



Beans is How

2023 Annual Report

Foreword

Beans are not just nutritious, affordable and delicious; they are a force for good; a symbol of hope; a catalyst for change. This is the fundamental belief fuelling Beans is How's determination to double global bean consumption by 2028.

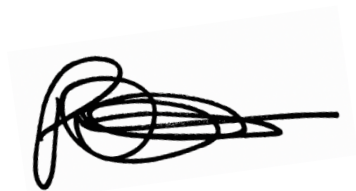
From a spark of inspiration at the UN Food Systems Summit in 2021, to now, one year after our official launch, we've ignited a bean-powered global movement. Over 91 organisations from diverse backgrounds have committed to recognising and promoting the power of beans to solve some of the world's most urgent problems; hunger, malnutrition, climate change and more. This first annual report is a testament to the collective effort, dedication and energy of our many partners and supporters.

Just one year in, we would need an annual report ten times the length to include every organisation, every champion, every story, every event and every project involved in Beans is How. What follows is a taste of the power of beans to bring about real and lasting change. Our journey is a story of passion, collaboration, and an unwavering belief that we can, and we should, take action to solve the many crises our world is facing; and that Beans is How we can do it.

Thank you to all the people and organisations whose brilliant work has laid such a firm foundation for Beans is How.

This is just the beginning; we are merely scratching the surface of the potential of beans and I invite you to join us in expanding our movement to achieve a healthier, more sustainable future, powered by the tiny but mighty bean!

Paul



Paul Newnham

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



Our Impact: A Year in Review

91 members

committed to promoting the consumption of beans

20 recipes

donated by top chefs across the world



25 events

across the world



Lagos Food Bank Initiative

650 unique pieces of earned media

thanks in part to the launch of the campaign and the theory of change, beans were all the buzz in high profile press coverage and social media content

winner

of the Global Pulse Confederation's inaugural Green Pea Sustainability Award for action on the SDGs



The Global FoodBanking Network/
Carlos Macedo

50 restaurant partners

in New York City creating truly bean-tastic dishes with an estimated

4+ million

social media impressions



Omved Gardens /
William Hearle

working with organisations across

50 countries

using beans to revolutionise food futures



Omved Gardens /
William Hearle

celebrating

World Food Day

with bean-spirational toolkits for chefs, school kitchens and school children

Ensuring Good Food For All



"Our current global food system is uneven, fragile and fuelling the climate crisis...but food system reform could be part of the solution. The climate and food crises are intricately linked, and leaders must do much more to solve both of them now."

- Elizabeth Nsimdala, President of East African Farmers Federation, COP27 Hungry for Action



"Let's transform food systems for the future, and ensure that every person, in every community and country, has access to the safe and nutritious food they need and deserve,"

- UN Secretary-General António Guterres, UN Food Systems Summit +2

Beans is How We Can Help Fix the Future

Beans Are Nutritious!

Beans are nutrient-dense and rich in protein and dietary fibre, which is great for gut health. They have no cholesterol, are low in fat and rich in micronutrients including iron, potassium and B vitamins like folate.



Beans Are Affordable, Versatile & Delicious!

Beans have been part of many global cuisines for millennia and are one of the most widely consumed food types in many low-income settings. They are versatile, can be stored for long periods and can be incorporated into a variety of foods, including meals, desserts, snacks, sauces, spreads and even beverages.

The Beans is How campaign is not just about promoting beans as a food; it's also about empowering communities around the world to grow, consume, and market beans in sustainable and profitable ways.

Beans Are Good For The Planet!

Integrating beans into agricultural practices can improve soil and water quality. Beans reduce the need for synthetic fertilisers by converting atmospheric nitrogen into a plant usable form. They use less water than many other crops, and release 90% fewer greenhouse gases than some animal proteins.



Our Network



Omved Gardens / William Hearle



SDG2 Advocacy Hub / Kristin Gutekunst



SDG2 Advocacy Hub / Charles Kabena



Omved Gardens / William Hearle



SDG2 Advocacy Hub / Kristin Gutekunst

Bean Coalition:

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

Bean Science & Innovation Advisory Council:

A council of experts that ensure the communication and advocacy strategy sits firmly on a trusted evidence base

Bean Board:

The governance mechanism to steer, support and help resource Beans is How

Bean Champions:

Advocates who champion bean messaging and goals within and beyond their significant spheres of influence

Bean Mobilisers:

Beans is How is coordinated by the SDG2 Advocacy Hub

A Strategy to Achieve Our Ambitious Goal

We know beans and other pulse crops are a cornerstone of the transition towards a more sustainable agri-food system, with the potential to address the climate-biodiversity-nutrition nexus, whilst increasing the resilience of local and global food systems! However, globally, bean intake is low at about 21 grams/day/capita in 2016.

How do we plan to achieve our ambitious goal by 2028? What are our guiding principles? What challenges might we face? With whom are we planning to collaborate?

At the African Food Systems Summit in September, “The Beans is How Theory of Change: A Roadmap to Double Global Bean Consumption” was launched. The result of many hours of research and conversation, this document lays out our intended strategy, key opportunities and recommendations for priorities in the next five years.

To download the Theory of Change and other important resources, please visit <https://sdg2advocacyhub.org/beans-is-how/resources/>



“Beans have so many benefits, particularly in African countries, where they are mainly grown by women. However, often farmers need access to seeds, to training and to markets to get benefits to livelihoods and health improvements. This is an opportunity all of us as partners should embrace.”

- Dr. Agnes Kalibata, Beans is How Champion; President of AGRA;
former Special Envoy to the UN Food Systems Summit



“Beans is How is formulated around a simple ask that has a massive impact. If every chef and food company added even one more serving of beans to their menus or in their products, we would move the needle on climate friendly eating in a meaningful way”

- Chef Sam Kass, Beans is How Champion; Partner at Acre;
former Chef and Advisor at the White House for President Obama



“Given the huge diversity among beans and other pulse crops, every region of the world can benefit from the global Beans is How opportunity. They are a win-win for fertile soils and for healthy diets, and the benefits can accrue on the smallest and the largest farms.”

- Dr. Christine Negra, Bean Science and Innovation Advisory Council Member

Our Theory of Change

OBJECTIVE

Drive food systems change by increasing consumer demand for beans as a simple & delicious solution to the world's climate, health & cost of living challenges

ACTIVITIES

Influence & activate community of bean stakeholders, champions & influencers (including bean producers, retail, chefs, youth, social media influencers) to make beans visible, accessible & desirable

Build understanding among decision makers as to the value of beans in tackling their policy agenda & to inspire global public to cook, eat & grow more beans

OUTCOME

Double global bean consumption by 2028

IMPACT

Create a successful model for how food behaviour change can support the achievement of the Sustainable Development Goals & help improve the health & livelihoods of people & planet

Putting #BeansOnTheMenu

Targeting restaurants, caterers, cafés, schools, and other food providers, #beansonthemenu aims to get more bean dishes on menus globally, making beans a desirable food choice. It highlights the unique role chefs can play in showcasing the versatility and tastiness of beans while influencing dietary trends and behaviours towards affordable, healthy, plant-forward diets.

The successful launch of this initiative was built upon long-established relationships and the incredible support of the Chefs' Manifesto network - a community facilitated by the SDG2 Advocacy Hub of over 1,300 chefs around the world who advocate for a more sustainable food system. In 2024, #beansonthemenu will be launching in Nairobi, New Delhi, London and more, bringing the love of beans to new audiences and inviting all chefs and cooks to join, regardless of cuisine.

Making beans a go-to with ISS Guckenheimer

A leading food services provider (USA)

- 30% increase in beans on the menu in pilot cafeteria thanks to multifaceted storytelling approach involving physical bean displays, educational materials about bean varieties and even an interactive game of Bean-Go (Bingo)
- Positive feedback: "I've loved seeing all of the bean displays popping up around the office! It's really helped to remind me to make beans a larger part of my diet."
- In 2024, national roll out in February for World Pulses Day, plus plans to drive people to choose more beans with recipes certified as 'low carbon' meals



"I've been inspired by the simplicity - beans are a simple, familiar, solution to the many crises we are facing in human health, affordable access to food, and the climate."

- Amelia Ekus, Director of Innovation, ISS Guckenheimer



Chana Masala /
Tagmo / Mishal Green



SDG2 Advocacy Hub / Paul Newnham

Putting #Beansonthemenue in New York City, with the Chefs' Manifesto and Kitchen Sense

A food and food system consultancy (USA)

- The NYC Bean Menu Challenge inspired 100+ chefs, restaurants, content creators and diners to embrace beans as a sustainable and delicious culinary star during NYC Climate Week and the UN General Assembly
- 50 restaurants across NYC (and Jersey City) got creative with beans
- 4 million+ Instagram followers reached
- 5 new Beans is How Coalition members inspired to join our bean-forward movement

Inspiring new bean culinary creativity across the USA with Bon Appetit

An on-site restaurant company offering food service management

- Partnered with Beans is How for Earth Day in April 2023:
 - 1,000+ cafes across 33 states featured bean recipes e.g. 'beanchemel' sauce vs 'bechamel'
 - Promoted beans facts and recipes on the website - more than 2 million+ unique users per month
 - Hosted chef educational workshops and competitions to encourage culinary innovations using beans
 - Amended internal inventory tracking to understand pulse consumption across cafes



Vegan Pinto Bean Breakfast Burrito / Ursula Brooklyn / Eric See

Inspiring chefs to put #beansonthemenu for over 1 million mouths every day with Chef Bettina Campolucci Bordi and BaxterStorey

An independent hospitality supplier, catering to 834 locations

- Partnered with Chef Bettina Campolucci Bordi on a mission to educate and inspire catering teams on the nutritional and sustainable benefits of beans across the UK:
 - 5 inspirational bean workshops across the regions and more in the diary
 - 7 bean hero recipes created for Beans is How by Bettina, and more to come. Recipes launched across the business as part of the Beans is How campaign
 - Internal bean champions promoting beans across the business
- What's next? An even bigger impact next year, leading the industry in increasing the number of beans across our menus, educating and inspiring our teams and customers about the power of beans!



"I LOVE anything that is plant focused, seasonal, local and great for the soil and health! In addition to working with BaxterStorey to inspire chefs across the UK to see the wonder of beans, I work on using beans and pulses in as many recipes as possible - even in a royal recipe via King Charles' new Coronation Food project."

- Bettina Campolucci Bordi, Chef, London, UK



"I am really passionate about exciting, educating and inspiring people around beans and the benefits they can have on people and the planet. Beans are nutritious power houses – small and mighty!"

- Lizzie Hennig, Head of Nutrition, BaxterStorey, UK

#Beansonthemenu [Open Letter](#)

- Directed at event organisers and culinary decision makers during the NYC Climate Week and UNGA, 23 organisations endorsed a challenge to ensure beans are featured in event catering

Admony Hummus w wine / Einat / Heidi Harris



Nourishing the Next Generation: Bringing Beans into Schools

We believe healthy eating should start young. We aim to inspire children to develop a lifelong love of beans through our educational materials and youth engagement activities. We will continue to build our stakeholder network with partners who can help us ensure the next generation can reap the many nutritional and environmental benefits of beans!

Winning young hearts and palates with beans in Hackney, London with Chef James Taylor

- 2 schools, 320 kids, 50 staff - all learning to love beans
- 10+ popular bean-based dishes making beans more popular with kids, including adapted versions of lasagne, bolognese, burritos, baked beans and curries, and new dishes with beans donated by British grower Hodmedod's
- Beans in the classroom - encouraging children to learn about, touch and taste beans
- Bean-inspired map of the world art project
- Many more exciting projects in the pipeline, inside and outside the kitchen, instilling a love for beans in these young minds



"I've learned so much - the best way to cook pulses for children, being flexible with cooking to get the children to eat, which dishes are popular or not, which type of pulses are most popular, how to sell an idea to school staff! I'm really looking forward to continuing my journey with cooking beans for children."

- James Taylor, School Chef, London, UK

Celebrating Beans in Schools on World Food Day!

- A global celebration of the power of pulses in a fun and educational way on 16th October
- Two Beans is How toolkits created to help teachers and school kitchen and/or catering staff promote the benefits of beans



High iron beans provide safe, nutritious food for schools with the Rockefeller Foundation and AGRA, in Africa

- Nourishing school children with biofortified beans in Kenya, Malawi and Tanzania, sustainably tackling undernutrition and malnutrition
- Goal to reach 1.2 million children by 2025
- 6,000+ Kenyan farmers already embraced biofortification, planting high-iron beans in the 2023 season
- Empowering Africa's youth to reach their full potential, one bean-fuelled nutritious meal at a time



PABRA

Delivering nutritious food to school children with Food for Education

A social enterprise that is creating the blueprint for school feeding in Africa.

- 31 million+ meals served since 2016
- 170,000 meals served daily countrywide in Kenya
- Feeding 70,000 children per day in Nairobi since June 2023, creating employment opportunities and a market for farmers
- Working towards solving the child nutrition crisis for over 200 million children in Africa



Food for Education

Championing Beans, Increasing Consumption

To increase bean consumption, we need to rebrand beans as a superpowered ally, promoting the nutritional and environmental benefits of beans and fighting bean misperceptions. Our network has helped to champion beans, mobilising new voices and innovating around bean products to make beans more visible, desirable and accessible.



The Kraft Heinz Company

Liberating beans from the can with The Kraft Heinz Company

One of the world's largest food and beverage companies

- Founding partner of Beans is How
- Innovating new bean-based foods to challenge consumer perceptions and increase bean consumption e.g. 'Beanz Nuggets' and 'Beanz Thai Green Curry'

Shifting perceptions on beans with Bold Bean Co. in the UK

A bean-obsessed producer of gourmet beans and pulses

- *Bold Beans: Recipes to Get Your Pulse Racing* cookbook published in July 2023 with foreword by Beans is How's Chief Bean Officer, Paul Newnham. Over 12,000 copies sold to date
- 100k+ views of bean recipes on social media, e.g. 'beanotto' a delicious, risotto-inspired dish
- Raising awareness and encouraging investment in beans as a health and sustainability solution via work with big retailers
- Over 100+ features in British press including 5+ pages in two national newspaper supplements
- Next year, planning to put beans firmly in the spotlight through national television appearances and begin to write another bean-based cookbook



Bold Bean Co.

Increasing bean consumption in the USA with Bush Bros & Co.

The biggest producer of canned beans in the US

- Advocating to increase US dietary regulations for beans from 1.5 cups to 3 cups per week, working with an array of industry partners
- Collaborating to share marketing insights and understand what drives bean consumption in the US



"I'm a lifelong bean eater, and beans play a major role in my pursuit of wellbeing and longevity. I see an opportunity [here] to help others do for themselves what beans have done for me, by providing a sustainable, affordable, and digestible product."

- Robert Loggins, Bush Bros & Co.

Expanding network of bean enthusiasts with Google

A global technology leader

- Through the Google Food network, introducing key partners, convening conversations to champion Beans is How's mission and encourage more universal adoption of #beansonthemenu in private sector sustainability efforts, including catering, across the globe



Promoting legumes and pulses among young people in the USA through influencer campaigns with Food for Climate League

A nonprofit working to make climate-smart food choices the norm

- Cool Beans, a project funded by Good Chaos, is leveraging the voice of influencers to inspire climate-smart eating. On a mission to increase bean consumption by 10% and improve bean perception on university campuses
- Partnering with diverse leaders in influencer engagement, foodservice, and city government to develop and launch a narrative campaign for residents of major American cities, starting with Chicago
- Pilot project: One major university in Chicago, serving 5,000, with focus on low-income students
- Ultimately, aim to shift perceptions for 1.3 million Gen Z/Millennials in Chicago, and eventually 141 million across the USA



"Beans have so many benefits yet they are highly undervalued. An average American eats less than a bag of beans a year. This is, in part, because beans are perceived as bland, not-filling, and inconvenient. We are proud to work with Beans is How to create narratives that help eaters see beans as aligned with their needs, values, and cultures."

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



Sowing the Beans of Success: Changing Food Systems

Our network is creating an enabling environment for beans through advocacy, policy and concrete programmatic interventions. This includes strategically influencing the regulatory landscape, coordinating initiatives and increasing accountability to boost funding and support for bean innovation, research, and production. Our ultimate aim is to increase the visibility and consumption of beans.

Transforming Food Systems, Thinking Beyond the Can with BeanMeals (Oxford University)

- Research-driven, multi-faceted, systemic innovation approach which aims to understand how to positively transform the UK food system through beans
- 3 new bean varieties, tailor-made for UK conditions
- “Only field of baked beans in the UK” planted and harvested in Lincolnshire in 2023
- 6 schools the focus of public procurement and consumer aspects of research to promote healthy diets with bean-based dishes
- ‘Beantopia’ board game for primary school children. Now halfway through the project, with an ongoing focus on making beans the star of a healthier diet from a sustainable food system, from ‘fork to farm’



Developing a bean-based value chain improving nutrition and economic security with PABRA

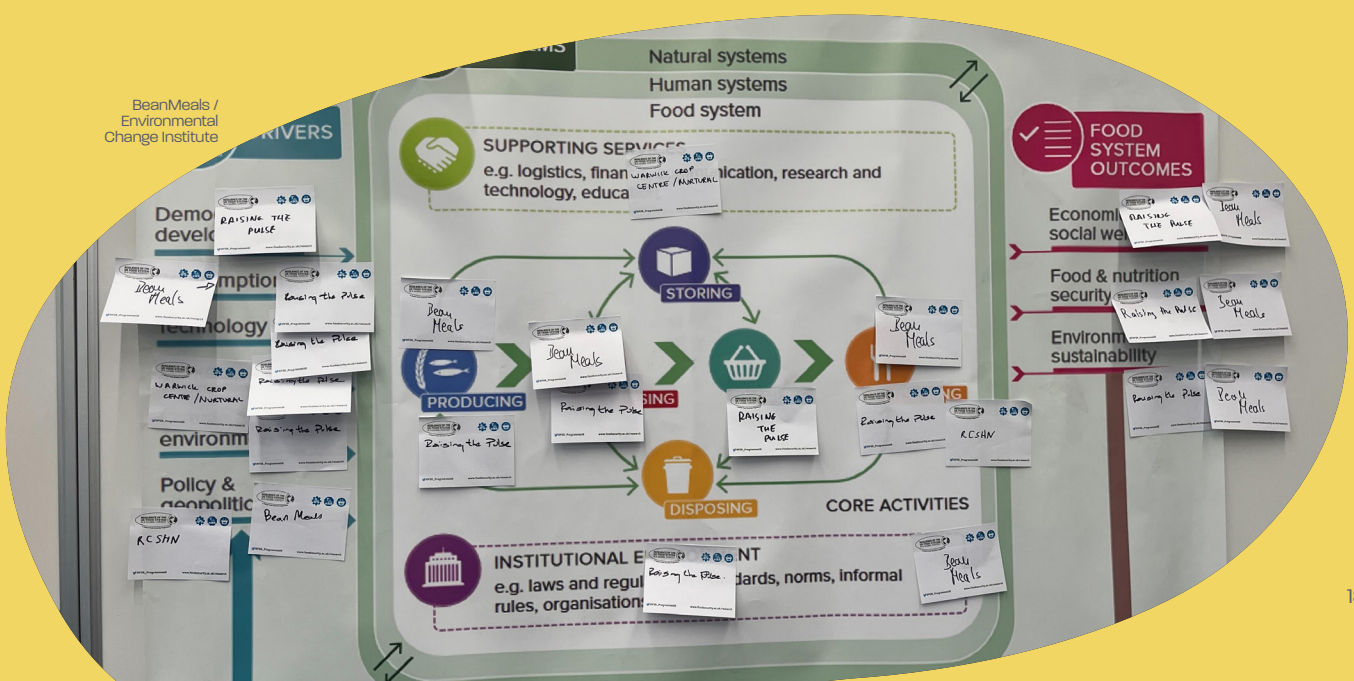
The Pan-Africa Bean Research Alliance (PABRA) is leading an Africa-based consortium to increase inclusive food security, income, and health for farmers and urban dwellers in Africa. They are 2023 Africa World Food Prize laureates.

- 60 partners across 31 countries working to develop better bean varieties and complementary technologies and practices, to increase productivity, production, commercialisation and consumption
- Research focused on bean crops that are climate-resilient, profitable for farmers, nutritious and consumer preferred
- 657 new bean varieties, reaching over 37 million farmers between 1996-2022
- Each country sets its own goals, such as improving nutrition, incomes, or production: for instance in Kenya, PABRA promotes the environmental and nutritional benefits of beans while enabling greater production; closing the production gap via improved varieties and better agronomic practices
- Aim to create a sustainable bean supply and production chain, paving the way for a bean-based food system that nourishes and empowers African communities
- Key objectives: increasing production, commercialisation and consumption, including incorporating beans into school meals



"For me, beans are packed with nutrients, a climate-and environment-friendly choice compared to animal proteins, an economic boon for women smallholders and traders, and an inclusive food source. Even the crop residue nourishes livestock. Beans are unsung heroes with so many benefits!"

**- Jean Claude Rubyogo, Global Bean Program Leader & PABRA Director -
Alliance of Bioversity International and CIAT**





Tailored Food

Bean-based solutions to malnutrition with Tailored Food

A non-profit social enterprise that researches, develops, and scales nutritious, delicious, culturally-relevant low-cost food for families suffering from malnutrition

- So far, 5.2 million plant-based, culturally relevant, nutritious, low-cost meals in the world's most complex economies, generating \$633k value for small-scale farmers and community-level food processors in Liberia, Congo, Mozambique, Brazil, Ethiopia, and Cameroon
- Partnered with UNICEF in 14 African countries to create sustainable food systems centred around ingredients like beans

Increasing “food empathy” with GIY (Grow it Yourself)

A social enterprise fostering a global movement of food growers whose collective actions will help to rebuild a sustainable food system

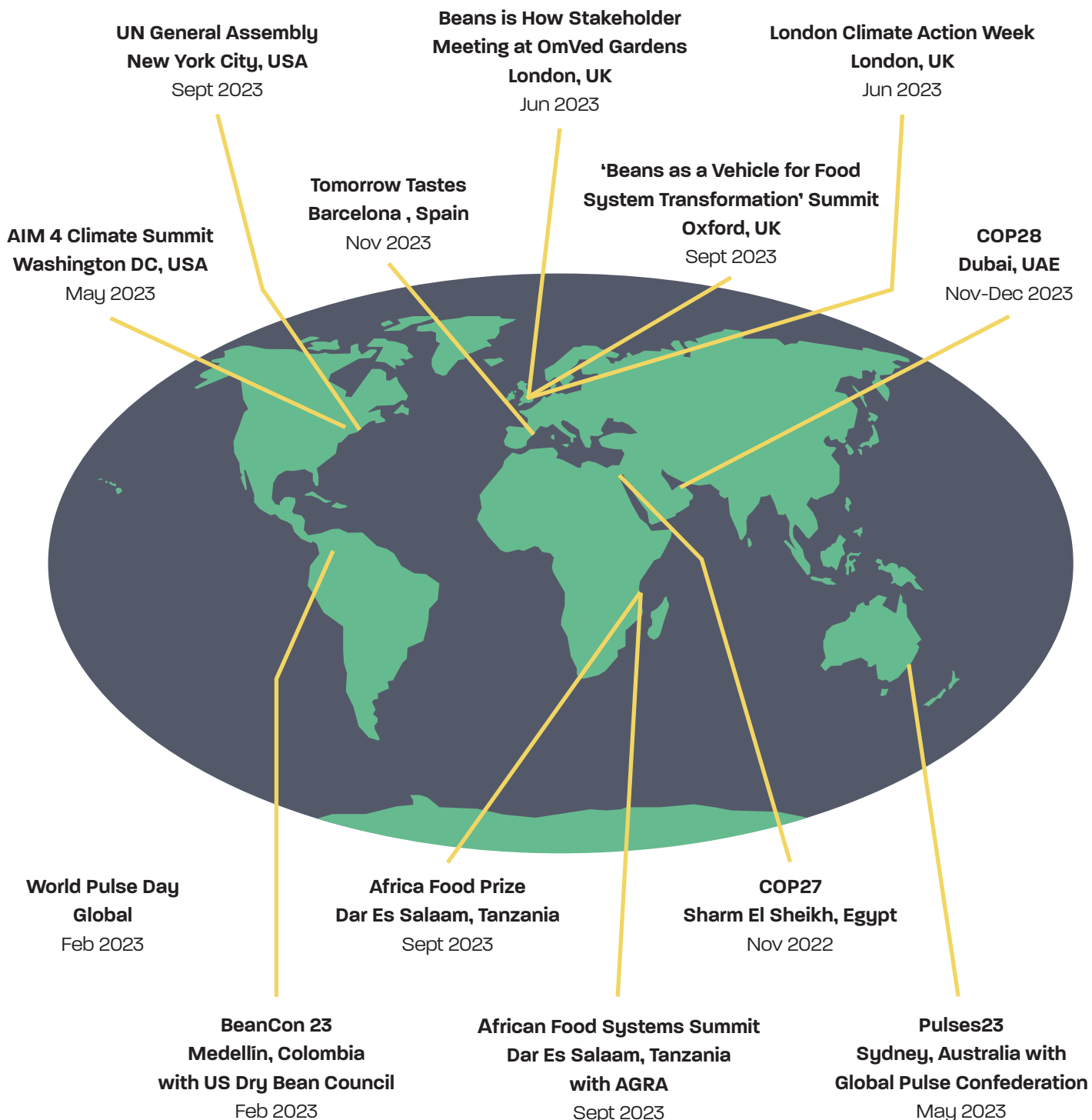
- Encouraging people to grow beans in their homes, gardens and communities; empowering them to make healthier and more sustainable choices as food growers starting their food empathy journeys
- GIY educates, enables, connects and inspires millions of people across the world to grow food for a healthy people and planet through their programmes, partnerships, media and advocacy work



Grow It Yourself

Spreading the Word

Beans Is How is cultivating a vibrant global community, fostering connections and forging collaborations. Together, we are showcasing beans as a simple, affordable solution to the world's most pressing challenges – climate change, health disparities, and economic inequality. Here are some of the places we've been spreading the word about the amazing power of beans this year:



COP27, Sharm El Sheikh, Egypt

November 2022

- The official launch of Beans is How campaign brand, Science and Innovation Advisory Council and founding Coalition partners with a mission to double the consumption of beans by 2028
- Start of our journey to promote the value of beans to create a healthier, more equitable and resilient food system and their role in the achievement of SDG2, ending hunger in all its forms by 2030

World Pulse Day, Global

February 2023

- Digital campaign created to promote the value of beans with the European Food Information Council (EUFIC)
- Marked importance of day in a press briefing with Global Pulse Confederation in London

BeanCon23, Medellin, Colombia with US Dry Bean Council

February 2023

- First ever Latin American Bean Conference; 500 bean enthusiasts discussing bean production, consumption, and marketing
- Beans is How hosted a panel discussion on the role of beans in sustainable food systems and supported with programme design
- Showcased beans in traditional Latin American dishes and included visits to local markets and restaurants

AIM for Climate Summit, Washington DC, USA

May 2023

- An experiential booth encouraging attendees to eat, cook and grow more beans featuring a new bean quiz, a dry pulse dispensary, new bean recipes and culinary tastings, live pulse plants
- Members of the Bean team, Coalition, and Science & Innovation Advisory Council were present to answer technical questions and inspire new partnership discussions
- Beans is How hosted an interactive breakout session featuring Science and Innovation Advisory Council Members that set the stage for the Theory of Change



Pulses23, Sydney, Australia with Global Pulse Confederation (GPC)

May 2023

- Paul Newnham presented Beans is How to 500 attendees during the opening ceremony and to the GPC Board of Directors, bringing the sustainability aspect of pulses into sharp focus
- Beans is How received the inaugural Green Pea Sustainability Leadership award, honouring the campaign's efforts to promote and drive the sustainability of pulses and inspire collective action while demonstrating and strengthening the ability of pulses to serve as a solution to achieving the Sustainable Development Goals #SDGs
- Beans is How hosted an exhibition at the Expo

Beans is How Stakeholder Meeting at OmVed Gardens, London, UK

June 2023

- 50 stakeholders discussed how to shift consumption to achieve Beans is How's goal of doubling bean consumption globally by 2028, with a special focus on the UK and Ireland
- Bean Menu Challenge introduced for the first time, a direct call-to-action campaign, aiming to make beans desirable and influencing a global behaviour shift towards affordable, healthy and plant-forward diets

London Climate Action Week, London, UK

June 2023

- Hosted in partnership with Goals House through the generous support of US Dry Beans Council
- "Food for Thought: Beans is How we can fix the future" united Chefs and social media influencers to explore how to get more #beansonthemenu in London. The conversation set the stage for multiple country-level actions across the UK



African Food Systems Summit: AGRF, Dar Es Salaam, Tanzania with AGRA

September 2023

- Beans is How returned to AGRF as a fully fledged campaign one year after first announcing our ambition to double global bean consumption
- Representatives from the Chefs' Manifesto joined to run the Culinary Village main stage, including Chefs Bettina Campolucci Bordo, Claude Bigayimpunzi and others to showcase deliciously versatile beans!
- Over 12 bean varieties displayed on a market stand in AGRF Culinary Village in partnership with PABRA including bean products, fortified and pre-cooked beans
- Beans is How Theory of Change launched and promoted online and at an Africa Stakeholders meeting

"I'm a conscious chef, always mindful of my ingredients. Beans tick all the boxes – nutritious, sustainable, and delicious. I'm passionate about promoting beans, making them even more irresistible with innovative flavours and presentations. Together with Beans is How, we've been wowing audiences with bean-based delicacies at international events, including the Presidential dinner at AGRF!"



**- Claude Bigayimpunzi,
Chef, Kigali, Rwanda**

'Beans as a Vehicle for Food System Transformation' Summit, Oxford, UK

September 2023

- Groundbreaking summit, hosted at the University of Oxford by the Agrifood4NetZero Network+, Beans is How and BeanMeals, where researchers and stakeholders united to champion the power of beans in driving food system transformation
- Explored how pulses can revolutionise diets, help achieve net-zero emissions, and foster sustainable socioeconomic outcomes
- Attendees shared insights, case studies and brainstormed creative solutions to promote bean-based diets

Africa Food Prize, Dar Es Salaam, Tanzania

September 2023

- Beans is How Coalition member and valued partner PABRA (Pan-African Bean Research Alliance) was awarded the 2023 Africa Food Prize for outstanding contributions to improving bean production and consumption in Africa



SDG2 Advocacy Hub /
Paul Newnham

UN General Assembly, New York City, USA

September 2023

- Celebrated UN General Assembly and NYC Climate week, Sept 2023 with the launch of the NYC #Beansonthemenu campaign
- Launched an open letter to advocate for more #beansonthemenu, signed by 23 organisations and sent to important stakeholders

Tomorrow Tastes, Barcelona, Spain

November 2023

- Advocated for #beansonthemenu with food system specialists including, nutritionists, chefs, retailers, producers
- Taught accessible bean techniques for at-home chefs
- Highlighted prevalence of beans in the mediterranean diet



Africa Food Prize

COP28, Dubai, UAE

November-December 2023

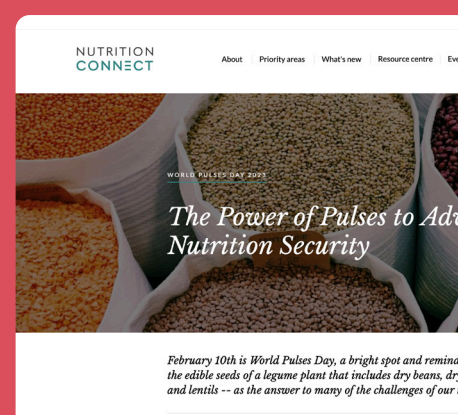
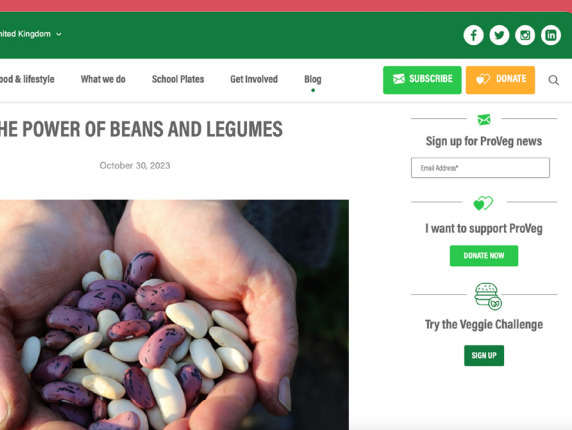
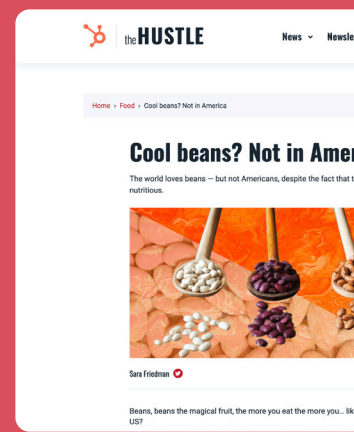
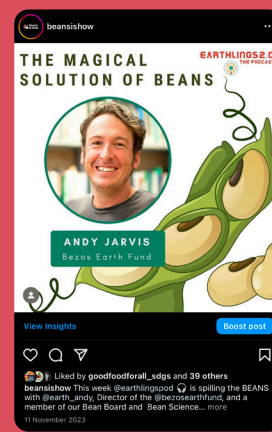
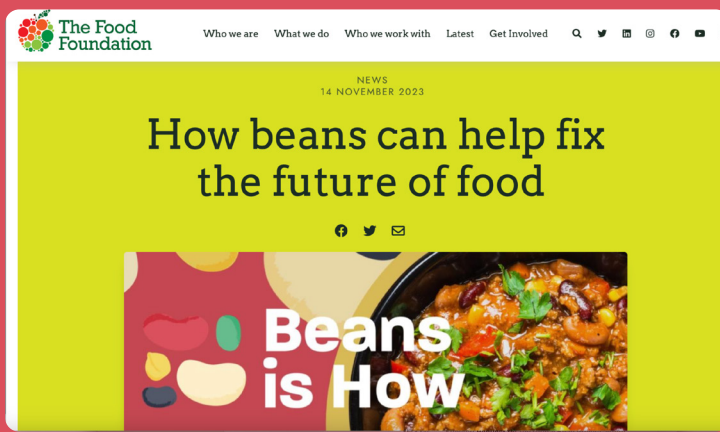
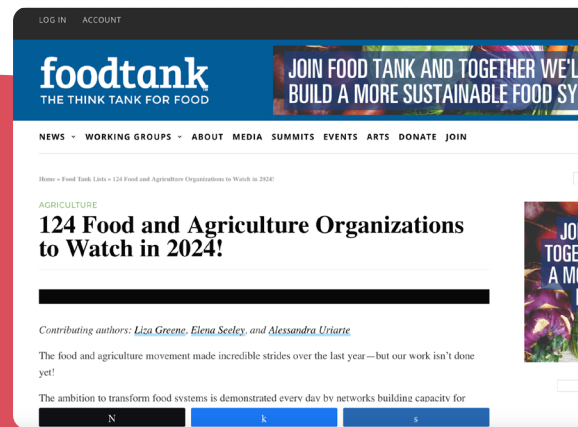
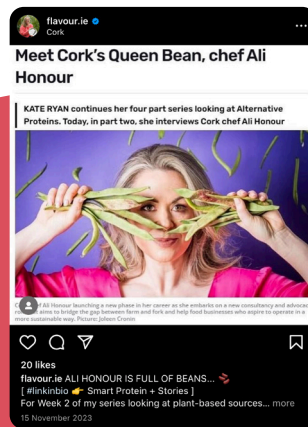
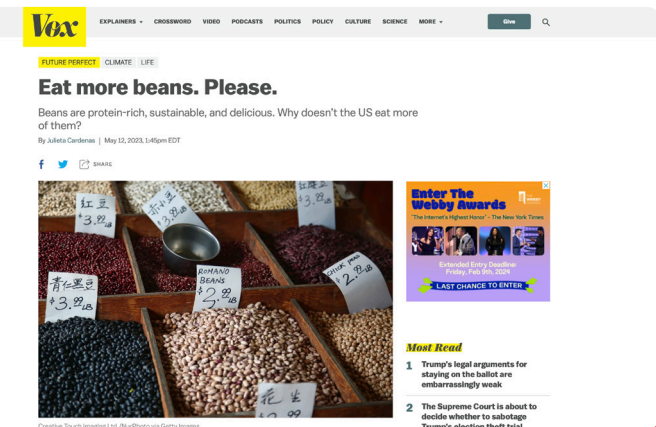
- Climate Conscious Catering workshops facilitated by the Chefs' Manifesto, COP28 and MOCCA, inspired COP28 catering chefs to create local, climate -friendly, plant-rich menus, many of which showcased beans, highlighting how our food choices make an impact
- Global Pulses Confederation and Beans is How joined forces to host a debate examining the driving forces behind climate-friendly, pulse-rich diets
- Beans is How hosted an event to shine the spotlight on Africa, showcasing how accelerating bean production and consumption can combat climate change, hunger, and malnutrition

"As a mindful chef, I'm passionate about using climate-friendly ingredients, especially beans, to craft delicious and sustainable dishes. These humble nuggets of joy are not only nutritious and delicious, but also play a crucial role in reducing our environmental impact. By embracing beans and other eco-friendly ingredients, we can cook our way towards a brighter and more sustainable culinary future."



**- Ali Honour, Chef,
Cork, Ireland**

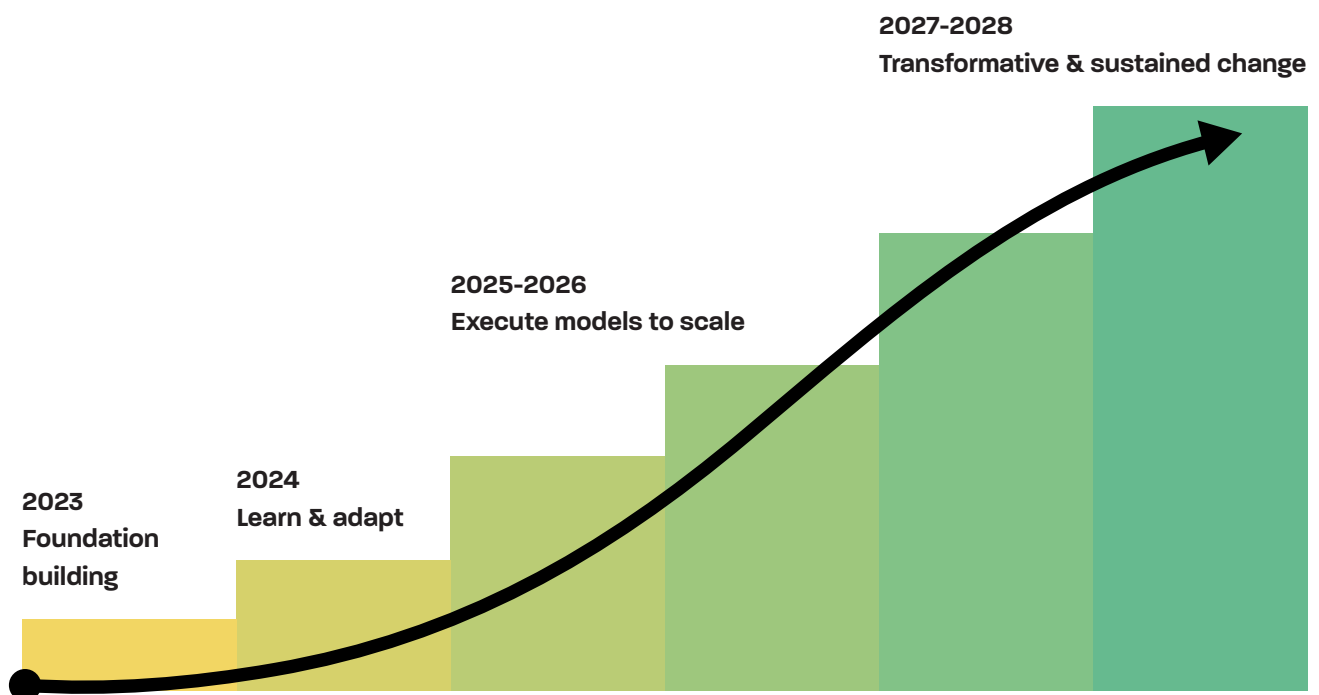
Beans in the Spotlight



2024 & Beyond: Planting the Beans of Change

2023 was all about building the Beans is How foundation: uniting a network, compiling and sharing evidence about the power of beans, releasing our Theory of Change and testing new awareness and advocacy initiatives.

In 2024 we will start scaling our campaign, building momentum around a shared agenda and localising into specialised markets and regions. We are excited to continue to learn and adapt in four priority markets as we expand our ambition and impact.



Omved Gardens /
William Hearle



2024 Pilot Countries

Four pilot countries have been selected to spearhead our campaign's initial phase, laying the groundwork for global expansion in 2024. These trailblazers, chosen for their strong partnerships, donor engagement, and existing initiatives, will serve as testing grounds for innovative bean-based solutions.

U.S.A.

Riding the wave of the Bean Menu Challenge launch during New York City Climate Week together with a vibrant culinary scene and new efforts in plant-based public procurement, the USA will continue to focus on putting #beansonthemenu. Partnering with key stakeholders, we are also amplifying consumer demand, bolstering production, and shaping dietary guidelines and policy.

U.K.

The UK is pioneering a bean-fuelled revolution. Policy and food trends are incorporating beans through systemic interventions, including into school meals and new food development. Collaborations with retail giants, foodservice innovators, artisan producers, local growers, food system researchers and influential chefs are propelling this bean-centric movement forward.



Kenya

Boosted by robust donor and partner interest, Kenya is transforming into a testing ground for rolling out a shared Beans is How country-level action plan for both rural and urban populations. Aligning with initiatives like the Bean Corridor project, we will unveil the Bean Menu Challenge and new champion initiatives, establishing a scalable model for other East African nations.

India

India presents an extraordinary opportunity to shift consumption towards beans, unlocking the potential of its vast and growing population, especially its youth. Initial efforts will focus on galvanising stakeholder support and crafting a comprehensive approach to reach a diverse population with varied languages and dietary habits.

Get Involved

Private Sector, Retail, Marketers & Influencers

- Make a commitment to streamline beans into annual strategies, helping to reach sustainability targets and improve employee wellness
- Use your platform to develop impactful media, marketing and advertising (out of home, digital, and print) to tell everyone about the benefits of beans
- Support outreach and behaviour change efforts by sharing marketing insights and trends
- Expand ingredients in the consumer goods industry to include beans in new products



Beanstory

Schools

- Help foster knowledge of the benefits of beans and healthy eating habits from a young age by incorporating beans into lesson plans, ensuring there are #beansonthemenu in school cafeterias and in school gardens
- Download the Beans is How Schools Toolkit to receive tips on how to add beans to school menus and classrooms



The Global FoodBanking Network / Brian Otieno

Chefs, Restaurants & Other Foodservice Providers

- Ensure there are #beansonthemenu
- Experiment with delicious and versatile beans and share recipes and cooking tips
- Use your voice to champion beans and fight bean misperceptions on your social channels
- Consider joining The Chefs' Manifesto



Bold Bean Co

Governments and Producers

- Encourage bean research and development for the cultivation of new bean varieties, including heritage bean varieties and fortified, climate resilient varieties to meet local bean demands and support healthy agri-food systems
- Increase bean consumption through policy such as increased pulse recommendations on dietary guidelines and in public procurement
- Create opportunities for capacity building and training to support local production and sustainable supply chains, especially for smallholder farmers, women, and youth (i.e. favourable subsidies and trade interventions, seed sharing, connecting local production to market opportunities, especially local public procurement such as school meals, etc.)
- Inspire a wider appealing array of healthful and affordable pulse varieties and pulse-based foods, thereby providing a wide array of options to support increased sales and consumption



School Meals Coalition

Visit www.beansishow.org and follow us on @beansishow on Instagram and X to learn more about our campaign initiatives, access recipes, resources, and exciting news about Beans is How!

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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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