



# Bean CON24

A Global Dry Bean Conference

Bean Conference




# Be The Change, Global Advocates For Change

Bean



**Bean CON24**  
A Global Dry Bean Conference

**Brad Barnes**  
Pure Food Consulting



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**Tim McGreevey**  
American Pulse Association



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**Dr. Katie Wilson**  
Urban School Food Alliance



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**Dr. Gulden Yilmaz**  
Wageningen University



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**Steve Savell**  
Bush Brothers



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**David Longstaff**  
President, D&G Food Group





# Be The Change

As Global Advocates

Brad Barnes, cmc

President, Pure Food Consulting

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# The Panel

Dr. Katie Wilson

Steve Savell

Tim McGreevy

Gülden Yılmaz

David Longstaff



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# Audience Development

Specific

# Volume Pipeline

Nourishment

# Ease of Use

Accessibility





**Build  
Paradigm**

**Generate  
Demand**

**Make  
Available**

CON24



# Gain Adoption



