



THE BEAN BEAT

QUICK FLASH DIGESTIBLE UPDATES ON USDBC

February 2024 Update

Hundreds Attend BeanCon24



Panel discussion 'Beans Make Our Planet Better' moderated by Steve Savell, featuring JC Rubyogo, Alyson Greenhalgh Ball, Smitha Haneef, and Johanna Bloomfield

Almost 300 global attendees participated in our flagship global business and innovation event, BeanCon24, in Cancun, Mexico. Almost 40 global speakers from every continent except Antarctica, participated in eleven unique panels along with special video appearances from



USDA/FAS Administrator Daniel Whitley and Celebrity Chef, Andrew Zimmern. Panels covered topics from sustainability, dietary guidelines and plant-based legislation, bean marketplace and innovations, working with bean ingredients, and how to use social media to reach influential stakeholders. The event closed with a call to action by Australian Celebrity Chef Alice Zaslavsky. US sellers held numerous one-on-one business sessions with Mexican and global buyers. Additional reports and analytics will be issued in the next weeks as work starts on planning BeanCon25.



USDA/FAS Administrator Daniel Whitley addresses BeanCon24

New Board Officers Elected for the Period 2024 - 2026

USDBC held its winter board meeting on the sidelines of BeanCon24 to review global and domestic marketing plans, discuss priorities including a future strategic planning session, and the recently submitted application for the RAPP (Regional Agricultural Promotion Program). All committees met in advance virtually and passed several resolutions for 2024.

The meeting concluded with the election of a new slate of officers.

USDBC's New Board Officers are:

Courtney Schuler, Nebraska Dry Bean Commission - President

Martin Squires, California Dry Bean Administration - Vice President

Neil Durrant, Idaho Bean Dealers - Secretary/Treasurer

Clint Stoutenburg – Past President.

Congratulations to the new officers!



Left to Right:
Neil Durrant, Courtney Schuler, Martin Squires

RAPP Application Submitted for \$31 Million

USDBC submitted its application for the RAPP program on January 31, 2024, for \$31 million. The grant will provide a total of \$1.2 billion to applicants and will be scored and allocated on a competitive system. RAPP covers five years of funding for the period 2024 – 2029. The initial tranche is for \$300 million and covers the period June 2024 – September 2029. It is anticipated that RAPP will eventually run for ten years. While the program includes some geographical restrictions, USDBC has asked for funding to expand in the RAPP priority regions of Africa, South America, and Southeast Asia, as well as the UK and Australia/New Zealand.

The full application is available to view upon request, we will be issuing an executive summary shortly.

MAP and FMD Funding In Place for 2024

In addition to submitting a new RAPP program application, USDBC received its funding allocation for its annual MAP and FMD global marketing applications. USDBC received \$1.57 million for its core global market development funding to continue all programs in Mexico, Southeast Asia, Europe/Middle East, China, Japan, Mexico, Food Aid, and Worldwide programming. Additionally, USDBC has three Emerging Markets Programs (EMP) continuing in 2024 – India, Pakistan, and Sub-

Saharan Africa that are jointly funded at around \$800,000 and is closing out a fourth EMP in Colombia.

New Podcasts with The Chefs' Manifesto Feature USDBC!!



USDBC Podcast with Chefs' Manifesto

USDBC teamed up with Beans Is How and the Chef's Manifesto to launch its first podcasts. While these are made with the Chefs' Manifesto infrastructure, they feature a detailed intro on USDBC and a key representative of a specific sector speaking on behalf of the US Dry Bean Industry. To date, two sessions have included Chelsea Diding on Nutrition and Scott Bales on climate resilience. A third poscast with Master Chef Brad Barnes will be released shortly. To hear the full podcasts please go to Soundcloud and search for Chefs' Manifesto or download on Apple podcasts.



UPCOMING BEAN EVENTS:

Gulfood, Dubai, UAE, February 19 - 23, 2024

UK and Italy Trade Missions, March 2024

Alimentaria, Barcelona, Spain – March 18 - 21, 2024

Washington DC Fly in - March 5 - 7, 2024

US Dry Bean Council | Rebecca@usdrybeans.com | www.usdrybeans.com

The US Dry Bean Council prohibits discrimination in all its programs and activities on the basis of race, color, gender, national origin, religion, age, disability, political beliefs, sexual orientation, or marital and family status. The U.S. Dry Bean Council is an equal opportunity employer.

US Dry Bean Council | 9450 SW Gemini Dr, Beaverton, OR 97008

[Unsubscribe rebecca@usdrybeans.com](#)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by rebecca@usdrybeans.com powered by



Try email marketing for free today!

