



## USDBC UPDATE

US Dry Bean Council Update

August, 2011

### VIEW FROM THE PRAIRIE

Jeane Wharton, Executive Director

Just got back from Las Vegas and the trade show for the American Association of Diabetes Educators. What an experience! Hundreds of booths and thousands of attendees. We were there sharing the Beans for Health message.

During the show, the giant Mandalay Bay Convention Center was filled with pharmaceutical reps, diabetes testing equipment reps, specialty product sales people, Sugar-Free Jello samples, and on and on.

There were well-dressed, polished professionals who spoke in quiet tones about glycemic load and Kwik-Pens. Question about test strips? They had the answer. Want to know about portion control? There are dinner plates with dividers. Hundreds of booths had a myriad of products and services.

By Friday evening, the 15 identically-dressed Lilly staffers had packed up and left. The suit-wearing execs were on a plane to the next trade show or meeting. The vegan chef and the therapeutic shoe salespeople were gone. A new group moved in.

This was a different group of skilled professionals. They wore ponytails, jeans and bandannas. They shouted above the din of the equipment. They ripped up carpet and tape, rolled up miles of cable, and rode the Genie lift high up to the ceiling to take down hundreds of signs and banners.

As we packed up our booth, I watched the hustle and bustle. It occurred to me how different each group was, but how one could not operate without the other.

A trade show without the sponsors, exhibits, speakers and experts? No. Neither would there be a trade show without the men and women stringing lights, hanging signs, laying cable and rolling out carpet.

The Bean Council is like the two groups at the trade show. Our members have different areas of expertise. Some have farms that've been in the family for years. Others work from home and know the Port of Miami better than their own neighborhood. There are members with family businesses, members with global businesses, and members who have both.

Like the two groups, we have our differences. But, we can't operate without each other. We need to work together to increase bean consumption, to enhance the economic health of the bean industry, and to influence the influencers like diabetes educators about healthy, versatile, delicious beans!

### US Dry Beans in International Scenes



*This photo of Japanese bean paste manufacturers on a reverse trade mission was used in a national publication about how MAP and FMD funds benefit US agriculture. The publication was distributed to members of Congress last month. (Ken Kirsten is with the Japanese group in the photo.)*



*Photo from Jo Stobbs (USDBC rep in Paris) of the Uyum market promotional activity in Istanbul, Turkey. Partners in this Global Broad-based Initiative (GBI) effort were the US Dry Bean Council, the USA Dry Pea and Lentil Council, USA Rice Federation, National Sunflower Association, and the Alaska Seafood Marketing Institute.*



*Since 2009, school children in cities in Mexico are learning about making healthy choices – including eating beans. Mexico, like the US, has rising obesity rates and soaring diabetes numbers. Mexico Consumption is down from 12 kilos per capita to 7.5 in the last 10 years. (Photo by Raul Caballero, USDBC rep in Mexico.)*

**Speaking of Trade Shows:** In 2009, members of the USDBC Health and Promotions Committee met in Minneapolis with marketing staff from corporate member organizations. One of the things that came from the meeting was the definition of target audiences for the Beans for Health message: media, dietitians, diabetes educators.

It was decided that one way to *influence these influencers* is attending national trade shows. Attendees vary from nutrition media representatives to clinic directors to dietitians in private practice. Some work with 10 patients, some work with thousands.

More than 6,000 dieticians, nutritionists and diabetes educators attended the American Association of Diabetes Educator show in Las Vegas last week. We visited with approximately 2,000 and have developed a contact list for our mailings and email blasts.

Most often-asked questions at the booth: Where do I get a shirt? Why can't beans be eaten raw? How do we get kids to like beans? A few people stopped by to sing the "musical fruit" song to us. Most stopped by wanting nutrition information and recipes.



**Thank you, volunteers!**

At the booth, the nutrition professionals who stopped by would say "we love beans..." or "we love the new website and **Bean Briefs**, keep up the food work..." But, there are still Diabetes Educators/nutritionists who tell their clients not to eat beans because they're starchy. (We have some education to do!)

The USDBC's new recipe brochures were well-received, because the recipes (created by chefs) were "tweaked" by a Registered Dietician and reviewed by a Diabetes Educator. Also popular were the bean shaped cards with nutrition information on one side, cooking information on the other.

The challenge in the trade show environment for the US Dry Bean Council (or the American Cancer Society or the Sugar Association, Inc.) is that we are not selling or taking orders at the show. We don't have "qualified leads," increased orders, or new sales that we can trace back to one trade show or the other.

Trade shows are expensive. But it's tough to put a dollar amount on the 20 minutes I had with a Los Angeles radio show host. It's hard to quantify the time spent face-to-face with dietitians, diabetes educators, WIC program managers, and other health/nutrition professionals.

There are 17.5 million diagnosed diabetics in the US. Our bean health information will help the dietitians/diabetes educators educate their clients. USDBC does not have the resources to influence each consumer, so we're influencing the influencers.

*Popular handouts for trade shows:*



In speaking to other small-budget commodity groups, I'm hearing "go to at least one trade show per year," or go to trade shows every other year. There are also opportunities for sponsorships or participation in education sessions at the trade shows. As we look to 2012, we must look at how trade show attendance helps USDBC share the Beans for Health message.



*At the AADE trade show: Nathan Sano (California Dry Bean Advisory Board), Karen Redman (Michigan Bean Commission), Wharton, Nancy Higginson (Russell E. Womack, inc.) and Lynn Reuter (Nebraska Dry Bean Commission).*



*The US Dry Bean Council booth.*

## **GOVERNMENT AFFAIRS UPDATE**

**Bob Sindt, Government Affairs Liaison**

August 10, 2011

First, before looking at the debt limit and other matters we highlight the role dry beans had in a recent Senate hearing. With only about a week's notice, and immediately following the USDBC summer meetings, President Dennis Engelhard responded to Chairwoman Debbie Stabenow's invitation and provided excellent testimony at a Senate Ag Committee hearing devoted to specialty crop issues heading into the farm bill. In his testimony and in response to questions, he highlighted the potential that pulse research can make to national nutrition, health, and obesity issues; the important contribution that promotion programs such as MAP and FMD make to the well being of the dry bean industry; and to the need for the farm bill to maintain adequate safety nets for producers through effective risk management and other tools. Congratulations to Dennis for a job well done and for raising the national profile of the dry bean industry at the hearing.

Before adjourning for its summer recess, Congress reached agreement to allow an increase in the debt limit tied to a process designed to achieve offsetting future budget cuts. Key provisions:

- authorize immediate debt ceiling increase of \$900 billion, offset by fixed spending caps totaling \$917 billion imposed on discretionary spending over the next ten fiscal years starting in FY 2012;

- establish a joint congressional committee charged with proposing by Nov. 23 cuts of at least \$1.5 trillion starting in FY 2013 to either discretionary or mandatory spending programs over 10 years with a vote on the proposal required in each house of Congress within 30 days;

- requires House and Senate votes on a Constitutional balanced budget amendment this year;

- if either the joint committee proposed cuts pass or a balanced budget amendment passes for state consideration, the President is authorized to request another \$1.4 trillion debt limit increase;

- if no agreement, or saving of less than \$1.2 trillion, is achieved by the joint committee, the President is limited to asking for a \$1.2 trillion further debt limit increase, and across the board spending cuts (sequesters) of at least \$1.2 trillion would be imposed for 10 years.

As this relates to concerns of the dry bean industry, it is fairly clear that these cuts and others are likely in the future. Although discretionary agriculture programs, such as research and overseas food aid have sustained significant cuts recently, they are likely to be continuing targets in required discretionary program spending reductions. And, since the joint committee can cut mandatory programs, programs such as MAP and FMD and the "ag subsidy" programs will face great scrutiny (already having been mentioned in several quarters as ripe for cutting). It is positive as these decisions are made that the stated intention remains to let the committees of subject matter jurisdiction recommend the specific program cuts and levels once general subject matter reductions are determined. The next immediate decision on spending cuts will be focusing on the FY 2012 appropriation, which requires about a \$25 billion cut under the FY '12 adopted spending cap. It almost appears certain that a continuing resolution will again be necessitated, especially since appropriation bills are not being passed by the Senate. And, it doesn't appear that the farm bill schedule will be accelerated to this fall as some have suggested, because the funding level available for ag programs is still an unknown, pending the debt limit process.

### **Other Items:**

- Free Trade Agreements. No action on the FTSs for Korea, Columbia and Panama occurred before the recess, although leaders expressed optimism an agreed 'pathway' can now lead to fall passage of the agreements. USDBC joined other ag groups in a recent letter urging such action.

- Planting restrictions/farm flex. Indiana Senator Lugar utilized the above mentioned hearing to announce his latest version of farm flex for planting specialty crops on program acres. The Ag Issues/Government Affairs committee will continue its review of farm flex as it revises the policy paper on planting restrictions as directed by discussion at the committee's summer meeting.

Robert H. Sindt—8/10/11



## BEANS IN THE NEWS

### Try Beans for a Big Fiber Boost

Cup for cup, beans can provide twice as much fiber as most vegetables, and making them a regular part of your **healthy diet** will help ward off constipation. A half-cup serving of navy beans will provide 9.5 grams of fiber, while a similar size serving of kidney beans provides 8.2 grams. Lima beans, great Northern, and pinto have a little less, but still pack a whopping 6-plus grams of fiber per half-cup. Beans are incredibly versatile and can be tossed into any number of salads, soups, casseroles, and pasta.



## Meatless Mondays

### Build a Better Veggie "Burger"

By Carol Blonder Mon., Aug. 8 2011 at 12:07 PM

There are **two reasons veggie burgers get a bad rap**. The first is the name. After all, a good burger is typically defined as meaty, juicy and smoky. A good veggie burger doesn't need to be any of that. Then there is the frozen variety of garden-veggie burgers; the cooked contents never look like the photo on the box in their range of beige-brown color, most are flavorless and lack sink-your-teeth-in texture.

I am calling for a name change. I'll call it a veggie patty and if you have a better name, let's hear it!

Beans and rice form the base of most vegetarian patties with cooked vegetables, herbs and condiments mixed in.

**The ratio of beans and rice to vegetables varies; a good starting point is 1 lb of cooked beans, 1 cup of cooked rice and 2 cups of vegetables.**

There are websites and cookbooks devoted to creating great veggie patty recipes.

Here are a few pointers for homemade patties filled with flavor, texture and a toothy crust.

**Base:** The dominant ingredients in most veggie patties are precooked beans and rice. To add flavor to the base ingredients, start with dried beans, soak then simmer with onion and aromatic herbs. Cook the rice in vegetable stock instead of water. Experiment with a variety of beans- black beans, garbanzo, white, adzuki and pinto. Substitute the beans with legumes like lentils and the rice with other grains like couscous or seeds like quinoa.

Make sure the cooked beans and grains are dry of excess liquid before adding to a mixture. If a recipe calls for processing the base ingredients, leave about a quarter of the amount called for whole to add contrast and texture.

**Binder:** The patties need a binder ingredient to help hold the mixture together and keep a patty shape. Whole rolled oats, oat bran, whole egg or egg whites do the job. A few tablespoons of mashed potatoes, crushed corn flakes, chickpea flour or spelt flour can be used as well.

**Vegetables:** Combinations of vegetables that taste good sautéed, roasted or grilled are good fixings to mix in to the base of a veggie patty. Vegetables that are in season together make good combos as are vegetables prominent in particular cuisines: Asian style- (adzuki bean base) edamame, water chestnuts, and Napa cabbage or Italian style- (white beans) zucchini, rapini, and sun dried tomato. It is important to drain excess liquid from the cooked vegetables before adding to the mixture.

**Spices, herbs and condiments:** Be generous with dried herbs and spices, those patties need to carry flavor when sandwiched between a bun. Sprinkle dried herbs and spices on the vegetables while cooking to release their essential flavor. Fresh chopped herbs should be added when all the ingredients are mixed together. Add some heat with smoked paprika, a bit of chipotle, or chili powder. Restaurants develop flavors in their veggie "burgers" by seasoning with soy, tamari, and hoisin sauces, barbeque sauce, ketchup and mustard. Another recipe tip is to add sweetness with a touch of molasses, honey and even chopped dried fruit.

#### **Cooking tips:**

Mix all prepared ingredients.

Let the mixture rest in refrigerator for 30-40 minutes before forming patties.

Portion and roll the mixture into a ball then flatten with the palm of your hand.

Heat a cast iron or stainless steel skillet.

Add enough butter or oil to coat the bottom of the pan. Place the patties in the skillet. Sear until the bottom and bottom edges are golden brown.

Gently turn the patties over and brown on second side. Place on toasted bun, add garnish and serve.