

Green Beans



AFFLUENCE DEFINITELY PLAYS A ROLE in green bean purchases. This is the 13th year that the likelihood of a purchase has increased according to income. In fact, shoppers in the top income bracket were among the most likely overall to buy green beans, along with shoppers 60 and older.


Not only is it clear that older shoppers gravitate toward green

beans, but also that younger ones are much less likely to buy. Those younger than 40 were some of the least likely overall to buy green beans.

The vegetable was fairly equally popular in most regions and among those of varying family size. Black shoppers were less likely to buy green beans than those of other ethnicities.

Nearly one-third of green bean

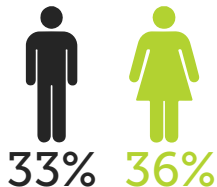
34% of customers purchased green beans within the past 12 months

buyers (31%) said they opted for organic at least some of the time. Thirteen percent said they always bought organic green beans. 

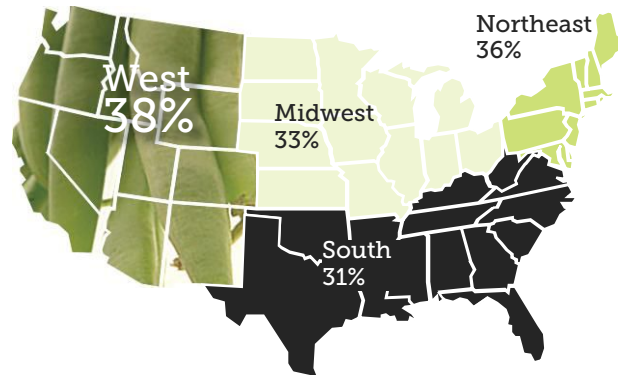
Likelihood of purchase based on presence of children



Likelihood of purchase based on gender



Likelihood of purchase based on region



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.


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.

Photos: iStock & Farm Journal

 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
Organic percent of retail bean sales 2020: 24.7%		

Source: IRI

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 russeting 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 russeting 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



1 Include a variety of organic bean options in your bean display to encourage shoppers to try something new.

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://www.producemarketguide.com/produce/organic-beans) for a list of the most common PLUs.



2 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.



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

Photos: Farm Journal