



US DRY BEAN

Council

The U S Dry Bean
Council
exists to increase the
consumption of U. S.
beans worldwide.



United States Dry Bean Council

Privately funded trade association that represents growers, shippers, canners and packagers of dry beans grown in the United States.

- Executive Director Jeane Wharton
- Government Affairs Liaison Robert Sindt
- Federal Compliance Director Connie Bradford

USDBC: Bean Industry Leaders



- Leaders with common goals such as promoting the US dry bean trade, in the US and abroad
- Membership in the Council leverages members' market opportunities

US Dry Bean Council Members

- Bush Brothers and Company
- Faribault Foods
- Goya Foods
- LH Hayward
- California Bean Shippers Association
- California Dry Bean Advisory Board
- Colorado Dry Bean Advisory Commission
- Idaho Bean Commission
- Michigan Bean Commission
- Michigan Bean Shippers Association
- Nebraska Dry Bean Commission
- New York State Bean Shippers Association
- North Central Bean Dealers Association
- Northarvest Bean Growers Association
- Rocky Mountain Bean Dealers Association
- Washington Bean Dealers Association
- Western Bean Dealers Association



USDBC Involved in Global Activity

International Reps:

Randy Duckworth

Johanna Stobbs

David McClellan

Tim Welsh

Jeff McNeill

Raul Caballero

USDBC:

- Hosts reverse trade missions
- Participates in trade shows
- Coordinates trade missions of US exporters and growers to visit overseas markets
- Hosts Mexico Congress
- Promotes US beans in different markets for new product development



Other Global Activity:

- Alimentaria Food Show Spain
- Food Aid
- SIAL/ANUGA Trade Shows
- Mexico Bean Harvest Tour
- Mexico Bean Congress
- Gulf Food Trade Show in Dubai, UAE
- CICILS
- Dominican Republic Reverse Trade Team
- Japan Reverse Trade Team
- “Market Intelligence”

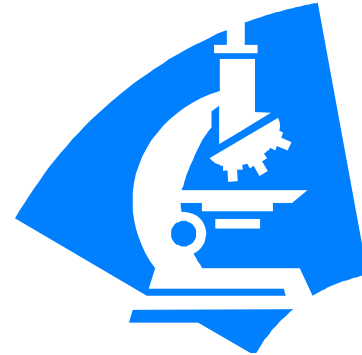


USDBC Involved in Government Affairs

- Members are involved in Ag Issues Committee and Transportation Committee
- Members are informed on trade or transportation issues, legislative and/or regulatory work affecting the bean industry



USDBC Supports Research



- Determining the role of biologically active compounds in beans
- Participating in the Sclerotinia Initiative
- Supporting the Applied Genomic Bean CAP identification
- Support of the Legume Integrated Management PIPE (Pest Information Platform for Extension and Education)
- Awarded mini-grants for bean research in 2009 to researchers at Purdue, University of Florida, Arizona State, Colorado State and the University of Colorado

USDBC Involved in Education:

To support its mission, the USDBC works to educate consumers, health care professionals and the media that beans are:

- Nutritious
- Versatile
- Affordable



The Delicious, Nutritious Bean

"A diet including beans may reduce your risk of heart disease and certain cancers."

Did you know that beans are:

- Fat free
- Cholesterol free
- High in folate
- High in fiber
- High in resistant starch
- Low glycemic index/low glycemic load
- High in complex carbohydrates
- Moderate calories
- Good protein source
- Rich in antioxidants

US DRY BEAN Council
www.beansforhealth.com

In 2009:

- New website www.beansforhealth.com
- New corporate members Goya, Faribault and LH Hayward
- Revised National Pulse Trade Rules
- Executive Director Jeane Wharton visited/spoke at many members' meetings and conferences
- Domestic Promotions Strategic Planning session in April; Goals set for reaching target audiences such as dietitians, diabetes educators and consumers.
- Winter Meeting/Hill Visits, Washington
- Exhibitor at School Nutrition, ADA and AADE Trade Shows
- Sponsor, exhibitor at US Dry Bean Convention in Keystone



Beans for Health Message in the Media

- **Good Eats** (Food Network)
- History's **Modern Marvels**
- Las Vegas *Review Journal*
- *Nutrition Today*
- *Womens' Health*
- *Runners World*
- Omaha World Herald
- Michigan Farm News Network
- Nebraska Farm News (KCSR-Radio and Print)
- Scottsbluff *Star-Herald*
- KMGH-TV (Denver)
- KETV-TV (Omaha)
- DASH Diet Website
- Slate magazine



- Greenspring.com
- Real Food magazine
- Chow.com and more...



In 2010:

- Work will continue with international representatives and USDA on Foreign programs
- Health/Promotions Committee working to better-position beans with consumers and groups like diabetes educators and dieticians.
- Ag Issues and Transportation Committees will work on issues, stay in tune on Capitol Hill.
- Grants to be given to more bean researchers
- Media mentions of beans will be seen in *Family Circle*, *Yoga Journal*, *Womens Health* and others; **History Channel's Modern Marvels** should air
- Executive Director Jeane Wharton will visit members and regional offices



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Jeane Wharton

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