



Transition paths to sustainable legume-based systems in Europe

# Consumers | Legume dishes

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## Main Objective(s)

- Eurest launched the project “Choose beans”, with the aim of promoting the consumption of pulses, cheaper foodstuffs and environmentally friendly.
- After evaluation of this project, it was found that increased knowledge about legumes can benefit the consumption of legume dishes. Our analysis indicated also, that legumes are considered economic food with high protein value and a lower carbon footprint, if compared to meat or fish.
- Aware of the importance of promoting healthy eating, Eurest continued to promote the project Choose Beans with their customers, encouraging them to consumption of rich in fiber, vitamins and minerals legumes dishes, with great health benefits.
- It is our core business principle to have socially responsible and sustainable behavior in the course of all our activities in order to influence our stakeholders and consumers quality of life of.
- Our concern for sustainable development is recognized by ISO NP EN 9001, ISO NP EN 14001, ISO NP EN 22000, ISO 45001, NP 4469 and NP 4552 ensured by Bureau Veritas Certification.
- Over the years, Eurest Portugal has focused in Social Responsibility and Sustainable Development. For us, being socially responsible implies voluntarily integrate social and environmental concerns in our internal procedures and interaction with stakeholders.

## Progress of the work during the second reporting period

- Our initial work of collecting recipes was carried out through an internal action that mobilized our teams, sharing their own ideas and recipes that would associate the national gastronomic traditions, modernity and expectations of consumers today.
- We had a very active participation of our teams in the collection of legume recipes, Portuguese traditional recipes were privileged.
- All teams involved in the validation and tests of the recipes had training on legumes and their nutritional advantages as well as appropriate cooking methods and with high participation of our Nutritionists, Chefs and local Teams. Both e-books receive great praise from both teams of customers/ consumers.
- Our current approach includes a daily dish/soup/dessert/salad in EUR menu plans, this is having very positive feedback form consumers and proven results based on legume buy values that EUR recorded, **an increase of + 21% in legumes/ beans consumption, with 100% of our restaurants** now offering daily legumes options.



## BARRIERS

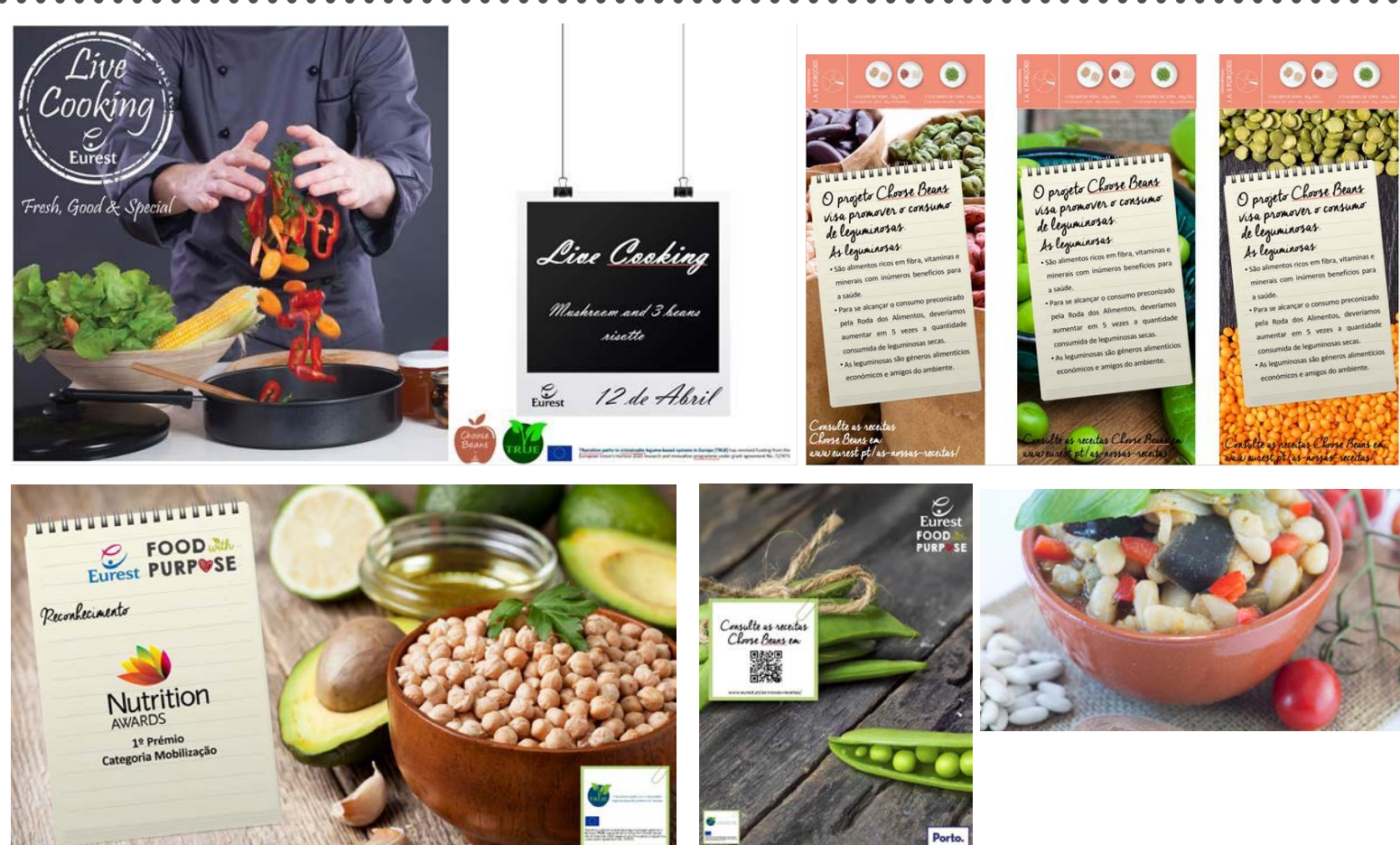
- Recipe testing and practical validations took longer than originally planned.
- Procurement and supplier issues also proved to be a longer challenge to overcome than originally anticipated.
- The need to adjust the recipes due to geographical variations and local gastronomic traditions, also required greater work by the team.
- The greatest difficulties experienced are associated with consumer acceptance and change of behaviors, which is one of the causes of further delay.
- As for continuous consumer awareness is more difficult to assess and although the surveys showed high satisfaction among the participants in the trials, we cannot make this assessment in a continuous.
- Continued innovation at the menu level, local monitoring of teams and assessment of consumer satisfaction are a crucial tasks in this process and must not be neglected.



## Next steps

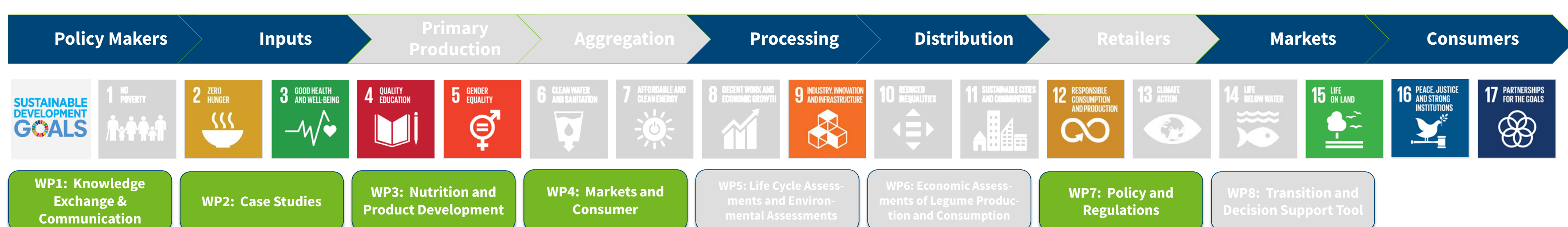
- EUREST's 'Choose Beans' initiative will be scaled up from country level (Portugal) to be implemented in the UK, Germany and Denmark ...
- In the next step a different approach will be needed to workout the sharing of recipes and analysis of expectations against different countries, different consumers and other gastronomic traditions, for this EUR considered that it would not be advantageous to move towards the scaling up in other countries in this time... but we will be starting soon!

## Innovations



## Recommendations

- Evaluate supply availability
- Investing in the training of kitchen teams
- Develop consumer awareness and mobilization actions
- Promote legumes on daily menus as a daily practice
- Involve entities from different sectors, e.g. producers, distribution, media
- Influence the definition of national policies



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