

MSU Product Center

For Agriculture and Natural Resources

Funding: USDA Rural Development Cooperative Service Market Advisor: The Hale Group

[Use of this material is subject to caution.](#)

Bagged dry beans – Many opportunities

Market Drivers that provide many opportunities

- There are **many** opportunities for bagged dry beans that appeal to the demand driver of **wellness**.

Specific opportunities

- Dry beans are a very healthy food because they are higher in protein and fiber compared to other pulse or grain crops typically used for direct human consumption. Furthermore, they are the only food that is in two places in the USDA food group system; they are included in the vegetable group as well as the meat and beans groups.
- Dry beans are also a good source of folate and potassium.
- Packaging that emphasizes the health benefits of consuming bagged dry beans could be helpful in expanding the market.
- Organic products are another way to appeal to this demand driver.

New product examples

- The *Global New Products Database* has tracked only one new product introduction in bagged dry beans since June of 2003 in the U.S.
- Kenover Marketing, Gefen Cholent Mix, is a dry bean variety sold in mass merchandise outlets.

Special issues

- The bagged dry bean market is very mature, and the supply chain is well established.
- There may be potential to sell the product in ethnic markets and health food stores.
- Bagged dry beans are a commodity in the eyes of most consumers. Price is very important.

Key to success

- Produce at a low cost. Consider alternative marketing channels such as health food stores and ethnic markets.

Sources

Dietary Guidelines Committee. Dietary Guidelines of Americans 2005.

Mintel. Global New Products Database.