

## MSU Product Center

*For Agriculture and Natural Resources*

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### **Other dry bean products – Many opportunities**

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

- There are many **opportunities** for other dry bean products that appeal to the demand driver of **wellness**.

#### **Specific opportunities**

- Dry beans are a very healthy food being high in protein a 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.
- Some dry bean products can be used as a substitute for grain products. This could create a market for consumers that have gluten allergies.
- 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**

- Many products that use dry beans, use them as a side dish or an ingredient in a food product. Interestingly, few recent introductions focus on health, this creates an opportunity for new entrants.
- Stagg Foods, Inc. Stagg Chili Country Brand, mild chili, is packaged in a microwavable container.
- Don Miguel Mexican Foods, El Charrito, frozen microwavable dinners, is sold in mass merchandise outlets.

#### **Special issues**

- Depending on the product the industry may or may not be mature. There are products and markets that can be profitably developed.
- There may be potential for bean products to be marketed to gourmet and health food stores, as well as other outlets such as ethnic stores.

#### **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 ethnicity.

#### **Sources**

Dietary Guidelines Advisory Committee. Dietary Guidelines of Americans 2005.

Mintel. Frozen Food.

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

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