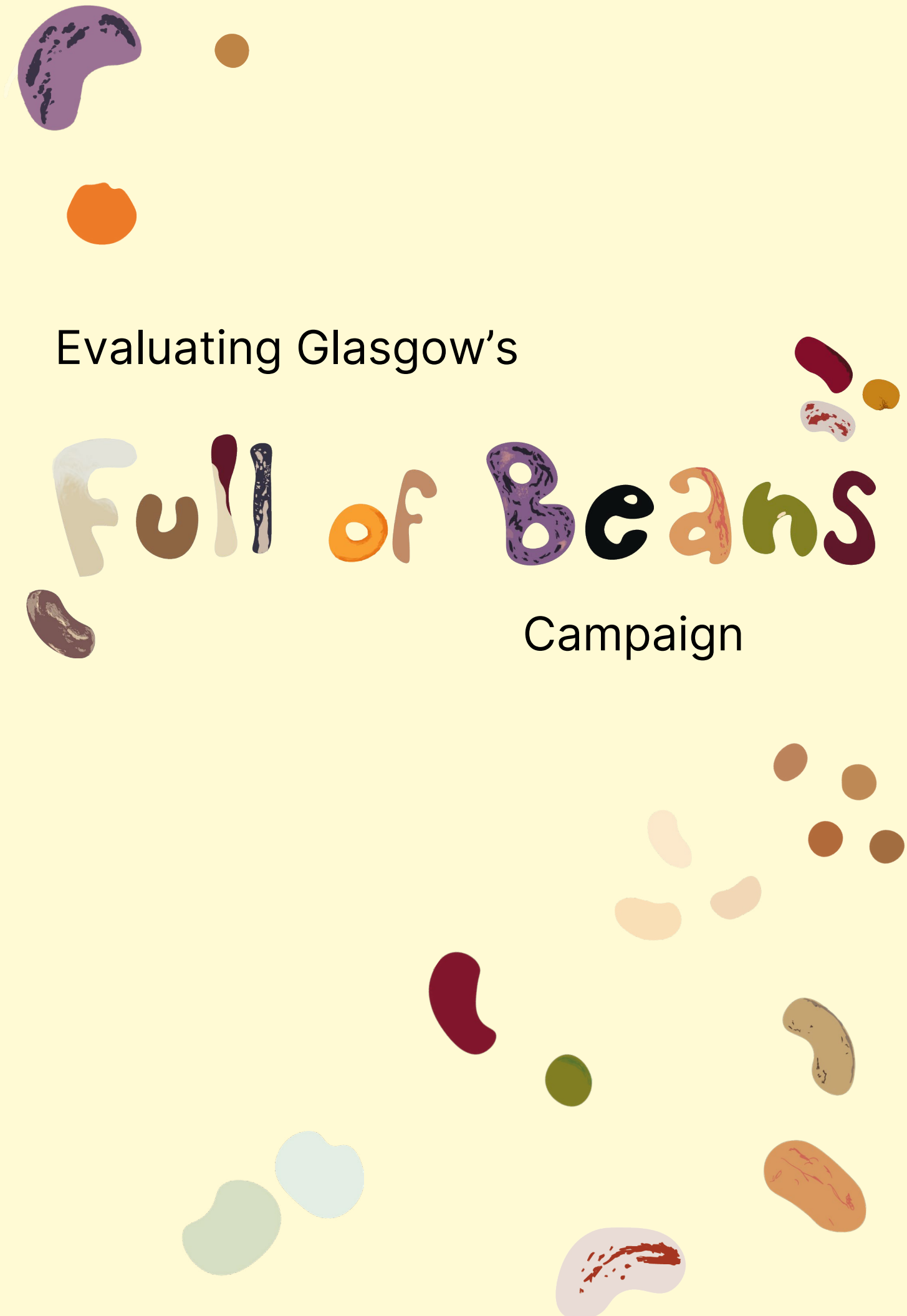


Evaluating Glasgow's

Full of Beans Campaign



Introduction

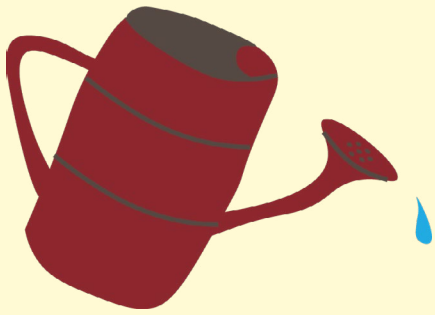
Beans are good for the planet, good for our bodies, and good for our wallets, too. They are an affordable source of protein and fibre and nutritious way to bulk out meals, making them a budget-friendly way to make meals go further. Beans also have a lower impact on the climate than other high protein foods like meat. But, Scotland eats the least amount of beans in Europe. If beans are so good for us, why is Scotland eating so few? The Full of Beans Campaign set out to change this.

The Full of Beans Campaign worked with organisations, caterers, chefs and the general public in Glasgow from January-September 2024. It aimed to: help people learn about the environmental and health benefits of growing and eating beans; help people learn how to grow and cook beans; and help chefs add more beans on their menus. The campaign ran 20 events with over 460 people attending, helped eight restaurants put more beans on their menus, and worked with Glasgow City Council to add three new bean dishes to school menus.

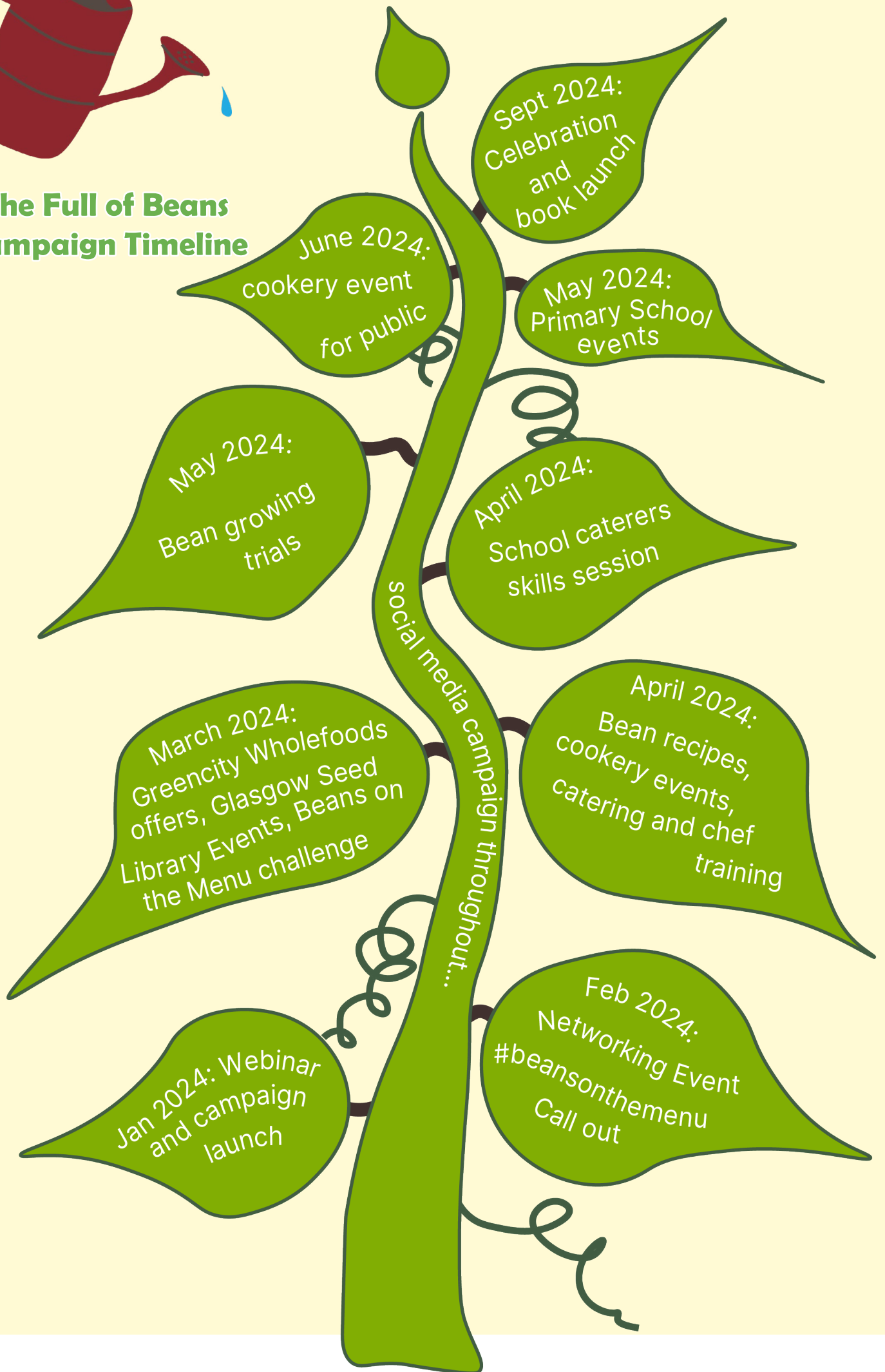
This report explores how well the Full of Beans Campaign achieved its aims, while finding out why people in Scotland and Glasgow don't eat many beans. This report was a research project funded by the Scottish Alliance for Food in collaboration with Glasgow Food Policy Partnership and the University of Glasgow. It features the findings of a Qualtrics-hosted survey (available at www.tinyurl.com/FullOfBeansEval). The questionnaire was open to responses from 16th September 2024 through to 12th October 2024. Alongside this, interviews were conducted, which will largely form the basis of an academic paper to be released at a later time. This report focuses on the results of the survey, not the interview, however, some interview quotes are included. Nine in-person interviews were held with the lead researcher at the Full of Beans Harvest Celebration Event on 18th September 2024. Two further interviews were conducted in-person and four more conducted online. Interview participants received a £25 voucher for Locavore. Full ethics approval was sought and granted from the College of Medical, Veterinary, and Life Sciences at the University of Glasgow, reference: 200230439.

This research found that the Full of Beans Campaign successfully completed its original aims, with participants especially enjoying practical cooking and bean growing sessions. Participants in the campaign came from lots of different backgrounds within Glasgow, and came to events because they looked interesting and they wanted to learn more. People want to add more beans to their diet, particularly canned and tinned, as a result of being involved in the campaign.

If the campaign ran again, it would need campaign-specific funding and a campaign-specific project manager to help run the project. It could work more closely with culturally diverse Glaswegians who eat a lot of beans in their diets, and it could work more closely with food-focused community groups to organise events for those communities.




The Full of Beans Campaign Timeline



Full of Beans Campaign In-Person Events and Attendance

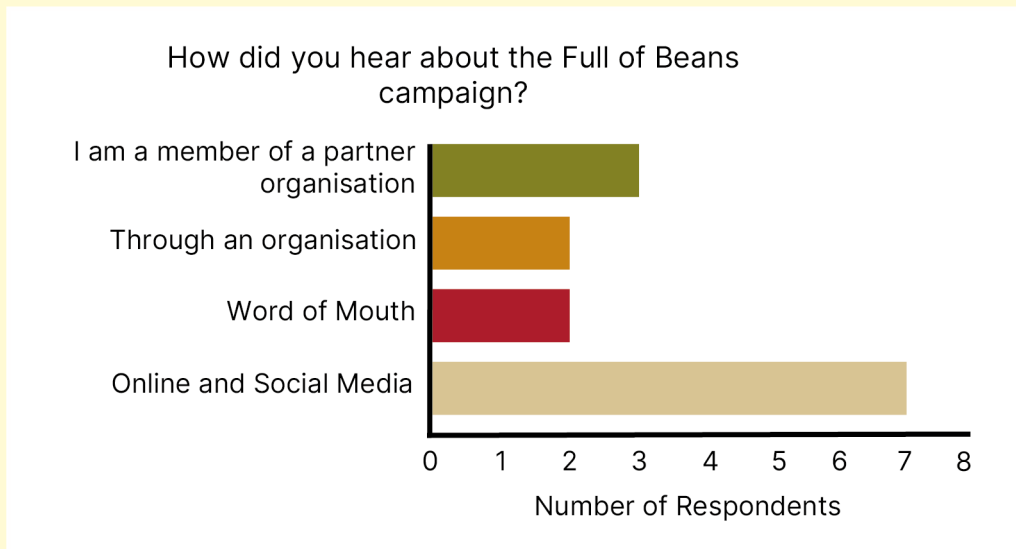
The Full of Beans Campaign ran 22 independent events, and integrated Full of Beans stalls at a further 11 larger events, with an estimated attendance of 462 people across all events. These numbers are presented in more detail in the table below.

Events	
Type and number of events	Number of attendees
4 Talks and Training Sessions	149
11 Workshops	127
3 Education Focused Sessions	138
4 Stalls	48
Total	462



Full of Beans Campaign Online Reach

Critical to the campaign's success was meaningful, engaging, and accessible online promotion of events, competitions, and challenges using Glasgow Food Policy Partnership's online presence. Indeed, most survey respondents heard about the campaign and related events through social media. Social media posts were shared on Instagram, X/Twitter, Facebook, and LinkedIn, giving a summative total reach of 44145 impressions throughout the campaign, with the largest reach (13001 impressions, 31%) on X/Twitter.



The four Full of Beans related social media posts with the highest reach covered the Campaign Launch Webinar, the Full of Beans Networking Event, the Scottish Alliance for Food Conference, and a chef workshop with chef Grant Reekie.

Full of Beans

Glasgow Campaign Launch Webinar:
What's happening in the world of beans and how can you get involved?

Online, 12:00 - 13:15
Tuesday 30th January 2024

Featuring:

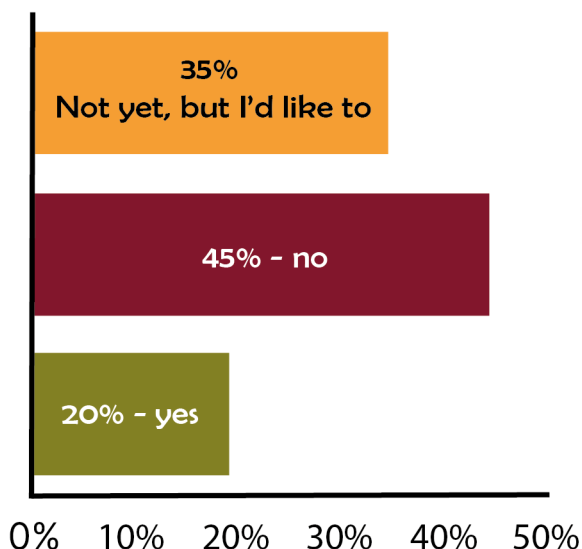
- Beans is How
- eci UNIVERSITY OF OXFORD
- Good food for all GLASGOW FOOD POLICY PARTNERSHIP
- GLASGOW COMMUNITY FOOD NETWORK
- FOOD & CLIMATE ACTION



Toolkits and Guides

As part of the project, multiple toolkits and guides were developed to help others run similar campaigns. This includes a 'How to Get Involved' toolkit and a 'Communications' toolkit. Both are freely available from the Glasgow Food Policy Partnership website and have been shared at every organised event.

Have you used, or are you planning to use, the How to Get Involved Toolkit?



Contents - How to Get Involved Toolkit

Events

- Climate Fringe Events Calendar
- Event Poster Template

Growing

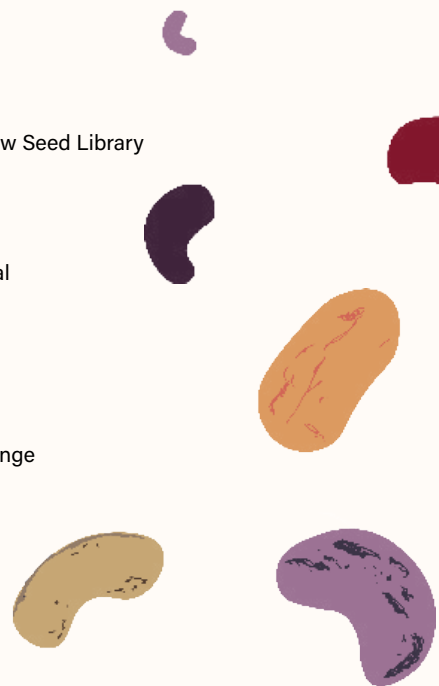
- Seed saving project with Glasgow Seed Library
- Growing Resources
- Growing with Children
- Bean Growing Guide
- Bean Growing Event Ideas
- Dwarf French Bean Growing Trial
- Seed Suppliers

Cooking and Recipes

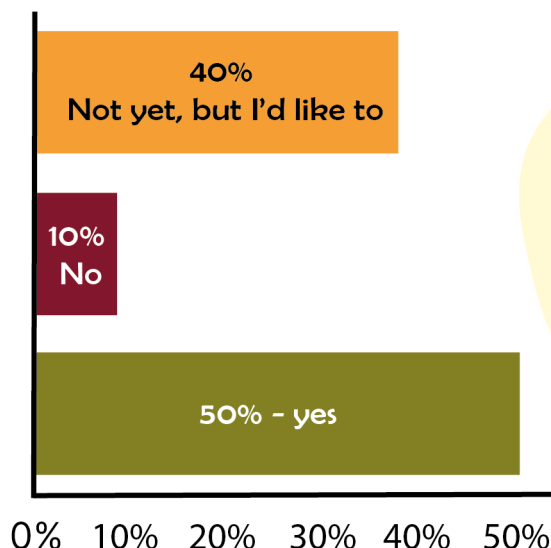
- Recipes
- Cooking Event Ideas
- Sourcing the Beans
- #beansonthemenu Chefs Challenge
- Chef Training Event

Bean Activities

- Bean Discussion
- Bean Voting
- Badge Making
- Bean Jewellery
- Bean Humour
- Movement Activities
- Magic Beans



Have you used, or are you planning to use, the Communications Toolkit?



Social Media Posts

You can find all the different infographics and images to use when posting about the campaign [here](#).

There are image descriptions for each image at the end of this communications pack. Please either include them in the description or using the site's 'advanced settings' for those who use screen readers.

Please tag Glasgow Food Policy Partnership and Glasgow Community Food Network when you're posting - our handles are:

Instagram - [@goodfoodforglasgow](#) [@glasgowcommunityfoodnetwork](#)

Twitter/X - [@glasgowfpp](#) [@gcfnetwork](#)

Facebook - [@glasgowfpp](#) and [@glasgowcfn](#)

LinkedIn - [Glasgow Food Policy Partnership](#) and [Glasgow Community Food Network](#)

Campaign hashtag: [#glasgowfullofbeans](#)

Post ideas

As well as the post text and images we've created that are all ready to go, please share your own posts and tag the above accounts - we'd love to see and share them! Here are some ideas to get you started.

We are inviting restaurants to put new beantastic dishes on the menu - let us know if you have sampled some of these and share a picture with your thoughts and the name of the place you visited.

Share your favourite bean recipe with photos, why you like it, and a serving or meal suggestion.

Find a new bean recipe and have a go at making it. Then post a review with pictures of what you made and if you'd try it again.

What is your favourite type or brand of bean - dried, canned, or jarred? Why not share a picture of the beans, what recipes they can be used in, and where in Glasgow you can buy them.

Why not try growing your own bean plant and posting updates from seed to stalk to when you get to enjoy your home grown beans as part of a delicious meal!


Beans in Weans: Increasing Beans on School Menus

The Full of Beans Campaign opened a dialogue between the Soil Association's Food for Life Served Here Campaign team, and Glasgow City Council's School Catering department. This partnership allowed the Full of Beans Campaign to support training primary and secondary school catering staff to cook with beans, while developing bean-filled menu items for school children. This was run at Notre Dame Secondary School in April 2024.

School menus set to change in Glasgow with more beans




4th July

EAST END FOOD GLASGOW CITY COUNCIL GLASGOW CITY CENTRE NORTH GLASGOW SOUTHSIDE WEST END LOCAL GOVERNMENT
GLASGOW SCOTLAND



Beans (Image: Beans)

By Sarah Hilley
Local Democracy Reporter

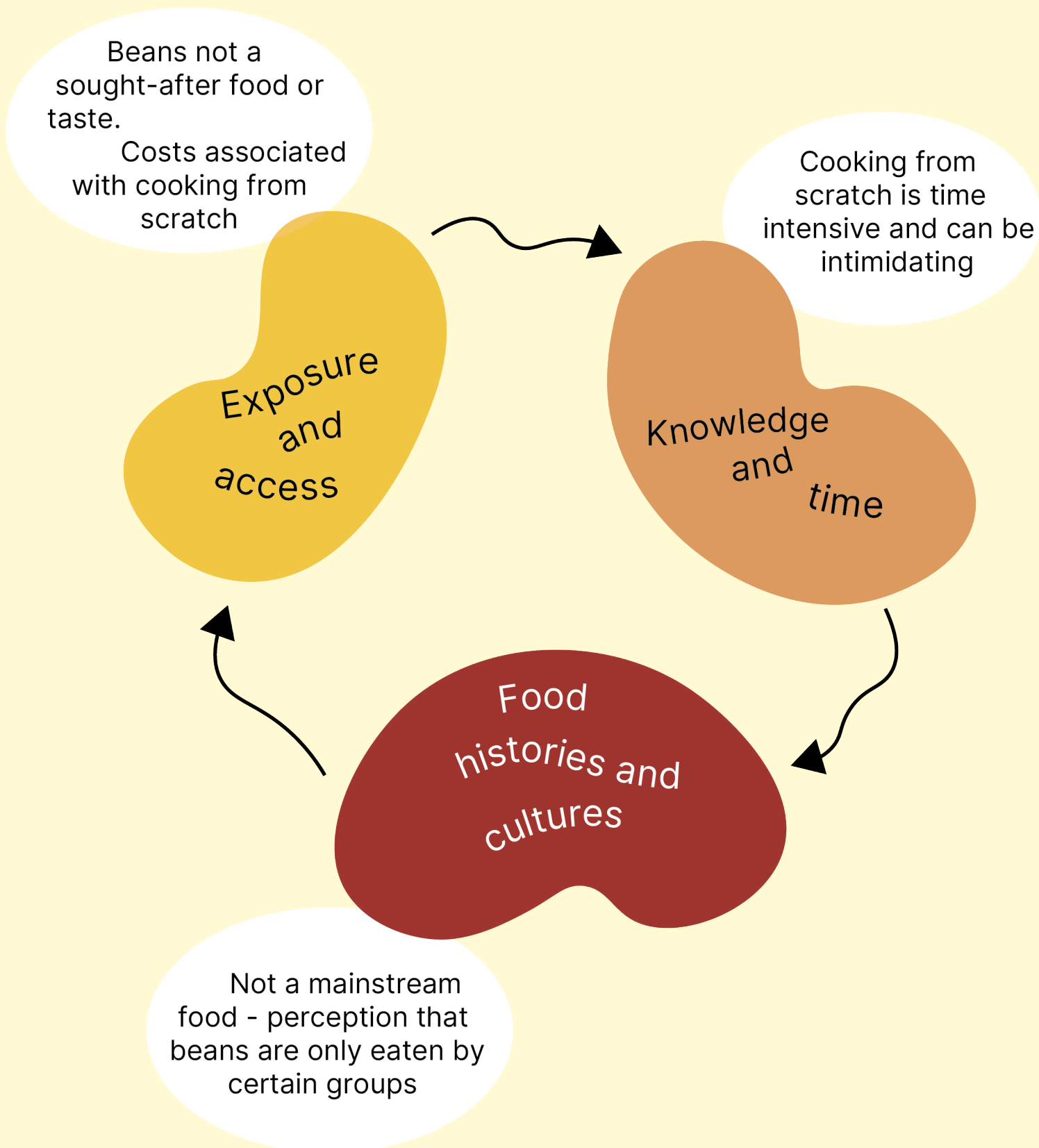
Share   

School menus are set to change in Glasgow to serve more bean dishes to children.

As a result of the Full of Beans Campaign, three new bean-based meals, including 'cowboy beans' – a stew of beans and sausages, a Mexican bean wrap, and Singapore noodles, have been introduced to secondary school pupils in August 2024, with primary schools to follow in April 2025. Speaking to members of both Glasgow Council and the Soil Association's Food For Life Served here programme, the recipes are "A hit!", and "delicious", with children now seeking out bean dishes where previously they would not have been available. One research participant highlighted how dishes with beans as a focal ingredient encourage more trust in new foods, "Usually what we have to do is hide things, especially for primary school children, but we're trying to slowly move away from that, so they know that they're eating it and it tastes okay."

Barriers to Bean Consumption

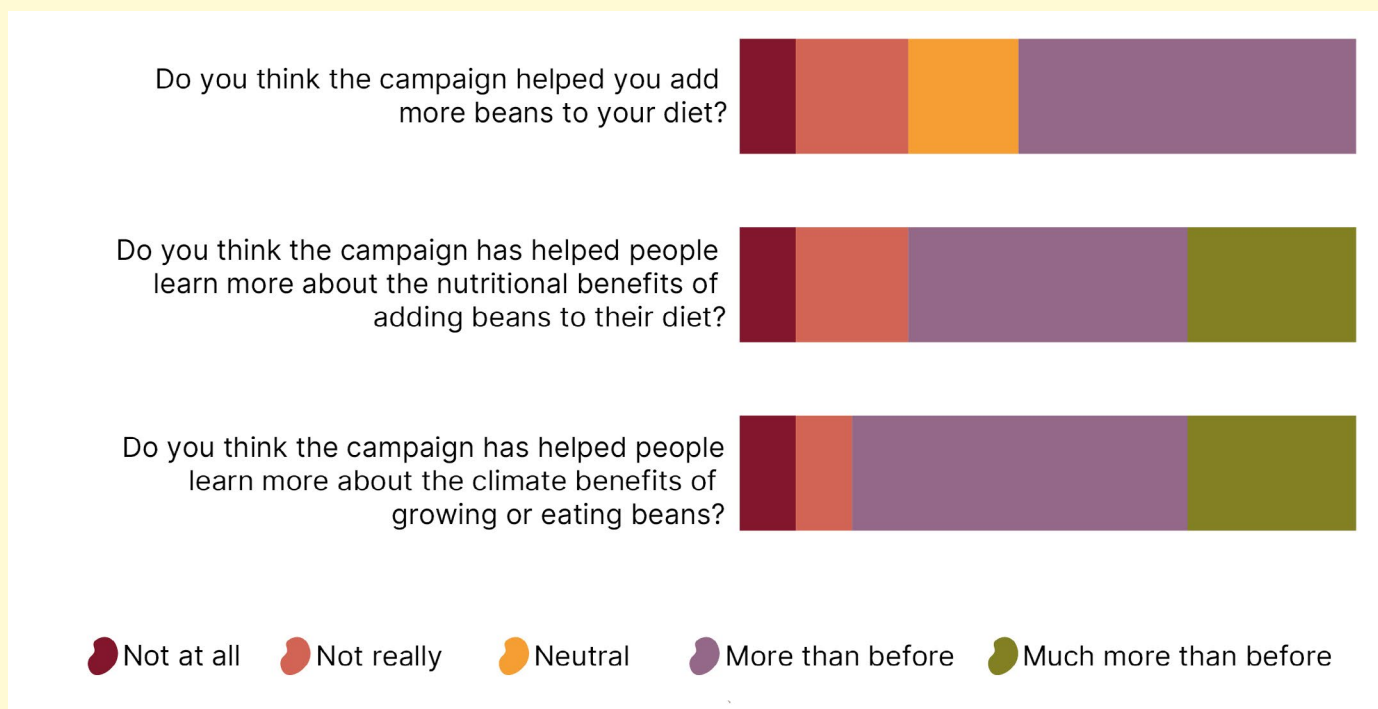
Key patterns in the barriers to bean consumption fall into three main areas: exposure and access; knowledge and time; and food cultures and histories (see figure below). More in depth findings from the evaluation's research will be published as part of an academic study at a later time, but this gives an initial insight into some of the patterns uncovered.



Building Awareness

Considering new information about beans, 9 respondents (of 14) learnt about how climate-friendly beans are, followed by 6 respondents learning about how to cook and how to grow beans. The areas where participants learned the least new information are fibre content (3 respondents) and how to find beans in shops (3 respondents), indicating that survey respondents may have been confident in this knowledge beforehand. This suggests that focusing on beans and the climate, underlining their importance for soil generation, reductions in NPK fertiliser¹, and the significantly lower carbon outputs from growing beans compared to raising animals for a primary protein source, may be a powerful way to increase bean consumption – especially as climate awareness grows.

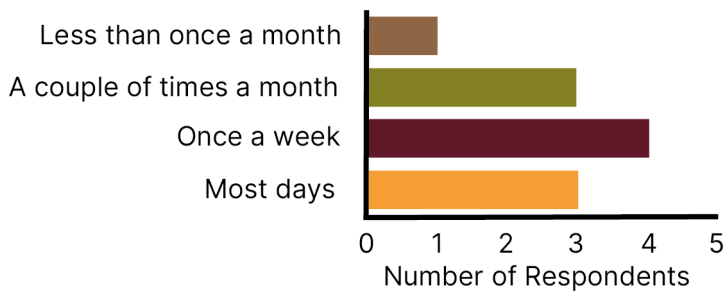
The table below details the participants' perceptions on the educational aspect of the campaign.



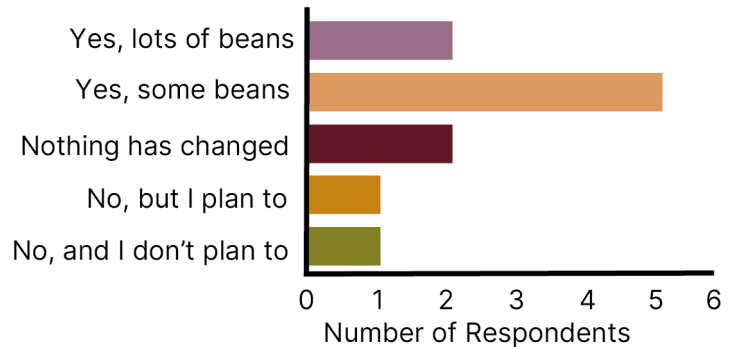
¹ Nitrogenation represents the integration of external nitrogen into soil. Nitrogen is the building block of all amino acids, and is required for whole organism function. Leguminous plants, like beans, facilitate nitrogenation through symbiotic rhizobial interactions with nitrogen-fixing bacteria, while help recover atmospheric nitrogen into soil. NPK fertiliser contains nitrogen, phosphate, and potassium, all required for plant growth. NPK fertiliser manufacturing is responsible for 1-2%* of global carbon emissions. Reducing NPK soil load through legume mediated nitrogen fixation is crucial for ameliorating the climate crisis. <https://climate.mit.edu/explainers/fertilizer-and-climate-change>

Understanding changes to bean consumption because of participating in the Full of Beans campaign is critical to this evaluation. It is important to consider that as outlined above, many interview participants were already eating beans multiple times a week, some multiple times a day. Only members of the public and partner members who reported a change in their bean consumption habits because of their campaign involvement will be discussed here.

How often did you consume beans before attending a Full of Beans event?

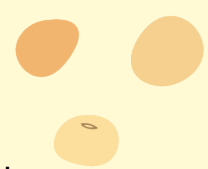



Have you added more beans to your diet after attending a Full of Beans event?



Many participants (36%) included beans in their diet once a week before attending an event, 27% included beans most days, and 27% included beans once or twice a month. After, 45% report they have added 'some beans' to their diet, 18% have added lots of beans to their diet, but this is countered by 18% reporting no change. This may reflect the high number of participants who already include beans in their meals daily. 9% would like to include more beans but have not yet done so, and 9% have not added any beans and do not plan on doing so. In sum, these results indicate the campaign encourages people to add beans to their diet, and this encouragement is actively translated into practice.





Increasing consumption with locally-grown beans

Those already involved in sustainable food practices, such as community gardeners and organisers, have a strong existing awareness of the health benefits and sustainability of beans, and the campaign has reinforced these sentiments. One participant reflected “I think I’ve always known that they’re important, but I’m maybe in a lucky position to have awareness about the nutritional value of beans and also the environmental advantages.”


Despite already being engaged, one participant notes, “I think I am quite aware of how great [beans] are, but it has made me want to grow more like different varieties,” indicating a new level of awareness around bean types. This eagerness to grow new types of beans spread to event attendees, “... months after the bean growing workshop, they’re still growing the dwarf varieties on their windowsills, and they’re still harvesting from them.” Another public participant noted that due to personal delays in sowing the beans they’d acquired from a workshop, “The slugs were out in force! So my crop was a total disaster. I didn’t have a crop at all.” The Scottish summer of 2024 was the wettest on record (Met Office, 2024), meaning many of the previously genetically adapted seeds for the Scottish climate were unable to grow. This sentiment was further shared by another participant, “It’s been a really bad year for growing beans, nothing has grown at all.”

Wettest, Rustiest, Sluggiest: Growers’ Perspectives



Many participants and organisers who tried to grow beans failed this year due to a very wet and particularly insect-pest heavy summer. This culminated in even previously successful bean crops grown by professional market gardeners failing to thrive, as explored by one participant, “apart from the 12 French bean plants we were growing in our tunnels, all the outside beans just failed miserably. In the two years before that, beans have always been a very consistent thing that we can put in almost all our veg boxes every week, there’s either peas or beans for everyone. It’s been a bit of a struggle with all the outside beans, because a lot of them got rust, I guess just because it was so cold and so damp. I found that quite surprising this year, because... even within the Scottish weather, you can always grow a bean. I found that a bit surprising this year, and quite challenging...”

Another participant adds “The campaign has made me want to grow more different [bean] varieties, and especially trying to find new varieties to grow in Scotland,” reflecting excitement about the possibility of growing new beans to feed their local community. This sentiment was shared by another community food organiser considering the broader scale political factors at work, and how the campaign has supported these, “We do have a climate that lends itself to certain beans and pulses, and we’ve certainly got plenty of land to grow, grow them in. So that would be great if Scottish government got, got behind that, and work with people involved in this campaign.”



Commercial and community awareness and consumption

Discussing changes to bean awareness and consumption with one interviewee, a #BeansOnTheMenu participant, they reflected on including seasoned butter beans as their monthly special, “By the end of the month, there were a really popular ingredient in the bowl. So we sold around 1200 portions over 25 days.”

They also commented on how easy it was to prepare this special, “There’s some nice advantages to it. From a commercial perspective, it’s cheap, it’s easy for the chefs. The beans don’t need to be cooked if you use tins, and they’re tasty and nutritious, and it’s easy to put a dressing together and throwing some fresh herbs in there, and all of a sudden you’ve got something pretty tasty.” They also underline how important campaigns like these are to raise awareness around healthy food choices, “We’re just excited to have the opportunity to be involved as a small private business we don’t have the resources to like do this ourselves.”

Reflecting on their experiences attending a chef cooking training event, another interview participant describes how they added a dish from the training to a large community-focused food celebration they organised, “The first thing I made after the event was for a community meal with Kin Kitchen, and it was a leek and butter bean and thyme dish that had been demonstrated at the workshop, which was so tasty, and we served at a community meal at the Citizen Theatre. And everyone loved it.”

Equally, another campaign participant notes her own consumption habits have changed since attending two Full of Beans campaign events, “I am trying to do use beans a bit more... Certainly I, latterly, I’ve been really into salads, making green salads. Taking part in the bean campaign is made me think, hey, why don’t I put some beans, you know, some canned beans, some green beans. That was something that I learned at the cooking course as well.”



As part of the interviews, participants were asked to describe a bean using the new knowledge they had gained because of being involved in the campaign, either as a member of the public or as a partner organisation/stakeholder. A selection of these descriptions are shared below.

“very tasty”

“a dense punch packet of nutrition and protein and fibre, delicious!”

“containing various levels of vitamins and minerals that you wouldn’t get in meat”

“Full of protein”

“There’s lots of different types and varieties”

How would you describe a bean?

“Delicious”

“Part of my diet”

“Round, bent, dry at times?”

“Left out of food conversations”

“Ancient beings”

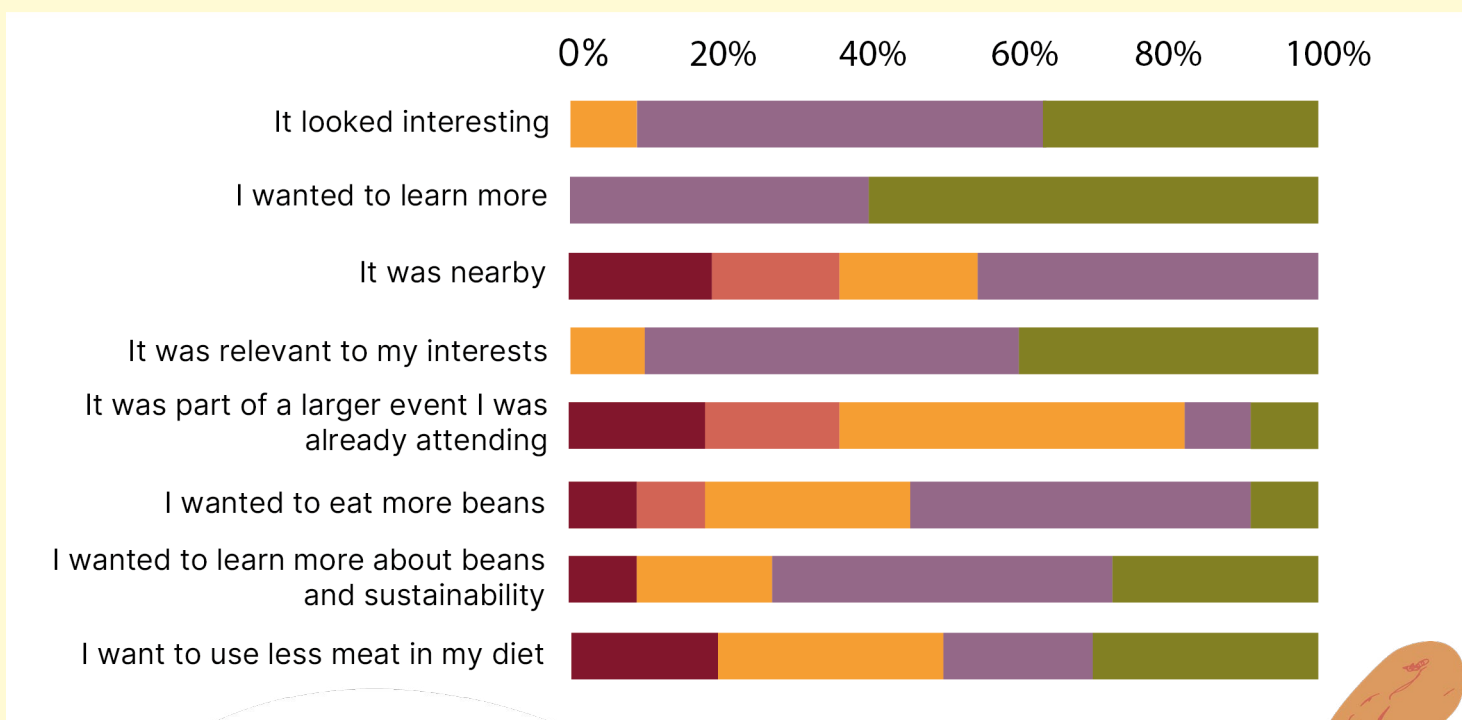
“Spherical, circular, versatile, definitely filling!”






Event experiences and reflections

Audience experiences of the Full of Beans campaign events tended to be wholly positive, but some attendees and participants noted the campaign could have been better promoted in more diverse avenues to improve engagement.

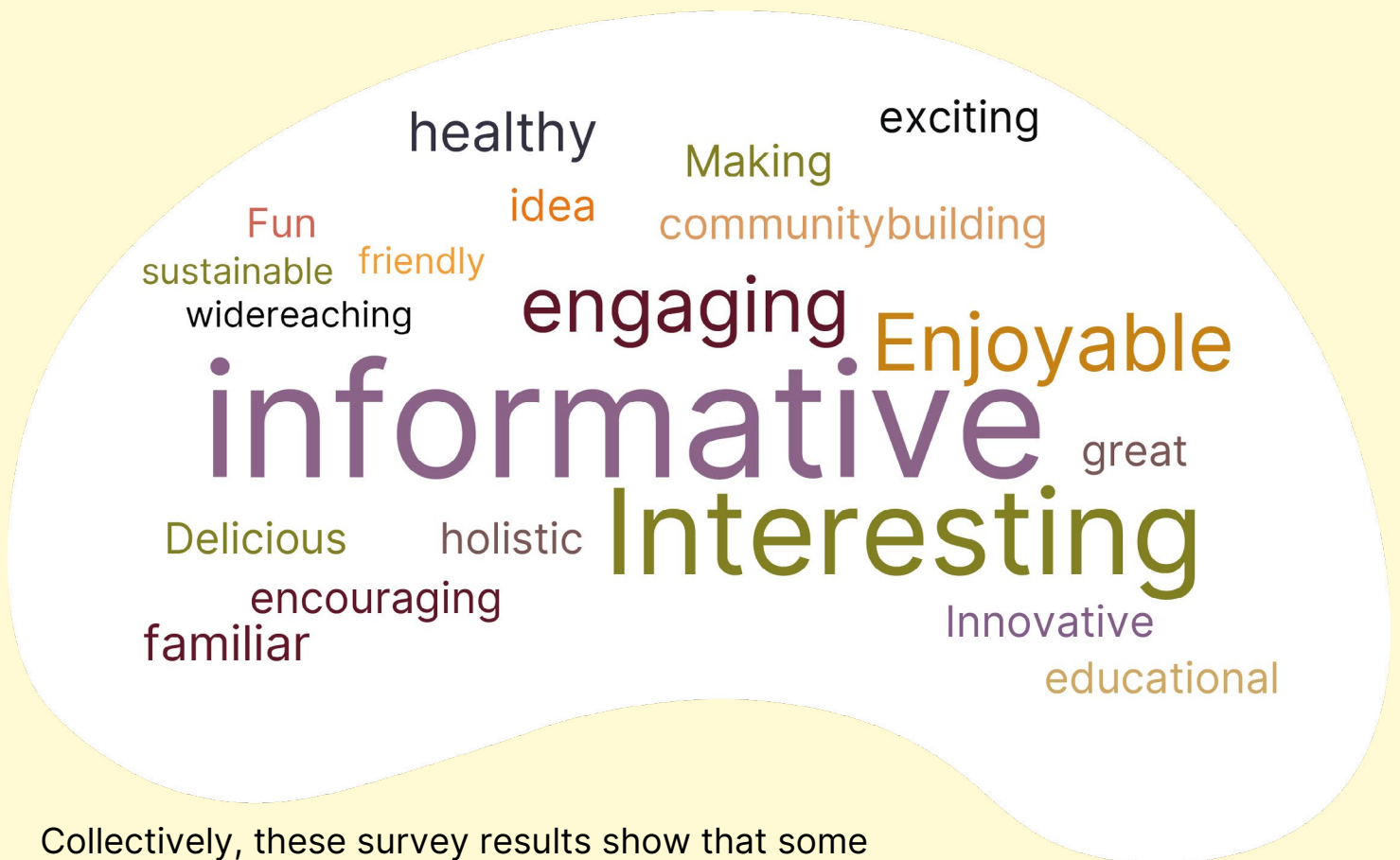
The main driver of event attendance was 'Want[ing] to learn more', with all survey respondents ranking this as the main, or one of the main reasons for attending. The second biggest driver was 'it looked interesting', where 90% considered this the main, or one of the main reasons for attending. 81% of attendees responded, 'it was relevant to my interests,' indicating many participants may have already been engaged with beans as a food source, sustainability, or local food initiatives. Wanting to make dietary changes (e.g. reducing meat consumption or adding more beans to their diet) were the least important factors to attendees, combined with event organisation (it was part of a larger event), and event location (it was nearby).

The below table shows how people ranked the importance of different factors in why they chose to attend campaign events.



-  This was not important to me
-  It was a factor, but not important
-  I didn't consider this
-  This is one of the reasons I attended
-  This was the main reason I attended

The below figure shows how respondents would describe the Full of Beans campaign in three words. The majority answered 'interesting', 'informative', 'enjoyable' and 'engaging'. Answers of note relevant to the campaign's goals include 'community building', 'educational', and 'sustainable'. The size of the word is proportional to the number of times it was recorded.



Collectively, these survey results show that some attendees may have already been integrating beans into their diet, and would find themselves attending similar food-focused events (it was relevant to my interests). Equally, new information was a primary reason for attending an event, alongside interesting content, suggested the novel subject of beans and bean related activities are inviting for attendees.

When discussing the events they had either run or attended, the importance of hands-on learning experiences was critical for longer-term engagement with beans as a food, especially considering cookery experiences and classes. This underscores the importance of different types of learning being available to participants – from online webinars and educational screen-based sessions, through to practical hands-on educational events like cookery, building willow bean supports for growing, and making bean earrings.



Aims and Achievements: Summarising Outcomes

Helping people learn about the environmental and health benefits of growing and eating beans:

- 👉 Participants strongly agreed the campaign helped them learn more about the health and climate benefits of including beans in diet, and indicated they were more aware of the fibre and protein content.
- 👉 The majority of partner organisation interview participants already knew about the health and climate benefits of eating beans, but were pleased to have this knowledge reinforced.
- 👉 At events where it was feasible to have a small presentation, the Full of Beans team referenced both the environmental and health benefits of growing and eating beans, informing learning outcomes.

Helping people learn how to grow and cook beans:

- 👉 Three bean growing workshops were organised in collaboration with the Wash House Garden and Glasgow Seed Library. Participants and organisers reported excitement about growing new types of beans in the future, and took beans to grow at home. Additional workshops to build bean supports were organised with Locavore at Bellahouston.
- 👉 Two bean cookery events were organised in collaboration with City of Glasgow College, one for chefs/food workers and the other for members of the public. Participants were 'amazed' at the different meals beans could be used for, and went on to use bean recipes for community meal projects.
- 👉 Attempts to grow beans in Glasgow were thwarted by the wettest summer on record (Met Office 2024), meaning outcomes of bean growing cannot be measured.

Helping chefs add more beans on their menus:

- 👉 By working with the Soil Association's Food For Life Served Here campaign and Glasgow City Council's Catering Team, the Full of Beans Project advocated for more beans to be included in school menus, as they align closely with the Food For Life values (sustainable, healthy, climate friendly), while also introducing children to beans early in their lives. Three new bean meal options are now served across all Glasgow secondary schools as of August 2024, with primary schools to follow in April 2025. This is a significant achievement, as Glasgow Council is responsible for serving 37,000 meals a day.
- 👉 Restaurant partners and members of Glasgow Sustainable Food Directory were invited to join the #BeansOnTheMenu challenge, itself spearheaded by the Beans Is How Campaign. Eight partners joined in serving one-two dishes on their menus in March 2024, with one partner selling over 12,000 portions of their butter bean special at their two locations.

Learnings and Recommendations from The Full of Beans Campaign

1 - Cultural Knowledge Exchange Opportunities

A recurring theme throughout interviews was a lack of food heritage in Glaswegian identity. Many noted the abundance of beans in other cultures with a presence in Glasgow, notably Latin American, Mexican, Brazilian, Indian, and Pakistani. All of these cultures have a rich cultural food identity based in beans, but there was a lack of culturally based recipes and experiences offered throughout the Full of Beans Campaign.

As one participant noted “engaging with cultures, particularly within the Latin American community exist in Glasgow who utilize beans in a lot of dishes. You know, engaging with them as like, a knowledge exchange would be really good!” adding “It would be good to kind of like recognise that expertise that exists there,” regarding diverse bean food cultures. This was further exemplified by another interviewee, “there’s lots, lots of multiculturalness in this city, and there’s lots of people from different parts of the world where beans and pulses are central to their cuisine.”

Two events were run in collaboration with Central West Integration Network (CWIN), a Scottish Charity which works with individuals and groups to support asylum seekers and refugees, migrant workers and black and minority ethnic people, and works with all communities to promote integration. In future campaigns, knowledge exchange, recipe tasting, and dish sharing events between diverse cultures and heritage would promote celebration of new ways to prepare beans, while celebrating the diverse cultural heritage of Glasgow, or other cities.



2 - Improving recipe collections

Multiple recipe cards were provided to people attending in-person events. Recipes from various sources (e.g. Hodmedods, Beans is How, Global Bean Project, and Bold Bean Co) were also provided online in the resource and recipe area of the website.

This provides an opportunity for future campaigns to ask for bean recipes submissions, including some context about the recipe's history and cultural identity. Future campaigns could also ask the #BeansOnTheMenu participants to donate their bean recipes to a recipe repository.



A book with information and resources from the campaign, including recipes from partner organisations, was produced and circulated around Glasgow. This is available [here](#).

While the campaign organisers did ask for recipe submissions from the general public, there was no uptake of this.

3 - Co-creating community-driven sessions

Many of the events run throughout the campaign were collaborative with pre-existing partner organisations, but due to time, budget, and capacity limitations, these events were prescribed for the attending community (e.g. designed by Full of Beans and partners), opposed to being created with the communities they aiming hoping to engage. Many interviewees are involved in community-focused groups, and expressed interest in working to create events guided by their own members. The Full of Beans Campaign did encourage communities to put on their own events and report back, using the toolkits created, but the lack of funding needed to support these events may have contributed to lower uptake.

These could look like community consultation sessions, considering current diets and interests in learning new recipes, facilitating events desired by communities, and integrating ideas from these communities into how the campaign is run, following the 'nothing about us, without us' ethos.

4 - Prioritising hands-on experiences

As outlined above, the importance of hands-on learning experiences was critical for longer-term engagement with beans as a food, especially considering cookery experiences and classes. Indeed, multiple interviewees noted how much they valued the practical and hands-on cooking experiences offered as part of the campaign.

More hands-on experiences could focus on community-led meal exchanges or potluck style gatherings, cooking sessions and recipes focused on quick, cheap, and accessible meal preparation, or integrating more bean growing and harvesting sessions at local community gardens.



5 – Supporting bean growers

Multiple crop trials were planned as part of the Full of Beans Campaign, but many crops failed. The successful crop growth took place at Lambhill Stables, which is supported by Glasgow Seed Library. Those growing alone or for commercial/veg box schemes did not have success. This highlights the importance of lived growing experiences and built-in support for new growers or growers attempting a new type of crop.

As highlighted by one participant, “I always felt like beans are maybe not the most beginner friendly thing to grow,” requiring more lived growing experience and knowledge compared to other plant crops which have previously grown well in Scotland, as meaningful crop trials take a significant amount of time and dedication. In future campaign iterations, it is recommended that on top of providing the bean growing guide, there are more experienced growers on hand to help guide newer growers through bean crop growth. For a meaningful crop trial, a dedicated trial manager with experience of small-scale growing would be very beneficial. This will encourage new growers to keep growing beans past the Campaign’s end.

6 - Diversified communication with potential stakeholders and participants

A strong communication and outreach approach were crucial for Full of Beans's success in engaging as many people as it did, given budgetary and time constraints. One participant noted, "Full of Beans is a good idea, but I don't know how much it's actually got out in the world." They go on to express a lack of engagement with Glasgow's allotment holding community, particularly in the northwest of Glasgow, "There are lots of places in the city that aren't part of any network that would have been interested."

This suggests more engagement and communications work, beyond the mailing lists and social media used would have been beneficial to different communities would not come across the campaign otherwise. Equally, while the official Glasgow Food Policy Partnership social media outlets routinely posted about upcoming events, information about other event-running organisations running Full of Beans related events was not recorded. Despite this evaluation being done in partnership with the University of Glasgow, minimal connection between the campaign and the University's communication networks was made. While catering at the University of Glasgow did embrace the campaign in the later stages, GUEST - Glasgow University Environmental Sustainability Team, could have also been better involved to promote through their pre-existing networks. Although the Communications Toolkit was shared online and with partners, it would be useful for a media pack to be put together for partner organisations so further online promotion to a broader audience could take place, and work more closely with supporting institutions. Other routes of engagement could explore allotment communities, autonomous community gardens, community notice boards, more leaflets in public-facing partner organisations, and a more broadly promoted online events calendar.



7 - Logistical and capacity recommendations

To ensure greater capacity in later campaigns, it would be important to have at least £20,000 of funding available to cover staffing costs, overheads, promotional material creation, event/space hire. This estimated figure covers a 1-year period from October '23 to end of September '24 and was based on a calculation of staff-hours (not including this research) used for the campaign along with campaign materials and events related costs. Considering the recommendations on maximising reach, this figure could be much higher. Of equal importance is a funded team member focusing solely on managing the campaign, as managing the campaign on top of pre-existing responsibilities put significant pressures on the team running the Full of Beans campaign. Equally, it would be beneficial to run another impact-gauging survey in six months, or a year, measuring the long-term changes people have made as a result of the campaign.

Evaluation reflection and limitations

Perhaps the biggest limitation throughout the campaign evaluation was lack of pre-existing ethical approval. As research was not the main aim of the campaign, ethical approval was only sought once funding was secured. This meant the large amount of post-event data collected by the campaign before funding for evaluation was granted, exploring benefits of eating beans, perceptions of events attended, event attendance rationale, baseline bean intake and planned changes to diet integration were not able to be used for this evaluation.

There was a low survey turnout. This is partly attributable to the length of the survey and to the limited time window because of delayed ethical approval, but due to time and funding constraints the survey had to be run anonymously. This meant it could not be incentivised like the evaluative interviews with a voucher, meaning survey completion was lower than ideal.

The Full of Beans Evaluation Team

Dr Emily May Armstrong - Campaign research and evaluation

Dr Ada Garcia and Dr Helen Traill from the University of Glasgow.

The Full of Beans Campaign Team

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