

Getting Beans in the Basket

We're launching a UK-wide campaign with a simple mission: we want to get people eating more beans!¹

-  We want to see a UK where everyone – regardless of income – is empowered to cook and eat beans.
-  We want to see more beans available and in more delicious ways making them much easier to access and more appealing.
-  And we want to see beans playing a key role in shifting UK diets towards more healthy and sustainable patterns.

Why Beans?

Bean thinking about how to go about hitting your company's Scope 3 reduction targets? How best to meet growing customer demands for healthy, gut-friendly and protein-rich food? Or just pondering how best to support customers through the cost-of-living crisis?

Beans is how.

Beans are a win-win-win for climate, health and equity outcomes.

They are healthy: high fibre, no cholesterol, low fat, a rich source of protein and a good source of micronutrients such as potassium, magnesium, iron and zinc. They also count as up to one of your 5-a-day.

They are planet friendly: with much lower greenhouse gas emissions relative to animal foods. Their nitrogen-fixing qualities also mean they can reduce the need for fertilizers, supporting soil health and biodiversity goals.

They are affordable: crucially, in a cost-of-living crisis, they are more affordable than both animal protein and other plant-based meat alternatives. Consumption is not affected by income – nobody in the UK is eating enough regardless of income.

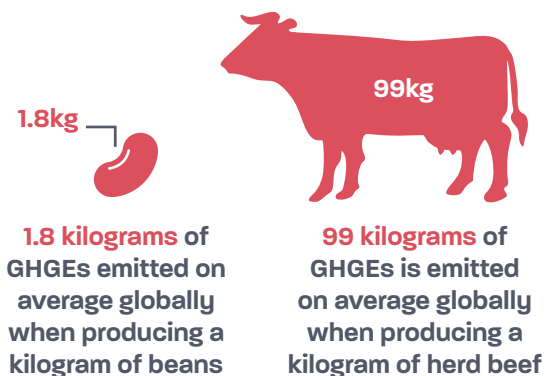
They are also enjoyed by a wide range of different cultures and communities and used in many diverse global cuisines.

¹ We refer to beans which includes beans, legumes and pulses. A more detailed definition of what we consider within this category can be found here.

 96% of adults in the UK don't eat enough fibre and only 17% eat their 5-a-dayⁱ.

 On average, we eat just 1/3 of a portion of beans, peas and legumes a day in the UK, which equates to just under 2 portions a weekⁱⁱ.

 Diets higher in pulses and legumes are associated with higher micronutrient and dietary fibre intakes and lower total fats, saturated fats and free sugarⁱⁱⁱ.



Our core goal

The aim is to double UK bean consumption by 2028. This would bring intake to just under four portions of beans a week on average.

What can businesses do to get involved?

We're looking for businesses to become Keen Bean Pledgers. Businesses will set their own SMART targets in line with our Commitments Framework for increasing sales and servings of beans by 2028 – see the [Beans Commitment Framework](#) for full details.

We'll provide evidence-based insights and suggested actions businesses can take to boost sales/servings of beans. We'll work with you to embed more climate-friendly options into your menus and product ranges and make beans more available and appealing to customers.

If you are not currently able to make a sales-based pledge, businesses can become Bean Promoters, and commit to making beans more appealing and available.



At the same time, we'll run a digital campaign to build a movement around beans, get more people excited about beans, and provide families with inspiration for cooking with them.

And we'll look to embed changes in the government's standards for food served in public settings. That way, we can all help to make higher bean consumption a permanent shift in the food system.

Why does committing to beans make good business sense?

Good for the planet: Play your part in the protein transition that we know will play a central role in reducing scope 3 emissions.

Good for health: Help to improve the nation's health and demonstrate your organisation's commitment to good health and responsible corporate citizenship.

Good for business: Demand for plant foods, particularly whole plant foods, is on the rise. Sales of the Branded Canned Pulse category for example, are up 19.4% year on year. This is outpacing sales growth of canned vegetables by quite some way, with year-on-year growth for this category lagging at just 1.8%ⁱⁱⁱ.

 **Join a UK-wide movement of diverse stakeholders and communicate your values**

 **Meet organisational targets (on sustainability, nutrition, and cost saving)**

 **Cater to health and climate conscious customers**

 **Expand culinary innovation and NPD initiatives to draw in new customers**

 **Gain marketing and research insight on bean trends and drivers in the UK and share learnings of best practice with peers**

We'll be tracking business progress and highlighting leadership and case studies of bean innovation in our annual *State of the Nation's Food Industry* report, which is regularly covered in national and trade press.

For further resources and inspiration visit <https://sdg2advocacyhub.org/beans-is-how>

References:

ⁱ National Diet and Nutrition Survey (2016). <https://www.gov.uk/government/collections/national-diet-and-nutrition-survey>

ⁱⁱ Kaimila, Y., Olotu, O.A., Clegg, M.E. et al. (2025). Pulse and legume consumption is associated with a more optimal nutrient intake and a higher EAT-Lancet index in a representative UK population. *Eur J Nutr* 64, 139. <https://doi.org/10.1007/s00394-025-03611-2>

ⁱⁱⁱ IRI Northstar, 26 weeks to 14 June 2025 vs YA. With thanks to Bold Bean.

What we're asking for from Keen Bean pledgers

1 MAKE YOUR PLEDGE OFFICIAL by sending us your completed pledge form using our Beans Commitments Framework with analysis of your bean baseline.

2 MONITOR YOUR PLEDGE PROGRESS over the course of the year. We recommend using the previous year to your pledge as a baseline measure, with the Beans reporting year running June to July.

3 REPORT YOUR PROGRESS every July, when we'll ask you to report back on your progress over the preceding year. We then pool the results for our annual progress review as part of our State of the Nation's Food Industry report..

4 REVIEW YOUR PROGRESS and think about setting new targets or revising your pledge for the next year.



With thanks to

