The Michigan Bean Commission

Michigan Agricultural Commission

Bob Green

1965 –PL 114 Check-Off

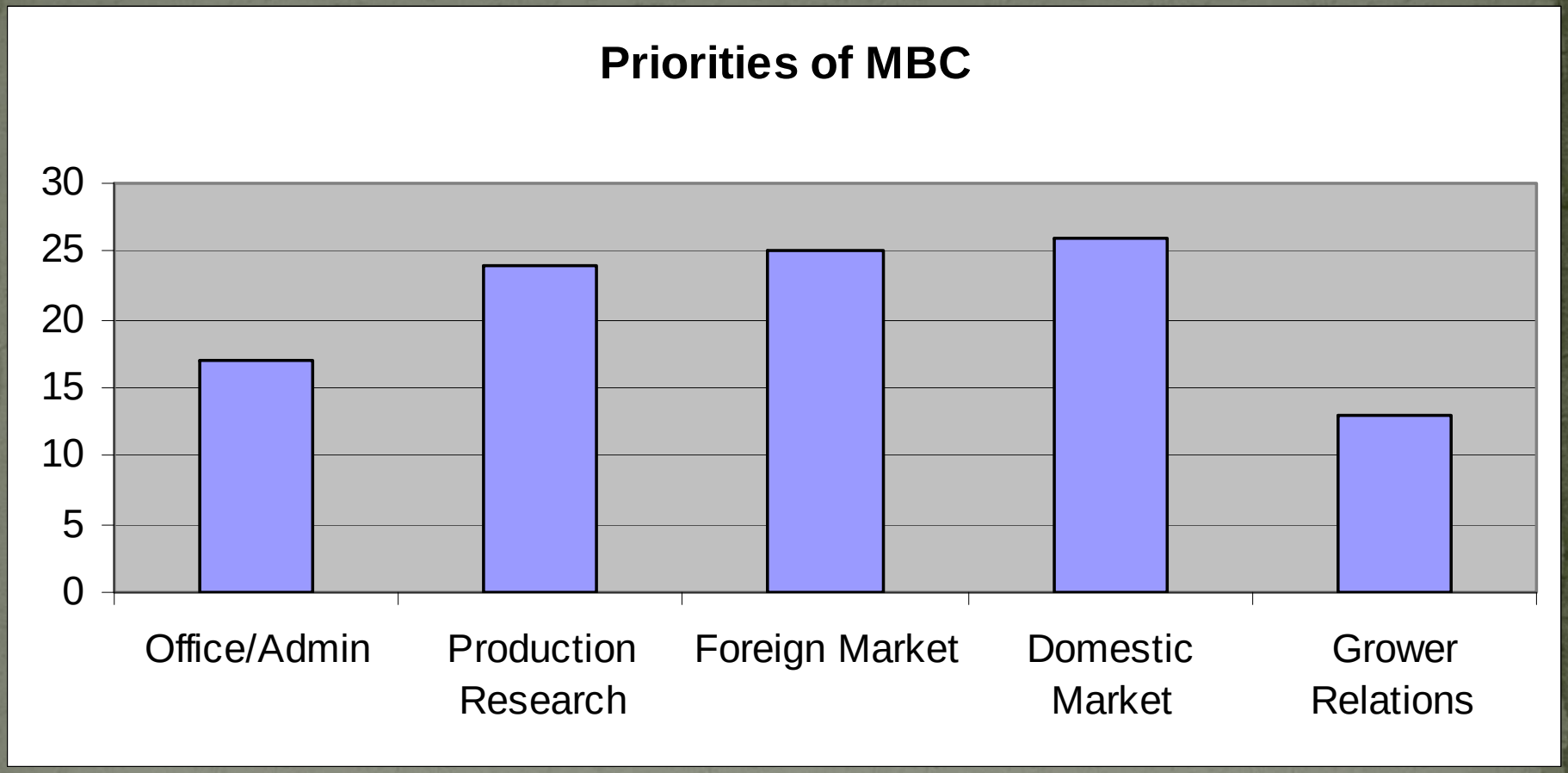
- What we can do
  - Research Agronomic and Health
  - Information
  - Trade meetings
  - Trade shows
  - Competitors

What we can't do

- Market beans

MDA Mandated to:

- Director is Ex-Officio of Commission
- MDA shall enforce this act
- Reapportionment
- Referendum


Priorities of MBC
30
25
20
15
10
5
0
Office/Admin
Production Research
Foreign Market
Domestic Market
Grower Relations

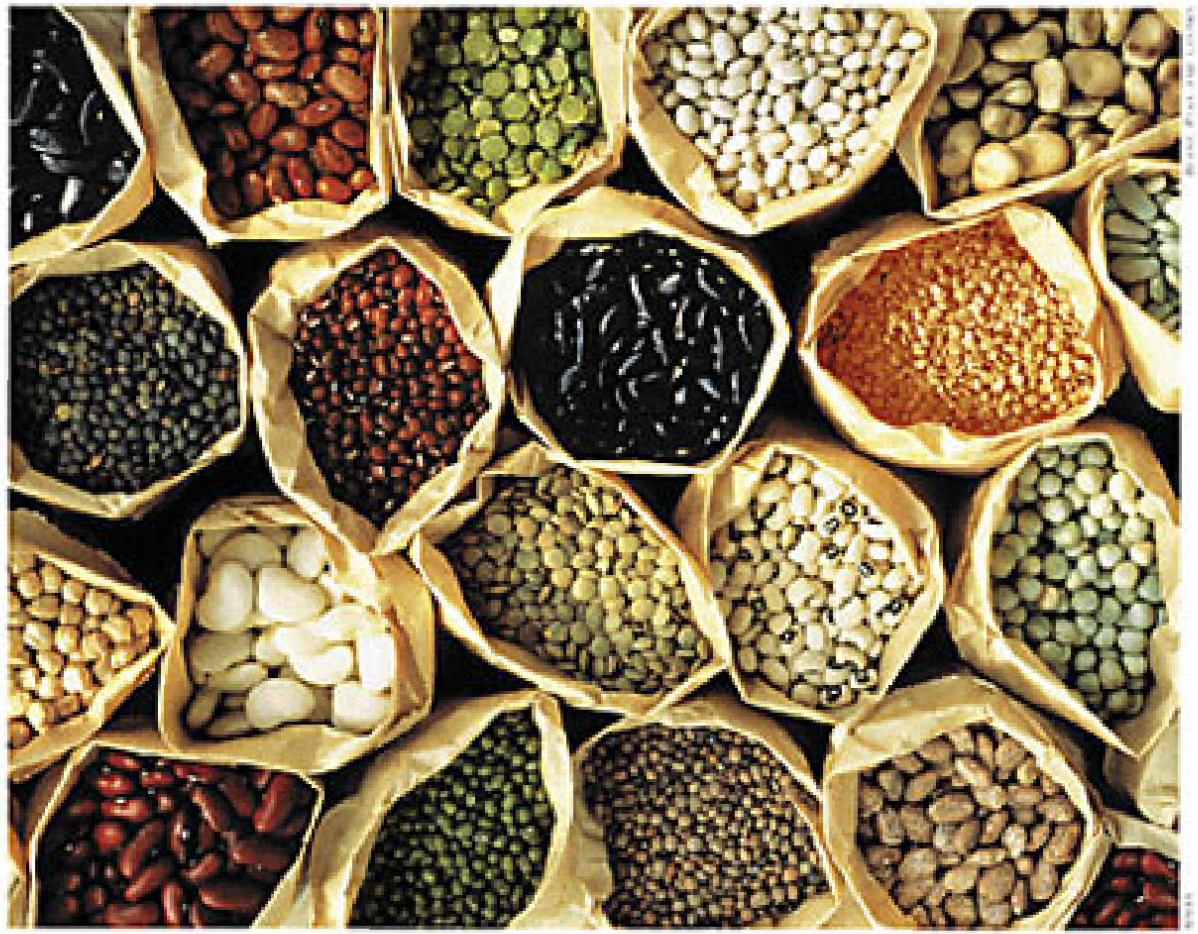
Open Meetings Act

- Species equality as well

The Michigan Bean Commission

- 100% grower funded
- Currently about 220,000 acres
- About $150 Million per year
- Number 1 in production of
  - Black Beans
  - Small Red Beans
  - Cranberry Beans
- Export every other row

Biggest Foreign Market?



Central de Abostos

And of course beans

Domestic Market

- CONSUMPTION
- 1985 6.3#
- 1995 7.3#
- 2005 6.4#
- 2008 6.7#
- Why the increase?
  - Rising interest in nutritional content of food
  - Increased interest in Ethnic food
  - Rising popularity of restaurants in Mexican & east Indian cuisine
  - Shift in population makeup

SINCE 1908
BUSH'S
BUSH'S
BEST

The Healthy Bean

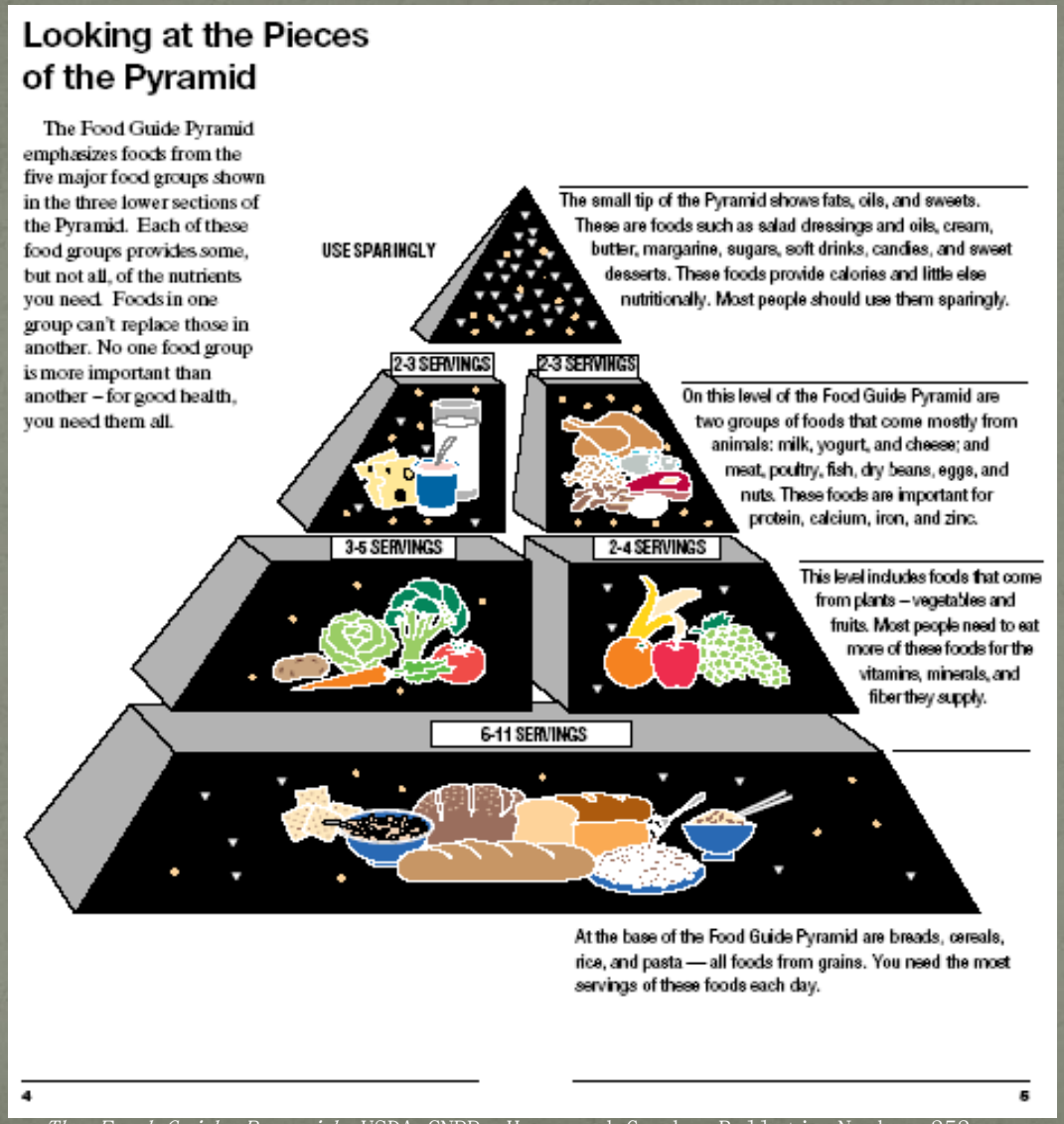
The Message

- **Diets including beans may reduce your risk of heart disease and certain cancers.**

Peak
HIGH FIBER
LOW SODIUM
Great Northern
Beans
FRIJOLES NORTEÑOS

SINCE 1908
BUSH'S
BEST
Pinto Beans
Frijoles Pintos
MAY REDUCE YOUR RISK OF HEART DISEASE
A diet including beans may reduce your risk of heart disease and certain cancers.

Food Guide Pyramid



The Food Guide Pyramid, USDA CNPP, Home and Garden Bulletin Number 252.

Anti-oxidant study

- Research by Dr. Wu et al
- Grant from USDA (initiated by Blueberries)
- Tested 2800 items for Anti-oxidants
- Found in order of Anti-oxidant levels:
  1. Small Red Beans
  2. Wild Blueberries
  3. Kidney Beans
  4. Pinto Beans
  5. Domesticated Blueberries
  6. Cranberry Beans

Cuba

Why we are there?

- Imports +100,000 metric tons per year of beans
- Black beans represent 60,000 metric tons of that
- Big users of navy, small reds and great northern beans
- 90 miles from our border

Getting There

- Travel restrictions
- Coordination of flights
  - Check in and security
  - Box on arrival
- Restrictions in Country

G7 COnnection
HAVANA
9119 1:50

JOSE MARTI-LA HABANA

O REILLY 102

- Mass Transit System

Cuba's Sources Of Revenue

1. The Florida Connection
2. Tourism
3. Sugar
4. Citrus
5. Tobacco

Politics and Cameras

Cuban Dry Bean Annual Supply/Consumption

	Metric Tons
Consumption	180,000
Production	80,000
Imports	100,000

Questions

- "You can tell whether a person is clever by his answers. You can tell whether a person is wise by his questions."