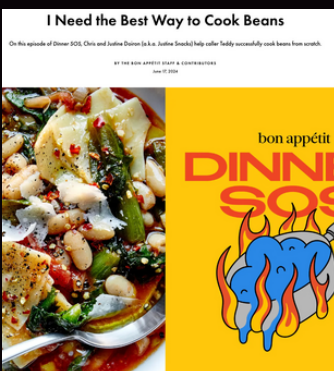
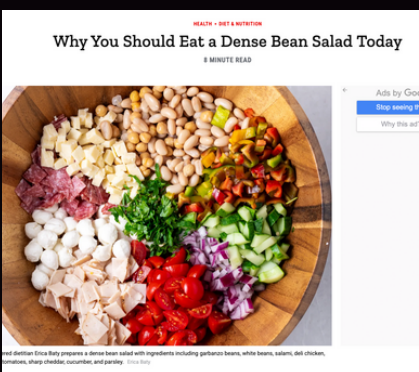
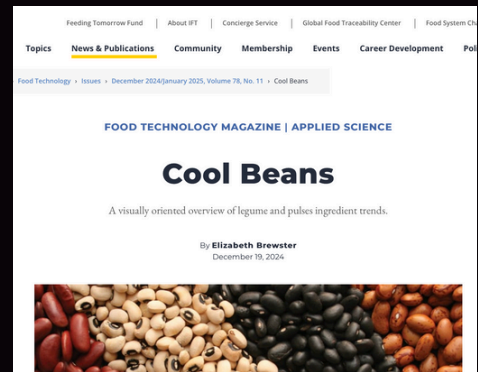
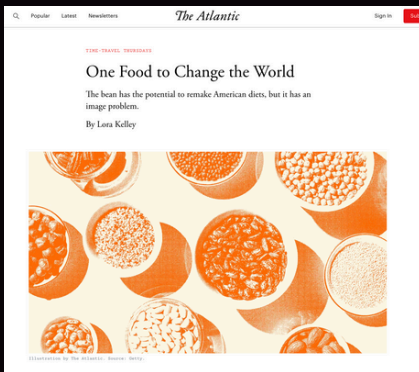
18.5 million

social media impressions



Media

Beans made waves in major media outlets, with food influencers and in the policy world. It's safe to say that in some markets, people are noticing how delicious, and beneficial beans are for us, and the planet.



Events

Beans is How leveraged global events to champion beans as a cornerstone of sustainable food systems. By engaging diverse audiences—from policymakers and industry leaders to chefs and consumers—these gatherings fostered collaboration, innovation, and momentum toward doubling global bean consumption by 2028.

London Climate Action Week

FoodTank featured #BeansOnTheMenu at “The Intersection of Food, Technology, and the Climate Crisis,” highlighting beans as a sustainable food option.

Yorkshire Sustainability Festival

Ali Morpeth represented Beans is How, joining a panel on sustainable diets and a roundtable with food sector leaders.

Harnessing Diverse Proteins to Sustainably Nourish Low- and Middle-Income Populations Webinar with Sight and Life Foundation and SDG2 Advocacy Hub (Virtual)

Discussion explored the opportunities and challenges in diversifying protein sources, highlighting nutritional benefits, sustainability, sourcing, and the impact on livelihoods. Beans is How Campaign Director, Kristin Gutekunst participated in the pitches, inspiring support for beans as a key protein source. [Learn more.](#)



BeanCon24 (Cancun)

The US Dry Bean Council’s annual event united bean champions to share best practices on how to promote beans as a sustainable solution to global challenges, exploring ways to increase collaboration and inspire innovation.

Pulses24 (New Delhi)

Hosted by the Global Pulse Confederation, this event convened the global pulse industry to enhance trade, share insights, and promote pulses. Paul Newnham delivered a keynote on building momentum for a bean movement, emphasizing the benefits of beans for nutrition and the environment.



The “Periodic Table of Food Initiative

Mapping Food Quality of the Planet’s Edible Biodiversity” at COP16 (Cali): At CGIAR’s event on edible biodiversity, Beans is How board member, Andy Jarvis of the Bezos Earth Fund emphasized beans' vital role in supporting local livelihoods and planetary health, sharing insights on Beans is How and other sustainable solutions for the future.

Taste of Abu Dhabi

Chef Manal Alalem presented three incredible cooking demos to champion local and seasonal ingredients and sustainable cooking practices, including bean pancakes with Kibsons Cook School and white beans with cheese.



SXSW (Austin)

#BeansOnTheMenu featured at FoodTank’s All Things Food Summit. Paul Newnham discussed how chefs can drive change in food systems while showcasing the brilliance of beans.



Bridge2Food North America Summit

Co-organised ‘Removing Barriers to Pulse Consumption Through Policy and Industry Collaboration’ with Beans is How, highlighting strategies to increase pulse consumption in the US through policy changes, public procurement, research, and creative strategies to boost consumer demand for 50 participants.

African Food Systems Forum 2024 (Kigali)

Beans is How spotlighted beans in engaging installations, cooking demos, and discussions on the importance of beans in African cuisine. Beans is How / PABRA market stall showcased local and high-iron beans developed by KALRO and PABRA varieties. The Chefs’ Manifesto coordinated the Culinary Village, featuring beans in discussions on school meals, biofortified beans and a chef bean-burger cooking challenge.

“Beans is How is a diverse and vibrant community of industry leaders who tackle the challenge of increasing bean consumption from a myriad of different angles. I think consumers are eager to incorporate more whole plant-based foods and a project like this creates the tool for the industry to facilitate this shift.”

Maria Rossi Koller, Research & Insights Manager, Bridge2Food



Looking Forward to 2025



In 2024 we tested, and in 2025 we scale.

After piloting initiatives in key markets and establishing strong collaborative networks, Beans is How is now positioned to significantly expand its impact in 2025. The aim is to accelerate progress toward doubling global bean consumption by 2028 through an intensified focus on food service partnerships, broader educational outreach, and stronger engagement efforts.

In 2025, Beans is How will:

- **Convene a robust partner network with a focus on accelerating national agendas:** The campaign will continue to work with key partners in key markets, drawing in new stakeholders to rally around shared goals.
- **Expand resources and awareness campaigns, working with key champion voices:** Roll out a comprehensive suite of educational materials, digital content, and social media campaigns to drive awareness and inspire behaviour change around bean consumption, working with chefs, digital influencers, and policy leaders, as well as retailers.
- **Engage food service companies to get more #BeansOnTheMenu:** Partner with a wider range of food service providers to incorporate more bean-based options in menus globally.
- **Develop resources and call for policy change to educate and serve more pulses to young people:** Partner with national leaders to develop resources such as food education curricula, toolkits and guidelines for staff; materials for families to understand the benefits of beans and cook them at home; policy approaches for local governments; and other engaging experiential and gamified activities.
- **Partner to call for beneficial policies, research and innovation to support and create an enabling environment for increased pulse consumption and production:** Call for increased pulse recommendations in dietary guidelines, and public procurement alongside beneficial policies that support local, smallholder farmers and support a just and sustainable market supply chain; Partner to expand the ability to collect more in-depth data to evaluate impact and scale of market transformation.

By scaling up our programs and deepening our partnerships, we're building momentum to make beans an accessible, appealing, and sustainable choice for all.

Bean Coalition



A global multi-sector network collaborating to spread awareness, increase momentum and adopt localised engagement strategies to achieve goals.



Bean Science & Innovation Advisory Council

A trans-disciplinary council of experts that ensure the campaign's communications and advocacy strategy sits firmly on a trusted evidence base.



**Dr. Andy Jarvis
(Co-Chair)**

Director of the Future of Food,
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Bean Board

The governance mechanism to shape the strategic direction, communications, identity and key priorities for the campaign.



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Acknowledgements

Beans is How's mission is to double global bean consumption, amplifying and making visible the importance of beans as a simple, affordable solution to our global financial, health and environmental challenges while uplifting policy and academic research and galvanising stakeholder action.

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