

Full of Beans

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

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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 numerous barriers preventing bean consumption...

A mixed methods approach

Quantitative

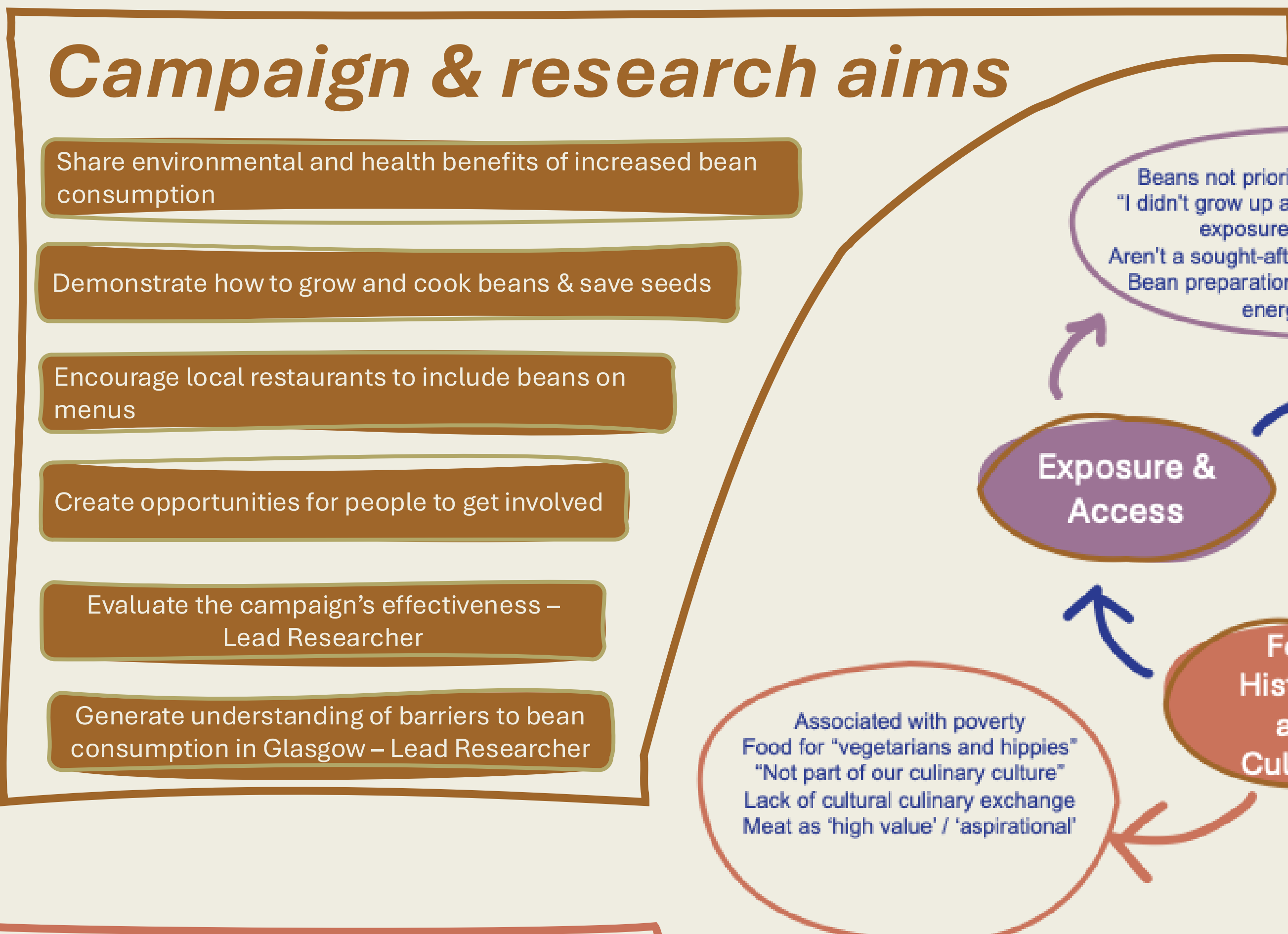
- Social media reach
- Event attendance
- Online questionnaire

Qualitative

- Ten 1-1 semi-structured interviews with partner organisation members and event attendees

Analyses included...

- Coding: identifying key themes in semi-structured interviews
- Identification of key themes arising from interviews with project participants
- Semi-quantitative sentiment analysis with MatLab
- Scottish Index of Multiple Deprivation Assessment
- Quantitative analysis of collected data



Next steps, recommendations, & reflections

- Glasgow City Council pledged to include a bean-based dish on the menu every day for primary and secondary schools – over **37,000 meals a day** – They won the Scottish School Food Awards for their involvement
- There could be increased scope for cultural exchange opportunities – such as co-created community sessions, creating a collective bean-based cookbook, and allowing for improved recipe collections
- 2024 was a very wet year – meaning bean trials were not successful. A dedicated bean-trial manager would need to be appointed to manage adaption trials and seed saving
- Diversified forms of communication could be used, such as reinforcing pre-existing collaborations for promotion, alongside 'analogue' methods – noticeboards at allotments, leaflets in community gardens, and a more broadly-promoted events calendar.
- For a campaign like Full of Beans to run again, approximately £20,000 would be needed to cover campaign costs, including staffing, materials, and venues.
- We have recently secured additional funding of £21,000 from the College of Social Science's Impact and Engagement Fund to run additional events and assess longitudinal success of the original campaign. This second run starts on the 1st of September.

Results

- The Full of Beans Campaign produced two toolkits: 'How To Get Involved' and 'Communications' – all attendees and participants were keen to use these in the future to support future bean work
- Most attendees (72%) considered themselves adventurous or 'not picky' eaters
- Vegetarian, vegan, and non-omnivorous diets can simultaneously be a barrier or a facilitator toward increased bean consumption
- Ten different restaurants, cafes, and organisations put beans on their menu for a month, and reported increased requests for additional bean dishes
- Most participants already knew about how beans positively impact health and digestion, but fewer were aware of how climate-friendly beans are
- Most attendees have added more beans to their diet, but prefer jarred, tinned, or canned beans. Dried bean preparation is more time-consuming or impractical on a large scale
- Most respondents attended an event because they wanted to learn more, or it was already relevant to their interests – indicated attendees were an already engaged group
- Participants attending a Full of Beans event described it as 'interesting', 'enjoyable', 'engaging', and 'informative' (Figure 13B), with interviews highlighting high campaign quality.

Figure one: Feedback loop contributing to sustained lack of bean consumption in Glasgow. Lower levels of exposure and awareness to beans leads to a lower level of preparation and recipe-focused knowledge, which contributes to less time being made to prepare meals from scratch. This subsequently reinforces cultured and classed food histories to what constitutes a well-balanced and appropriate meal.