

## MSU Product Center

*For Agriculture and Natural Resources*

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### **Canned Dry Beans – Many opportunities**

#### **Market drivers that provide many opportunities**

- There are **many** opportunities for canned 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 canned dry beans could be helpful in expanding the market.
- Organic 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 refried beans.

#### **New product examples**

- There have not been a great number of new product introductions in the canned dry bean market. Many product introductions have been in Mexican oriented products.
- Pace Foods, Refried Beans Salsa, fat free.
- Hain-Celestial Group, Bearitos, Low Fat Spicy Refried Beans, vegetarian beans, made with organic beans.

#### **Special issues**

- The canned bean market is very mature, and the supply chain is well established. Barriers to entry may be high.
- There may be potential to sell the product in ethnic markets and health food stores.
- Canned 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 ethnic markets. Try to combine product attributes, especially linking wellness and ethnicity.

#### **Sources**

Dietary Guidelines Advisory Committee. Dietary Guidelines of Americans 2005.

Mintel. The Mexican Food Market.

\_\_\_\_\_. Side Dishes.

\_\_\_\_\_. Global New Products Database.