



## FOR IMMEDIATE RELEASE

# CCARM promo portrays Mr. Bean; gains approval of Rowan Atkinson's management

**(January 26, 2012)** Scientists at the Canadian Centre for Agri-Food Research in Health and Medicine (CCARM) were looking to attract attention to their display on the potential health benefits of pulse crops when they asked for help from the Communications and Media Services department at St. Boniface Hospital Research Centre. The result - a portrait of British actor Rowan Atkinson's character "Mr. Bean" - attracted so much attention at the Centre that they knew they were on to something. The reason - the portrait was made from thousands of beans!

## CONSIDER THE BEAN.



Dried beans, referred to as legumes or pulse crops, are actually the edible seeds that grow in pods on annual plants, bushes, or vines. They can be eaten fresh, sprouted, dried, and ground into flour. "They are also an interesting medium for portraiture" says Bill Peters, Communications Manager, who along with media technician Rob Blaich was responsible for creating the 20-by-30 inch portrait, as well as a short video that features the portrait. "There were lots of rich colours to work with, but the different sizes were a challenge. And they like to roll off of the canvas."

CCARM Team Leader Dr. Peter Zahradka made contact with Atkinson's management company to gain permission to use the Mr. Bean likeness with the tag line *Consider the Bean*. "They had no problem in giving us approval to work with the likeness of Mr. Bean, and even asked us for permission to add it to their Facebook page" says Zahradka. "We look forward to using this to draw attention to the important research being done at CCARM for the pulse industry".

Despite their beautiful differences in color and taste, legumes have similar nutritional value. A serving (1/3 cup of cooked beans) contains around 80 calories, no cholesterol, lots of complex carbohydrates, and little fat. Beans also provide minerals such as iron, selenium, magnesium and even some calcium. In addition, beans are a good source of B vitamins including folic acid, potassium, and fiber, which promotes digestive health, relieves constipation, and may even help prevent colon cancer.

CCARM scientists have found that daily consumption of pulses not only improves arterial stiffness in Peripheral Arterial Disease (PAD), but also decreases blood cholesterol levels. Through this research it is believed daily consumption of legumes will help protect against the hardening of your arteries and therefore, decrease the risk of developing coronary heart disease (cause of heart attacks) and cerebral vascular disease (cause of strokes).

CCARM will be displaying in "Ag in the City", an agriculture-related trade/product show organized by stakeholders within the Manitoba agriculture industry, March 16-18 at Winnipeg's Forks Market.

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at [CCARM.CA](http://CCARM.CA)

