



SEVEN STEPS TO CREATING A MOVEMENT

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#GoodFood4All



GOOD FOOD FOR ALL



 **Beans
is How**

















Seven Steps to Creating a Movement

Seven Steps to Creating a Movement

Define shared
ambition

1





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Establish a
strong centre

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Invest in trust
architecture

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Move from
transaction to
identity

4

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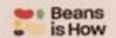
Move from
transaction to
identity

4

5

Build unlikely
messengers



 Beans is How

TRUE OR FALSE?

Growing more beans has many environmental benefits.

Looking for a food choice that is:

- ✓ Nutritious?
- ✓ Delicious?
- ✓ Good for the Planet?

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Meet the market
where it is



BRANCO
R\$ 12,95

CAVALO
CLARO
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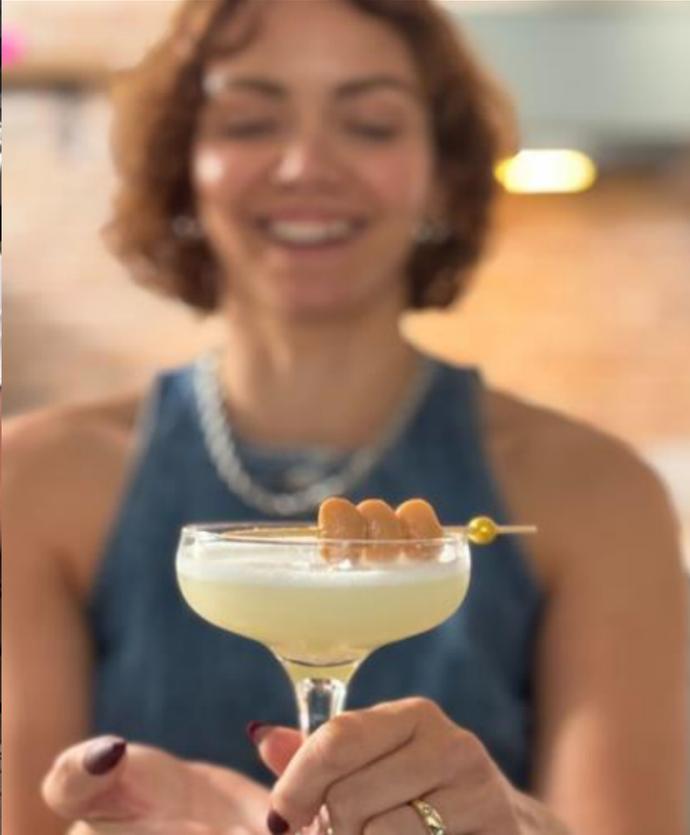
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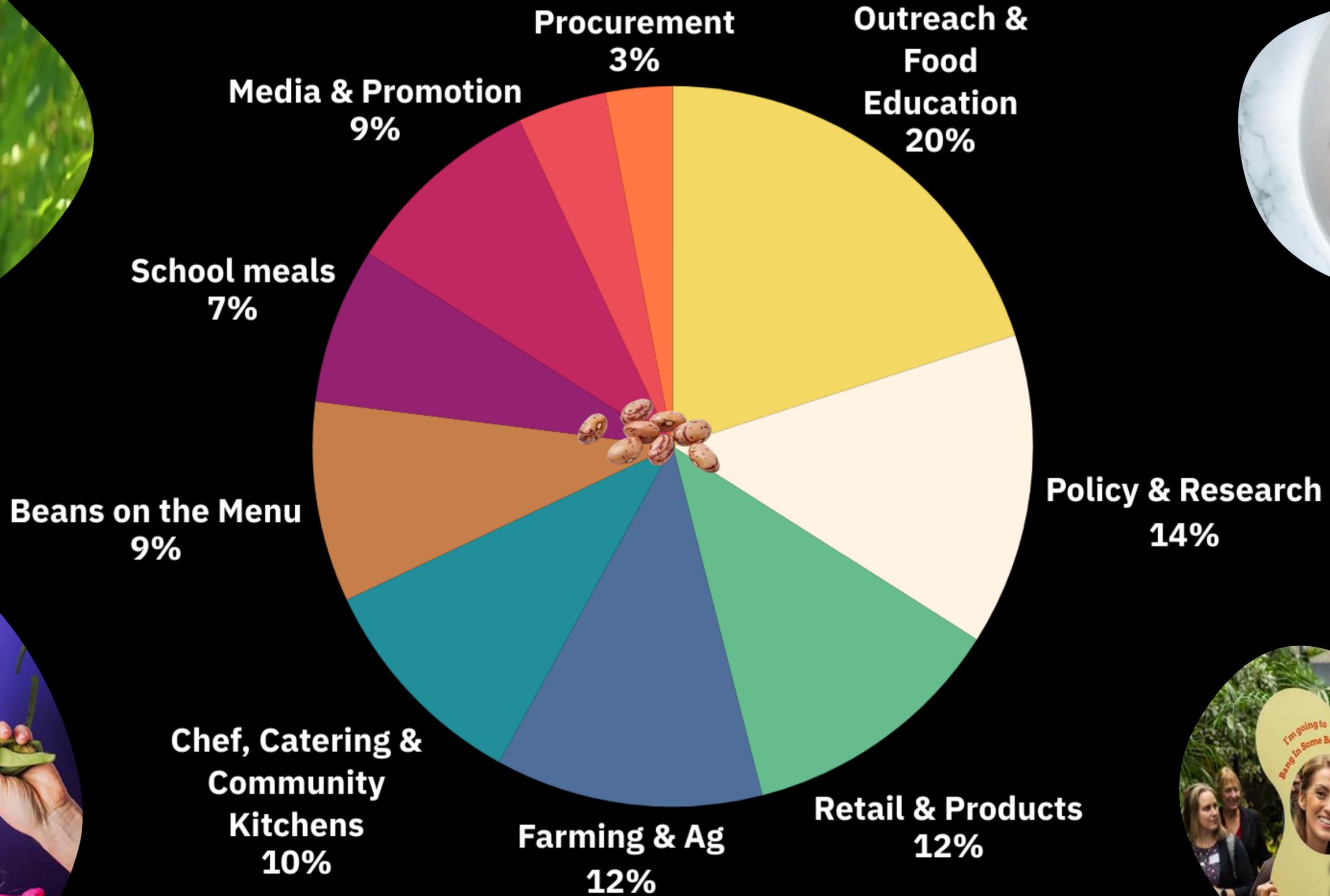
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 Beans is How



 **Beans
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Finger on the Pulse

Policy Pathways to Harness Beans for Sustainable Food Systems and Nutrition



Beans and Other Pulses as a Policy Intervention

Beans and other pulses are a simple, affordable solution to our global health, climate and cost of living challenges. The signatories of this memo recommend adding that the Post-Malabo Development Agenda reflects the significant importance of beans and other pulses as a cross-cutting solution aligning with broader goals of food security, economic empowerment, and sustainable development. We suggest it appears under VI: **"Commitment to Enhancing Resilience of Livelihoods and Production Systems to Climate Variability and other related risks"**:

"Beans and other pulses are recognized as a crucial crop and streamlined as a policy solution due to their nutritional benefits, ability to improve soil fertility, and potential to enhance food security and economic stability across African nations."

This memo provides a comprehensive proposal based on in-depth analysis, best practices, and evidence to enforce strong policy to bolster bean production and consumption across African nations.

Submitted by



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Stay in touch



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