



Session **G3**, November 10th, 9:15 a.m.

Marketing Magical Beans...

fostering a healthier and greener world for our kids!

**Presenters:**

Barbara Cole Gates, Founding Director Lean and Green Kids  
Child Nutrition Directors, Gail Gousha & Miguel Villarreal



Day 7

GPhase







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Home / Healthy Living / Healthy Eating / Eat Smart / Nutrition Basics / **The Benefits of Beans and Legumes**

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## The Benefits of Beans and Legumes

- Eat Smart
  - American Heart Association Cookbooks
  - Eat Smart Month
  - Fats
  - Nutrition Basics
  - The American Heart Association Diet and Lifestyle Recommendations
  - Alcohol and Heart Health
  - Caffeine and Heart Disease
  - Can Processed Foods Be Healthy?
  - Infographic: Carbohydrates
  - Celebrate National Family Meals Month
  - Daily Tips to Help Your Family Eat Better
  - Dairy Products - Milk, Yogurt and Cheese

American Diabetes Association

## Diabetes Superfoods

Diabetes Diabetes Risk Nutrition Fitness Community Get Involved Advocacy Understanding A1C Research Resources Take Our Risk Test

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"Superfood" is a term used by many food and beverage companies as a way to promote a food thought to have health benefits; however, there is no official definition of the word by the Food and Drug Administration (FDA). The FDA regulates the health claims allowed on food labels to ensure there is scientific research to support the claims. The list of foods below are rich in vitamins, minerals, antioxidants and fiber that are good for overall health and may also help prevent disease.

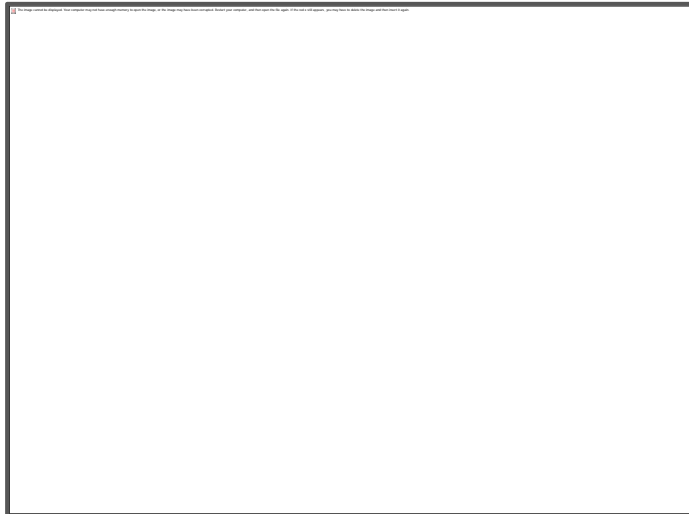
### Beans

Kidney, pinto, navy, or black beans are packed with vitamins and minerals such as magnesium and potassium. They are very high in fiber too.

Beans do contain carbohydrates, but ½ cup also provides as much protein as an ounce of meat without the saturated fat. To save time you can use canned beans, but be sure to drain and rinse them to get rid of as much added salt as possible.

### Dark green leafy vegetables

Spinach, collards, and kale are dark green leafy vegetables packed with vitamins and minerals such as vitamins A, C, E, and K, iron, calcium and



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## The Many Health Benefits of Beans

These nutrient-packed foods are key contributors to lasting weight loss and good health

By Janet Lee September 14, 2018

44 SHARES

f t p e

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# BLUE ZONES

LONGEVITY HOTSPOTS

LOMA LINDA  
CALIFORNIA

NICOYA  
COSTA RICA

SARDINIA  
ITALY

ICARIA  
GREECE

OKINAWA  
JAPAN

## BLUE ZONE LIFE LESSONS



MOVE NATURALLY



RIGHT TRIBE



RIGHT OUTLOOK



EAT WISELY



# MENUS of CHANGE

The Business of Healthy, Sustainable, Delicious Food Choices

## PROTEIN PLAYS: FOODSERVICE STRATEGIES FOR OUR FUTURE



**HARVARD  
T.H. CHAN**

SCHOOL OF PUBLIC HEALTH  
Department of Nutrition



1  
Nutrition  
Nutrition Education  
1219

2  
Operations

3  
Administration

4  
Communications & Marketing

» to your credit

Making the grade in your profession

By Dayle Hayes, MS, RD

## Cool Beans!

» How to teach students and their families about pulses: dry beans, peas and lentils.

An August 2019 research brief from the Healthy Schools division of the U.S. Centers for Disease Control and Prevention (CDC) outlines *Opportunities for Nutrition Education in US Schools*, emphasizing that this subject is vital in a comprehensive, effective health education program. As school nutrition professionals, you already know the report's basic tenets: “[S]chools play an important role in helping students establish healthy eating behaviors by providing nutritious and appealing foods and beverages, consistent and accurate messages about good nutrition, and ways to learn about and practice healthy eating.”

You also understand the challenges of providing nutrition education within the incredibly packed schedules of most schools today. As the CDC documents, “U.S. students receive less than 8 hours of required nutrition education each school year, far below the 40 to 50 hours that are needed to affect behavior change. Additionally, the percentage of schools providing required instruction on nutrition and dietary behaviors decreased from 81.6% to 74.1% between 2000 and 2014.”

Whatever the food or nutrition topic, there are multiple ways to include valuable educational messages throughout the school day, the school campus and the whole community. Many school nutrition departments are already actively involved beyond their cafeterias and kitchens. In this article, let's explore how you can use various settings within the existing school schedule to offer age-appropriate education about an important food group: dried beans, peas and lentils, also referred to as “pulses.”

### BEAN COUNTER

First, some clarification about the terminology for this food group is necessary. Since the establishment of the 2012 federal nutrition standards for school meals, this food group is officially refer-

enced as the Bean and Pea (Legume) Vegetable Subgroup. This component category is unique for school meals, because it can be credited either as a vegetable or a meat alternate, but not both at the same time. These crediting options reflect the distinctive nutritional quality of legumes. They are an excellent source of fiber and a good source of potassium; both are considered nutrients of public health concern in this country. Legumes are also rich in protein.

This means that pulses can help fill the fiber gap in most American diets and that they also make delicious, center-of-the-plate items for plant-based, vegetarian and vegan meals. According to school meal regulations, legumes in this group include dried black beans, dry black-eyed peas, edamame, garbanzo beans (chickpeas), kidney beans, lentils, lima beans (mature, including fava and mung), navy beans, pinto beans, soybeans, split peas and white beans.

But this is where the terminology gets a little tricky. Outside of school meals, in most of the nutrition, culinary and agricultural worlds, these foods are all considered to be in the legume family, but they are more specifically characterized as **pulses**. To further clarify:

Earn 1 CEU  
in the  
designated  
Key area  
and Key  
Topic Code  
noted above



Cool Beans  
...the lean & green  
PROTEIN



Cool Beans,  
AMERICA!



Cool Beans,  
NATIVE  
American



kidney



Plants are Powerful  
for better grades and n

PLANT POWER!

...real food for a strong body, sharp mind, and happy spirit

Give THANKS to MOTHER EARTH,  
for delicious & nutritious plants!



Daily Scoop N

1. How many visits from
2. Nuts and beans...
3. Special nutrient

Daily Scoop connection, September. Colorful plant-foods, nuts and beans for t



Daily Scoop connection, October. Pumpkin, Pear, Navy Bean

Daily Scoop Nutrition Trivia



1. Kidney beans are shaped like your...?



2. Orange foods like carrots and squash help your...?



3. REAL food grows from the...?

Daily Scoop connection, November. Winter squash, persimmon, kidney bean [leanandgreenkids.org](http://leanandgreenkids.org)



Cool Beans,  
MIDDLE  
EAST



Cool Beans,  
AFRICA



美丽

"beauty"

Cool Beans,  
CHINA



soybean



**Healthy Plant Food**  
the gift you give yourself

**FEED YOUR SOUL with PLANTS**

... for a strong body, sharp mind, and happy spirit!

**Beautiful Food**  
brought to you from plants!



Daily Scoop

1. Name the plant.
2. Vitamin D found in...
3. Bean variety...



Daily Scoop connection, January. Sweet potato, citrus, black-eyed peas (beans).



Daily Scoop Nutrition Trivia

1. Beets grow underground, so they are a \_\_\_\_\_ vegetable.
2. What fruit was a raisin, before it was dried?
3. Tofu is made from what kind of bean?

February. Soy bean, dried fruit, beets



**Plant Foods Nourish**  
...so you can flourish



**Daily Scoop Nutrition Trivia**  
1. Three kinds of leafy greens? 2. Three kinds of legum

Daily Scoop connection, March. Spinach, berries, lentil beans.

**Eat Plants. Save the Planet**  
Plant-based meals conserve energy, water & wildlife



Daily Scoop connection, April. Beans around the world, asparagus, kiwifruit

**LIVE. LOVE. EAT PLANTS.**  
Fruits Vegetables Whole-Grains Seeds Beans



Daily Scoop connection, May. Avocado, carrots, pinto bean

**Daily Scoop Nutrition Trivia**



**Bean Protein.**  
What kind of bean in the burrito?



**Carrot.**  
Type of veggie?



**Avocado.**  
Why good fat?



COOL  
BEANS,  
America!



# Plant Power!

...for a strong body, sharp mind and happy spirit!





COOL  
BEANS,  
America!





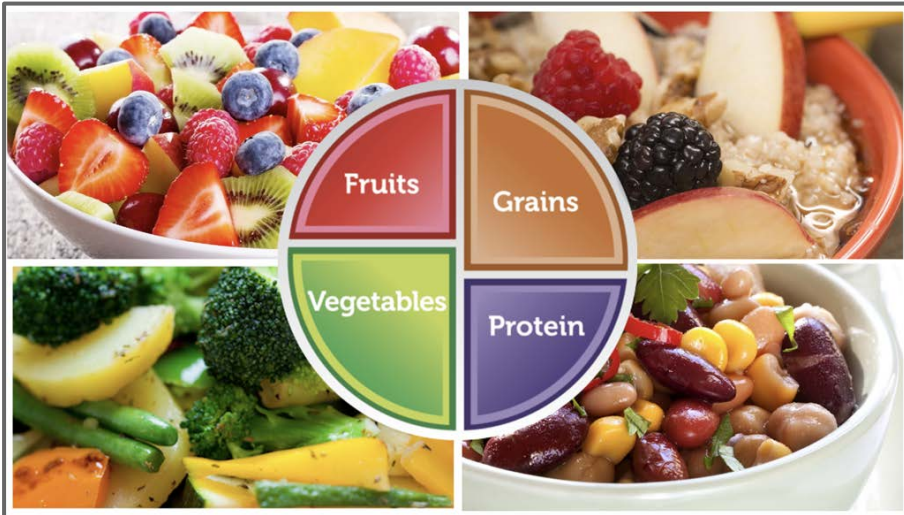


卉 COOL  
BEANS,  
China



**Beautiful Food**  
brought to you by plants!





Strong Body.

Sharp Mind.

Happy Spirit!







NORTH AMERICA

SOUTH AMERICA

EUROPE

AFRICA

ANTARCTICA



ASIA

AUSTRALIA













COOL BEANS,  
India



**Plant Foods Nourish**  
**...so you can flourish!**









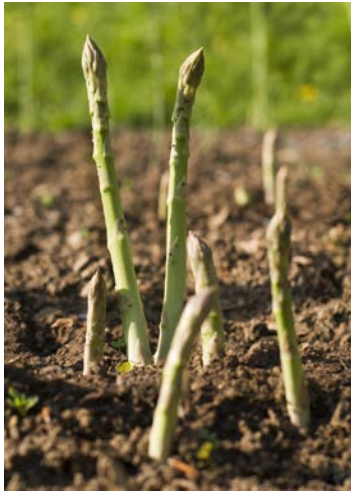
Cool Beans,  
the lean & green  
PROTEIN



superfood

**Eat Plants. Save the Planet.**

Plant-based meals conserve energy, water & wildlife!





NORTH AMERICA

EUROPE

ASIA

SOUTH AMERICA

AFRICA

AUSTRALIA

ANTARCTICA



















Environment ▶ Climate change Wildlife Energy Pollution

## Farming

# Avoiding meat and dairy is 'single biggest way' to reduce your impact on Earth

Biggest analysis to date reveals huge footprint of livestock - it provides just 18% of calories but takes up 83% of farmland

**Damian Carrington**  
Environment editor

🐦 @dpcarrington

Thu 31 May 2018 14:00 EDT



854,601 3,749

🕒 This article is over 4 months old



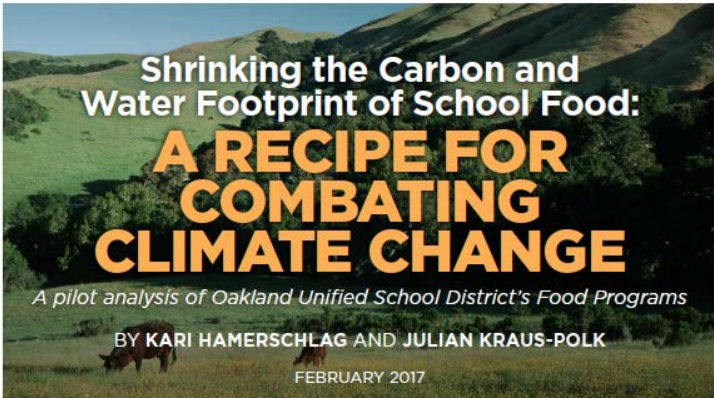


# COOL BEAN

## School Lunch Recipes



collection courtesy of  
**Lean and Green Kids**  
changing the world, one little bean at a time.



Shrinking the Carbon and Water Footprint of School Food:  
**A RECIPE FOR COMBATING CLIMATE CHANGE**  
*A pilot analysis of Oakland Unified School District's Food Programs*  
BY KARI HAMERSCHLAG AND JULIAN KRAUS-POLK  
FEBRUARY 2017



## Scaling Up Healthy, Climate-Friendly School Food

STRATEGIES FOR SUCCESS

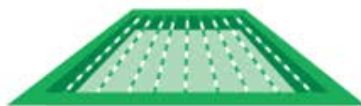


# FOOD SHIFTS MATTER

Over 2 years, Oakland Unified School District reshaped its menu with fewer animal foods and more protein-rich legumes and vegetables. This shift generated considerable **water** and **climate benefits**, and **cost savings**:



**SAVED 42million**  
GALLONS OF  
**WATER**



**63**  
OLYMPIC SIZED  
SWIMMING POOL



**14% REDUCTION**  
IN THE  
**CARBON FOOTPRINT**  
OF ITS ENTIRE FOOD PURCHASES

**15,000**  
TREES PLANTED



**1.5million**  
FEWER MILES DRIVEN



**87** SOLAR SYSTEMS INSTALLED  
ON THE SCHOOL DISTRICTS' ROOFS






**COST**  
**SAVINGS**

**\$42,000**

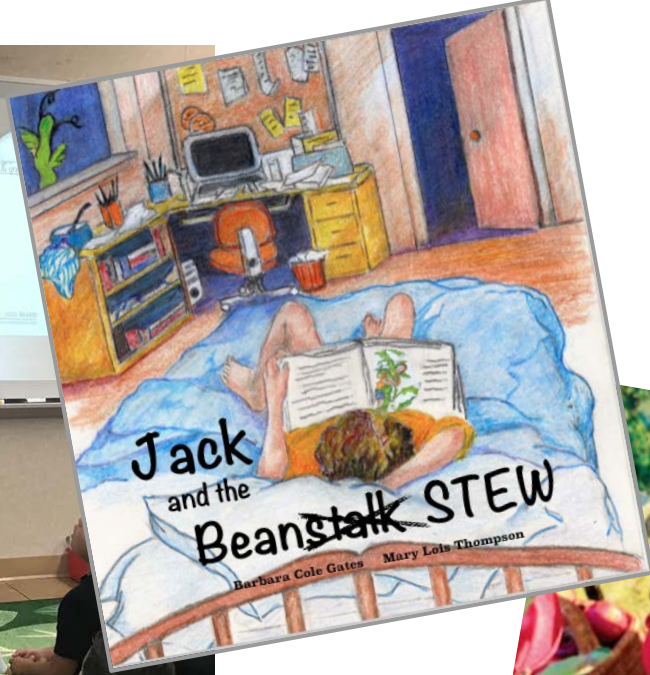


THE COST EFFECTIVENESS OF **CLIMATE CONSCIOUS MENU SHIFTS**  
 COMPARED TO OTHER CLIMATE MITIGATION STRATEGIES



<p>CLIMATE CONSCIOUS MENU SHIFTS</p> 	<p><b>OAKLAND</b> UNIFIED'S menu shifts over just <b>2 years</b> reduced its carbon footprint by <b>600,000 kgs</b> at</p> <p><b>\$0</b> EXTRA COST</p>	<p>If all <b>CALIFORNIA</b> public districts adopted similar menu shifts, they could reduce their carbon footprint by <b>80 million kgs</b> at</p> <p><b>\$0</b> EXTRA COST</p>	<p>If all <b>U.S.</b> public school districts adopted similar menu shifts, they could reduce their carbon footprint by <b>700 million kgs</b> at</p> <p><b>\$0</b> EXTRA COST</p>
<p>RESIDENTIAL SOLAR SYSTEMS</p> 	<p><b>87</b> PANELS at a cost of</p> <p><b>\$2.1</b> MILLION</p>	<p><b>11,000</b> PANELS at a cost of</p> <p><b>\$280</b> MILLION</p>	<p><b>99,000</b> PANELS at a cost of</p> <p><b>\$2.8</b> BILLION</p>
<p>URBAN TREES PLANTED</p> 	<p><b>15,000</b> TREES at a cost of</p> <p><b>\$1.7</b> MILLION</p>	<p><b>2 Million</b> TREES at a cost of</p> <p><b>\$2.1</b> MILLION</p>	<p><b>17 Million</b> TREES at a cost of</p> <p><b>\$1.7</b> BILLION</p>

Source: FOE calculations based on OUSD procurement data, EPA data and the Google Solar Project.





**POWER UP** with **COOL BEANS**  
the lean and green protein!



Nov, Katy Kidney  
Native American



Dec, Omar Garbanzo  
Middle East



Jan, Bella Black-Eyed  
Africa & American South



Feb, Sammy Soybean  
China



March, Lucy Lentil  
India



May, Paula Pinto  
Mexico

A circular arrangement of various pulses, including lentils, chickpeas, and beans, surrounding a central text area. The pulses are depicted in shades of brown, orange, and green, with some showing their characteristic shapes like the split halves of lentils and the curved shape of chickpeas. The central text is in a bold, red, sans-serif font.

**PULSES  
ARE  
FUNDAMENTAL  
TO**



lean & **green** **KIDS**  
changing the world, one little bean at a time!