

## **MSU Product Center**

*For Agriculture and Natural Resources*

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

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### **Other Dry Bean Products - Overview**

#### **Products included in the Product Line**

- Other dry bean products are food items that are not bagged beans, bean soups, and canned beans. These include but are not limited to bean flour, salsa products, baked beans, etc. Often these are manufactured food products that use dry beans as an ingredient.

#### **General market trend and information**

- Consumption of dry beans varies from variety to variety. There has been a decline in the consumption of cranberry beans, and navy beans, the consumption of small red and dark red kidney beans has increased.
- Dry beans are used in a number of products. They are sold in bags, cans, salsas, soups, refried beans food items. The increased utilization of dry bean products in food items creates opportunities in this industry.

#### **New product trends**

- There may be some potential for products that appeal to the demand driver of wellness. Dry beans are a very healthy food, and increased consumer understanding of these benefits could increase the demand for bagged dry beans.
- The increased ethnic diversity of U.S. society also creates some opportunities. Many Hispanic cultures, especially Mexican use dry beans and dry bean products as staple in their cuisines.
- There is also some potential for developing products that appeal to indulgence. Especially if the indulgence attributes are coupled with wellness. The same holds true for product innovations that appeal to convenience.

#### **Manufacturing and distribution issues**

- Other dry bean products are a broad category. There may be alternative markets and supply arrangements that create some opportunities.
- However, there are some major firms involved in some of these industries. Also, finding space in grocery store shelves may be difficult.

#### **Overall assessment of opportunities**

- In conclusion, the greatest potential for product development in dry bean products is by developing products and markets that appeal to wellness. There are selective opportunities for products that appeal to the demand drivers of convenience, indulgence and ethnicity. There are few opportunities to develop new products or markets that appeal to value.

#### **Sources**

USDA. Vegetables and Melons. Situation and Outlook Yearbook.

Mintel. Frozen Meals.

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

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