

1-5pm
Tuesday 25th November
Ferguson Room, A1 the Square
University of Glasgow

Bean based
buffet lunch

Full of Beans:

Beans in Glasgow one year on

Presentations
and stalls



Good food for all

GLASGOW FOOD POLICY PARTNERSHIP



GLASGOW
COMMUNITY
FOOD
NETWORK



University
of Glasgow

Adam Smith
Business School

Full of Beans

Campaign aiming to get people in Glasgow to eat more beans

#GlasgowFullofBeans



Rationale Behind the Campaign

Health

The Scottish diet is high in meat and processed food, low in fibre and vegetables.



Environment

The global food system is responsible for 30% of carbon em



Cost

UK experiencing cost-of-living crisis, cost of food rising.



Beans...

Health

- Rich in dietary fibre, protein and micronutrients.
- Low in fat and calories.
- Good for heart and gut-health.

Environment

- Fix nitrogen, which enriches the soil and can help other plants flourish.
- Don't require a lot of water and sequester carbon in the soil.
- Can help reduce food waste.

Cost

- Budget-friendly and versatile.

Campaign Partners



Campaign Aims

- sharing information on the environmental and health benefits of growing and eating beans;
- demonstrating how to grow and cook beans;
- encouraging caterers to include more bean-based dishes on the menu;
- creating opportunities for different sectors and the general public to participate.
- involving various growers across the city and encouraging people to grow and save seeds of interesting bean varieties

Furthering Aims of the Glasgow City Food Plan

- Improved access to healthy, affordable food and fewer people without the food they need.
- Increased understanding of the food system, especially its role in our health and environmental health.
- More opportunities for communities to enjoy cooking and growing together.
- Successful local food businesses which promote principles of sustainability.
- Increased availability and use of seasonal, locally grown and produced food in Glasgow.
- Improved health and wellbeing.
- More food produced in ways that are good for the environment
- Reduced greenhouse gas emissions arising from our food system.



The Scottish Government endorses Glasgow's 'Full of Beans' campaign.

Incorporating more beans is a tasty and cost-effective way to a more nutritious diet and supports a sustainable food system. This campaign aims to encourage people to grow and eat more beans, get more beans on the menu and in our local shops. The campaign aligns with Scotland's Good Food Nation ambition for everyone in Scotland to eat well with reliable access to safe, nutritious, affordable, sustainable, and age and culturally appropriate food.

We hope many people and organisations across Glasgow will get involved with this innovative campaign.



What we did...

- Campaign Web-page
- Campaign Toolkits
- Online launch of the Campaign
- Podcast
- Flyers
- Social media campaign



The image shows the 'Full of Beans' Campaign Communications Toolkit. It features a colorful logo with the words 'Full of Beans' in a stylized font, with a small bean icon to the left. Below the logo is the text 'Campaign Communications Toolkit'. To the right of the toolkit, there is a section titled 'Post ideas' with several circular bubbles containing suggestions for social media posts.

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.

- Keep an eye out for news about beans or accounts you follow posting about beans and share with your followers to spread the word.
- Share your favourite bean recipe with photos, why you like it, and a serving or meal suggestion.
- 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.
- 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.
- 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!



Community and School Events

- Community Campaign Launch
- Educational Sessions in schools
- Art and craft sessions
- Cookery demonstrations
- Community meals
- Recipe cards



Bean Growing

- Recruited growers
- Made Willow Structures
- Sowed and harvested beans
- Encouraged seed saving
- Created a growing guide

**Glasgow
Seed
Library**



**GLASGOW
COMMUNITY
FOOD
NETWORK**



Cookery lessons and recipe development



#BEANSONTHEMENU Challenge

GATHERING
GROUND

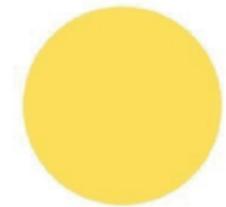


CITY OF GLASGOW
COLLEGE

spring



JeJu



SUNNY ACRE



Learning and Stories

- Story book
- Paper linking campaign to latest research
- Campaign video
- Evaluation

A YEAR FULL OF BEANS

Reflections on Glasgow's Full of Beans campaign and beyond.



Stories, recipes, and learning from the Glasgow Campaign

January – September 2024



University
of Glasgow





Find out more: goodfoodforall.co.uk/projects/fullofbeans

Facebook - Glasgow Food Policy Partnership

X - @GlasgowFPP

Instagram - @goodfoodforglasgow

Linkedin - Glasgow Food Policy Partnership

Contact us: riikka.gonzalez@glasgow.ac.uk

1-5pm
Tuesday 25th November
Ferguson Room, A1 the Square
University of Glasgow

Bean based
buffet lunch

Full of Beans:

Beans in Glasgow one year on

Presentations
and stalls



Good food for all

GLASGOW FOOD POLICY PARTNERSHIP



GLASGOW
COMMUNITY
FOOD
NETWORK



University
of Glasgow
Adam Smith
Business School

Full of Beans!

Creating and evaluating a Glasgow-wide campaign: encouraging bean consumption & building bean knowledge

Dr Em Merrin May Armstrong

Riikka Gonzalez, Dr Helen Traill, Dr Ada Garcia,



Introduction



The Scottish diet is high in meat and processed food, and low in fibre and vegetables compared to the global average



The global food system is responsible for 30% of carbon emissions, the majority being from animal agriculture

Beans provide a healthy, affordable, and climate-friendly source of protein and fibre



But, there are numerable barriers to bean consumption, and little understanding of how these influence eating habits



Campaign aims

-  Share information on the health and environmental benefits of eating beans
-  Demonstrate how to grow and cook beans
-  Encourage chefs to include more beans on their menus
-  Create opportunities for people to get involved
-  Involve growers across the city to grow and save seeds
-  Evaluation: Understand bean barriers, bean sentiment, and campaign experiences

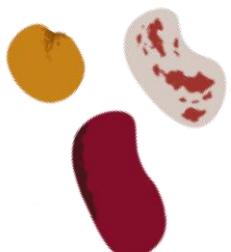


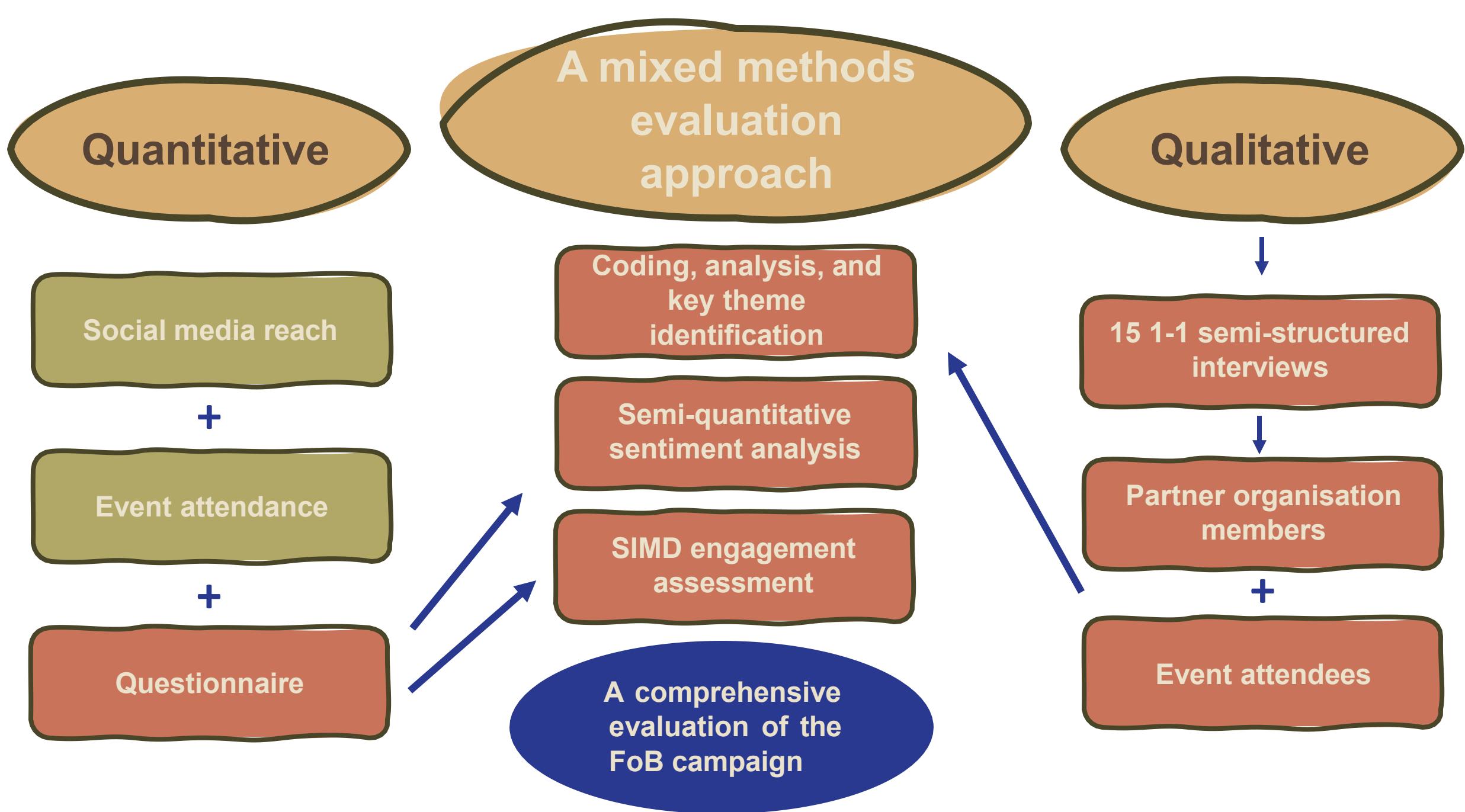
10 Campaign Partners

8 #BeansOnTheMenu Participants

FoB Public & Stakeholder events

& 20+ stalls!





Data gathered...

Quantitative & Qualitative

22 Questionnaire responses

Supporting data from socials reach & event attendance

15 semi-structured interviews & associated sentiment analysis



26 different qual and quant factors contributing to the evaluation

check the report to see in more detail

Campaign impact and outcomes

Bean awareness & consumption

Barriers to eating beans

Campaign Impact & Outcomes

Platform	Instagram	Facebook	LinkedIn	X	Total reach
Reach	6709	7467	11705	13001	44154

Events

Events	Number of Attendees
4 Talk and Training Sessions	149
11 Workshops	127
3 Education Focused Sessions	138
4 Stalls	48
Total	462



8 restaurants & café's put
#BeansOnTheMenu

School menus set to change in Glasgow with more beans

4th July
EAST END FOOD GLASGOW CITY COUNCIL GLASGOW CITY CENTRE NORTH GLASGOW SOUTH SIDE WEST END LOCAL GOVERNMENT
GLASGOW SCOTLAND



Beans (Image: Beans)

By Sarah Hiley
Local Democracy Reporter

Share [f](#) [X](#) [ln](#)

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

healthy
idea
sustainable
friendly
widereaching
exciting
Making
communitybuilding
engaging
Enjoyable
informative
Delicious
holistic
encouraging
great
familiar
educational
Inovative

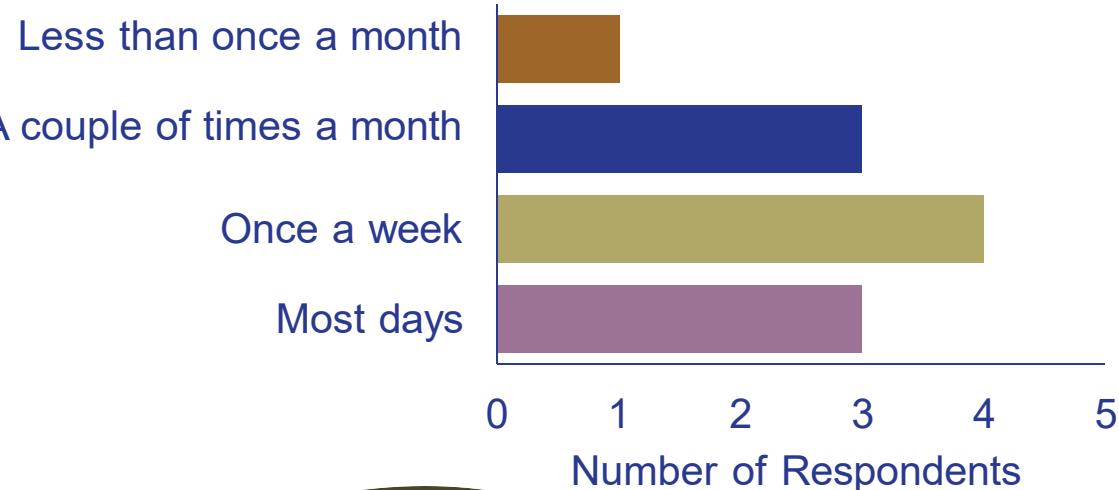
“By the end of the month, [beans] were a really popular ingredient in the bowl. So we sold around 1200 portions over 25 days”



University
of Glasgow

Building Bean Awareness & Consumption in Glasgow

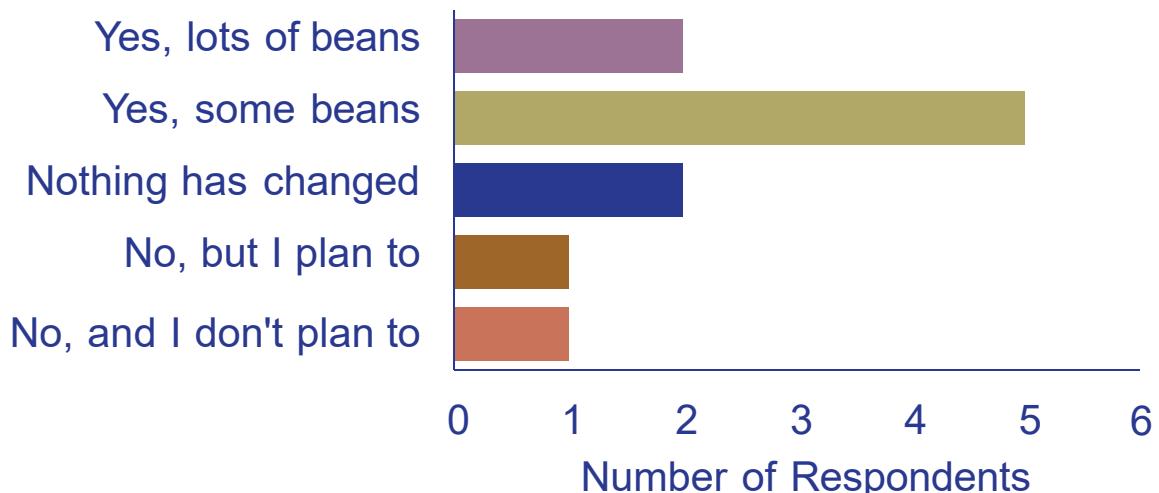
How often did you consume beans before attending a Full of Beans event?



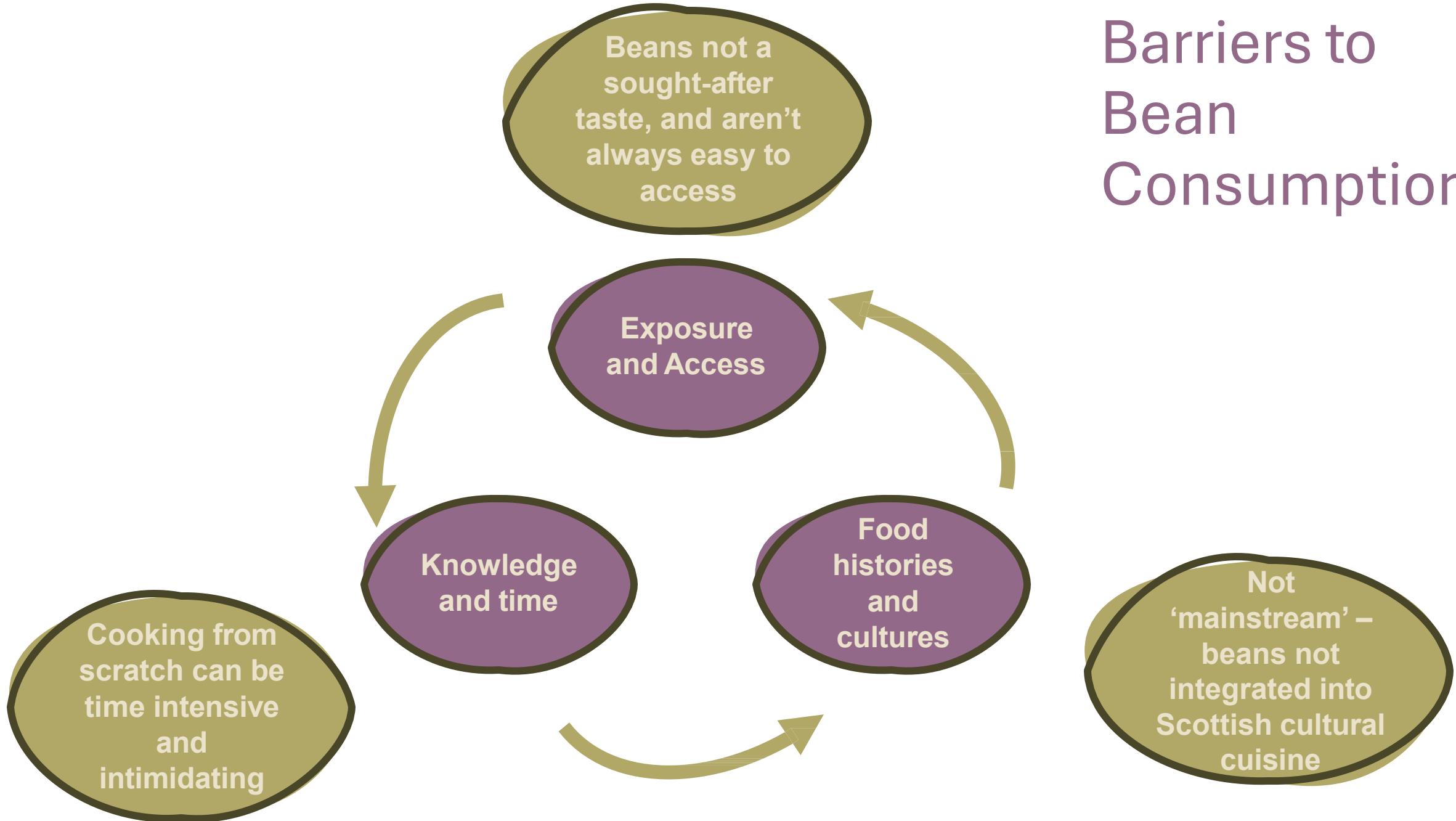
72% of respondents say they have added more beans to their diet since attending the event. 55% learned about how climate friendly beans are. 68% say the event helped teach people about the benefits of beans, and 81% say the event encouraged people about the climate benefits of eating beans 'more' and 'much more' than before.

33% learned 'lots' of new things about beans. I made a bean dish for a community kitchen, and it was a leek and butter bean dish. It had been demonstrated at the event so tasty, and we served at a Citizen Theatre. And everyone

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



Barriers to Bean Consumption



Successes

S



More people have used the communications toolkit than the get involved toolkit, but many plan to use both



Most attendees consider themselves adventurous or not picky eaters



The main barriers to eating beans are taste, digestion, cultural exposure, preparation time, and knowledge



Most respondents already ate beans and know their benefits, but fewer knew about their climate impact



Many added beans to their diet after an event, but some found dried beans inconvenient



Most attended an event to learn more or because it aligned with their interests



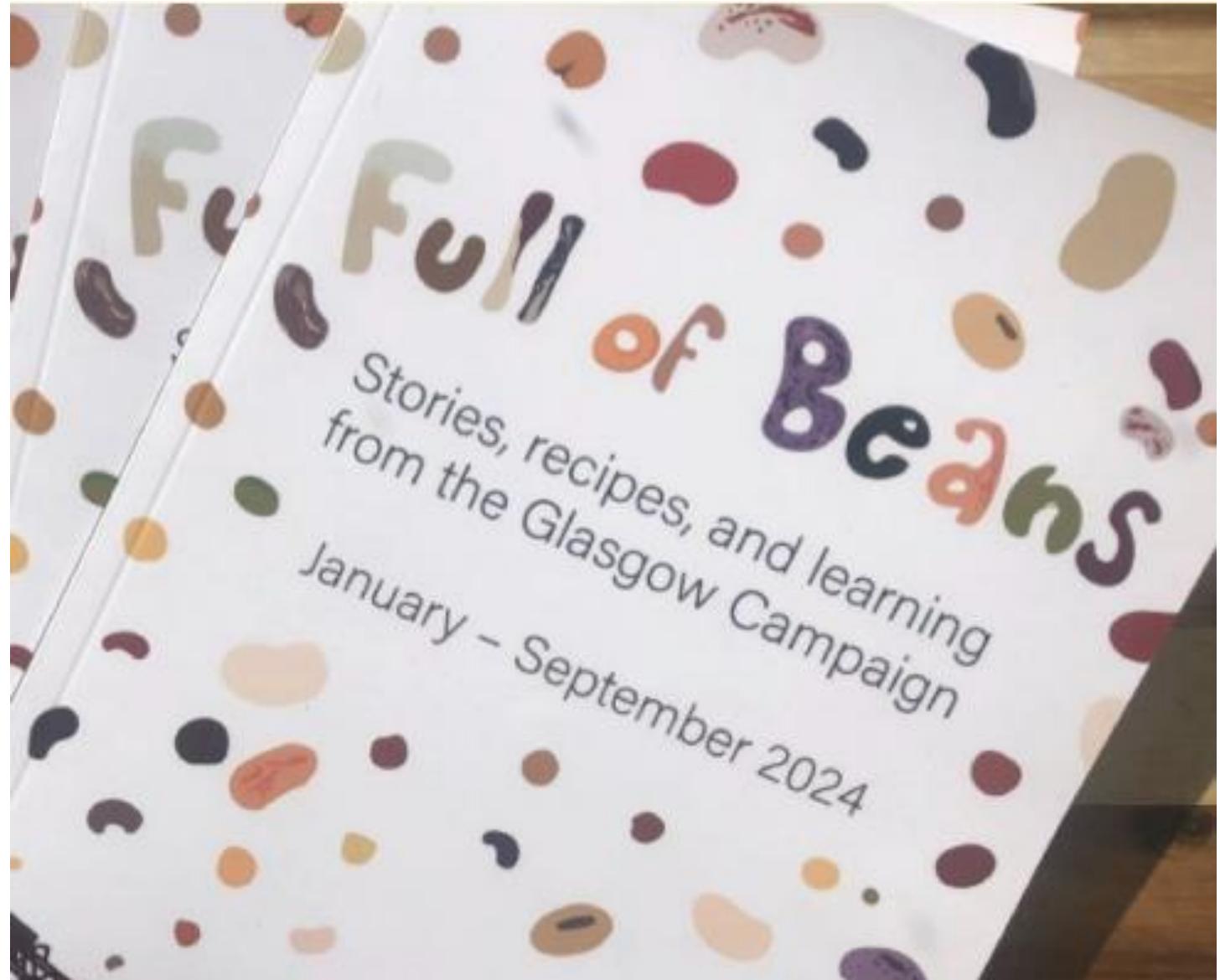
Attendees described Full of Beans events as interesting, enjoyable, engaging, and informative



Continued success requires more funding, project management, and long-term impact monitoring.

Recommendations

- Cultural exchange opportunities
- Improving recipes collections
- Co-created community sessions
- Prioritising hands-on experiences
- Supporting bean growers
- Diversified communication





®

Q uestions

Thinking beyond the can



1-5pm
Tuesday 25th November
Ferguson Room, A1 the Square
University of Glasgow

Bean based
buffet lunch

Full of Beans:

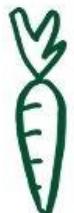
Beans in Glasgow one year on

Presentations
and stalls



Good food for all

GLASGOW FOOD POLICY PARTNERSHIP



GLASGOW
COMMUNITY
FOOD
NETWORK



University
of Glasgow
Adam Smith
Business School



Jennifer MacGillivray
Food and Climate Action Project
Glasgow Community Food Network
Jenny.macgillivray@glasgowfood.net

Beans lead to many conversations...

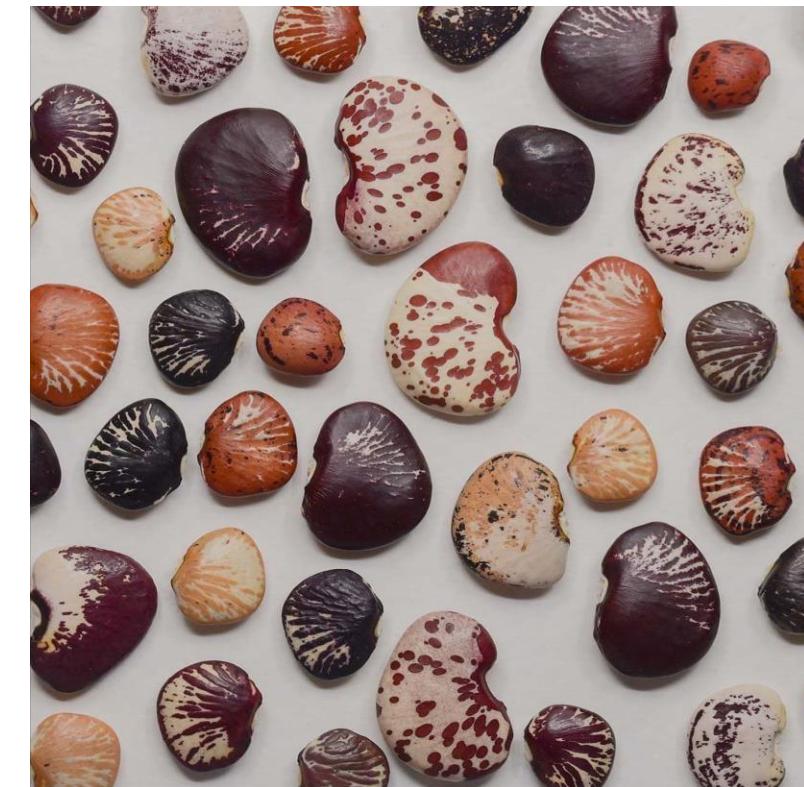
- Agroecology
- Climate change and land use
- Seed saving
- Soil improvement
- Crop rotation
- Cultural diets
- Cooking on a budget
- Eating less meat
- Diet and health
- School meals





What we learned in year 1

- Beans are a staple in so many different cultures!
- Talk to people from different cultures, ask them for recipes and ideas. Celebrate the diversity of cultures, as well as the diversity of beans.
- Practical activities such as cooking are a great way to engage people

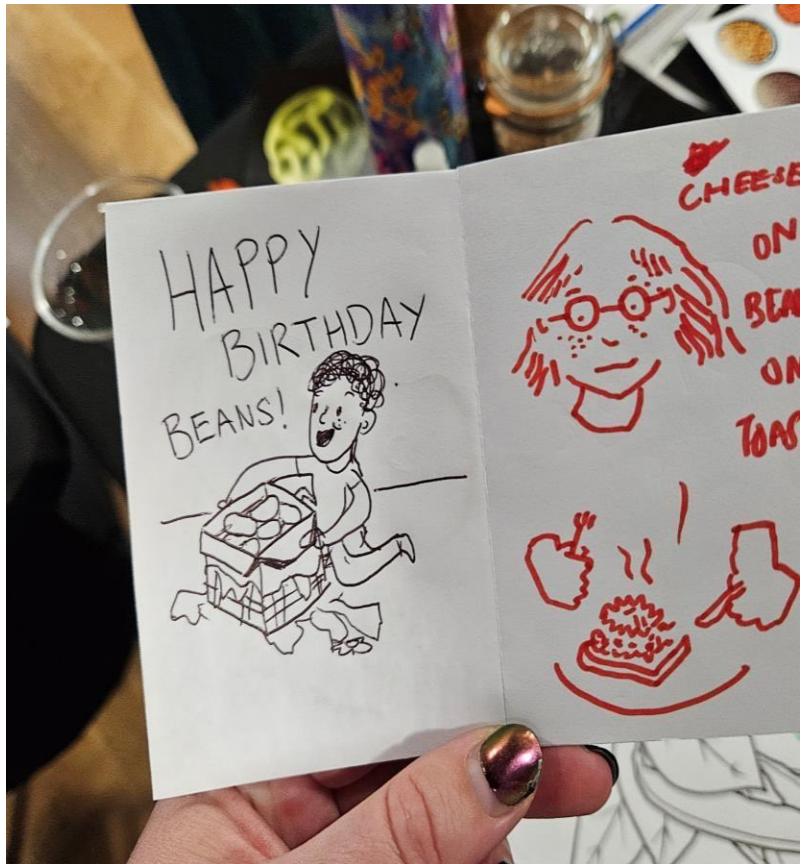


Engaging communities with beans and celebrating cultural diversity

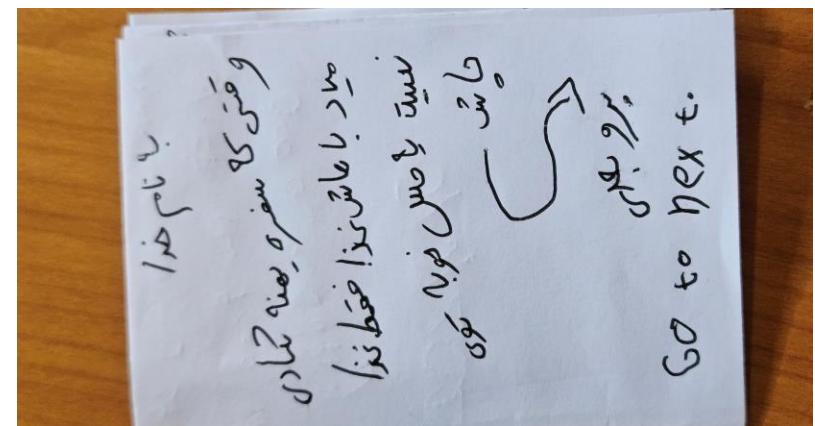
- Cooking demonstrations
- Creative zine making – bean stories
 - What is a favourite dish using beans (or peas or lentils) from your home country?
 - What is the significance of this dish to you (or in your culture)?
 - Can you access the same ingredients in Glasgow?
 - Have you ever grown beans?
 - How do you think we can eat more beans in Scotland? What advice would you give to people who want to eat more beans but are not sure how to prepare them?"



Yemeni and Tanzanian cooking demonstration and zine workshop at Woodlands community garden



Mexican cooking workshop and zine making at Gathering Ground



Chinese cooking workshop
and zine making at
Garnethill Multicultural Centre

1-5pm
Tuesday 25th November
Ferguson Room, A1 the Square
University of Glasgow

Bean based
buffet lunch

Full of Beans:

Beans in Glasgow one year on

Presentations
and stalls



Good food for all

GLASGOW FOOD POLICY PARTNERSHIP



GLASGOW
COMMUNITY
FOOD
NETWORK



University
of Glasgow
Adam Smith
Business School

Full of Beans

Glasgow City Council

School Meals



Beans in Glasgow's school meals

Primary / Early Years

Lentil Soup / Scotch Broth / Carrot & Coriander Soup
Butterbean and Butternut Squash Macaroni Cheese
Falafel – chickpeas
Cowboy Beans and Sausages
Vegetable Bolognaise - Lentils
Vegetable Chilli – lentils
Halal Lamb Spaghetti Bolognaise – Lentils

Secondary:

Mexican Bean Wrap – chickpeas, kidney beans
Singapore noodles – chickpeas
Vegetable chilli
Scotch broth – split peas, lentils
Falafel – chickpeas
Chinese style curry – peas
Roasted vegetable & humous wrap



Cowboy Beans and Sausages

Ingredients (serves 6)

- 6 large pork sausages
- 100g oil
- 100g finely chopped onions
- 100g tinned tomatoes
- 100g puree
- 100g Worcestershire sauce
- 100g paprika
- 100g mustard

100g beans, drained and rinsed

100g per

100g sausages as per packet instructions, until cooked through. Chop into bitesize pieces. (You could leave the sausages whole).

100g oil, heat the oil and sauté the onions until softened. Add the tinned tomatoes, puree, Worcestershire sauce, paprika, mustard and honey. Bring to the simmer for around 10 minutes until the sauce is thickened and slightly. Stir

100g beans and sausages and heat through for another 5 minutes.

100g mashed potato, pasta, or rice.

Macaroni Cheese with Butterbean Sauce

Ingredients (serves 6)

- 400g tin butterbeans, drained and rinsed (240g drained beans)
- 500ml milk
- 250g macaroni pasta (dry uncooked weight)
- 65g margarine
- 30g plain flour
- 250g mature cheddar, grated
- 5g Dijon mustard
- Salt and pepper
- 30g brown breadcrumbs

Method

1. Preheat oven to 200C/180C fan/gas mark 6.
2. Drain and rinse the butter beans. Add to a large bowl and blitz with the hand blender until smooth.
3. Cook the pasta according to packet instructions.
4. On a medium heat, make a roux with the butter and flour then add the milk gradually until the sauce is warmed and thickened.
5. Add 190g of the cheese and the mustard and mix to combine. Stir in the blitzed beans and mix again.
6. Add the cooked pasta to the sauce and stir until coated.
7. Pour the mixture into deep oven dishes. Sprinkle with the breadcrumbs and remaining cheese and cook in the oven until the top is golden and bubbling and the macaroni is hot.



Full of Beans learnings



- Successes – hidden beans, primary dishes
- Challenges – uptake, mixed demographic – varied tastes and out of school competition
- Children's exposure to beans at home is varied
- Journey with beans – working with suppliers to increase beans in products - venison



Scottish School Food Awards - Recognition

- Special award for outstanding participation in full of beans campaign
- *“This award belongs to the staff and is further recognition of the high standard of their work.” – Stephen Sawers, Head of Catering and FM, GCC*



Food for Life Served Here Standards Refresh

- Std 1.3 – Demonstrate that you are prioritising serving vegetarian or vegan meals and/or more vegetables and pulses across your menu
- Aligned goals of Full of Beans Campaign
- Full of Beans participation supported Glasgow City Council to meet this standard



Scottish Health Survey 2024 – Key Findings

- Children's diets worsened; only 11% of ages 2-15 meet 5-a-day guideline
- Average intake ~2.7 portions
- Age differences: Younger 5-10 – slightly more veg,
- Older 11-15: sharp decline; more crisps, sugary drinks, sweets
- Socioeconomic gap: Most deprived areas consume fewer veg
- Older children (11-15) high sugar, low fibre
- School meals are crucial : Bean based meals can fill nutritional gaps; increase consumption of whole foods and fibre



Journey with beans!



1-5pm
Tuesday 25th November
Ferguson Room, A1 the Square
University of Glasgow

Bean based
buffet lunch

Full of Beans:

Beans in Glasgow one year on

Presentations
and stalls



Good food for all

GLASGOW FOOD POLICY PARTNERSHIP



GLASGOW
COMMUNITY
FOOD
NETWORK



University
of Glasgow

Adam Smith
Business School

BEANS ON SCREEN



A hands-on, food-rich research project about the power of beans and the benefits of growing, cooking and eating in community with others.

take
one
action!

RSE
The Royal Society of Edinburgh
KNOWLEDGE MADE USEFUL

platform
the arts centre in Glasgow's east end

F.A.R.E.
Working with Communities



why?



- Food utopias
- Royal Society of Edinburgh x Williamson Trust
 - Healthy Planet, Healthy People Catalyst Fund
- Intersections of climate health, physical health, and emotional health



- Can cooking, growing, and eating in community with others improve the above?
- Inspired by Nourish's research on Public Diners & food justice



why beans?

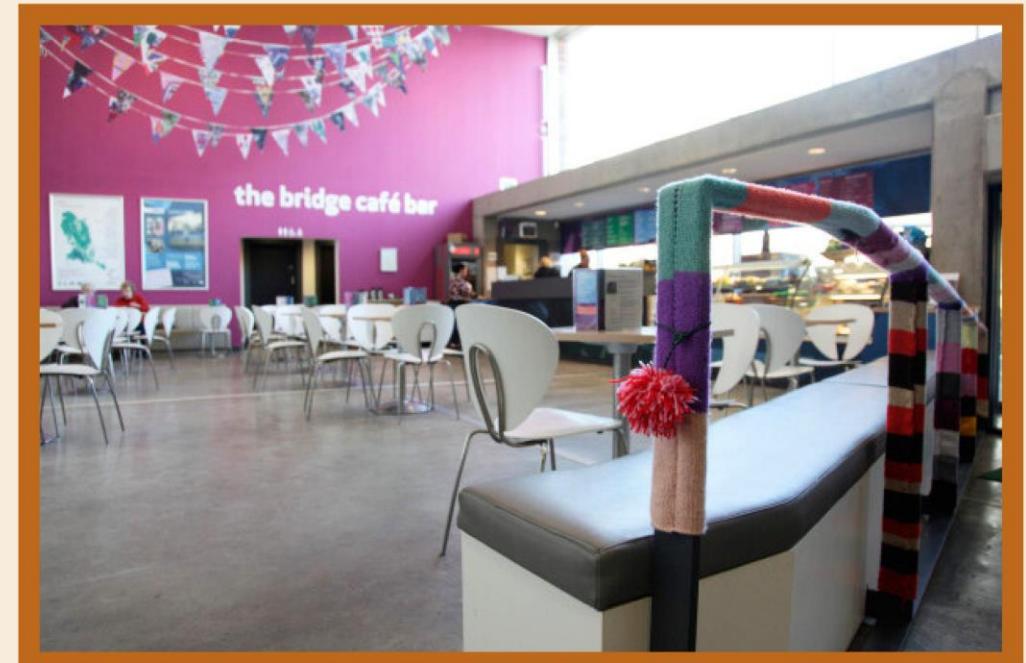
- SO good for the body
- SO good for the soil
- Lots of varieties
- Fun
- Beautiful
- Easy to grow
- Cheap to grow and/or buy
- Versatile





why Easterhouse?

- Partnership with Platform, based in Easterhouse
- Existing sense of community spirit / initiatives
- Underserved by public transport
- Area of multiple deprivation
- So-called “food desert”
- Neighbours





participant call out

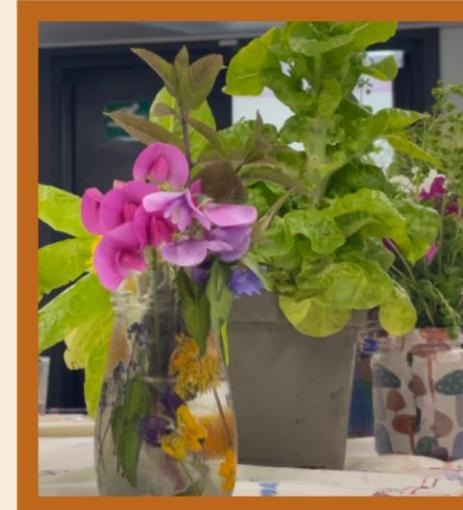
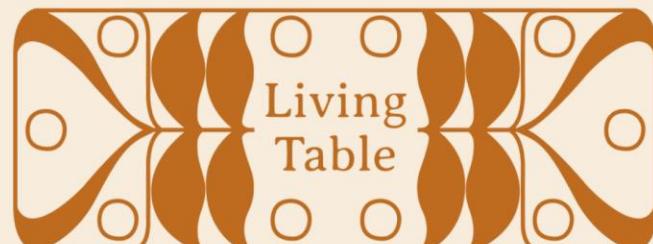
- three events on Saturdays 2–5pm
 - EATING
 - GROWING
 - COOKING
- £55 participation fee per event
- final public sharing during TOA Real Utopias Film Festival
- “apply” through survey





Session 1: EATING

- Bean dishes provided by Soul Food Sisters
- Three films
 - **Together We Grow (2022) dir. Jordan Osmond**
 - **Violeta & Sofia (2021) dir. Noah Berhitu**
 - **Frijoles (2020) dir. Giulio Origlia**
- **Désirée Coral**



1/— Session 2: GROWING

- Beans grown in advance by Susan at FARE Community Allotments
- Allotment tour
- Beans-based snacks
- Presentation from Em Merrin Armstrong about Full of Beans
- Recipe-creating



1/ Session 3: COOKING

- Growing 21 Community Café and Pantry in Ruchazie
- Food from shops, pantry and allotment
- Walter Sandovan - community chef
- Cooking self-devised recipes
- Eating together
- Film name
- Final event plans





Public event

- Together We Grow & Team Bean
- Bean stew provided by Qasba
- Presentation by Susan of FARE Community Allotments
- Conversation with Kit, Javid & Joyce
- Conversation about Platform & Public Diners
- Beans to go!





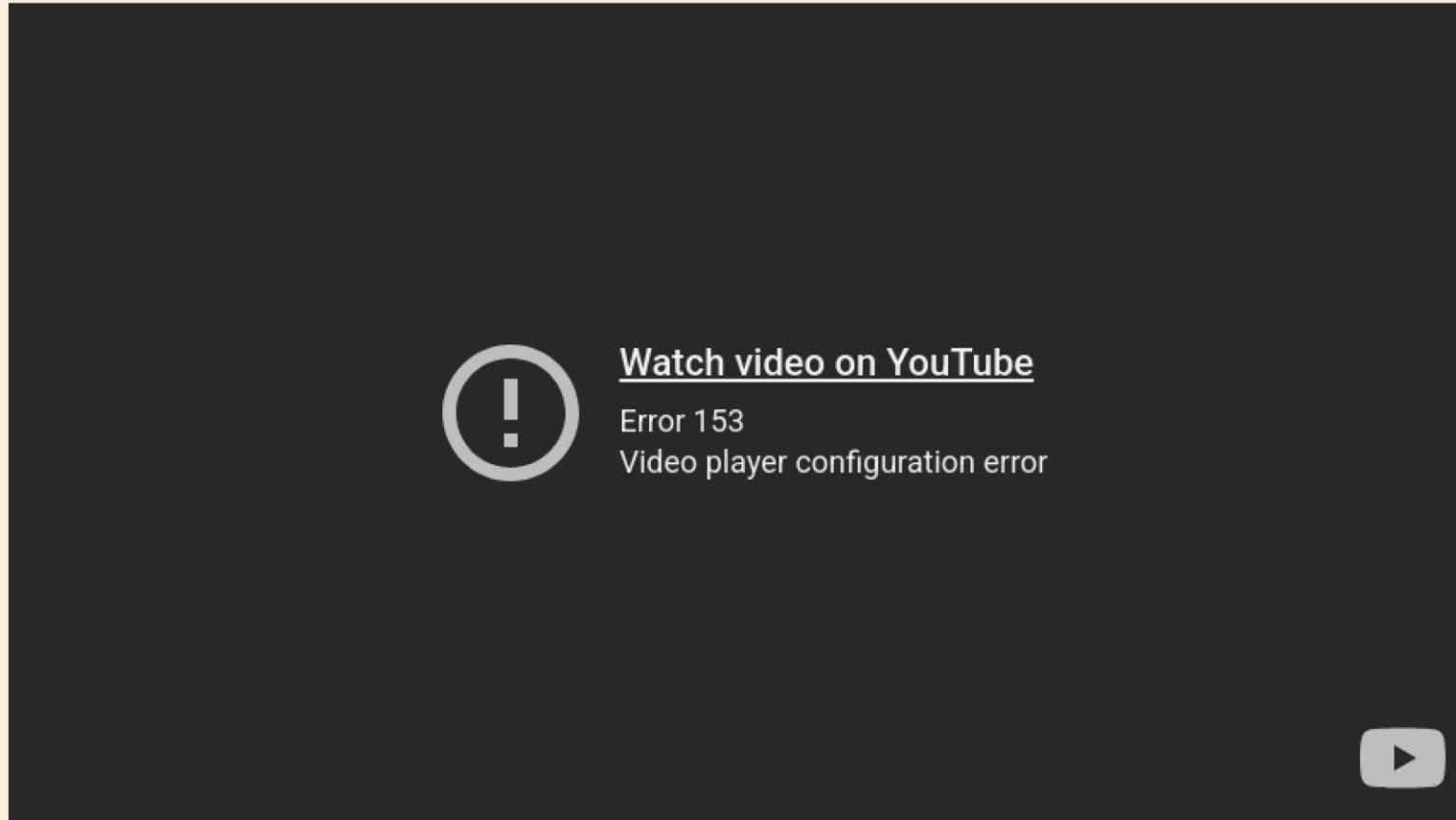
some findings

- Lack of previous knowledge about versatility of beans
- Joy of growing & cooking
- New friends
- Convenience stores vs gardens
- Extent of food desert
- Beans replacing meat
- The importance of community efforts





watch Team Bean!



bit.ly/TOATeamBean

1-5pm
Tuesday 25th November
Ferguson Room, A1 the Square
University of Glasgow

Bean based
buffet lunch

Full of Beans:

Beans in Glasgow one year on

Presentations
and stalls



Good food for all

GLASGOW FOOD POLICY PARTNERSHIP



GLASGOW
COMMUNITY
FOOD
NETWORK

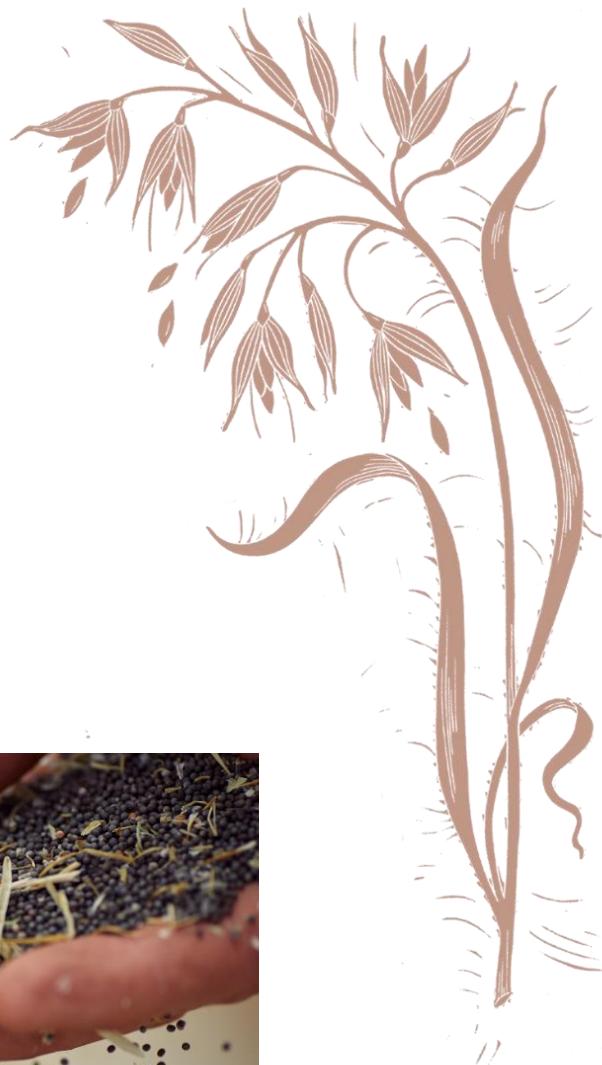


University
of Glasgow

Adam Smith
Business School

A food revolution starts with seed

The Gaia Foundation's
Seed Sovereignty UK & Ireland Programme



Why save our bean seed



Open-pollinated vs hybrid



Local vs imported



Ethically produced

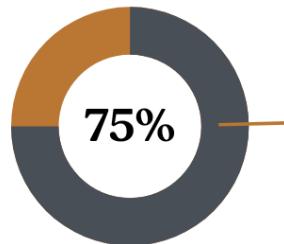


Seed
SOVEREIGNTY
THE GAIA FOUNDATION

Why we're here...

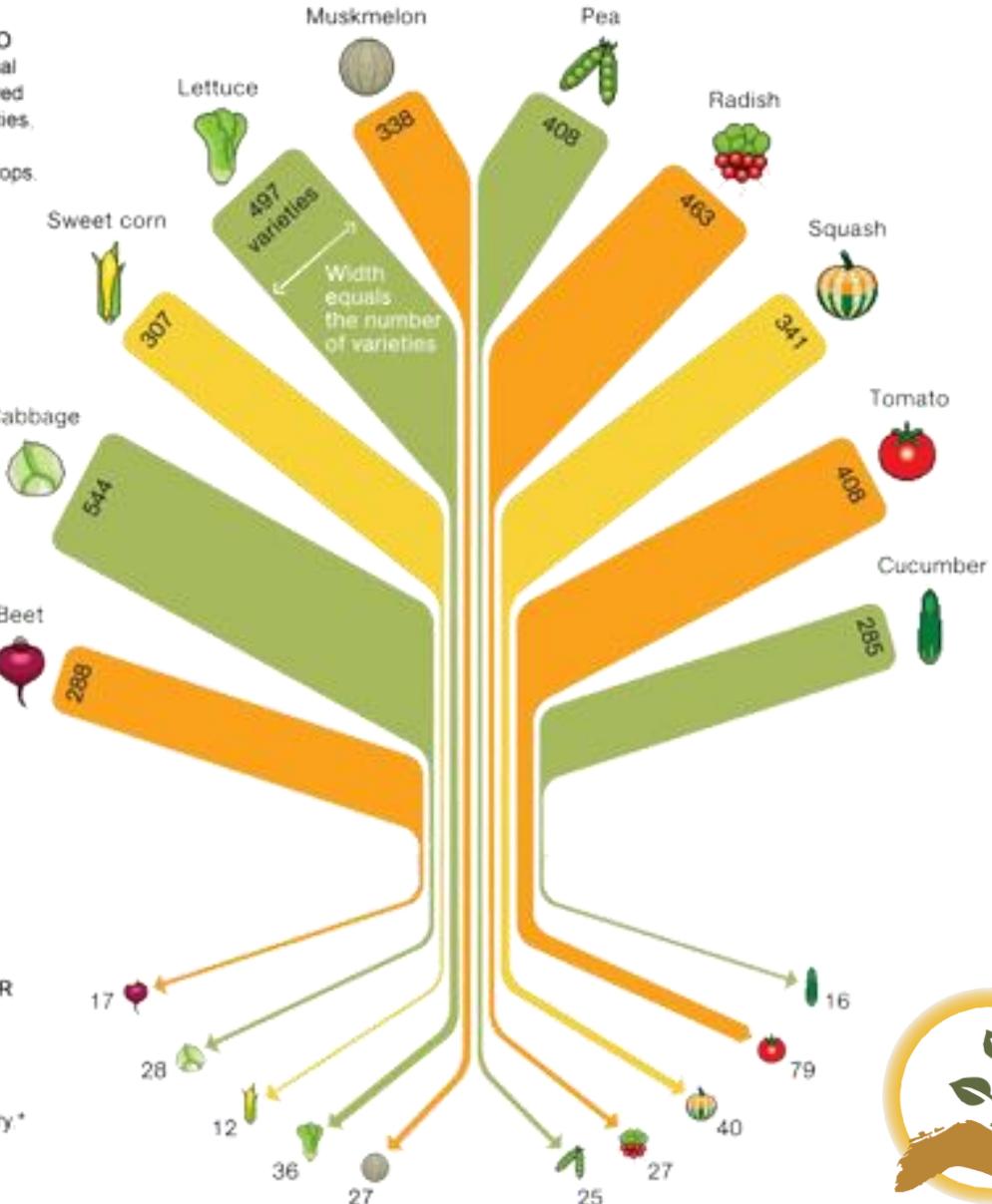
"Plant genetic diversity is one of the central preconditions for food security."

United Nations Food and Agriculture Organization



75% of the world's genetic crop diversity has been lost since 1900

A CENTURY AGO
In 1903 commercial seed houses offered hundreds of varieties, as shown in this sampling of ten crops.

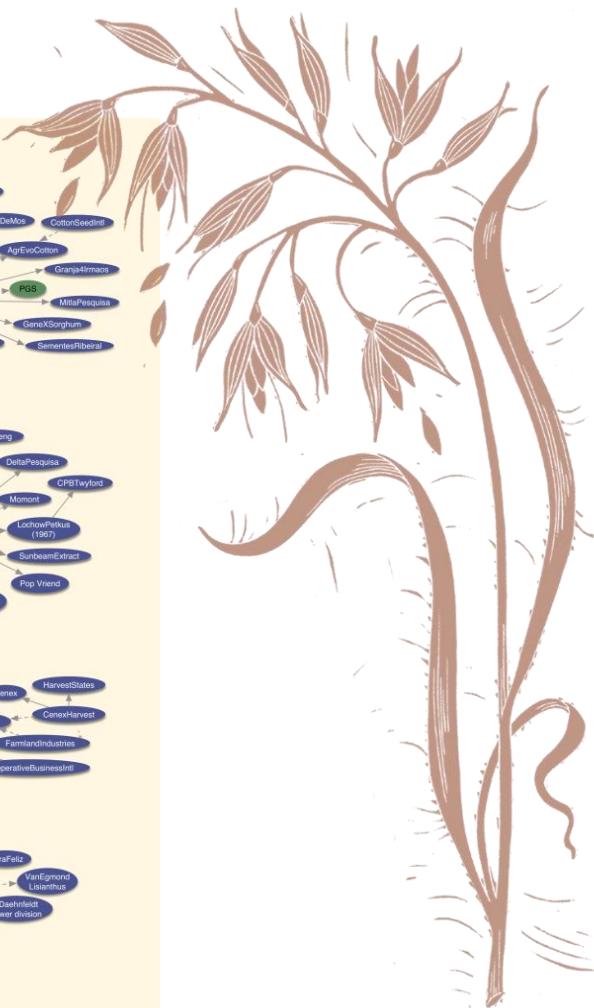
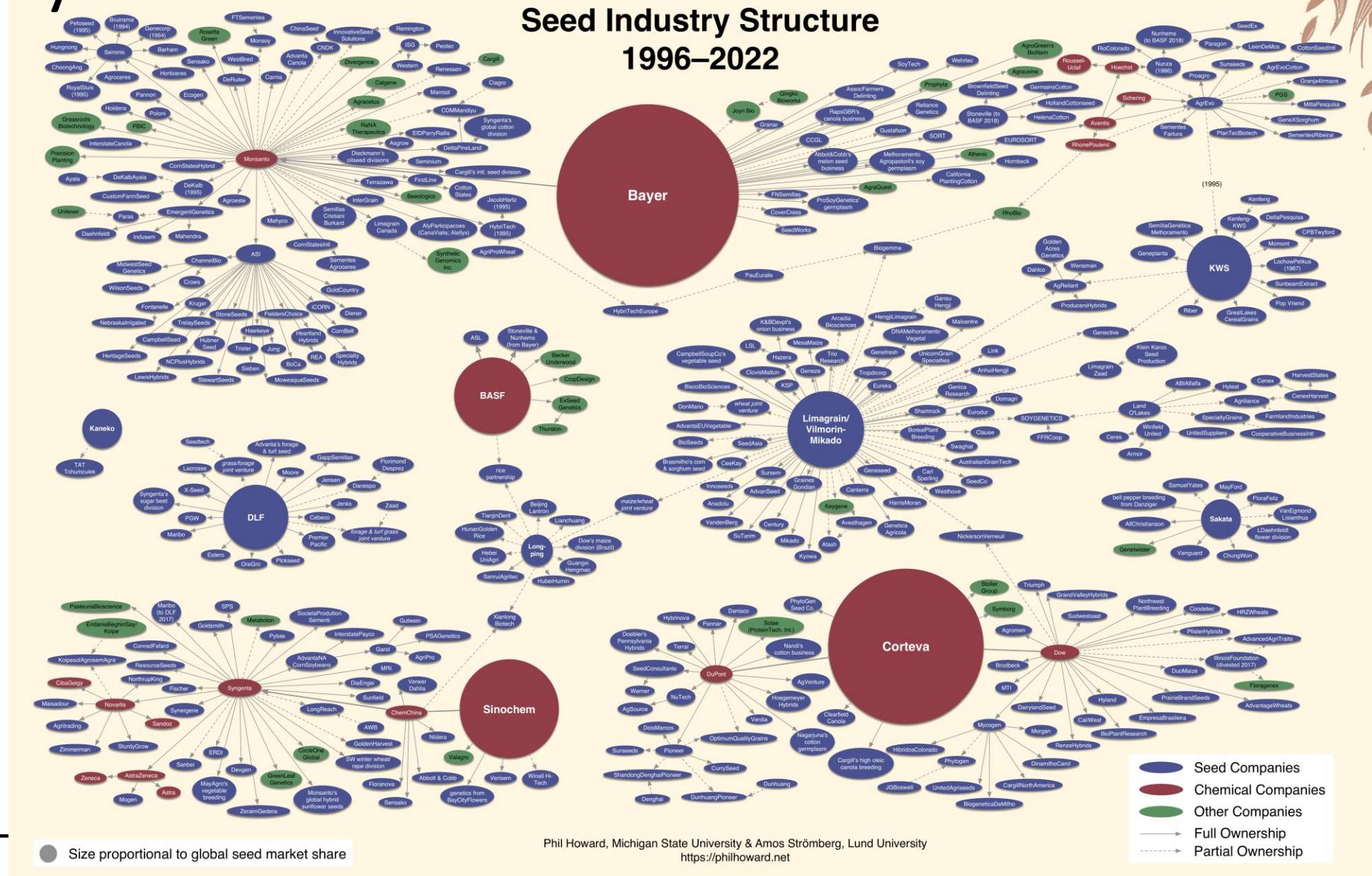


80 YEARS LATER
By 1983 few of those varieties were found in the National Seed Storage Laboratory.*



Seed
SOVEREIGNTY
THE GAIA FOUNDATION

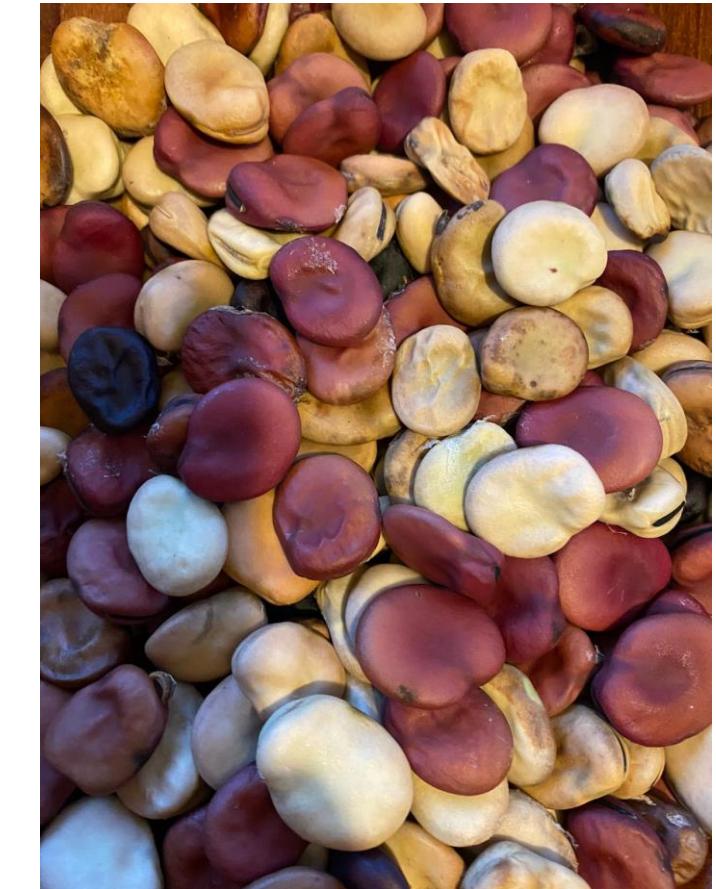
Why we're here...



Seed SOVEREIGNTY THE GAIA FOUNDATION

Crowd-breeding Project

Breeding diverse populations of promiscuously pollinating locally adapted seed

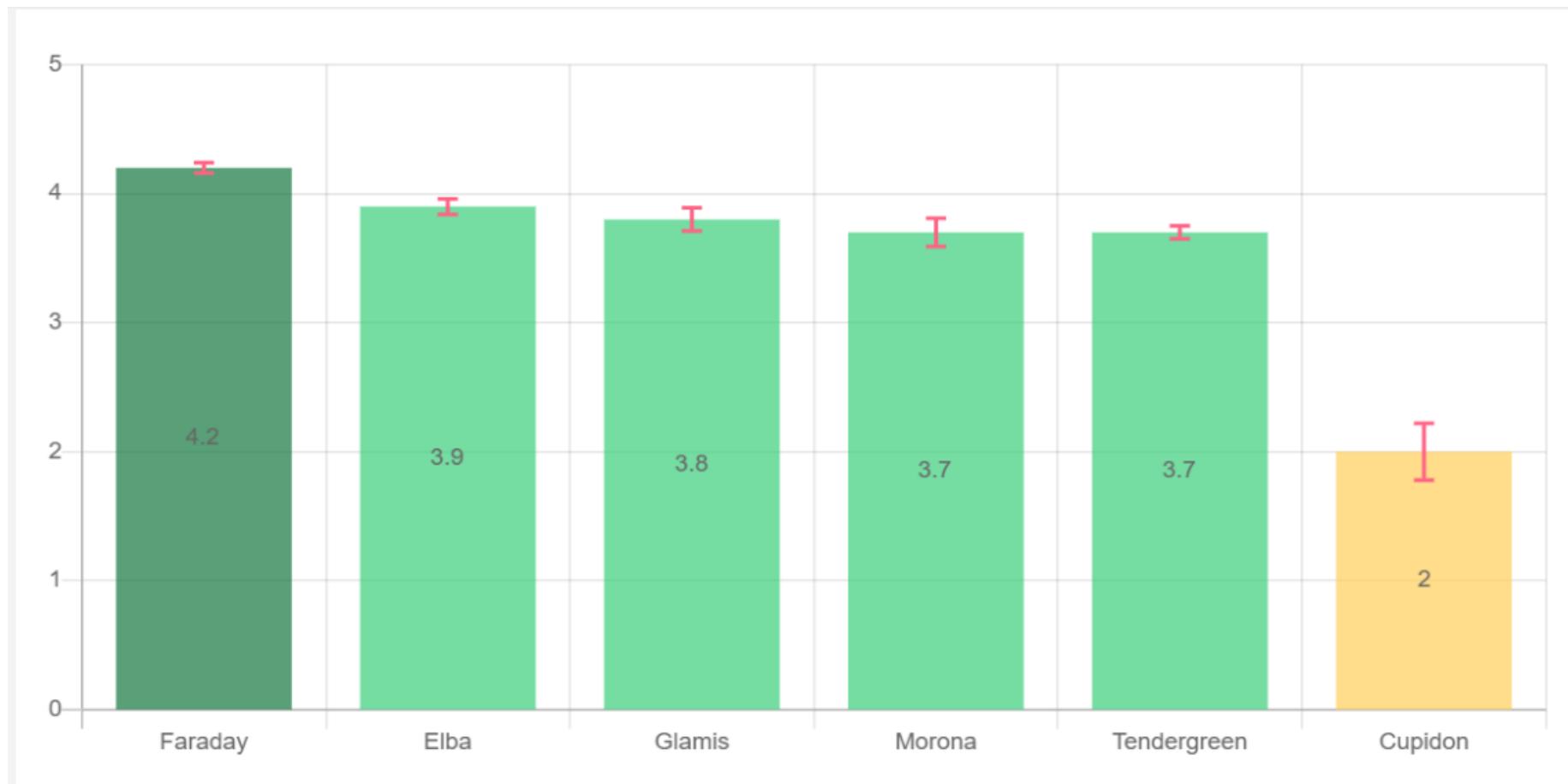


Leakey Bean Project



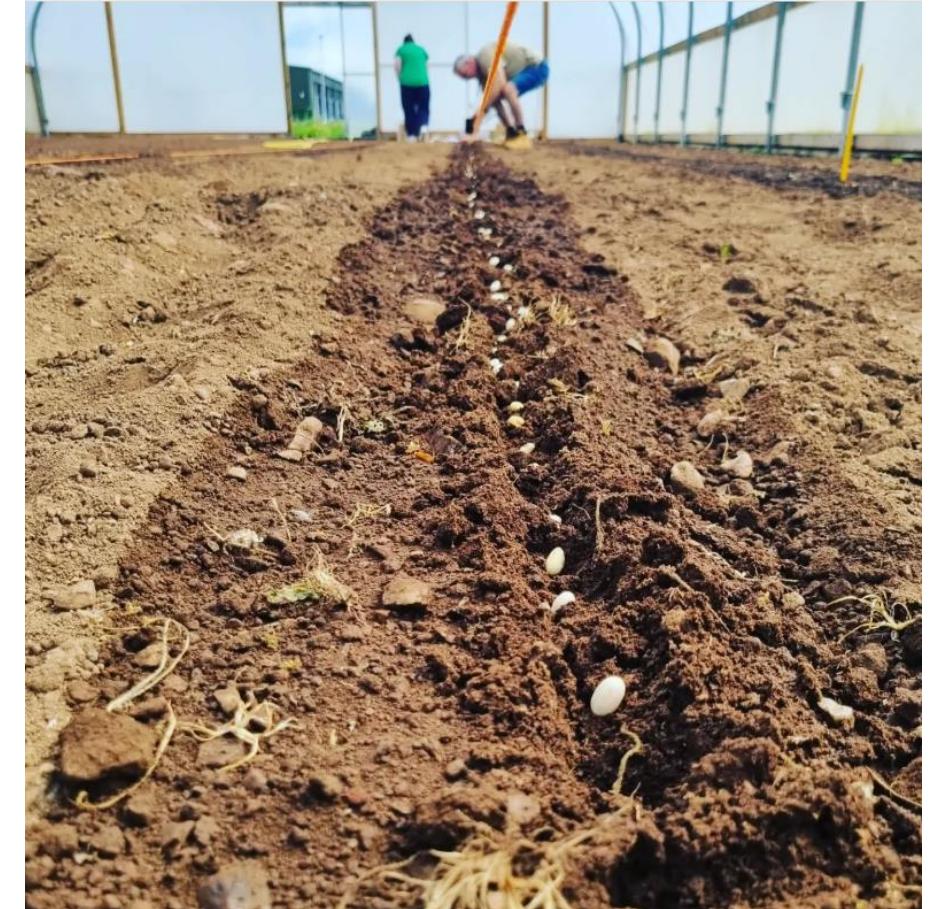
<https://vimeo.com/754722416?fl=pl&fe=sh>

Dwarf French Bean Trial



Bulking heritage Scottish Dwarf French Beans

- Small packets of 'Glamis', 'Glen Lyon' and 'Glencarse' beans were discovered in cool storage
- 'Glamis' was the life's work of the late Greta Priestley had a dream of creating a bean canning industry in Scotland in the mid-1950s.
- 'Glen Lyon' and 'Glencarse' were two more lines she bred, with 'Glamis' as one of the parents.



Welsh Seed Hub



French Beans

Machynlleth Mini Climbing French Bean

Machynlleth Mini French bean is a unique variety from an allotment holder called Syd...

6 in stock

£2.50



French Beans

Maggie's Borlotti Bean Climbing French Bean

This Welsh adapted variety is sweet and tender when young and a delight to snack on in...

7 in stock

£2.90



French Beans

District Nurse Climbing French Bean

This Welsh variety of the Italian borlotti bean is well suited to our cool, wet...

20 in stock

£2.90



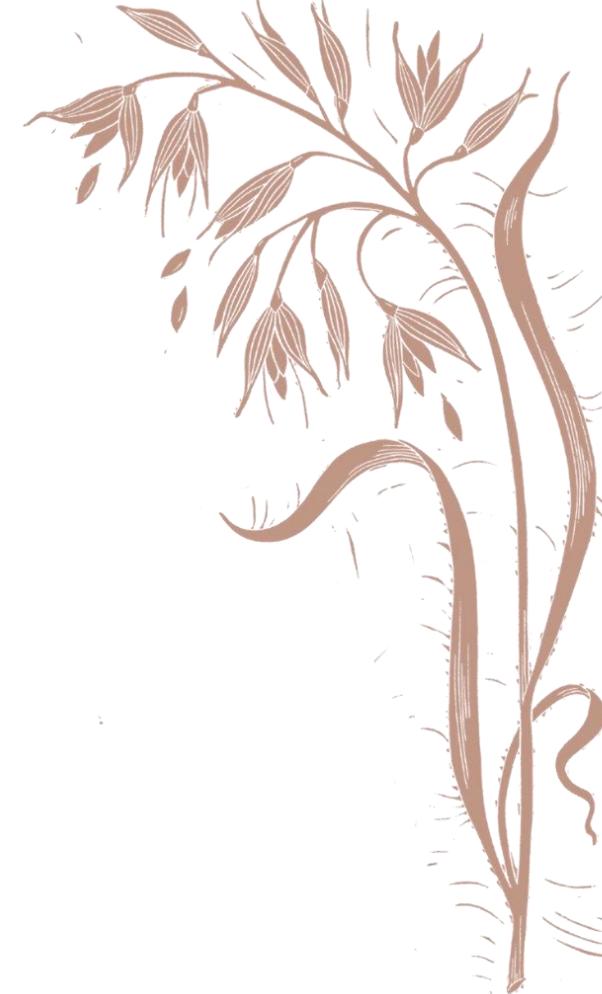
French Beans

Machynlleth Mini Climbing French Bean

Machynlleth Mini French bean is a unique variety from an allotment holder called Syd...

6 in stock

£2.50



Questions?

scotlandseedsov@gaienet.org



Seed
SOVEREIGNTY
THE GAIA FOUNDATION

1-5pm
Tuesday 25th November
Ferguson Room, A1 the Square
University of Glasgow

Bean based
buffet lunch

Full of Beans:

Beans in Glasgow one year on

Presentations
and stalls



Good food for all

GLASGOW FOOD POLICY PARTNERSHIP



GLASGOW
COMMUNITY
FOOD
NETWORK



University
of Glasgow
Adam Smith
Business School



Full of Beans research plans

Dr Helen Traill, University of
Glasgow

Why Beans



Evaluating the impact after one year

- Data from last year suggested people had made changes; but we want to explore what came from the Full of Beans campaign – what momentum might have been built, what inspirations or seeds were planted
- The question itself is critical to understand the connection of climate conscious messaging and practical implications
- We have a small research project with GFPP based on observing events and short interviews, a small survey, and we will also do some more case study focused work to draw out some of the more significant impacts

More beans in more places

- We know some things have changed –
 - more beans in schools, leading to a special award at the Scottish School Food Awards for their work increasing beans on the menu and building awareness
 - Universities across Glasgow continue to offer bean options (GFPP webinar recently covered this)
 - Full of Beans gets used as good food messaging to encourage others in e.g. Beans is How publications
 - We supported Glasgow Community Food Network to make small community cookbooks with participants in their workshops addressing diverse cultural uses of beans



AOTA

FRI SOLES

POROT

Lubia

لوبيا

dau do

ALUVIA

Tell us more about
beans...

- We have a stall in the exhibition space, come tell us – what did you do differently? Or why did you not make changes? What's next for beans in Glasgow?
- I will also be there if you want to ask any questions about the research process or how we will use the data that's being gathered.
- There will be a report next year reflecting on our findings

1-5pm
Tuesday 25th November
Ferguson Room, A1 the Square
University of Glasgow

Bean based
buffet lunch

Full of Beans:

Beans in Glasgow one year on

Presentations
and stalls



Good food for all

GLASGOW FOOD POLICY PARTNERSHIP



GLASGOW
COMMUNITY
FOOD
NETWORK



University
of Glasgow
Adam Smith
Business School