

## MSU Product Center

*For Agriculture and Natural Resources*

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### **Bean soup – Many opportunities**

#### **Market Drivers**

- There are **many** opportunities for bean soups 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 bean soups could be helpful in expanding the market.
- Organic and natural products are another way to appeal to this demand driver.
- Another way to appeal to the demand driver is to offer products with “food minus” characteristics such as low sodium, and low fat, etc.

#### **New Product examples**

- There have been approximately 200 soup introductions that use beans as an ingredient in the U.S. between January of 2000 and August of 2005.
- Trader Joe’s, Organic Black Bean Soup, high in fiber and low fat, is available at Trader Joe’s stores.
- Heartland Foods, Low Carb Fiesta Bean Soup Mix, all natural dry soup mix, is available at health food stores.

#### **Special issues**

- The soup market is mature. However, there does appear to be opportunities for new product and market introductions.
- There may be potential to place bean soups to in gourmet and health food stores, as well as other outlets.

#### **Key to Success**

- Consider alternative marketing channels such as health food stores and gourmet stores. Try to combine product attributes, especially linking wellness and convenience or indulgence.

#### **Sources**

Dietary Guidelines Advisory Committee. Dietary Guidelines of Americans 2005.

Mintel. Soup.

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