

# green beans



**35%**  
of customers purchased green beans within the past 12 months

**OLDER SHOPPERS HAVE AN AFFINITY** for green beans that younger consumers don't seem to share. Shoppers age 50 and older have been more likely to buy green beans for several years, and that trend continues in *Fresh Trends 2021*. Conversely, buyers age 18-29 were the least likely to buy the beans overall, along with African American consumers.

For a dozen years the likelihood of a green bean purchase has increased according to income. Shoppers earning more than \$100,000 annually were among the most likely overall to buy this vegetable.

While family size did not make much difference overall in green bean purchases, families with three or more children at home were more apt to buy the veggie than other demographic groups.

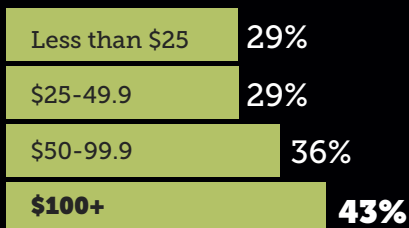
Last year Caucasian consumers were most likely to buy green beans when considering ethnicity and race, but this year Asian consumers and those in the "other" category were most likely to buy—continuing a three-year trend from 2017-19.

Midwestern shoppers took the top spot for purchasing by region in *Fresh Trends 2020*; this year

Westerners were No. 1, although Midwesterners were next in line.

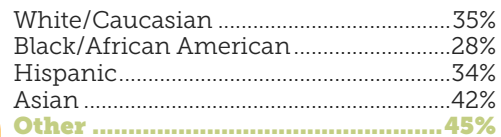
Interest in organic green beans increased in the past year, with 29% of buyers saying they chose organic product at least some of the time (22% said so last year). 🌱

## Likelihood of purchase based on household income\*



\*Figures in thousands; Annual household income

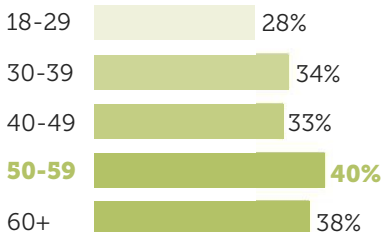
## Likelihood of purchase based on ethnicity/race



## Likelihood of purchase based on presence of children



## Likelihood of purchase based on age\*



\*Considering primary household buyers



## Likelihood of purchase based on region

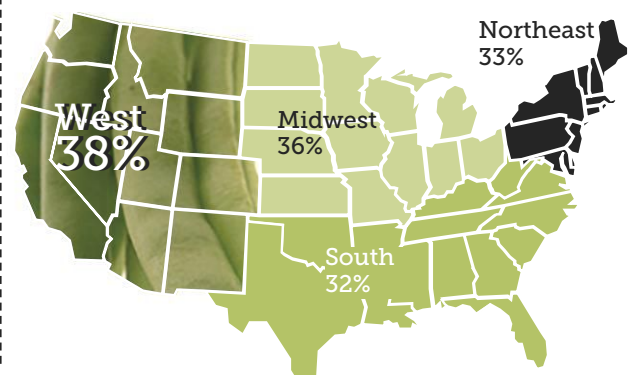


Photo: Farm Journal



## OVERVIEW

Organic beans saw a spike in popularity in 2020, with sales rising nearly 25%. Organic beans now make up nearly 25% of all bean sales. Offer a variety of organic bean options and promote them as the perfect side dish for a grilled summer meal.

Sales	2020	% change from 2019
Pounds sold	29,757,783	23.7%
Retail sales	\$126,379,662	24.8%
	2020	2019
Average retail price per lb.	\$4.25	\$4.21
Dollar share of organic vegetables	\$2.53	\$2.37
<b>Organic percent of retail bean sales 2020: 24.7%</b>		

Source: IRI

## FRESH TRENDS 2021

12% of consumers said they purchased organic green beans exclusively, up from 10% last year, while another 17% said they bought organic green beans at least some of the time.

## MARKETING TIPS

While organic green beans are always popular during the holidays, don't limit your promotions to just the winter months. Promote organic beans year-round as a healthy, tasty side dish to just about any meal. Include green beans in stir-fry vegetable promotions and provide recipes and preparation tips to encourage shoppers to try preparing beans in a different way.

## DOS AND DON'TS

✓ **DO:** Include organic beans in stir-fry mixes to create an easy meal for time-conscious shoppers.

✗ **DON'T:** Don't just limit yourself to green beans. Offer a variety of options to your consumers to see which ones sell best.

## HANDLING

> With the wide range of color shades available, color alone is not an indication of freeze damage. Look for russetting and other patterns of discoloration, especially on the tips.

### Snap/green beans

> Temperature: 40 to 45°F, 4.4 to 7°C

- > Relative humidity: 95%
- > Mist: lightly
- > Typical shelf life: 4 to 5 days
- > Ethylene-sensitive. Do not store or transport with commodities that produce ethylene.
- > Highly sensitive to freezing injury.
- > Susceptible to chilling injury. Damage sometimes is not apparent until the produce is returned to a higher temperature.
- > Snap beans are subject to chill injury and russetting if held at temperatures below 40°F, 4.4°C.
- > Damage may begin to show within three days. They also will become pitted and lose moisture rapidly.



# Organic



# Dynamic Displays



Snap bean containers should be stacked to allow maximum air circulation.

> To retain moisture content, wash beans before refrigeration.

## Lima beans

> Temperature: 37 to 41°F, 2.8 to 5°C

> Relative humidity: 95%

> Mist: lightly

> Typical shelf life: 4 to 5 days

> Susceptible to chilling injury.

Damage sometimes is not apparent until the produce is returned to a higher temperature.

## COMMON PLUS

Look online at [producemarketguide.com/produce/organic-beans](https://producemarketguide.com/produce/organic-beans) for a list of the most common PLUs.



When possible, offer both bagged and bulk organic bean options to appeal to shoppers who want to quickly grab and go as well as those that would like to bag their own.



Offer convenience to time-strapped shoppers by including clamshells of beans with the ends snapped off.

Photos: Farm Journal