

Beans is How

**A campaign to fix the future by doubling
global bean consumption by 2028**

Kristin Gutekunst

@beansishow

#beansishow

Full of Beans! Launch - 30 January

Unprecedented global challenges

3BN

people globally suffer
from malnutrition

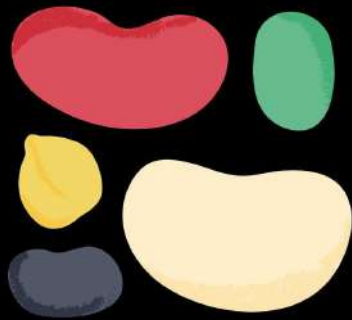
71MN

more people fallen into poverty due to cost
of food and energy price surges

1/3

of all food is wasted & 1/3 of our greenhouse
gas emissions come from agriculture





Beans is How

**A campaign to fix the future by doubling
global bean* consumption by 2028**

***as well as peas, lentils, and other pulses**

Bean Mobilisers: The SDG2 Advocacy Hub

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:**

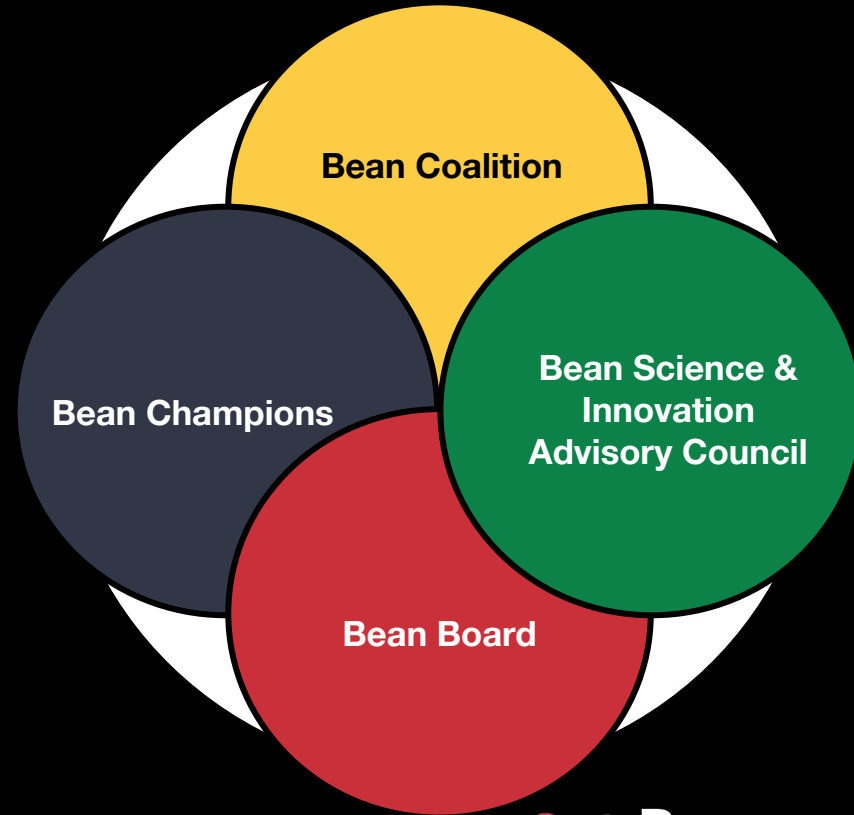
A council of experts that ensure the communication and advocacy strategy sits firmly on a trusted evidence base

Bean Board:

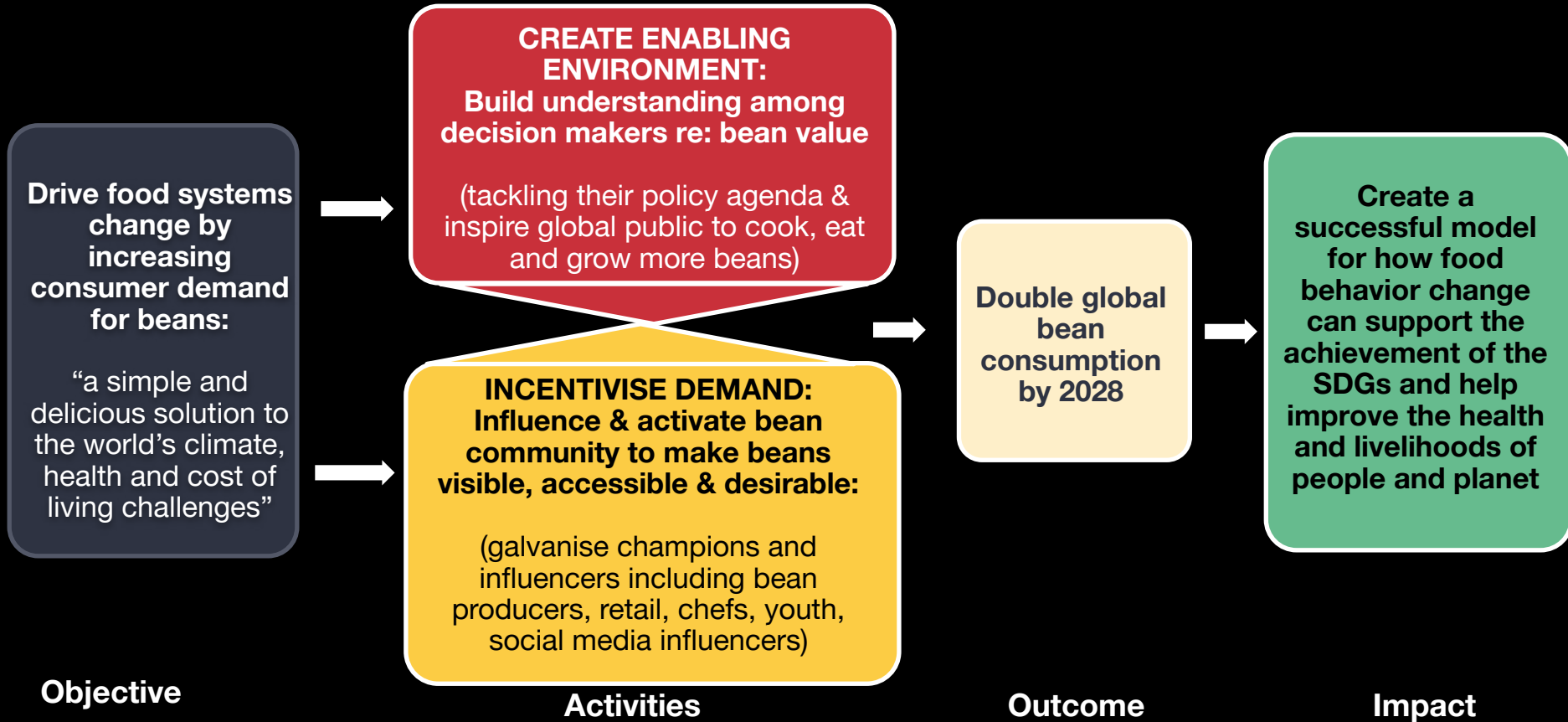
The governance mechanism to steer, support and help resource Beans is How

Bean Champions:

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

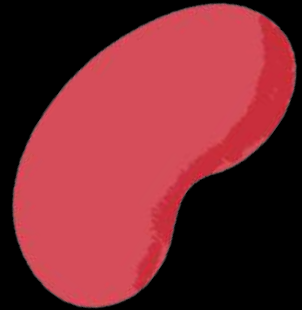


Our Methodology



In the next 5 years, we aim to make beans:

NECESSARY & VISIBLE
EXCITING & DESIRABLE
A FOOD OF THE FUTURE



Impact in First Year

- **Launch at COP27 in Egypt Nov '22**
- **90+ partners in 50 countries**
- **#beansonthemenu activating 50 restaurants with pilot test in NYC**
- **20 donated recipes**
- **650 pieces of unique earned media**
- **Reports: Theory of Change**
- **Winner of the Global Pulse Confederation's inaugural Green Pea Sustainability Award for action on the SDGs**

Beans are a simple, affordable solution to our global financial, health, and climate challenges:



BEANS ARE NUTRITIOUS

Beans are nutrient-dense, 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 GOOD FOR THE PLANET

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



BEANS ARE CULTURALLY RESPONSIVE AND VERSATILE

Beans have been part of many global cuisines for millennia. They are versatile and can be prepared and incorporated into a variety of foods including meals, desserts, snacks, sauces, spreads and even beverages. You can purchase them dry, canned or jarred and they are shelf-stable and store for long periods of time.

THERE ARE HUNDREDS OF VARIETIES OF BEANS

With almost 38,000 genetic accessions, be sure to try local varieties to promote bean biodiversity and explore the range of tastes, as well as growing and nutritional properties.

Looking for recipe inspiration? [Check out these dishes](#)

Eatwell Guide

Check the label on packaged foods

Each serving (150g) contains

Energy	Fat	Saturated	Sugars	Salt
1046kJ 250kcal	3.0g	1.3g	34g	0.9g
	LOW	LOW	HIGH	MED
13%	4%	7%	38%	15%

of an adult's reference intake
Typical values (as sold) per 100g: 897kJ/167kcal

Choose foods lower
in fat, salt and sugars

Use the Eatwell Guide to help you get a balance of healthier and more sustainable food. It shows how much of what you eat overall should come from each food group.



Water, lower fat milk, sugar-free drinks including tea and coffee all count.
Limit fruit juice and/or smoothies to a total of 150ml a day.



Eat less often and in small amounts

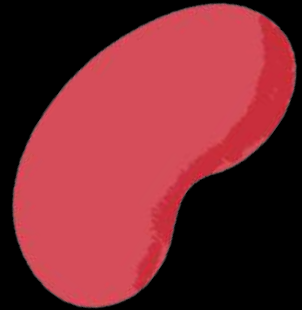
Per day 2000kcal 2500kcal = ALL FOOD + ALL DRINKS



QUESTION:

What is the average dried global bean intake per day per capita?

- 5 grams
- 12 grams
- 21 grams
- 52 grams



ANSWER:

Average: 21 grams per capita / day (2016)

Table 2.5: Average per capita per day consumption of pulses, and its contribution to protein and calorie intake, by region, 2011-13

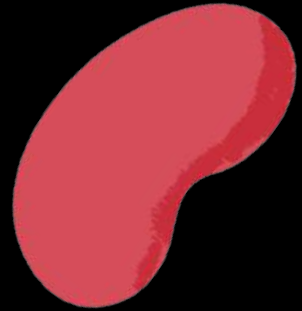
Region	Average consumption (grams)	Share in total protein intake (percent)	Share in total dietary energy (percent)
Oceania	12	2	1
East Asia	4	1	0
Southeast Asia	9	3	1
South Asia	33	11	5
West Asia	19	6	3
Caucasus and Central Asia	1	0	0
Europe	7	2	1
North Africa	19	5	2
Sub-Saharan Africa	33	12	5
Latin America and the Caribbean	34	9	4
North America	11	2	1
World	21	6	3

Source: FAOSTAT data.

QUESTION:

Do any of the following sometimes prevent you from eating more beans?

- They are difficult or time-consuming to cook.
- I'm worried about flatulence.
- I don't think they're delicious.
- I think they're for vegetarians.
- Other



1

Spread
Bean-spiration



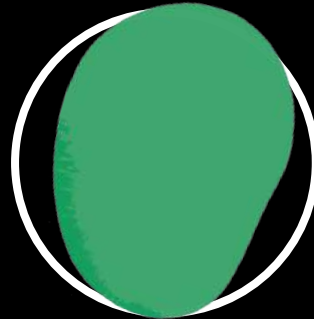
2

Help get
#beansonthemenu



3

Promote bean
diversity



4

Put beans on the
agenda



Follow us!

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Instagram & X: @BeansisHow

#beansonthemenu #beansishow

Spill the Beans! Newsletter

Digital Resources

News from our network



Webinar: Launch of "Full of Beans Campaign", City of Glasgow

On 30th January at 12:00PM UTC, Beans is How will join the City of Glasgow and BeanMeals in a webinar to promote the multiple health and environmental benefits of growing and eating beans. This event will set the stage for a city-wide campaign to promote greater consumption of beans and pulses as part of a healthy, planet-friendly diet in Glasgow. [Register here.](#)



The Chefs' Manifesto Podcast is back, and it's all about Beans!

With the first episode dropping early February, discussing all things beans, Chef Tom Hunt speaks to a variety of guests, with 10 exciting episodes ranging from an introduction to Beans is How to the history of beans, beans as a climate resilient crop, taste and flavour, and so many more. Watch our socials, and look out for links to episodes in our February newsletter. We hope you will listen in



BeanCon 2024

BeanCon24 is an educational and networking event focused on bean innovation, trends and the future of food. In its third year, this annual global conference will take place on February 1 - 3, 2024 in Cancun, Mexico, uniting dry bean buyers and stakeholders from all over the world. Beans is How network members will be participating in the event across the three days. Two of the sessions for BeanCon will be available to join live, virtually, for 125 CPEUs - important accreditation for Registered Dietitians (RDs), Registered Dietitian Nutritionists (RDNs), and Dietetic Technicians, Registered (DTRs) in the United States:

1. Be the Change, Global Advocates for Change (see photo #2 of this post)
2. Food as Medicine, How Beans Make Us Healthier (see photo #3 of this post)

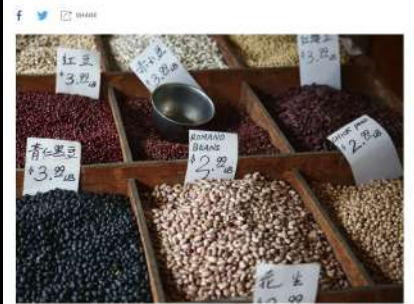
Check our socials for more information on how you can win a free ticket to the



Eat more beans. Please.

Beans are protein-rich, sustainable, and delicious. Why doesn't the US eat more of them?

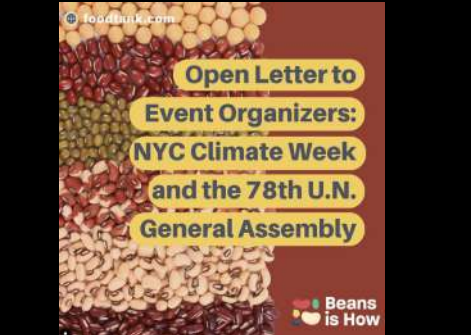
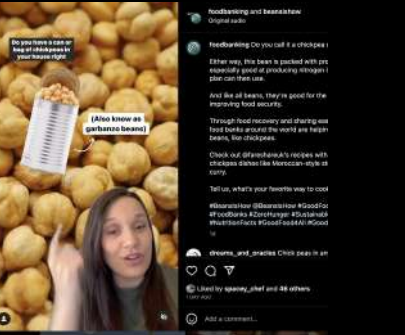
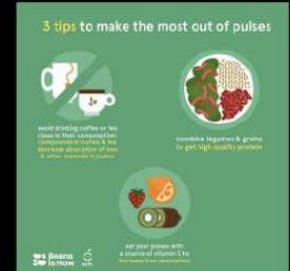
By Adelia Gardinas | May 22, 2023, 5:49pm EDT



Home > Cool beans? Not in America

Cool beans? Not in America

The world loves beans – but not Americans, despite the fact that they're cheap and nutritious.



#beansonthemenu



Carotas de mi Madre (Mom's Black Beans)

Chef Grace Ramirez



Preparation time: 15 min | Cooking time: 30 min | Serves: 1/2/3/4



Chef Malagid Ewing

Butternut Hummus with Feta and Roasted Seed

Butternut squash are grown and easily accessible all year round in South Africa. I love using butternuts in cooking, baking, and easy eating like this hummus recipe.

Butternuts are sweet, creamy and pair very well with salty and drier dishes. They are packed with vitamins, minerals, fibre, and antioxidants that our bodies need to function properly and are also low in calories.



Double global beans consumption by 2028



Preparation time: 15 min | Cooking time: 30 min | Serves: 8 | 12



Chef Govee Lipony

Chicked Peas & Used Coffee Brownies

This is the ultimate gooey, chocolate brownie and it ticks all the boxes. Gluten free, high in protein, lower in calories, high in iron and uses up coffee grounds...

We always associate beans with savoury dishes and in this recipe, it's great to be able to highlight how versatile they are in sweet dishes too. I'm using chickpeas in this recipe but you can also substitute them for other beans that are available to you and follow the same recipe... enjoy!



Double global beans consumption by 2028



How to turn beetroot leaves into a sparky sauce - recipe

A thrifty and pungent beetroot-leaf dressing to go with earthy roast beets, lentils and sharp feta



anahitadondy and beansishow
Sargam Jessu, Malash Aziz - Chapak Tikka (From 'Dark 7 White')

anahitadondy • Dal Palak 🌱 • #AnahitaCooks 🍴

This Dal Palak recipe is inspired by a dhaba style dal palak that I find. It is one bomb of a dal to have during this season. Not only is this so tasty it is a great source of plant based protein. Cooking various winter greens with dal is an old tradition in Indian households. This is a perfect way of getting your fussy kids to spinach and dal both together!! 🌱🍴

Check it out —
Ingredients -
Chana Dal - 1/2 cup
Masoor Dal - 1/2 cup
Palak - 1 bowl
Turmeric - 1/2 tsp
Salt - to taste
Onion - 1, finely chopped
Tomato - 1, finely chopped
Garlic - 4-5 cloves
Green chilies - 2, finely chopped

Method -
1. Mix and wash the dal thoroughly, until the water comes out clean.

👍 Liked by beansishow and 893 others
FEBRUARY 12

Add a comment... Post



 <p>HEINZ BEAN BURGERZ ITALIAN STYLE</p> <ul style="list-style-type: none"> Carmellini beans High in protein Source of fibre 	 <p>HEINZ MAGICAL BEAN ORIGINAL MUGGETZ</p> <p>MADE WITH 100% REAL BEANS</p> <ul style="list-style-type: none"> Haricot beans No artificial colours, flavours or preservatives Source of protein & fibre 	 <p>HEINZ MAGICAL BEAN CHEESY MUGGETZ</p> <p>MADE WITH 100% REAL BEANS</p> <ul style="list-style-type: none"> Haricot beans No artificial colours, flavours or preservatives Source of protein & fibre
<p>3 OF YOUR 5 A DAY</p>  <p>HEINZ SMOKY CHILLI BEAN BOWL</p> <ul style="list-style-type: none"> Pinto, red kidney and borlotti beans 15g of protein High in fibre 	<p>2 OF YOUR 5 A DAY</p>  <p>HEINZ THAI GREEN BEAN BOWL</p> <ul style="list-style-type: none"> Edamame, haricot and borlotti beans 20g of protein High in fibre 	<p>4 OF YOUR 5 A DAY</p>  <p>HEINZ MEDITERRANEAN BEAN BOWL</p> <ul style="list-style-type: none"> Cannellini beans 18g of protein High in fibre



Black bean.
Butter bean.
Chickpea.
Kidney bean.
Mung bean.

#BeansOnTheMenu NYC
September 18-October 31







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