



# Full of Beans

Glasgow Campaign Launch Webinar:

What's happening in the world of beans and how can you get involved?

#GlasgowFullOfBeans





# Full of Beans Campaign Launch Webinar

12:00-13:15

Presentations from:



Followed by a Q&A

#GlasgowFullofBeans



# Full of Beans

The Campaign and How You Can Get Involved



*Good food for all*

GLASGOW FOOD POLICY PARTNERSHIP



GLASGOW  
COMMUNITY  
FOOD  
NETWORK





# Slow Beans - Tuscany, Italy October 2023



Can legumes save the world?



# School Visit





# Producers Market



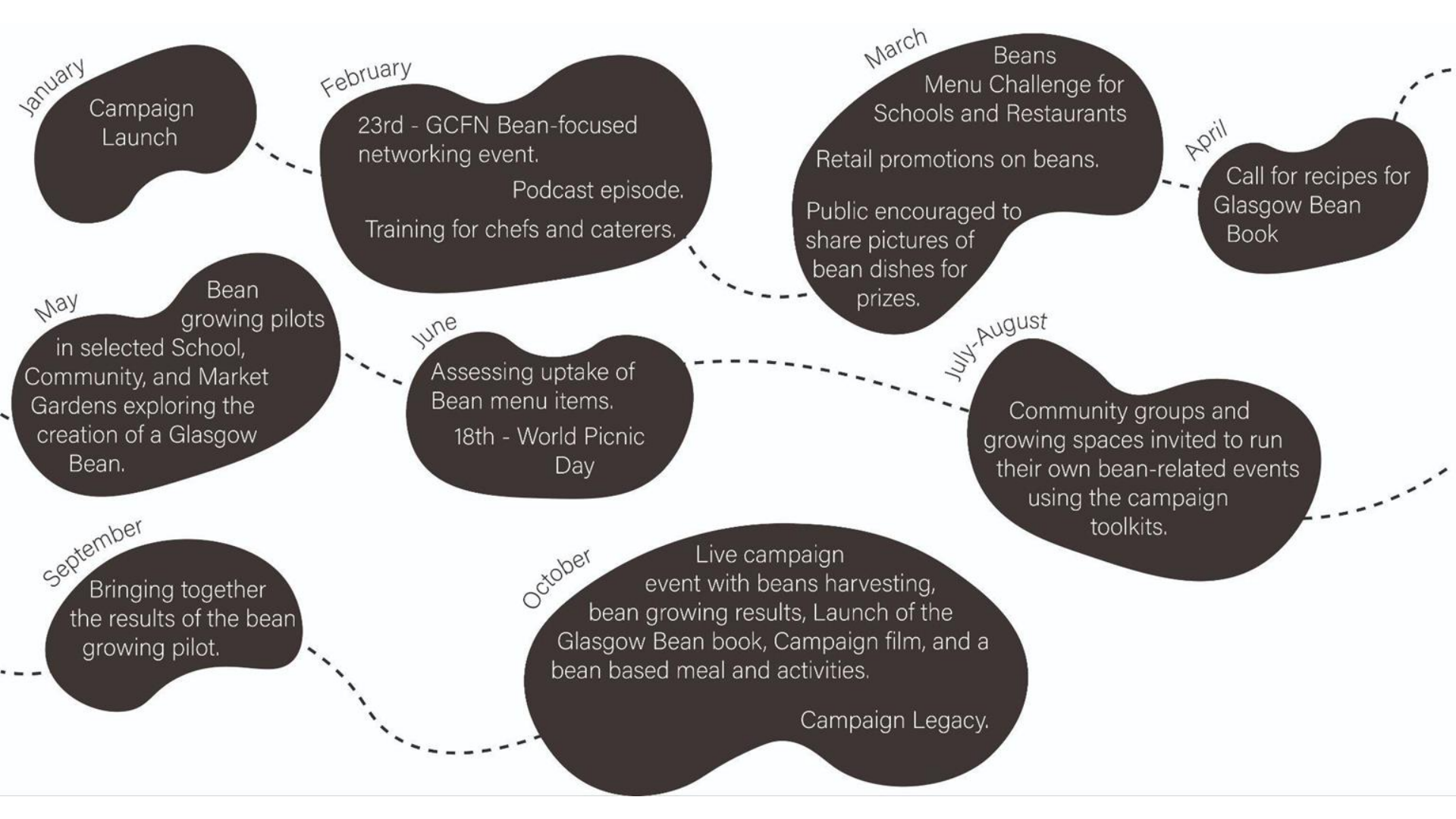


# Campaign Aims:

This city-wide campaign aims to promote greater consumption of beans and pulses as part of a healthy, planet-friendly diet in Glasgow. It will do so by:

- 🌱 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

*For the purposes of this campaign 1) Beans are defined as the seeds of legumes 2) Pulses are defined as the dried seeds of legumes.*



# Who can get involved:

Chefs and caterers

General public

Food retailers and pantries

Growers and market gardeners

Community projects

School teachers and children



## Furthering the aims of the Glasgow City Food Plan:



- Improved access to healthy affordable food and reduced food insecurity.
- Increased understanding of the food system with regards to nutrition and sustainability.
- More opportunities for communities to enjoy cooking and growing together.
- A thriving local food economy which promotes 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.



# Full of Beans

Campaign Communications Toolkit

## 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!



Communications Toolkit

How to get involved toolkit coming soon

[goodfoodforall.co.uk/projects/fullofbeans](http://goodfoodforall.co.uk/projects/fullofbeans)

Thanks to our supporters and campaign partners:



Slow Food® Glasgow





Find out more:

[goodfoodforall.co.uk/projects/fullofbeans](https://goodfoodforall.co.uk/projects/fullofbeans)

Contact us: [shw-gfpp@glasgow.ac.uk](mailto:shw-gfpp@glasgow.ac.uk)

Instagram: [@goodfoodforglasgow](https://www.instagram.com/goodfoodforglasgow)

Facebook and LinkedIn: Glasgow Food Policy Partnership

Twitter/X: [@GlasgowFPP](https://twitter.com/GlasgowFPP)

