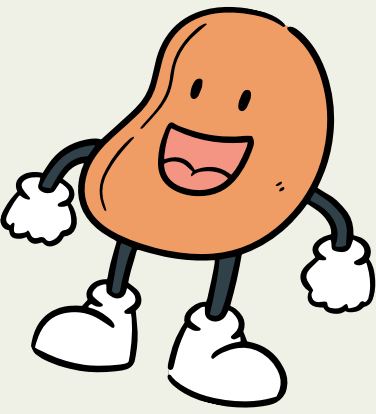


# Bean consumption in Wageningen

INSIGHTS OF THE OPINIONS AND INFLUENCES ON BEAN CONSUMPTION OF WAGENINGEN RESIDENTS

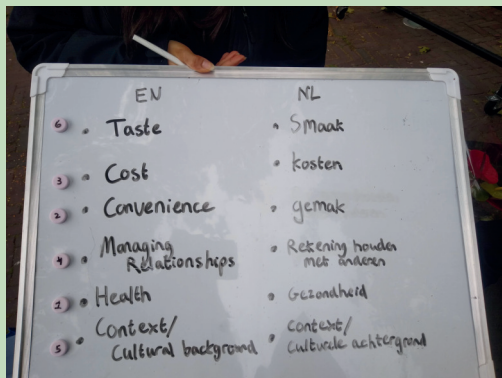


## HOW DID WE DO THE INTERVIEWS?



50 Respondents

Informal interview with a ranking method



Where?

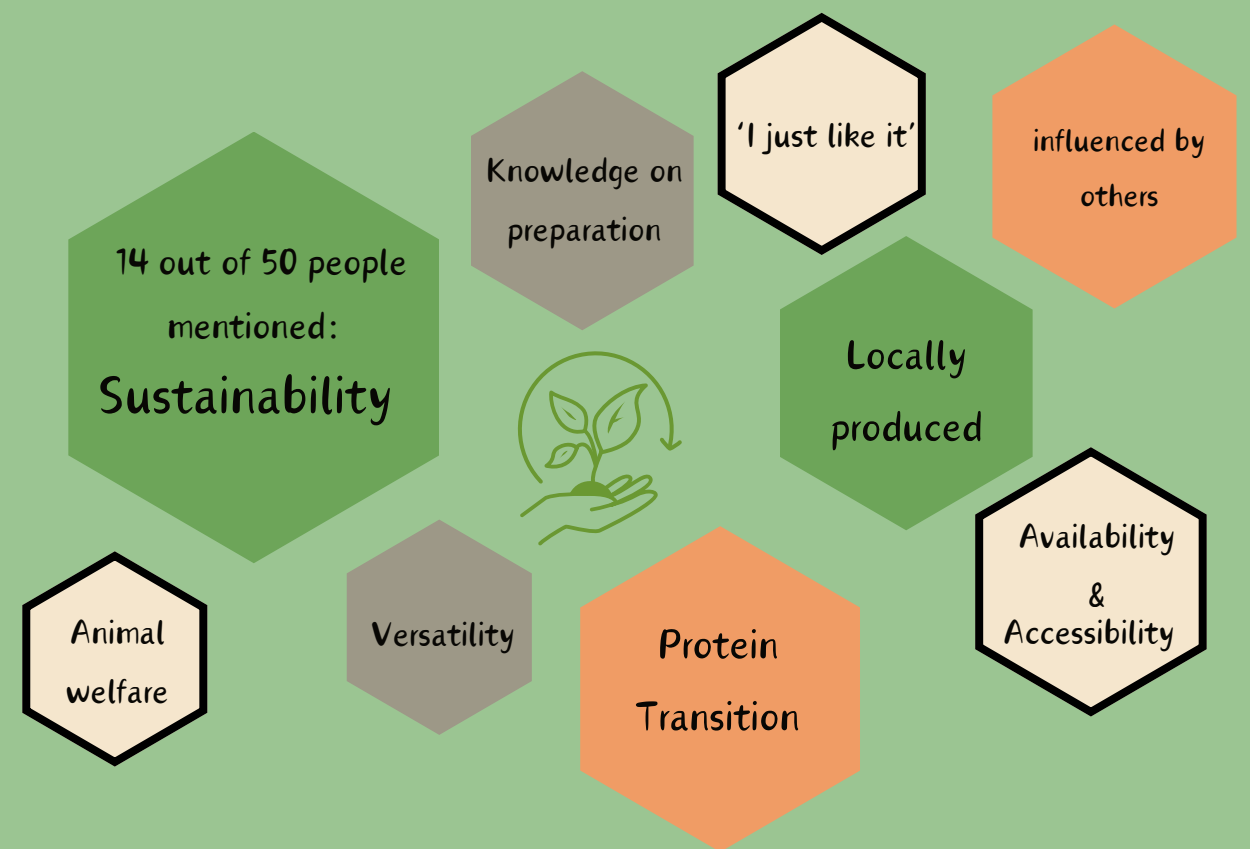


- The public library
- The city centre
- De Oude Tol
- The market
- Forum Building on Campus
- Sports Canteen the Bongerd
- Thuis Wageningen

## WHAT MOTIVATES PEOPLE TO EAT BEANS?



Other factors that are mentioned:



## WHAT IS THE ATTITUDE TOWARDS BEANS?

Residents feelings towards beans are mainly **Positive** 😊

The most popular beans: Chickpeas & Kidney beans

Open to trying new recipes ★★★★★

Open to replacing meat with beans ★★★★★

## WHAT CAN YOU DO?

Easy & tasty

### RECIPES WITH BEANS

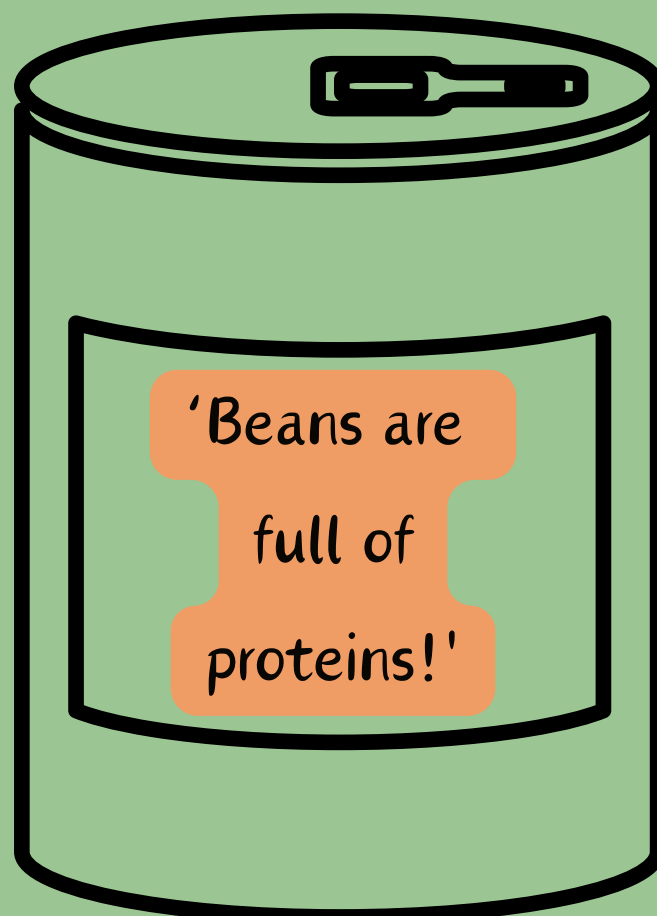
To improve knowledge on how to use beans.

Have to be accessible

- on paper
- on labels
- online

Tip: Work with QR codes!

Health is important to people, nutritional values can be emphasised on the packages.



- Improve accessibility in supermarkets
- Free samples to get people more used to beans
- Storytelling on cans to create connection
- Food boxes or workshops with beans (recipes)
- Spice mixes for beans
- Cooperations with restaurants (different cuisines)
- Marketing that emphasise the sustainable aspects of beans

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