

FULL OF BEANS 2.0



The Full of Beans campaign, run by the Glasgow Food Policy Partnership in 2024 and 2025, set out to increase knowledge and consumption of beans across Glasgow, working with caterers, schools, universities, community organisations, and the public. This report presents findings from a follow-up evaluation conducted in 2025-6, asking a simple question: *what happened next?*

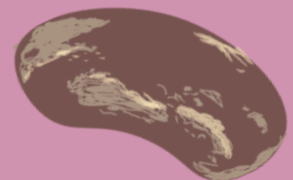
The evidence, while indicative rather than definitive, points to a campaign with real and lasting effects; even if those effects are diffuse, social, and resistant to clean measurement.

Among those the campaign directly reached, bean consumption appears to have grown, with the proportion eating beans most days or weekly rising from around 64% to 75%. More striking than the numbers, participants described genuine and persistent changes to their habits and real bean-related joy, with several explicitly attributing these to the campaign. Crucially, this reach extended beyond direct participants: partners, friends, and household members who never attended a single event were reported to have changed their bean habits through proximity to someone who did. Social diffusion: quiet, interpersonal, and unbudgeted, emerged as one of the campaign's most significant and underappreciated mechanisms of change.

Beans were embedded across all Glasgow primary and secondary school menus, reaching tens of thousands of children, University catering incorporated beans and campaign messaging, and Glasgow Community Food Network delivered community workshops and a zine celebrating bean traditions from Glasgow's migration and diasporic communities, broadening the campaign's cultural scope. The barriers to bean consumption: cultural stigma, cooking confidence gaps, and access constraints remain, but this evaluation adds a clearer picture of how social relationships mediate all three.

Running beneath the successes is a quieter, but equally important, story about precarity. The people doing this work are committed and creative, but funding instability, burnout, and high turnover are real constraints on what the campaign can sustain and build upon.

Rather than a conventional list of recommendations, this report closes with a set of reflective questions for practitioners, funders, and fellow bean enthusiasts; on reach and diffusion, on the non-converted, on campaign sustainability, and on the bigger food system picture of which beans are, in the end, just one lens.



CONTENTS

EXECUTIVE SUMMARY

AUTHOR NOTES / FUNDING

FOR STARTERS: AN INTRO

[Beyond the humble bean](#)

[The bean scene](#)

STIRRING THE POT: METHODS

BEAN COUNTING

[Who wasn't at the table?](#)

[Why did they come?](#)

[Are people *actually* eating more beans?](#)

GUT FEELING: BEYOND THE NUMBERS

[Institutionalisation and organised diffusion](#)

SLOW COOK: EMERGING THEMES

[Bean momentum and impact](#)

[Social diffusion](#)

[Fragility, funding and the human cost of organising](#)

STILL SIMMERING: ONE YEAR ON

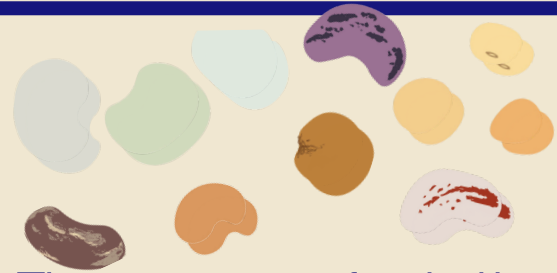
FEEDING FORWARD

[Questions for future practice](#)

REFERENCES

APPENDIX

CLICK THE
LINKS TO
NAVIGATE



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[Underlined text is a link to an external resource.](#)

This report was produced and designed by Dr Em Merrin May Armstrong, using graphic elements (beans!) designed by Thai Groucott. Dr Em Merrin May Armstrong undertook quantitative and qualitative research. Dr Helen Traill undertook case studies, provided critical insight & lots of emotional bean support.





4

The Full of Beans campaign was a project run by the Glasgow Food Policy Partnership in 2024 to promote beans across many contexts in Glasgow, working with caterers, businesses, universities, schools, the community food sector and the wider public to create better knowledge and understanding of beans, and ultimately boost their consumption within Glasgow in the longer term. In 2024, we evaluated the campaign, speaking to those who had engaged with it online and in-person, as attendees, observers and partners.

While we found some evidence of change, one critical question that remained was how much initial changes in practice became embedded. As such, we designed a follow-up project to trace the further impacts of the Full of Beans project, one year down the line. This included bringing people together to celebrate on-going work around beans and follow up survey and interview work to capture what happened next in the world of beans.

Beyond the humble bean

The humble bean may seem a curious focus for such work for those not embedded in sustainable food conversations. Beans and legumes are increasingly seen as a critical horizon for dietary intervention as both good for soil in growing, good for increasing fibre intake, and good for substituting into dishes as a lower carbon protein source. It is seen then as the ultimate win-win: but it is also a food that many are wary of, for a whole variety of reasons. While Sustainable Food Places (SFPs) have been around a while, and are increasingly embedded in food transformations in the UK, their work sits between in knitting together existing organisations for synergies and campaigning work (e.g. Sugar Smart and Veg Cities). In this way, the Full of Beans was novel – explicitly encouraging people to eat more of something.

The bean scene

The Full of Beans campaign did not emerge in a vacuum. Beans are increasingly seen as an important horizon for diets and the climate and that is reflected in a wide range of work across the UK and beyond, to which the Full of Beans campaign contributes in different ways. Full of Beans was initially carried out with the support of Beans is How, the global bean advocacy project.

That work continues, drawing examples now from Glasgow, with podcasts and articles written about Glasgow's successes as inspiration for other Sustainable Food Places and campaigns.

The bean momentum continues, with news in late 2025 of a multimillion-pound grant to the Food Foundation to work towards wider bean uptake across the UK (including their Bang in some beans campaign). Closer to home, Take One Action, the activist film festival, worked with people in Easterhouse to think about bean consumption with the Beans on Screens project, which GFPP were well placed to feed into.

This is part of a wider conversation about sustainable proteins that continues, with the sustainability of the global diet weighed against nutritional needs and cultural preferences, as part of a wider discourse on diet transition². In this context, whether and how bean promotion works in place becomes important for diet transformations more widely; as the Full of Beans campaign becomes an exemplar for others to copy and feeds into the wider conversation about diet sustainability.

To ask what happened next, we drew together a number of quantitative and qualitative data sources. Because we lacked initial baseline data, we could not quantitatively track shifts in bean consumption over time. However, we could repeat similar exercises to our initial Full of Beans evaluation to explore what changed over time and we could also explore work in Glasgow that moved forwards because of their inspiration by or involvement in the campaign. We held a ‘one year on’ event in November 2025 to discuss with people where their work on beans had gone and reflect on the campaign’s impacts on practice.

Then, drawing on targeted case study interviews with known follow-on projects, a survey advertised through similar means to last time and interviews with people attending our follow on event, we were able to explore what might have stayed the same, what is shifting, and how beans work is evolving in the wake of the Full of Beans campaign. We spoke to 14 people across this project, ranging from public participants to community organisers to catering managers.

In this way, this evaluation was driven by the question – what happened next?

In what follows, we set out the main findings from this evaluation; firstly comparing quantitative results between the years and then asking if our model from the qualitative data still applies this time round. We then explore three concrete cases where the Full of Beans campaign made a difference at scale – in universities, schools and community food work. Towards the end, we reflect on where beans work is now and what implications there are for practice emerging from our findings.

“WHAT HAPPENED NEXT?”

Survey questions were different, the questions did not always map neatly onto one another, and the samples are small enough that individual differences in who happened to complete the survey each year could shift percentages considerably.

Direct comparison should therefore be treated as indicative rather than definitive.

Given the weakness of the quantitative data from our previous sample, the results from this follow up survey were designed to capture indicative change rather than to directly compare or measure changes in the intervening time. We suspect, given the ongoing engagement with work around Beans from similar people, that those who responded to the survey in 2025 and in 2024 were roughly the same populations, and certainly the demographic profiles explored below suggest this too. **We suspect we spoke to broadly the same people in 2026 as we did in 2024.**

The overall picture is of a campaign that continues to speak most clearly to working-age adults with some existing engagement with food, community, or sustainability. To better understand participant's locations, we used the Scottish Index of Multiple Deprivation, value based on supplied postcode. 44% of Glaswegians live in SIMD 1, the quintile with the most deprivation factors. The second and third SIMD quintiles account for the majority of respondents across both years, with 39% and 35% of 2026 respondents falling into quintiles two and three respectively, compared to Glasgow's actual distribution of 18% and 14% for those quintiles.

Who wasn't at the table?

**PUBLIC
REPORT
2026**

Surveys of this kind tend to reach people who already have some relationship with the campaign, some capacity to engage with a written questionnaire, and some reason to feel that their response matters.

In both 2024 and 2026, not a single respondent came from the most deprived quintile of Glasgow postcodes, despite 43% of the city's population living in those areas. This is not to say that participants from the most deprived quintile did not attend events - events were held in areas that fall within quintile one in 2024, and the campaign's school meals work reaches children across the city regardless of postcode.

8



Are people actually eating more beans?

PUBLIC
REPORT
2026

The short answer, among the people we spoke to, appears to be 'more than before.'

2024 to

Once a day

67% to 75%

A couple of times a month

27% to 13%

2026

These are not dramatic numbers, and we cannot overstate what they mean for Glasgow's food culture more broadly – especially given our narrow audience. They are, however, consistent with what people told us when we asked them directly about their relationship with beans. **Participants described changes that were real but rarely dramatic, as we will explore more further in relation to the interviews.**

9

Our 2024 evaluation proposed three interlocking and reciprocal barriers to bean consumption in Glasgow: cultural histories, knowledge gaps, and access constraints. The 2025-6 data deepens this model, with an extra emphasis on how relationships can support or amplify conditions.

Cultural barriers are consistently evidenced theme across both datasets, the association of meat with status, beans with poverty or vegetarianism, and baked beans as a dominant cultural reference point were raised by participants.

“Because meat is considered like upper class... by consuming meat your social status raises” -INT03

“Beans [are often] associated with poverty, veganism and vegetarianism. This 'hippy' type thing, and meat is often seen as the end goal” - INT02

*“Beans growing up was just baked beans, to be honest. You never really thought about what else they could be”
- INT08*

“Lack of skill sets in Scotland... something that is intergenerational”(INT03)

“If I was to go home right now and say I'm going to make a bean-based dish, I wouldn't know where to start”(INT07)

“People just don't know how to prepare them. It's not something that's commonly taught”(INT02)

This was interwoven with bean knowledge, where participants across both years describe lack of cooking confidence, perceptions of other's potential unfamiliarity with dried bean preparation, and intergenerational loss of food skills as persistent constraint.

GUT FEELING: BEYOND THE NUMBERS

PUBLIC
REPORT
2026

Social and relational dynamics emerge more strongly in 2026 as both a barrier and a pathway, where household food cultures, peer influence, and community settings shape whether people encounter, try, and sustain bean consumption in ways the original 2024 model didn't fully capture.

Our 2025-6 evaluative process revealed that social and relational contexts can either amplify or reduce all three barriers depending on contextual household and community dynamics. **In households or relationships where one member is bean-forward, others are more likely to follow. Where one member may be reticent, other members may be too.**

"When we first got together, she didn't eat any beans whatsoever... now she's so obsessed with beans" (INT09)

"My boyfriend, he would never have bought beans in the past. He's now buying the jars of beans" (INT05)

"People are trying stuff that they wouldn't necessarily try at home" (INT04)

"There's a real enjoyment to them... when they're there, people want them" (INT02)

"We found ourselves like stuck in the mindset of people that surround us" (INT03)

These reflections from our participants illustrate how no single barrier operates in isolation, cultural stigma shapes what knowledge feels relevant, economic constraints shape what access means in practice, and importantly that social relationships can either entrench or break down all three.

Recognising that the bean work from 2024 did not engage with lots of bean-forward communities in Glasgow with migration or diasporic backgrounds, the Glasgow Community Food Network put on three community-facing creative workshops with community chefs, telling stories about eating, cooking and living with beans across a range of migration and diasporic backgrounds. They were compiled into a community zine; and continue to inform inclusivity food work carried out by Glasgow Community Food Network.

GCFN were a key player in the initial Full of Beans campaign and organising the workshops was an obvious next step: a key organiser noted the nudge from the previous evaluation to widen the reach of workshops and it *'gave [GCFN] that excuse almost to kind of commit because we all wanted to continue in some way'* [INT11]. The same organiser noted that, because of the collaborative work the campaign was building on, organising bean workshops was *'like pushing an open door'* [INT11] in terms of people's willingness to engage. In this way, beans diffused in several ways; not least celebrating beans and bean knowledge from across the new Glaswegians and widening knowledge of bean recipes from a range of backgrounds.

The University of Glasgow joined the Full of Beans campaign for their on-campus catering, providing a daily bean or pulse dish in the James McCune Smith building, and celebrating the campaign on its website and in the outlet itself. Beans are now firmly embedded within menus and efforts to 'normalise' sustainability in catering (INT14). This also helps the bottom line, with lower-carbon dishes helping with the wider sectoral recognition that there's 'no wiggle room anymore' (INT13) in catering budgets.

This is part of a city-wide movement to improve campus food, with Glasgow Caledonian University's outsourced catering with BaxterStorey winning a silver Food For Life award for their work in this area. As part of a wider push to increase the sustainability of campus food on both campuses, this again increases the reach of Full of Beans work through increasing the bean options in the environment.

Schools across Glasgow have been including beans on their menu after tireless work from the catering department at the city council, winning awards at the Scottish School Food Awards in 2025 for their innovation. From getting butternut squash and butter beans into the macaroni cheese to trialling cowboy beans, Singapore noodles and lentils in bolognese, this work diffuses the bean campaigns into the lives of many people across Glasgow who are likely unaware of the original campaign.

Yet the campaign, and being a part of it, was key to making the bean work easier and more successful, as one key collaborator in the school food project put it: *"I think it's taken the whole community of people that we work with to make it a success"* [INT12]. While they noted that they would have worked in isolation, the *"absolute synergy"* of working across organisations and all pulling in the same direction, made it possible to access new opportunities and collaborate towards awards, creating an *"whole community of people [who] make it a success"*.

These collaborations between Glasgow Food Policy Partnership and the City Food Plan provide critical support for this kind of institutional embedding of the Full of Beans project.

bean momentum and impact

Bean-based behaviour deepened and was reinforced after engaging with Full of Beans. Participants have explicitly attributed changes to their food habits to the campaign, as one interviewee put it: *"There have been more beans consciously because of the Full of Beans programme"*(INT01). The interviews have also pointed to deeper changes, suggesting lasting longevity beyond the initial events, with an interviewee suggesting the campaign *"changed [their] bean lifestyle"*(INT06).

This was not anticipated by the 2024 evaluation, and may speak to the fact that individuals in our sample were often key organisers and food workers in the city. Their proximity to that work appears nonetheless to have had lasting impacts beyond the initial engagement with the work.

This is also evident in the wider bean movement alluded to earlier, with the Full of Beans campaign often used as an example of good practice and the diffusion of bean recipes and practices (e.g. Beans is How report).

"There was this Reddit thread [about versions of products you couldn't change back from]... if you buy the beans in a jar, oh my God, I'd eat them with a spoon."(INT06)

"Fibre's the new protein, yeah, I've heard that."(INT08)

"That could be a shift or paradigm on legumes."(INT03)

Participants in 2025-6 also described a broader cultural moment around beans and legumes, which the campaign supports and reproduces. References to jarred bean trends, online communities devoted to bean preparation, and the growing mainstream visibility of fibre as a nutritional talking point all suggest that Full of Beans has been operating within a slowly shifting food culture, and may have been ahead of a curve. This is encouraging, but participants were careful not to overstate it.

Social diffusion

The 2024 evaluation touched on social diffusion as a mechanism for increased bean awareness and consumption anecdotally, but lacked robust, longer-term evidence to reinforce this. The 2025-6 interviews built more evidence around social diffusion as a consistent pathway of change, suggesting the need for a more systematic study in this regard. Participants described influencing partners, friends, and household members who had never attended a single event:

"My boyfriend, he would never have bought beans in the past. He's now buying the jars of beans and making his own hummus" (INT05)

"When we first got together, she didn't eat any beans whatsoever... now she's so obsessed with beans" (INT09)

This diffusion also spread through professional and community networks, particularly within community gardens and other community-oriented settings, indicating the type of organisations directly engaged by the organisers, who are often themselves interested in supporting sustainable food. Participants reflected that Full of Beans encouraged them to embed beans into their ongoing strategies, delivery, and outreach:

"We're really more confident about why we're choosing to work with beans, pulses." (INT04)

"We made a massive tray of that [bean dish] for a community meal." (INT10)

"We are more aware of [beans] as an ingredient." (INT08)

"We're more aware of the potential for beans to be popular with our customers." (INT08)

Social diffusion

Interviews pointed to growing confidence and awareness reflected in bean-practice, again broadening the impact of the Full of Beans campaign in subtle and diffuse ways.

While the 2024 report acknowledged the importance of partner organisations and community settings, the 2026 data goes further, identifying community cafés, gardens, and shared cooking spaces as the primary sites where lasting behaviour change actually occurred. This suggests a reorientation of where future campaign energy could be focused, with direct embedding into existing community groups to foster a relationship over time, opposed to using community spaces as host sites for single events.

"People are trying stuff that they wouldn't necessarily try at home"(INT04)

"Dietary choice... being introduced to it in this like community way"(INT04)

"There's a real enjoyment to them [beans]... when they're there, people want them."(INT02)

This speaks to future evaluations needing to account for social diffusion and everyday spaces of food encounters. There is a need perhaps to engage with those 'once removed' from direct engagement with the campaign to allow for a more in-depth understanding of longer-term diffuse engagement with beans, legumes, and pulses and the spaces where dietary change happens.

Fragility, funding and the human cost of organising

Community organisations work in a fragile financial context, and this affects their capacity to engage in the food movement consistently. Both datasets identified funding instability as a critical constraint, but the 2026 data expresses this with greater urgency and specificity, including direct mentions of burnout among food activists and the personal toll of short-term funding cycles.

As the Glasgow Food Plan identified in 2021, instability is chronic. As such, while community organisations have been key spaces for exploring and de-risking beans for many people, they remain uncertain contexts for community food workers, despite often their enthusiasm and commitment to the work of food system change.

Beneath the enthusiasm and genuine commitment that characterises everyone we spoke to runs a quieter current of precarity and exhaustion.

Participants described funding cycles that made it impossible to plan their own lives, the revolving door of passionate people who enter community food work and leave when the instability becomes unsustainable, and the daily reality of wanting to do more while barely keeping up with what already exists.

This is not peripheral to the evaluation; it is central to considering what it takes to run a campaign like Full of Beans, and what is lost when the conditions to sustain it are not in place.

"The funding landscape is really unpredictable and it's quite hard to plan your own personal life around the short funding cycles" (INT09)

"People come in very enthusiastic... and then move on to something more stable, less demanding" (INT09)

"We feel like we're barely keeping up with delivering those two projects." (INT04)

"Ideally want to participate more, but sometimes it's just like, how?" (INT04)

"It's challenging, isn't it?" (INT04)

"You really need projects that are long term that engage with communities." (INT09)

"There's enough funding to deliver it, but that doesn't cover you to market it and network." (INT06)

The impact of campaigns is never all that easy to ascertain in a satisfyingly scientific manner. Without baseline data, our findings remain descriptive and indicative rather than definitive. The survey sample is self-selecting and small. Despite this, we feel we've been able to get a solid understanding of the evolving bean scene.

Then again, behaviour change in food is notoriously difficult to measure, even with significant research infrastructure and longitudinal design - a modestly funded community campaign should not be held to a standard that well-resourced clinical trials already struggle to meet. The gap between reported intention to eat more beans and actual sustained dietary change is also well-documented in food behaviour research. **But there are, in this study, clear signs of both direct and diffused impacts from the campaign:**

Multiple participants independently reported eating more beans after campaign involvement, and crucially some of these changes persisted well beyond the campaign period - one participant was still literally cooking with beans bought during the original project over a year later.

Social diffusion appears to have been a genuine and underappreciated impact pathway - partners, friends, household members, and restaurant customers who never attended a single event were reported to have changed their bean habits through proximity to someone who did.

The hospitality data offers the closest thing to a measurable proxy - one restaurant partner sold approximately 1,200 portions of a butter bean special over 25 days, which tells us at least that there is clear and concrete enthusiasm for beans. It's worth noting that edamame beans and green beans are already a staple on their menu.

Three bean-based meals introduced across all Glasgow primary and secondary schools represents a structural change with potentially significant reach - 37,000 meals a day is a real number, though we cannot say how many of those children are now lifelong bean enthusiasts.

STILL SIMMERING: On momentum

PUBLIC
REPORT
2026

What is hard to pin down but seems culturally evident across in the narratives of participants, the number of bean related projects emerging, and the milieu in which inevitably we exist as bean researchers, is a broader moment emerging around beans. Participants described Reddit threads about jarred beans, the emergence of "fibre as the new protein" as a wellness trend, and a **sense that Full of Beans was ahead of a curve that is now beginning to catch up** (see: Beans is How, Bang In Some Beans, Beans on Screen).

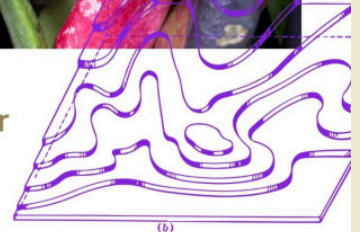
The sourdough analogy offered by one participant is perhaps salient here, *"people become a little bit obsessed with beans as they did with sourdough"* (INT03). While sourdough went from niche enthusiast food to mainstream practice through exactly this kind of gradual social diffusion, accumulating cultural momentum over time before tipping into widespread adoption (with some help from a global pandemic). Full of Beans may be contributing to an equivalent process for beans, but the timeline is far longer than a single campaign cycle. **Where this goes next and how such a cultural moment fares in an increasingly volatile political economic moment remains to be seen.**



BEANS ON SCREEN



Thursday 25 September
2pm-5pm
Platform @ The Bridge,
Easterhouse



platform
the arts centre in Glasgow's east end

F.A.R.E.
Working with Communities

RSE
The Royal Society
of Edinburgh
KNOWLEDGE MADE USEFUL

Real Utopias

BANG IN SOME BEANS

FEEDING FORWARD: Bean futures

PUBLIC
REPORT
2026

The campaign almost certainly increased bean consumption and cultural openness to beans among its participants and their immediate social networks. It probably contributed to a broader shift in the cultural visibility and legitimacy of beans in Glasgow's food conversation, where a previous bean agnostic remarked; *"It just gave me ideas that you can create so many different tasty foods from beans."* (INT07). It demonstrably achieved at least one structural change of significant scale in school meal provision and contributed to community bean outreach and an increasing number of beans in university contexts across Glasgow too.

This institutional buy-in allows for a scalar effect, with beans more widely accessible across a range of contexts, and at key points in people's lives. This remains, however, indicative rather than proof-positive, because we lack the data to say definitively anything more concrete – though the absence of proof is not the same as proof of absence.

We have no intention of telling people here how to cook (or evaluate) their beans, but there were two key themes that spoke to us from these findings that might merit some reflection from practitioners and fellow bean enthusiasts: social diffusion effects and the cultural moment beans are having.

FEEDING FORWARD: bean futures

PUBLIC
REPORT
2026

One of the most consistent findings across both the 2024 evaluation and the 2026 qualitative data is that Full of Beans has been most effective among people already sympathetic to its aims.

The audiences who attended events, completed surveys, and gave up their time to be interviewed are, by and large, people who already cared about food, sustainability, or community; and in many cases already liked beans.

But it does prompt a more interesting question than simply "how do we reach more people?" The 2026 data suggests that the converted are not sitting still. They are going home and cooking bean dishes for their partners, recommending jarred chickpeas to their friends, and growing French climbing beans and donating the harvest to community cafés. They are essentially already doing the diffusion work, quietly, socially, and without a campaign budget.

This matters because it reframes what success might look like for a campaign like Full of Beans. If the primary mechanism of change is not mass conversion but gradual social diffusion through trusted relationships and shared food experiences, then the most important question may not be 'how do we reach the non-converted directly?' but rather, 'how do we give the converted the tools, confidence, and cultural permission to keep spreading the word in their own communities?'

The institutional interventions—beans in school meals, chef training, #BeansOnTheMenu—represent a different and complementary pathway, embedding beans structurally into food environments that people encounter whether they are interested in beans or not. **A child who eats a Mexican bean wrap at school because it appeared on the menu is not being converted by a campaign; they are simply eating lunch.**

FEEDING FORWARD: the zeitgeist & beyond

PUBLIC
REPORT
2026

There is something genuinely interesting happening in the broader food culture around beans and legumes now, and Full of Beans finds itself operating within it rather than against it. Participants in 2025-6 described a growing mainstream visibility for beans; in wellness culture, in restaurant menus, and in online food communities, that was not as evident in 2024. The jarred bean trend, the rise of fibre as a nutritional talking point, the growing interest in plant-based protein among people who would never describe themselves as vegan - all of these suggest that the cultural ground is shifting, slowly and unevenly, in a direction that is broadly favourable to what Full of Beans has been working towards. It is easy for campaigns operating in areas of significant resource constraints to feel like they are pushing against an immovable cultural wall⁴



Yet as one participant put it, campaigns like this are perhaps "*more successful than they maybe appear to be*" (INT08), their effects hard to trace but real nonetheless.

There is no reason in principle why beans cannot follow a similar trajectory to sourdough – a kind of accumulated cultural momentum sustained through many small moments of sharing, tasting, and conversation contributing to the shift. The question is whether the conditions – the institutional embedding, the community infrastructure, the cultural permission – are being built steadily enough to sustain the momentum.



Rather than offering a conventional list of recommendations, we offer instead a set of questions that we think are worth sitting with – both for our partner organisations, funders, researchers and evaluators, or for anyone considering campaigning for more beans in the world. They fall into four categories and we hope they spark interest and debate, which we would always be happy to join you in!

ON REACH AND DIFFUSION

We know the converted are speaking to others- but do we know enough about who those others are, and what they are saying? Is there a way to make that diffusion more visible, even if not fully measurable?

The school meals achievement is significant and institutional. What would it take to understand its longer-term effects-not just whether the dishes remain on the menu, but whether children are eating them, enjoying them, and carrying something of that experience home?

Are there communities in Glasgow where the conditions for bean uptake are already more favourable than we might assume-where beans are already part of the food culture-that the campaign has not yet fully connected with? What would genuine partnership with those communities look like, on their terms rather than ours?

ON SUSTAINABILITY OF FOOD CAMPAIGNING

Is direct conversion of the non-converted actually the right goal, or is the more achievable and perhaps more durable goal to keep shifting the cultural environment so that beans become a normal, unremarkable, available part of Glasgow's food landscape - present on menus, in schools, in community spaces - whether or not anyone is actively persuaded?

What do we know about why the people who did not come to Full of Beans events did not come? What would a bean event need to look like to feel relevant to someone who has never thought much about beans one way or the other?

Is there a version of Full of Beans that starts not with beans but with something people already care about - a community meal, a school lunch, a growing project - and arrives at beans sideways, in the way that the best food change work tends to happen?

ON REACHING THE UNCONVERTED

Short funding cycles mean that each iteration of the campaign risks repeating what the last one learned rather than building on it. What is the minimum infrastructure—in terms of data, relationships, and institutional memory—that would allow the next campaign to start from where this one ended rather than from scratch?

The campaign has built something real in terms of networks, trust, materials, and cultural momentum. How do those assets get protected and developed in the gaps between funded activity, so that the next campaign inherits something rather than beginning again in a cleared field?

ON THE BIGGER PICTURE

Full of Beans is operating within a broader food system that continues to make beans harder to choose than ultra-processed convenience foods for many Glaswegians. Campaign-level interventions can shift awareness, knowledge, and motivation, but they cannot on their own change the structural conditions that make bean consumption easier or harder. What are the policy and institutional levers—procurement, subsidy, school food standards, food retail planning—that would most meaningfully complement the community-level work Full of Beans is doing?

Beans are, in the end, an entry point. The conversations this campaign generates are not just about beans—they are about food justice, cultural identity, land, climate, class, and what it means to eat well in a city like Glasgow. Is there value in making that bigger conversation more explicit, or does the specificity and playfulness of beans as a focus remain its greatest strength?

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As researchers, we can't resist pointing out how we could have done this better: so here are a few methodological notes for anyone trying this at home:

- A simple baseline survey of bean consumption habits before any future campaign activity begins, even a very short one, would enhance a pre and post comparison, as well as cross year comparisons, allowing data source triangulation and make slightly more robust claims at minimal cost.
- Building longitudinal follow-up into the ethics approval from the start-as the 2024 evaluation itself recommended-would allow six- and twelve-month check-ins that could track whether reported changes persisted.
- Asking restaurant and café partners to record bean dish sales data before, during, and after participation in the #BeansOnTheMenu challenge would provide commercial proxy data that is both meaningful and relatively easy to collect.
- Partnering with a community growing organisation to track seed distribution and harvest data over multiple seasons would provide a growing-side equivalent (it should be noted that we tried in 2024 but the weather (very wet) and slugs (rampant) had other ideas).
- Acknowledging that some of the most important impacts-changes in how beans are talked about, the normalisation of bean dishes in community settings, the slow shift in cultural associations-may never be fully capturable in quantitative terms, and that this is not a failure of the campaign but a reflection of how cultural change actually works.

