

2025

A close-up photograph of a person's hands, likely of African descent, shelling green beans. The hands are positioned over a large pile of shelled green beans in a cardboard box. The person is using a small knife to cut open the beans. The background is a brown cardboard surface.

 **Beans
is How
Annual Report**



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Foreword

2025 was a year of both disruption and momentum for global food systems. Climate shocks, political instability, and economic pressures continued to widen gaps in access to nutritious, affordable and sustainable food, yet it was also a year in which beans decisively stepped in and took over the global spotlight.

Across media, policy, food service, schools, and retail, beans became a cultural, culinary and climate-forward movement. 2025 brought an unmistakable escalation: viral bean recipes trending on TikTok and Instagram, millions of uses of the hashtag #beans, and a rising tide of chefs, restaurants, nutrition leaders and policymakers championing beans as a simple, scalable, people-powered solution.

Global trade data reflected this cultural shift, with pulse consumption continuing its upward trajectory over the past decade. At the same time, geopolitical pressures reminded us of the fragility and interconnectedness of global food supply chains, underscoring why climate-resilient, affordable, shelf-stable and nutrient-dense foods like beans matter more than ever.

In this context, Beans is How marked three years of working with partners to drive demand, strengthen enabling environments through policy and institutional change, and in developing global tools for scalable action. Through the #BeansOnTheMenu activations in major cities, work in various national markets, new policy engagement, school resources, business commitments, grassroots mobilisation and coalition growth, 2025 marked an acceleration in action for the global bean movement.

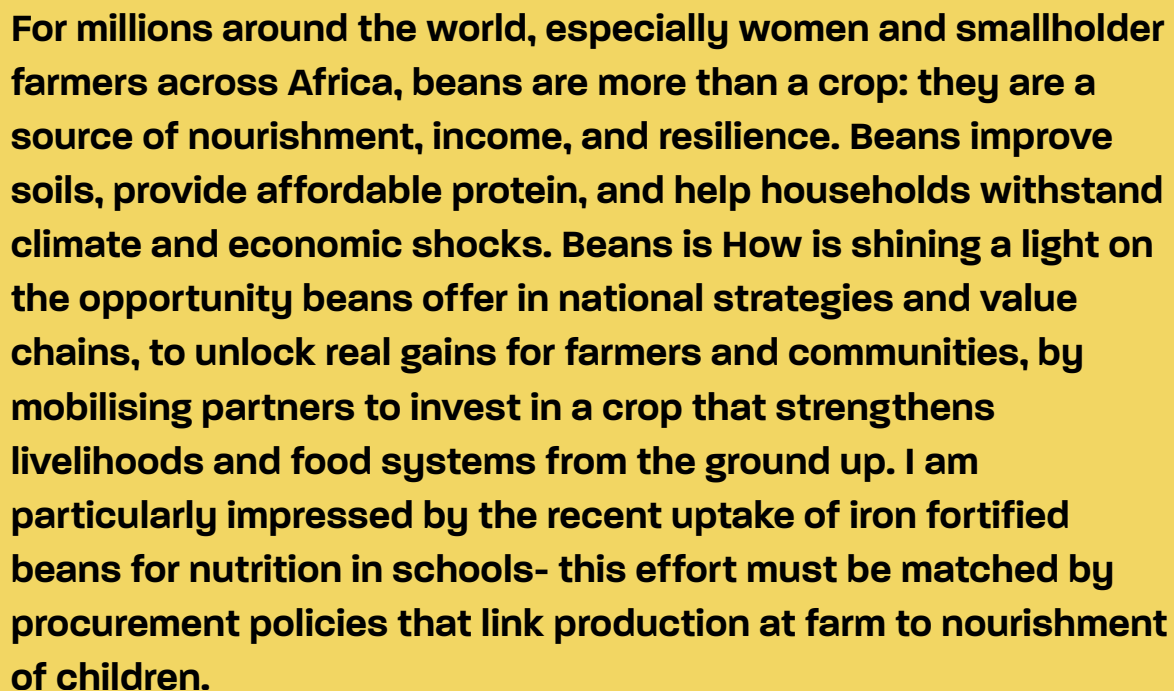
Thank you to all the organisations, chefs, policymakers, activists, researchers, farmers, youth leaders, businesses and community partners who made this year possible. As we go into 2026, we will continue to scale efforts and grow and diversify our impact.

Together, we are proving that increasing bean consumption is achievable and transformative.



Paul Newnham
CEO, SDG2 Advocacy Hub





For millions around the world, especially women and smallholder farmers across Africa, beans are more than a crop: they are a source of nourishment, income, and resilience. Beans improve soils, provide affordable protein, and help households withstand climate and economic shocks. Beans is How is shining a light on the opportunity beans offer in national strategies and value chains, to unlock real gains for farmers and communities, by mobilising partners to invest in a crop that strengthens livelihoods and food systems from the ground up. I am particularly impressed by the recent uptake of iron fortified beans for nutrition in schools- this effort must be matched by procurement policies that link production at farm to nourishment of children.



Agnes Kalibata

Founder and Chair, C4Impact Advisory Group, UN Special Envoy for the 2021 Food Systems Summit; AGRA President 2014–2025

Introduction

Beans are no longer a niche solution or a background ingredient in conversations about food systems. In 2025, they emerged as a visible, credible and increasingly mainstream answer to some of the most pressing challenges of our time: rising food insecurity, climate volatility, diet-related disease, and fragile supply chains.

Beans is How, with its coalition of 140+ partners across the world, exists to unlock this potential at scale. Our mission is straightforward but ambitious: to double global bean consumption by making beans desirable and accessible across cultures, markets and institutions, while strengthening the policy, procurement and production systems that sustain them.

At the heart of our work is a Theory of Change built around two pathways.

1. Demand Creation

Shifting cultural norms, consumer behaviour and institutional practice so that beans are seen as delicious and aspirational, by chefs, schools, retailers, food service providers and households.

2. Enabling Environments

Strengthening the policy, procurement, production and value-chain conditions that make beans affordable and accessible for farmers, businesses and public institutions.

In 2024, Beans is How focused on testing this approach across four priority countries, Kenya, India, the United States and the United Kingdom, learning what worked. In 2025, we shifted decisively from testing to scaling. We invested in global tools, strengthened national and sectoral convenings, and saw partners move from intention to implementation.

This year, beans became more deeply embedded across schools, public procurement, retail, food service, policy advocacy, media narratives and agricultural livelihoods. From #BeansOnTheMenu activations in major cities, to new policy pathways shaping government engagement, to school programmes reaching hundreds of thousands of children, the movement matured, becoming more coordinated, more evidence-driven and more ambitious.

The Beans is How Coalition continued to grow in size and diversity. We worked together, aligning messages, sharing tools and reinforcing efforts across the food system. This report captures a year of momentum built on collaboration. It documents what collective action can achieve when simple, affordable and climate-resilient foods are backed by strong evidence, cultural relevance and political will.

Looking Ahead

2026 is about scaling impact. Beans is How will continue to expand through diverse, relevant initiatives and partnerships, focusing on embedding best practices across food systems and geographies.

Priorities ahead include convening diverse, locally relevant action, continuing to develop high-impact policy and public communications assets, and working with partners to localise programmes where needed to reflect regional contexts and opportunities, while growing and strengthening coordination across its global network of 140+ organisations.

Beans is How aims to accelerate progress toward doubling global bean consumption by 2028. As we look ahead, the campaign will continue to deepen impact through collaboration, evidence-based advocacy, and public mobilisation—ensuring beans remain central to the global conversation on healthy, sustainable and resilient food systems.



Coalition Growth

Since its inception, the campaign has grown to:



140+
Coalition
Partners



150+

#BeansOnTheMenu
participating
restaurants and
foodservice partners

Annual Impact

In 2025, Beans is How had:



33
recipes



500,000
post impressions



5
new reports
and toolkits



1,400

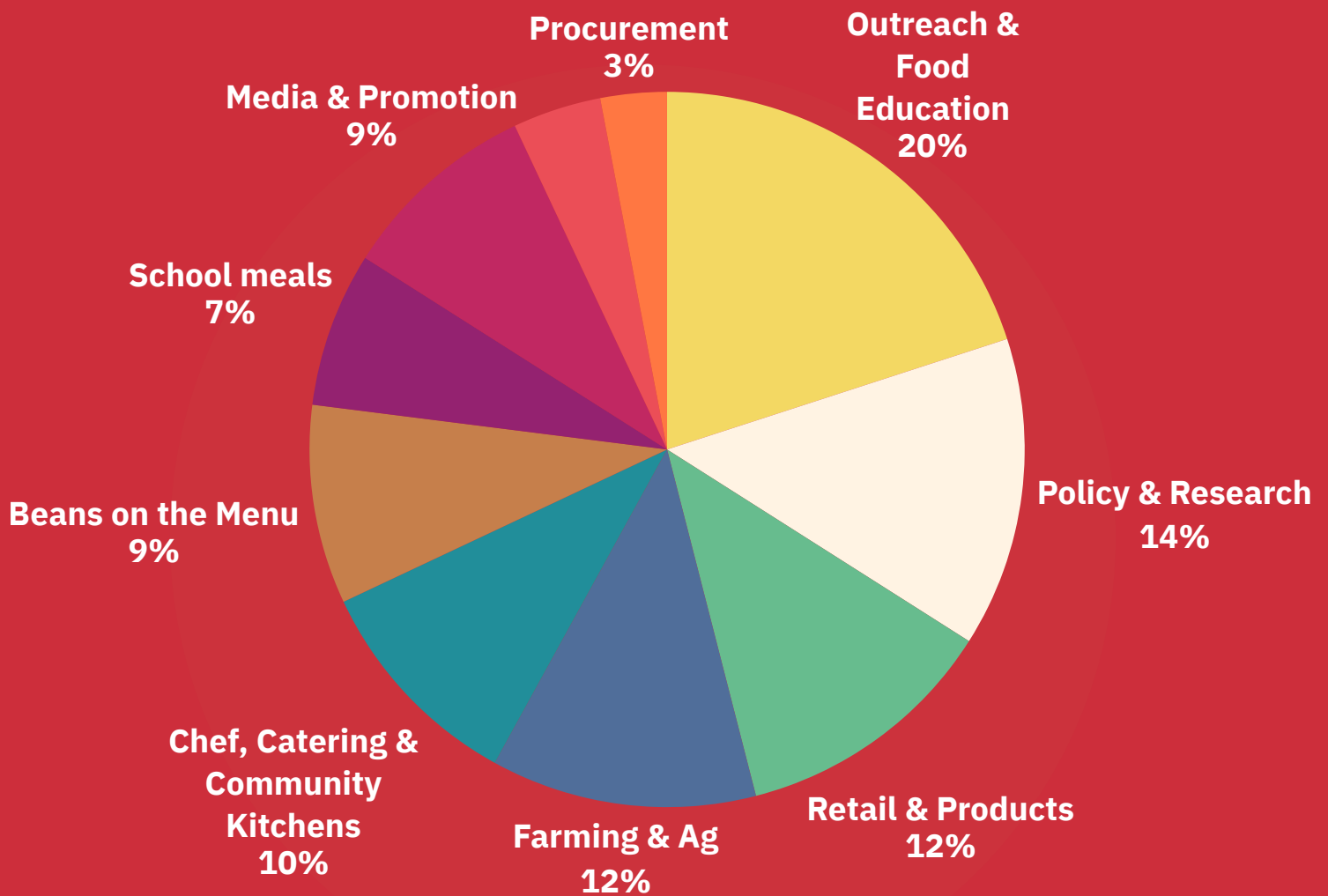
Schools in the UK using
the TastEd X Beans is How
Bean Curriculum

**The future looks and
tastes better when beans
are on the menu.**

Chef Bettina Campolucci Bordi



What the coalition is working on:



Resources

Several new resources have been developed and are now available on our website:

Policy Paper: *Finger on the Pulse: Policy Pathways to Harness Beans for Sustainable Food Systems and Nutrition*

Grounded in global evidence and practical examples, this offers practical strategies for integrating beans into policy, procurement, and sustainable value chains.

New Toolkit for Pulses in US Schools

A new Pulse Playbook - a practical guide for American K–12 school nutrition directors to integrate beans, peas, and lentils into school menus.

World Pulses Day Toolkit

A collaboration with the European Food Information Council (EUFIC) to celebrate the potential of pulses.

#BeansOnTheMenu Case Studies Series

A set of case studies that showcase progress and best practices.

The Bean Curriculum with TastEd

A free resource that introduces school children to beans, peas, and lentils through sight, touch, and taste.



Collective Impact

Scaling Up National Campaigns for Impact

Beans is How is inspiring and catalysing the growth of ambitious national campaigns, enabling country partners to translate evidence and momentum into action at scale.

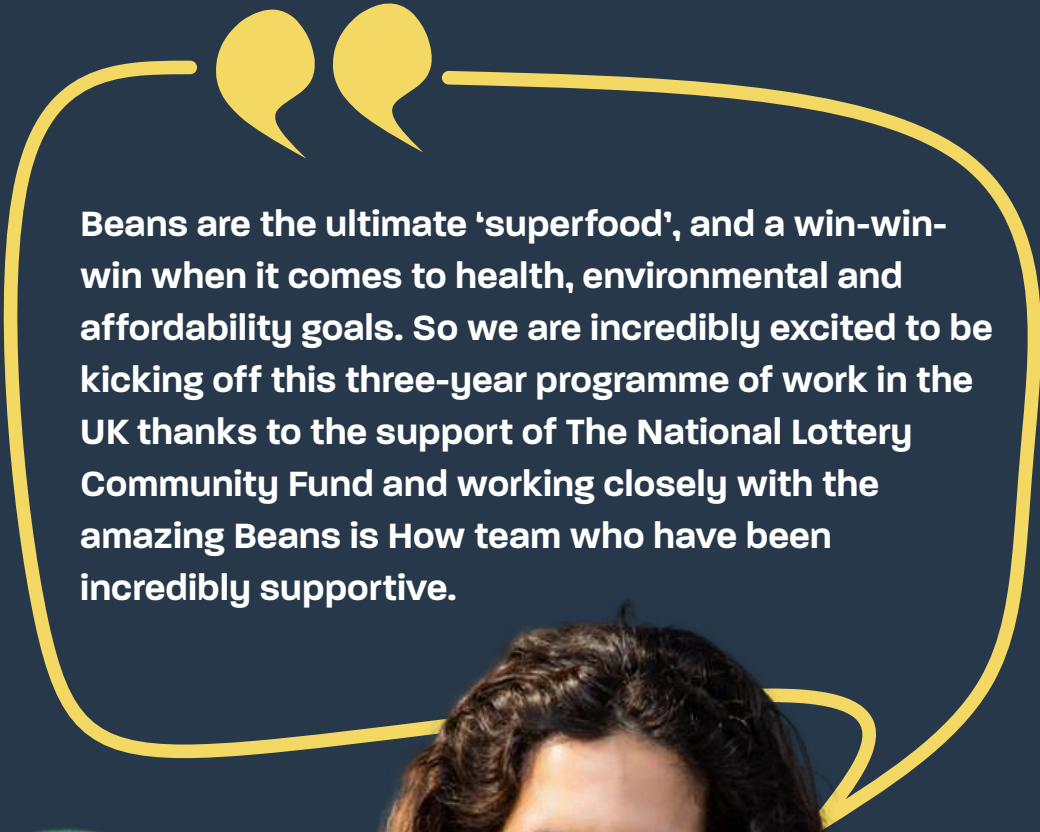
Food Foundation

Working in partnership with researchers, campaigners, community bodies, industry, government and citizens to galvanise the UK's diverse agents of change.


- Launched a major UK-wide initiative with Veg Power calling on chefs, retailers, manufacturers, wholesalers, food service companies, youth organisations, community groups and caterers to serve and sell more beans. Beans is How is a core partner in this initiative funded by the National Lottery Community Fund.
- Unveiled the #BangInSomeBeans digital campaign at a Beans Summit in November at the Barbican, London, marking a major national moment for beans.
- Secured high-profile support from celebrity chefs including Jamie Oliver, Hugh Fearnley-Whittingstall, Bettina Campolucci Bordi and Tom Kerridge, who shared bean recipes and amplified the campaign through social media.



Rebecca Tobi, Food Foundation



Beans are the ultimate 'superfood', and a win-win-win when it comes to health, environmental and affordability goals. So we are incredibly excited to be kicking off this three-year programme of work in the UK thanks to the support of The National Lottery Community Fund and working closely with the amazing Beans is How team who have been incredibly supportive.



Rebecca Tobi, Head of Food Business Transformation at the Food Foundation



Food Foundation

- Published the Bean Facts report, summarising major consumer surveys and achieving broad media coverage.
- Launched Veg Power's Big Bean Boost, a children's campaign rolling out across 400 primary schools.
- Began securing sales-based commitments from major food businesses as Keen Bean Pledgers, including Lidl, Sainsbury's, M&S, Ocado, Waitrose, Bidfood, ISS and Harvester.





BITE (formerly Food for Climate League)

USA-based nonprofit that helps foodservice operators, brands, and institutions apply narrative and behavioural science where food decisions are made.

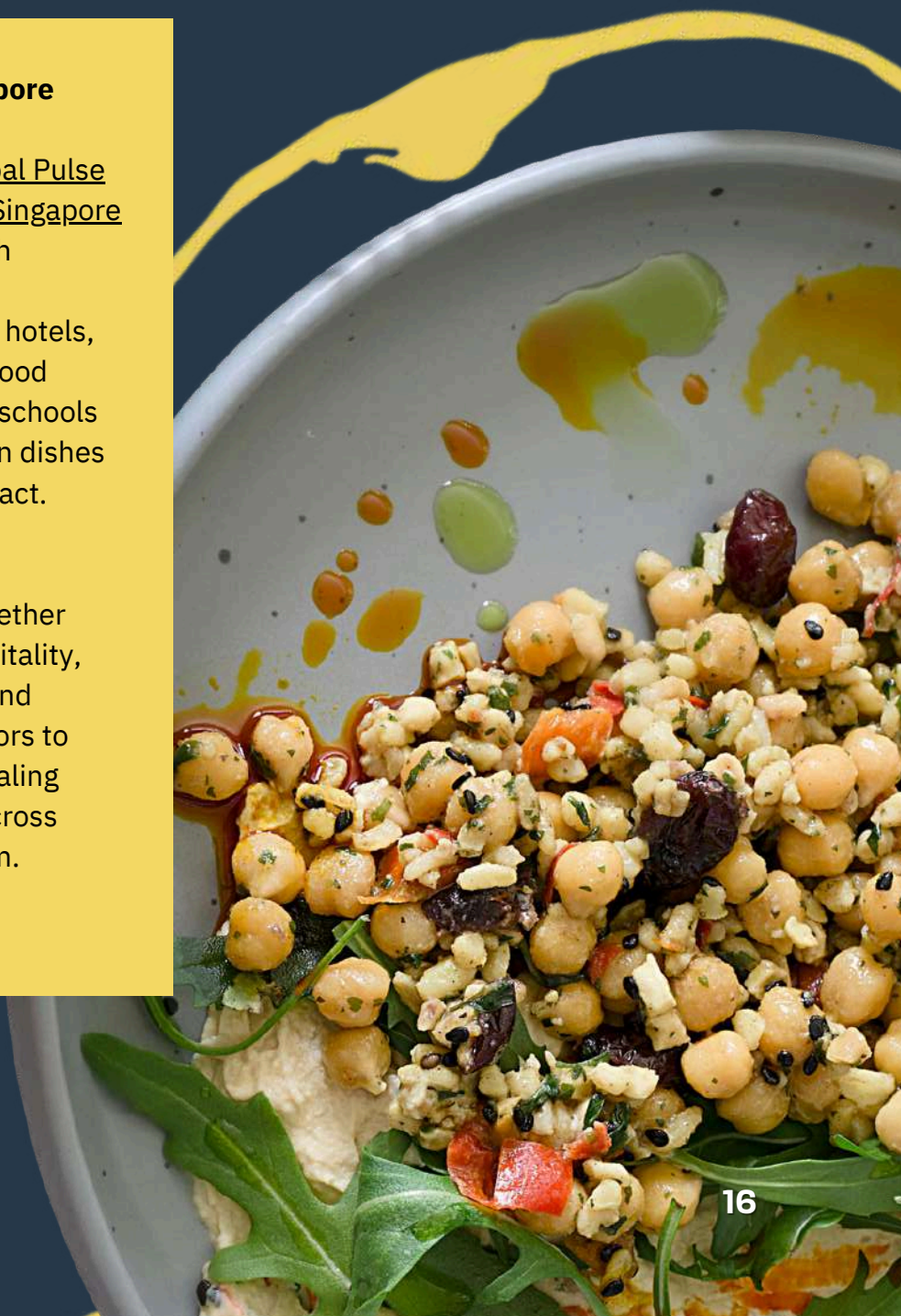
- In 2024, conducted a national survey of 1,200 Gen Z and Millennial consumers, verifying bean narrative effectiveness and developed the Beans Can Campaign Playbook with Fortnight Collective and Beans is How.
- In 2025, led a pilot test of Beans Can through two-week data-driven messaging and behavioural interventions across 20+ food service sites in 11 states, resulting in:
 - 18,000 diners reached daily
 - 16,100 bean meals served
 - Measurable 13% increase in bean consumption
 - 14% reduction in animal-protein dishes
 - Estimated 8% Greenhouse gas reduction.
 - Foodservice operators reported strong enthusiasm and have begun integrating permanent bean dishes into menus.

Working with Restaurants and Chefs to Get More #BeansOnTheMenu

#BeansOnTheMenu calls on all food service organisations to join in on making beans and pulses visible, exciting, accessible and must-have menu items – from restaurants and catering to public service. Chefs and food service leaders are championing beans in professional kitchens, showcasing flavour, nutrition and sustainability. Beans is How is curating a series of case studies showcasing progress and best practice across catering, universities, city agencies, restaurants and other food service settings.

#BeansOnTheMenu Singapore

- Partnered with the [Global Pulse Confederation](#) and the [Singapore Tourism Board](#) to launch #BeansOnTheMenu in Singapore, encouraging hotels, restaurants, cafés and food service providers, from schools to hospitals, to add bean dishes to menus and track impact.
- Convened a high-level roundtable bringing together stakeholders from hospitality, food innovation, retail and alternative protein sectors to align on priorities for scaling bean-forward menus across Singapore's food system.





Climate Week NYC

- New York City has been a core focus for Beans is How, with #BeansOnTheMenu activations in 2023 and 2024 collectively inspiring hundreds of restaurants and city agencies across the boroughs to feature beans on menus.
- The NY Times recognised “beans on every menu in 2025” as a major food moment, reinforcing the growing cultural momentum behind beans.
- In 2025, Beans is How convened chefs, policymakers and food system leaders to explore how beans can drive behaviour change and systemic transformation. The session reinforced momentum behind #BeansOnTheMenu and highlighted practical approaches for integrating beans into schools, public institutions and food service.
- Partners including BITE (formerly Food for Climate League), Wellness in the Schools, Food Policy Pathways, Chef Grace Ramirez, and the Alliance of Bioversity International and CIAT discussed strategies to increase demand, shift food narratives and strengthen policy pathways.

Chefs' Manifesto

A chef-led project that brings together 1900+ chefs from around the world to explore how they can help deliver sustainable food systems.

- Ensured #BeansOnTheMenu at Chefs' Manifesto events hosted around the world, including:
 - Key global forums such as: CGIAR Science Week, Nutrition for Growth Summit, EAT Forum, World Food Forum, World Food Prize, Blue Earth Forum, and COP30;
 - And regional and national events, including: London Climate Action Week, Taste of London, UN Food Systems Summit, Africa Food Systems Forum, Africa Climate Week, Good Life Show Africa, Climate Week NYC.
- Beans is How was featured on programmes at culinary education workshops (including Le Cordon Bleu London) and chef-led Action Hubs in cities such as London and Chicago.
- BaxterStorey activations and chef exchanges (at London Climate Action Week) showcased Chef Bettina's work, alongside others.



Bettina's Kitchen / BaxterStorey

BaxterStorey is a leading independent hospitality provider in the UK and Ireland, specialising in corporate catering, fine dining, and cafeteria services for businesses. Chef Bettina Campolucci Bordi is a plant-based, gluten-free chef and cookbook author, and the owner of Bettina's Kitchen.

- Bettina's Kitchen's work with BaxterStorey has contributed to a 25% increase in bean consumption across their sites over the past 18 months.
- BaxterStorey currently serves one million people per day, giving this shift in menu design significant scale and impact across the organisation.

Sustainable Restaurant Association (SRA)

Connects businesses around the world to accelerate change towards a hospitality sector that is socially progressive and environmentally restorative.

- Launched a Knowledge Library as part of the Food Made Good Standard, providing downloadable resources including business cases and facts on beans to 11,000+ sites across 40 countries.
- Co-produced a free-to-download 'Biodiversity Toolkit for the UK Hospitality Sector' with the UK's Hospitality Sector Council, which informs on menu design and beans and pulses as biodiversity-friendly ingredients.
- A new series of case studies and articles highlighted how restaurants are integrating beans into menus, with social posts achieving 2,500–7,000 impressions.
- As part of EAT Communities for Action, developed content demonstrating practical ways chefs can incorporate pulses into the Planetary Health Diet.
- Co-hosted a London Climate Action Week breakfast, participated in the UK Beans Summit, and contributed to a forum in Taiwan focused on advancing bean-based practices in catering.

Chefs have the power to create food trends around pulses, so it's time we used it.



Jack Feeny
No Mise En Plastic

No Mise En Plastic

A community interest company led by chefs and growers, providing free resources to help professional kitchens contribute to a just and resilient food system.

- Continued delivering the Today's Menu workshop across the UK, supporting 392 trainee chefs to recognise their influence on food systems and increase use of UK-grown organic pulses. 89% of participating chefs reported feeling inspired to use more agroecological foods, such as pulses.
- Secured funding from the Savoy Educational Trust to train four additional facilitators and enable expansion of the workshop in 2026.
- At the launch of the Today's Menu resource, Chef Jenny Chandler showcased diverse pulse-based dishes to 80 attendees.

Food Systems Transformation: Research and Policy Change

Policy professionals, researchers and advocates are elevating beans within policy and procurement frameworks to unlock nutrition, climate and livelihoods benefits at scale.

Beans is How Policy Paper

Beans is How collaborated with the SDG2 Advocacy Hub policy team to launch, *Finger on the Pulse: Policy Pathways to Harness Beans for Sustainable Food Systems and Nutrition*.

- The resource set out practical approaches for integrating beans into policy frameworks, public procurement and climate-resilient value chains. It combined global evidence, case studies and expert insights to support policymakers, advocates, farmers and food industry leaders in advancing nutrition, climate and food systems goals.
- The Beans is How Science and Innovation Advisory Council (SIAC) contributed to the paper's development, providing insights on policy barriers and opportunities.
- A virtual session convened SIAC members and partners from policy, research, advocacy and practice to discuss the paper, highlight upcoming advocacy moments and identify opportunities for collaboration.



New Toolkit to Integrate Pulses in US School Meals

A new resource: *The Pulse Playbook: Best Practices for Utilizing Beans, Peas, and Lentils in School Meals* was developed as a practical guide for K–12 school nutrition directors in the USA to integrate beans, peas, and lentils into menus as affordable, nutritious, and climate-friendly proteins.

- Offers recipes, supplier and product lists, and best practices for serving pulses, and peer-to-peer networks for food service staff.
- Responded to the USDA’s April 2025 policy update, which allows pulses to count toward both meat/meat alternate and vegetable requirements.
- Coordinated and co-created by Beans is How, with Friends of the Earth, BITE (Formerly Food for Climate League), Healthy Kids, Happy Planet! and more partners.



The Protein Project

Convenes broad coalitions to unite Europe's food voices around protein diversification. Work intensified with the European Commission, focusing on shifting dietary patterns.

- Held five formal meetings with the Commission and a dedicated briefing to the EU Commissioner for Agriculture on the role of legumes in EU food and climate strategies.
- Hosted a cross-party event at the European Parliament with Members of Parliament for a non-polarised discussion on protein consumption.
- Conducted a targeted information session for 10 Parliamentary Assistants.



Rallying Communities through Awareness and Outreach

Campaigners, educators and civil society organisations are shifting narratives around beans - building awareness and mobilising communities.

The Bean Institute

Provides nutrition, health, and culinary information and resources.

- Launched the #YearofBeans campaign through its monthly Bean Bulletin newsletter, encouraging audiences to incorporate diverse bean varieties into meal planning.
- Shared a new Bean Guide, featuring recipes, FAQs and nutrition information, is nearing finalisation.
- Launched a new bean-focused TikTok channel in December 2025 to further promote beans to younger audiences.



A Legume A Day

Dr. Chelsea Didinger created A Legume A Day to take a translational research approach to help people eat more beans to reap the benefits they offer for human and environmental health.

- Shared practical guidance on how beans are eaten and how to include more beans in everyday meals through video playlists and website features highlighting bean dishes in the United States and around the world.
- Contributed to public discourse on pulse nutrition through media engagement, including an interview with The New York Times focused on lentils.
- Delivered presentations in the United States and internationally, reaching audiences in over 10 countries, including Japan, France, the Philippines and Mexico, while consistently highlighting the Beans is How campaign.
- Engaged the public through participation in the National Lentil Festival, supported by Bush's Brothers, and a panel hosted by USA Pulses highlighting the benefits of lentils.



Nourishing the Next Generation: Beans in School Meals

Partners around the world are transforming school meals through beans, promoting health, sustainability and cultural connection while building capacity in schools' food environments and systems.

Healthy Kids, Happy Planet!

Empowering youth to create a healthier, greener, and kinder world for all through education, outreach and advocacy.

- Reached 8,000 students across elementary, middle and high schools through eco-focused nutrition presentations highlighting the role of beans in healthy, sustainable diets.
- Awarded 20 Cool Beans culinary grants to elementary teachers, enabling hands-on bean-based cooking projects throughout the school year.
- Delivered the Cool Beans from Around the World multicultural curriculum to elementary students, supporting exploration of global food cultures through beans.
- Displayed posters and video PSAs promoting beans as a “lean and green protein” in 50+ school cafeterias, reaching over 100,000 students daily.



Bean Taco Meal Kits (Kids with their KINtructors), Michelle Nicolet

Wellness in the Schools (WITS)

A US national non-profit that inspires healthy eating and fitness for kids in public schools.

- Delivered the ‘Chef in the Schools (CITS)’ menu development and culinary training to 1,035 schools.
- Reached 851,122 students through improved school menus, many of which now feature bean-based recipes.
- Integrated 41 WITS Collaborative Recipes into the NYC public school lunch menu, demonstrating the role of beans in accessible, nutritious meals at scale.



Alexina Cather, Wellness in the Schools

Kids in Nutrition

A USA-based student-led movement dedicated to enhancing food equity and promoting sustainable systems through food literacy and access in education.

- Distributed 50 bean taco kits to elementary students, enabling families to cook bean-forward meals together at home.
- University student volunteers delivered 53 classroom lessons in elementary schools, reaching 425 students with hands-on, interactive education about beans.
- 20 classrooms incorporated dedicated lessons focused on beans, supporting both nutrition literacy and culinary confidence.



Taste Ed, Eric Aydin Barberini

TasteEd

Offers teachers training and resources to deliver food and taste education lessons tailored to the English National Curriculum.

- Beans is How and TasteEd developed the The Bean Curriculum - a free resource that introduces children (ages 8–11) to beans, peas, and lentils through sight, touch, and taste. The curriculum featured three hands-on lessons, with ready-to-use lesson plans, PowerPoints, poems, and teacher guides.
- Hosted on TasteEd's platform and the Beans is How website, the resource is available to over 1,400 schools across the UK.
- Supported by Bold Bean Co., Hodmedod's, and the US Dry Bean Council.

Food4Education

Mainstreaming school feeding programmes across Africa by designing blueprints, operating them and supporting replication.

- Increased the number of daily school meals served from 450,000 at the start of the year to 600,000 by November 2025.
- Meals continued to feature pinto beans, green grams and special green grams, ensuring children receive affordable nutrition.
- Established and accelerated government partnerships that supported sustainable bean and pulse consumption and strengthened public awareness efforts.



School Meal Advocacy Hub (SchoolFood4Future)

A campaign to ensure school meal access to children in Ghana via advocacy and coordination.

- Engaged 520 students across 5 schools through a comprehensive food systems literacy programme using Beans is How and World's Largest Lesson resources.
- Three participating schools successfully redesigned their school meal plans to include a greater variety of local bean-based dishes, improving both affordability and nutrition.
- Collaborated with local visual storytellers to produce culturally grounded bean advocacy content in local languages, achieving 2,100 views during World Food Day activation.
- Advocacy extended through radio tours, podcast features and three articles, driving broader public conversation about school meals reform.
- Efforts contributed to a public commitment from the Government of Ghana to ensure timely release of school feeding funds, as well as a 33% increase in school meal financing in early 2025.



Supplying Community Meals: Beans for Food Security

Community organisations and food banks are using beans to support food security and nutrition, demonstrating how affordable, versatile foods can strengthen resilience.

No Hunger Food Bank

A nonprofit organisation dedicated to alleviating food insecurity in Abuja and northern Nigeria.

- Engaged over 950 people in the “No Hunger Culinary Showdown,” a virtual campaign featuring six chefs demonstrating creative bean recipes.
- Participants reported eating 30% more beans as a result of the campaign and prepared approximately 1,500 bean-based meals at home.
- Social media reached over 10,000 people, with engagement increasing 50% compared to previous campaigns.
- Many participants shared not having eaten beans in a long time but felt motivated to reintroduce them into their diets after the campaign.

FoodCycle UK

FoodCycle community meals bring people together for good food and conversation, serving up free, wholesome meals made from food that would have gone to waste.

- As of the start of 2025, 50% of guests have increased their consumption of pulses, such as kidney beans, chickpeas and lentils, following participation in their community dining programmes.
- 71% of guests tried foods they had not eaten before, demonstrating the role of community meals in introducing new ingredients like beans.
- 70% of guests made positive changes to their eating habits, reflecting the influence of accessible, bean-forward meals.

World Vision Canada

Connects communities, supporters, partners and governments to tackle poverty and injustice.

- The REACTS-IN programme, which has established a foundation for a robust seed system of biofortified bean varieties in Tanzania, supported production of 19,000 kg of high-iron beans in 2025.
- A total of 1,000 kg of bean seeds were distributed to 1,000 farmers, 65% of whom were women. Each farmer received 1 kg of starter seed, which yielded an average of 26 kg, aligning with expected yields for the beans.
- Most of the harvested grain was used for home consumption, improving household nutrition.



Emerging Trends in Market Demand and Product Innovations

Brands, retailers and innovators are reshaping how beans are marketed, sold and consumed, helping make bean-based foods more visible.

Yumbini Foods

A USA-based seller of dry, shelf-stable, quick-cooking beans and rice meals. This year, it reported:

- 45% year-on-year sales increase for quick-cooking beans and rice products
- 200+ in-store tastings, introducing new audiences to faster, flavour-forward bean dishes
- 25 new recipes and blogs published
- 77 original videos produced and shared through Instagram, expanding awareness among younger eaters.
- Donated to Los Angeles fire relief and to fundraisers for Peralta Hacienda Historical Park and Women's Wilderness.





Evdoxia Karypidou, Heinz Beanz

Kraft Heinz (UK)

One of the largest food and beverage companies in the world, with a strong commitment to increase the visibility of beans. Key achievements in 2025 include:

- Heinz Beanz received the Which? Best Buy Award, recognising top taste and helping encourage greater bean consumption among UK consumers.
- Since 2019, Kraft Heinz has pledged over 21 million meals to Magic Breakfast. In 2025, the company supported 300+ schools through the provision of almost one million breakfasts, alongside equipment grants enabling schools to provide warm meals.
- Delivered a national out-of-home campaign to drive visibility across key consumption occasions, keeping beans top of mind throughout the year and winning a Gold Cannes Award for Creativity.
- Launched Heinz Beanz pouches within the Easy Meals category, responding to evolving consumer needs. This drove 62% incremental shoppers to the category.

Beans have been at the heart of Heinz for generations, and Beans Is How shows just how big their impact can be. We're excited to champion a movement that puts this humble hero at the centre of positive change.

Alessandra de Dreuille
Director of Meals UK



Kraft Heinz (UK)

- Ran a national “Beanz of Your Dreams” campaign, introducing a consumer-voted flavour winner, Pizza, to meet demand for greater flavour variety.
- Expanded the availability of Heinz Beanz pouches through launch on Ocado and rollout to Sainsbury’s.
- Generated 96 pieces of earned media, reaching 162 million impressions, with coverage across outlets including The Sun and Express. Media performance achieved 100% positive sentiment, 94% branded asset use.
- Delivered strong growth in the Flavoured Beanz range, with volumes more than doubling year on year.



Bringing the message to the world

Beans is How amplified its mission globally through strategic communications, digital campaigns and collaborative storytelling, reinforcing the role of beans as a sustainable, nutritious and delicious solution for people and the planet. Through coordinated media outreach, partner-led content and shared campaign moments, the coalition reached diverse audiences and strengthened a common narrative around beans.

A growing global community was engaged through a monthly newsletter, sharing campaign updates, partner resources, recipes and the latest bean-related news. Social media played a central role in driving awareness and engagement, with a 65% increase in followers and over 500,000 impressions on Instagram. The Beans is How website attracted 15,100+ visits over the year, serving as a central hub for tools, evidence, campaigns and partner activity.

Key Digital Campaign Moments:

World Pulses Day 2024

Beans is How partnered with the European Food Information Council (EUFIC) to deliver educational social media content, including infographics, tips and recipes tailored to families and young people. Partners across the coalition amplified the campaign, reinforcing shared messages and promoting #BeansOnTheMenu across multiple regions.

UK Influencer Hamper Campaign (Earth Day)

In the UK, Beans is How worked with GHPR to deliver a targeted Earth Day activation encouraging families to cook with beans and share their creations online. The campaign highlighted beans as a family-friendly, climate-smart ingredient, featuring kid-friendly recipes from Hackney School of Food and supported by influencers specialising in content creation for parents and lifestyle audiences. Building on this momentum, further collaborative activities are being planned with coalition partners.

Events

Participation and representation of Beans is How in key global convenings:

21-25 May

GPC Conference in Singapore

Paul Newnham was a keynote speaker at the Global Pulse conference in Singapore, where we launched the Beans is How efforts in the country and delivered key advocacy messages from the Beans is How policy agenda and policy pathways paper.

17 March

Virtual Summit - Getting more Canadian #BeansOnTheMenu

Beans is How hosted a virtual summit in March with Pulse Canada, to share real-world case studies on exciting progress made to increase access to, and interest in, eating more Canadian beans. This gathering was a follow up to two previous "All About Beans" summits.

9 June

Legume Initiative Workshop in Reading, UK

Hosted at the University of Reading, the workshop convened actors in the UK legume system to boost visibility of efforts to expand legume/bean production, processing and consumption in the UK. Beans is How highlighted the newly developed policy paper recommendations.

22 June

BOSH! breakfast at Fortnum & Masons in London, UK

During London Climate Action Week, Beans is How and BOSH! spotlighted beans as a climate-smart food, beginning with a Bean Breakfast at Fortnum & Mason, convening chefs, creators and sustainability leaders. A seven-day bean recipe series reaching digital audiences across the UK followed.

31 August–5 September

Africa Food Systems Forum in Dakar, Senegal

Beans is How worked alongside the Chefs' Manifesto network at the Africa Food Systems Forum to rollout the Culinary Village, featuring demonstrations, tastings, and discussions spotlighting beans, peas, lentils, and "lost crops".

The 2nd Global Summit of the School Meals Coalition in Fortaleza, Brazil

Beans is How joined leaders from governments, UN agencies, civil society, and youth at the global gathering on school meals. The summit mobilised investment, shared progress, and expanded partnerships to advance nutritious, sustainable school feeding.

18–19 September



25 September

UNGA and Climate Week NYC Event in New York, USA

For the third year, Beans is How brought beans, peas, and lentils to Climate Week NYC and the UN General Assembly, hosting a dynamic session at Regen House on linking behaviour change with policy action. This event explored how to put more beans on every menu—from schools to restaurants.

Beans Social at BOSH! HQ in London, UK

Co-hosted by Beans is How and Chef Bettina Campolucci Bordi, Henry Firth and Ian Theasby, this social helped seed a growing network of chefs and creators committed to featuring beans on menus and across digital platforms.

1 October

The Stockholm Food Summit in Stockholm, Sweden

Beans is How hosted an inspiring discussion on the back of the policy pathways report, spotlighting how beans can help drive the change we need in food systems. Paul Newnham, was joined by member of the Beans is How Science and Innovation Advisory Council, Alyson Greenhalgh-Ball and Chef Moyo Odunfa.

3-4 October



5 November

**The Beans Summit in London, UK.
Over 190 people attended**

diplaying the strong interest and momentum around beans, with many Beans is How UK-based partners supporting. Beans is How hosted a fireside chat with Chef Bettina and Greg Bramwell of BaxterStorey.

**Seeding Sustainability Project
Forum in Taiwan Virtual**

Beans is How participated in a forum organised by the Green Dining Guide and Leezen in Taiwan, as part of a larger Seeding Sustainability project, delivering a session on The Role of Beans in the Sustainable Food Transition.

7 December



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
Bezos Earth Fund



Jean Claude Rubyogo
(Co-Chair)

Global Bean Program Leader and Pan-Africa Bean Alliance
(PABRA) Director
Alliance of Bioversity International and CIAT & Pan-Africa
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Co-Founder and Chief Scientific Officer
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Prof. Kadambot Siddique

Hackett Professor of Agriculture
Chair and Director
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Dr. Michael Clark

Senior Research
University of Oxford

Bean Champion Board

The governance mechanism to shape the strategic direction, communications, identity and key priorities for the campaign, and the Advocates who champion bean messaging and goals within and beyond their significant spheres of influence.



Alessandra de Dreuille

Meals, Marketing & Commercial Director
The Kraft Heinz Company



Dr. Agnes Kalibata

Founder and Chair, C4Impact Advisory Group, UN Special Envoy for the 2021 Food Systems Summit; AGRA President 2014–2025



Chef Andrew Zimmern

Chairman Passport Hospitality, Intuitive Content and FoodWorks



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Jean Claude Rubyogo

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Michiel Bakker

President & CEO
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Chef Sam Kass

Founder of TROVE
Political Advisor, Nutrition Expert, Chef
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Executive Director
SDG2 Advocacy Hub



Wawira Njiru

Founder
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Coalition Members







Acknowledgments

Beans is How's mission is to double global bean consumption, elevating beans as a simple, affordable and powerful solution to our global health, climate and economic challenges, while advancing policy, research and collective action across food systems.

This report reflects the shared efforts of the Beans is How Coalition, our Science & Innovation Advisory Council, our Board, and the many partners and collaborators working around the world to transform food systems through beans and pulses.

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**Beans
is How**

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