

BUSH'S BEANS BRAND STUDY

Prepared for:



May 2022

Learning Objectives

1

Identify knowledge gaps among RDNs and consumers as they relate to the health benefits of canned beans.

2

Discuss how canned beans can be a part of a healthful diet and may help optimize health and prevent disease.

3

Detail three consumer-friendly ways to inform clients about the health benefits of beans.

What we did...

2020: Two 15-minute online surveys

304 RDNs

March 3-19, 2020



1,403 Consumers

March 3-17, 2020



1,402 Consumers

Feb 18 - March 4, 2022



300 RDNs

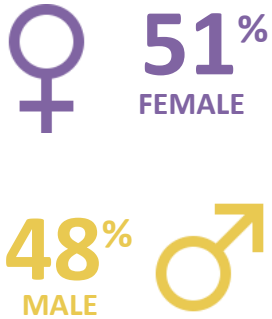
Feb 18 - March 4, 2022



2022: Two 15-minute online surveys

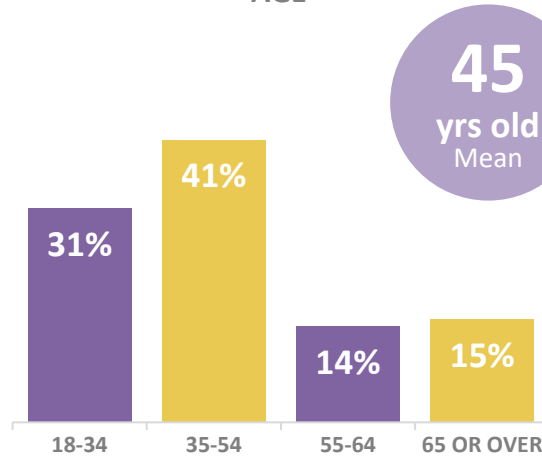
Consumers have a demographic profile similar to the US.

GENDER



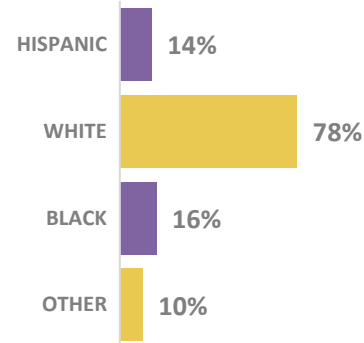
K1. What is your current gender identity?
(2% selected another identity)

AGE



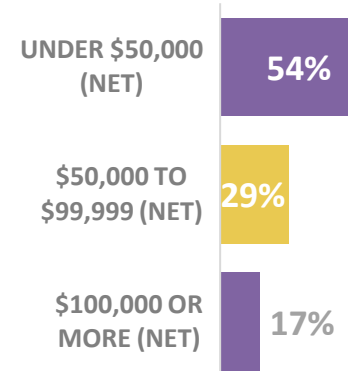
S1. What is your month and year of birth?

ETHNICITY



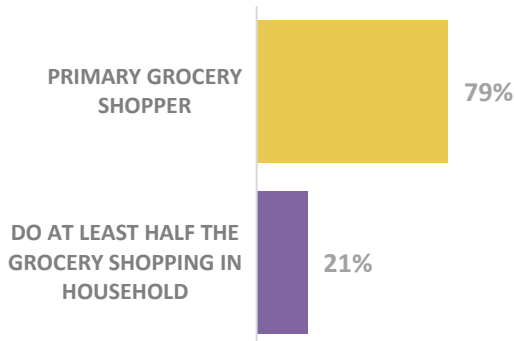
K2. Are you of Hispanic or Latino origin?
K3. Which of the following best describes you? *Multiple select; will not equal 100%

ANNUAL INCOME



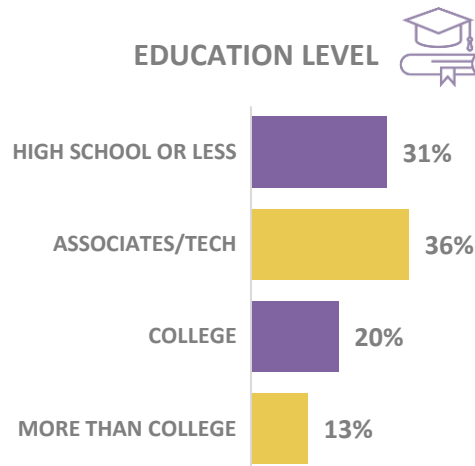
S2. And what was your total 2021 annual household income before taxes?

DECISION-MAKER



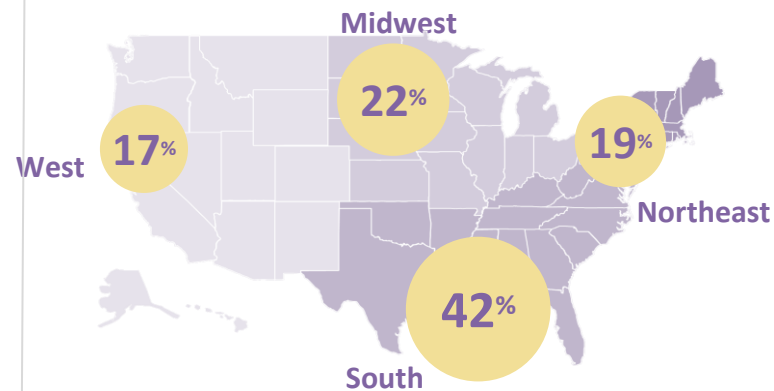
S3. Which of the following BEST describes the role you have in grocery shopping for your household?

EDUCATION LEVEL



K5. What is the last grade of school you completed?

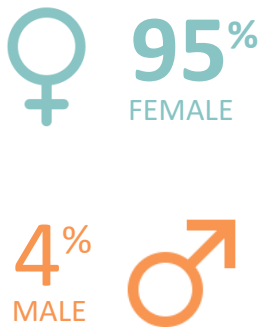
REGION



K4. In which state do you currently live?

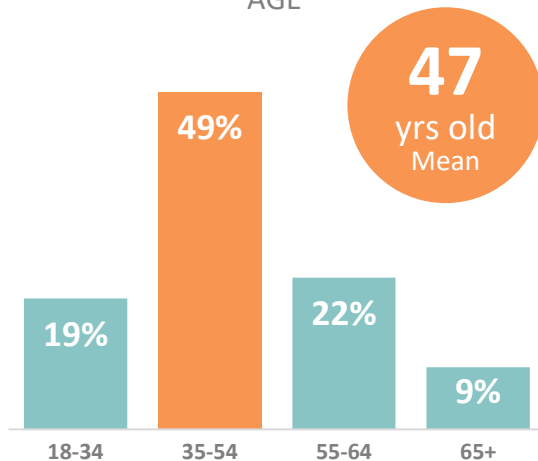
Dietitians are commonly white and female. Over half have been practicing for over 15 years.

GENDER



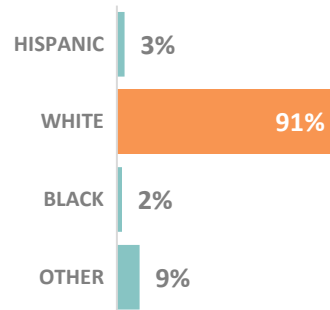
K1. What is your current gender identity?
(1% selected another identity)

AGE



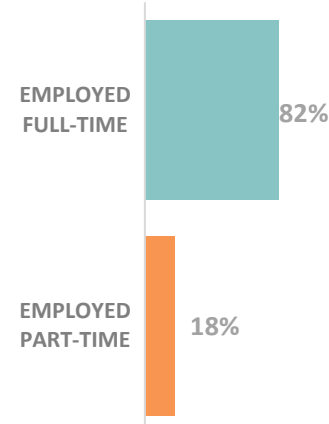
S1. What is your month and year of birth?

ETHNICITY



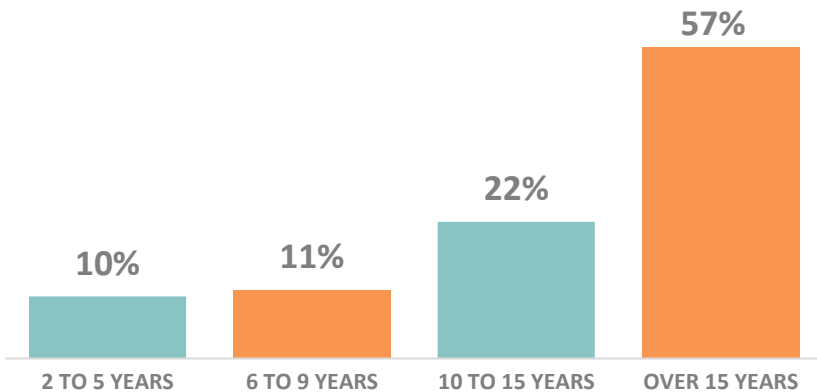
K2. Are you of Hispanic or Latino origin?
K3. Which of the following best describes you? *Multiple select; will not equal 100%

EMPLOYMENT STATUS



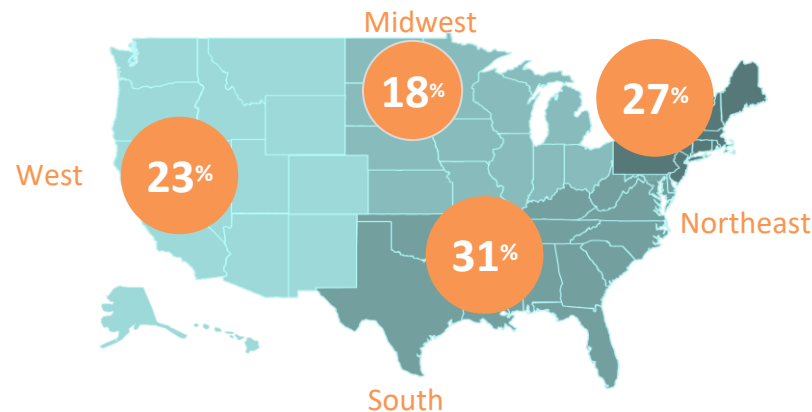
S2. What is your occupational status?

YEARS OF PRACTICE



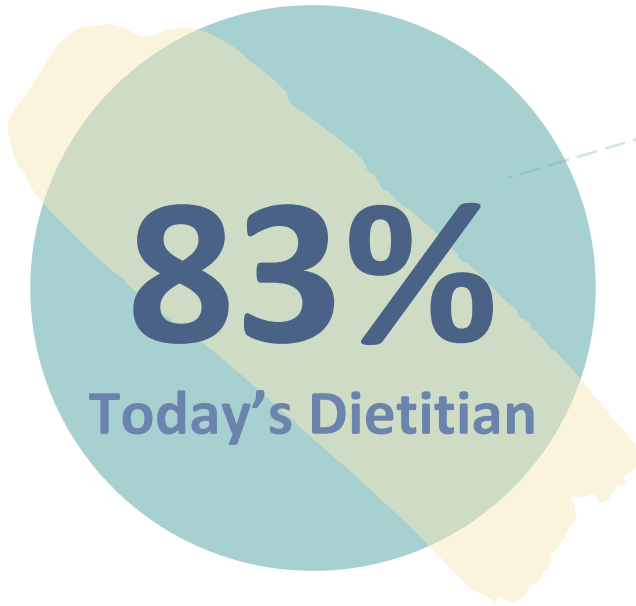
S4. For how many years have you been practicing as a Registered Dietitian Nutritionist?

REGION



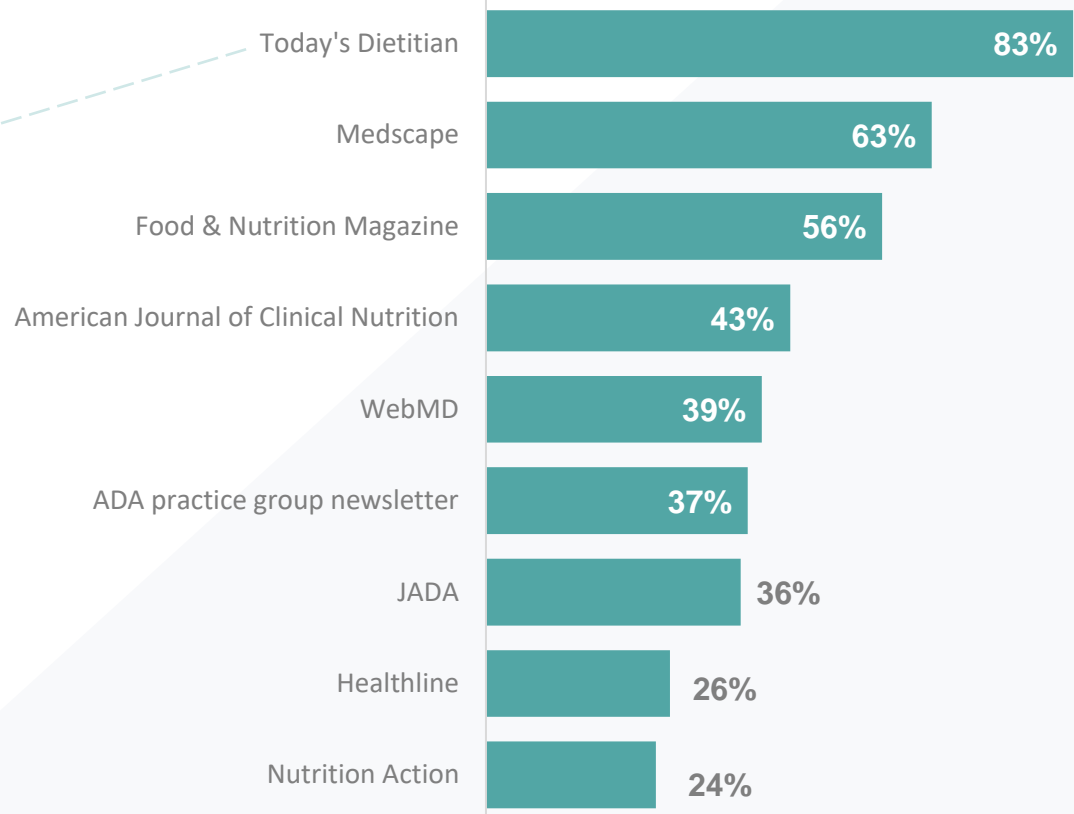
K2. In which state do you currently live?

Today's Dietitian remains RDNs' top information source.



Academic food and nutrition sources

■ 2022



93%

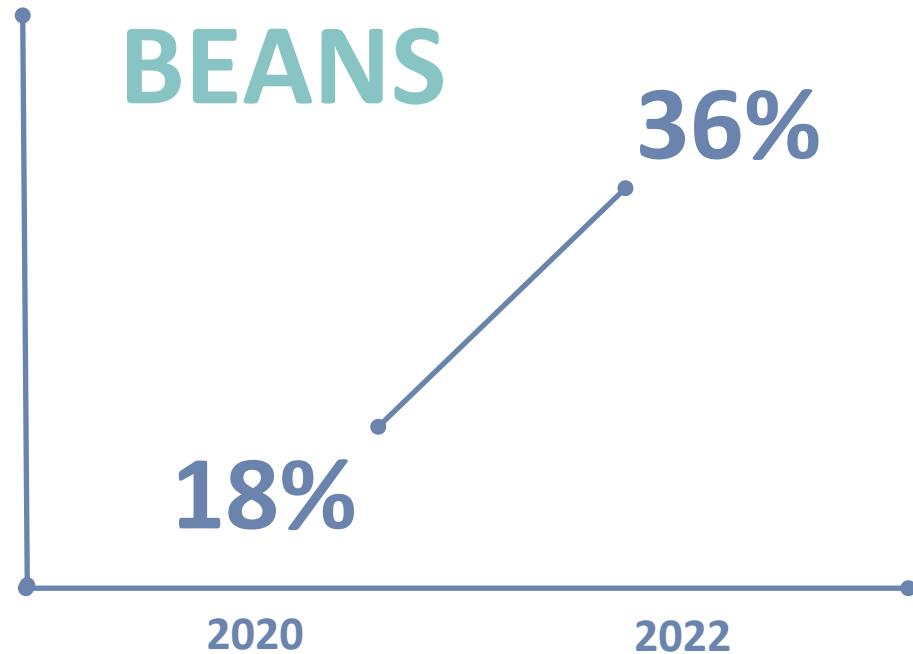
OF RDNs AGREE: "BEANS ARE A HEALTHY, NUTRITION-RICH FOOD."

81%

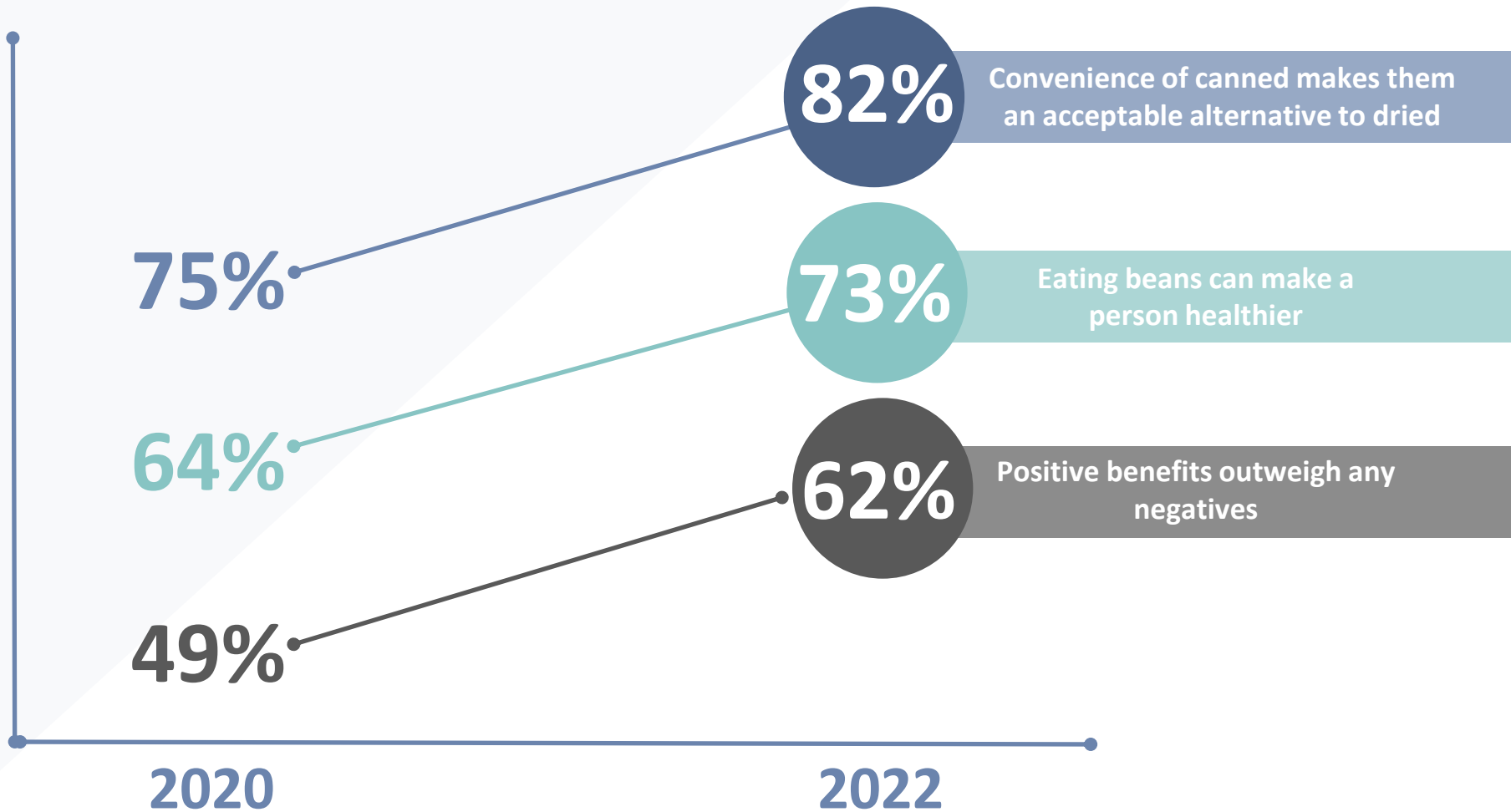
OF RDNs EAT BEANS AT LEAST WEEKLY

We asked RDNs:

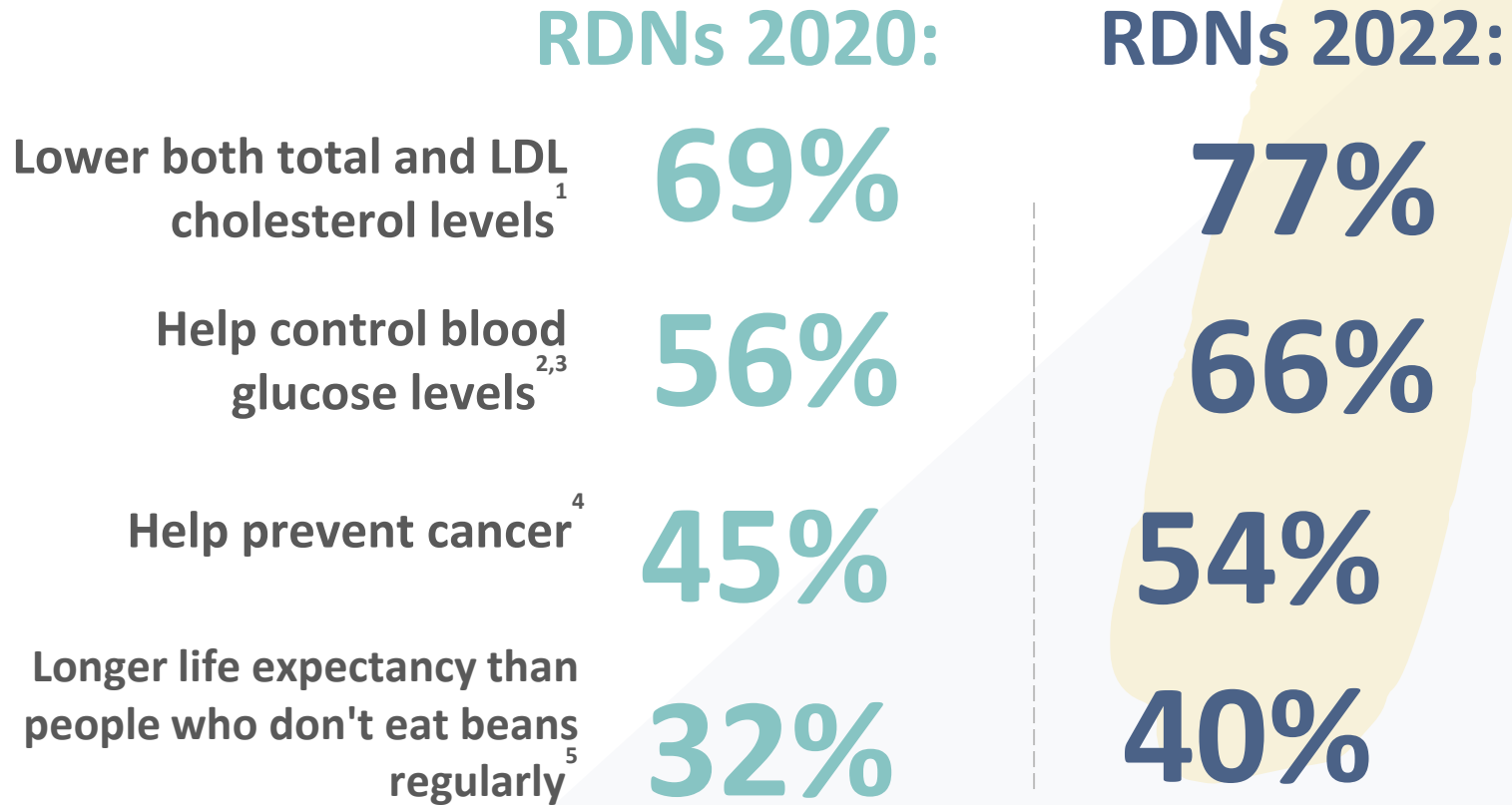
“What foods do you think Americans should eat more of?”



CANNED BEANS



Attitudinal changes: health benefits of beans



1. Brown L, Rosner B, Willett WW, Sacks FM. Cholesterol-lowering effects of dietary fiber: a meta-analysis. *Am J Clin Nutr.* 1999;69:30-42
2. Leathwood P, Pollet P. Effects of slow release carbohydrates in the form of bean flakes on the evolution of hunger and satiety in man. *Appetite.* 1988;10(1):1-11.
3. Hosseinpour-Niazi S, Mirmiran P, Sohrab G, Hosseini-Esfahani F, Azizi F. Inverse association between fruit, legume, and cereal fiber and the risk of metabolic syndrome: Tehran lipid and glucose study. *Diabetes Res Clin Pract.* 2011;94:276-283.
4. Amarowicz R, Pegg RB. Legumes as a source of natural antioxidants. *Eur J Lipid Sci Technol.* 2008;110:865-878.
5. Darmadi-Blackberry I, Wahlqvist ML, Kouris-Blazos A, et al. Legumes: the most important dietary predictor of survival in older people of different ethnicities. *Asia Pac J Clin Nutr.* 2004;13(2):217-220.

Attitudinal changes: health benefits of beans

	RDNs 2020:	RDNs 2022:
Promote digestive health ¹	76%	82%
Promote a healthy microbiome ¹	N/A	79%
Help improve gut health ¹	N/A	76%
Help prevent heart disease ²	67%	72%
Help people lose or maintain weight ³	55%	61%

1. Anderson JW, Baird P, Davis RH, Ferreri S, Knudtson M, Koraym A, et al. Health benefits of dietary fiber. *Nutr Rev.* 2009;67(4):188-205

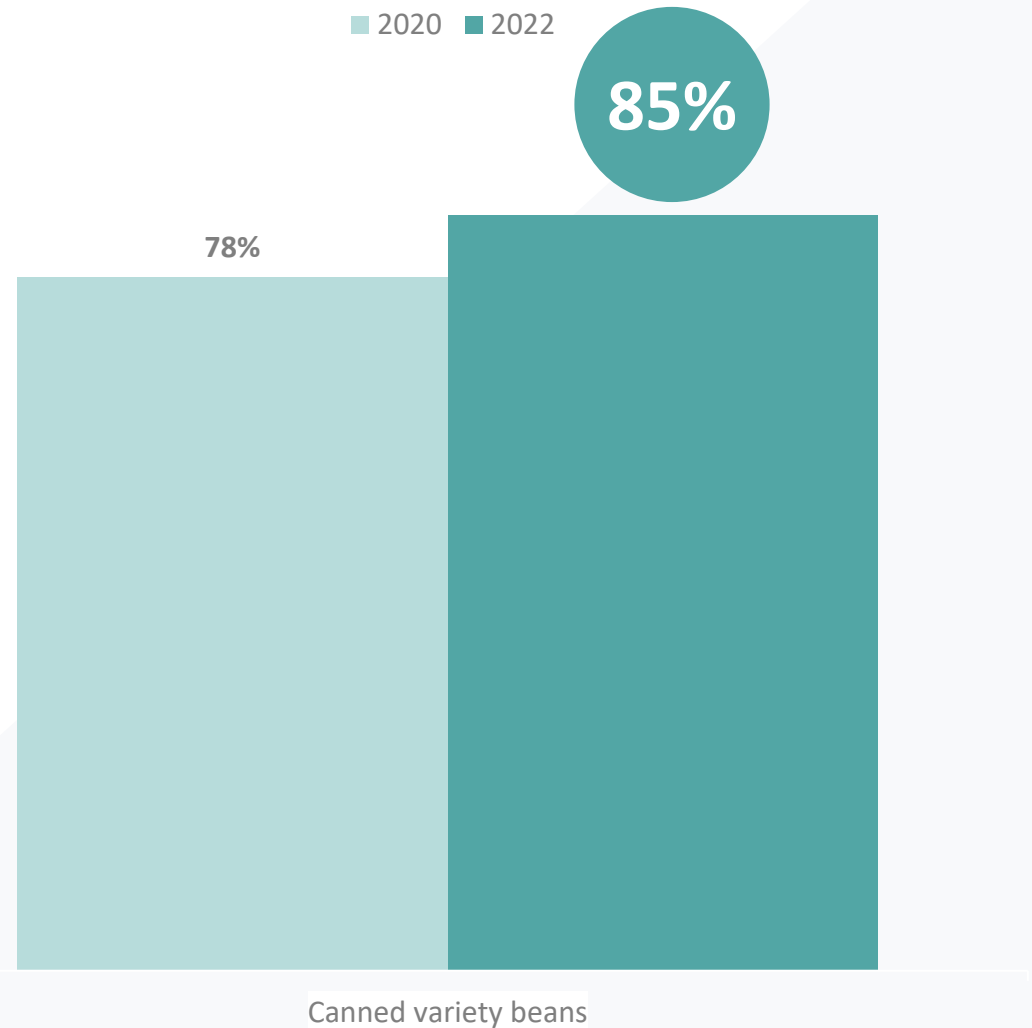
2. Brown L, Rosner B, Willett WW, Sacks FM. Cholesterol-lowering effects of dietary fiber: a meta-analysis. *Am J Clin Nutr.* 1999;69:30-42

3. Shana J Kim, Russell J de Souza, Vivian L Choo, Vanessa Ha, et al.. Effects of dietary pulse consumption on body weight: a systematic review and meta-analysis of randomized controlled trials. *American Journal of Clinical Nutrition*, March 2016 DOI: 10.3945/ajcn.115.124677

RDNs are recommending beans to their clients even more often than they were in 2020

“Very likely” to recommend to clients

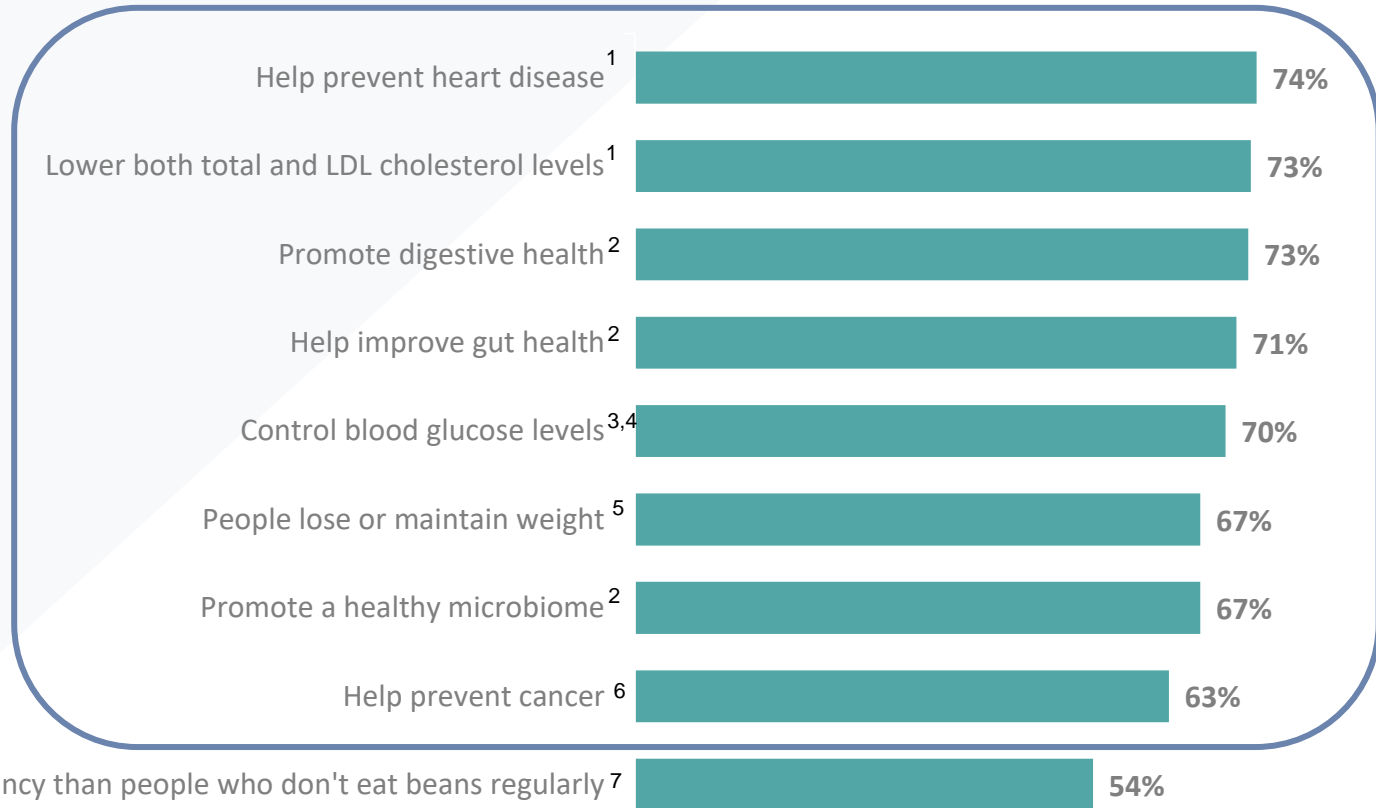
2020 2022



RDNs consider facts related to heart and digestive health highly motivating.

Motivational power of statements (Top 3 Box Scores; % Rated 8-10)

■ 2022



- B9. Please rate each of the following statements on how motivating they are to get you to recommend that your clients eat more canned beans.
Base: Total Respondents 2020 n=304, 2022 n=300

1. Brown L, Rosner B, Willett WW, Sacks FM. Cholesterol-lowering effects of dietary fiber: a meta-analysis. *Am J Clin Nutr.* 1999;69:30-42
 2. Anderson JW, Baird P, Davis RH, Ferreri S, Knudtson M, Koraym A, et al. Health benefits of dietary fiber. *Nutr Rev.* 2009;67(4):188-205
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 6. Amarowicz R, Pegg RB. Legumes as a source of natural antioxidants. *Eur J Lipid Sci Technol.* 2008;110:865-878.
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91%

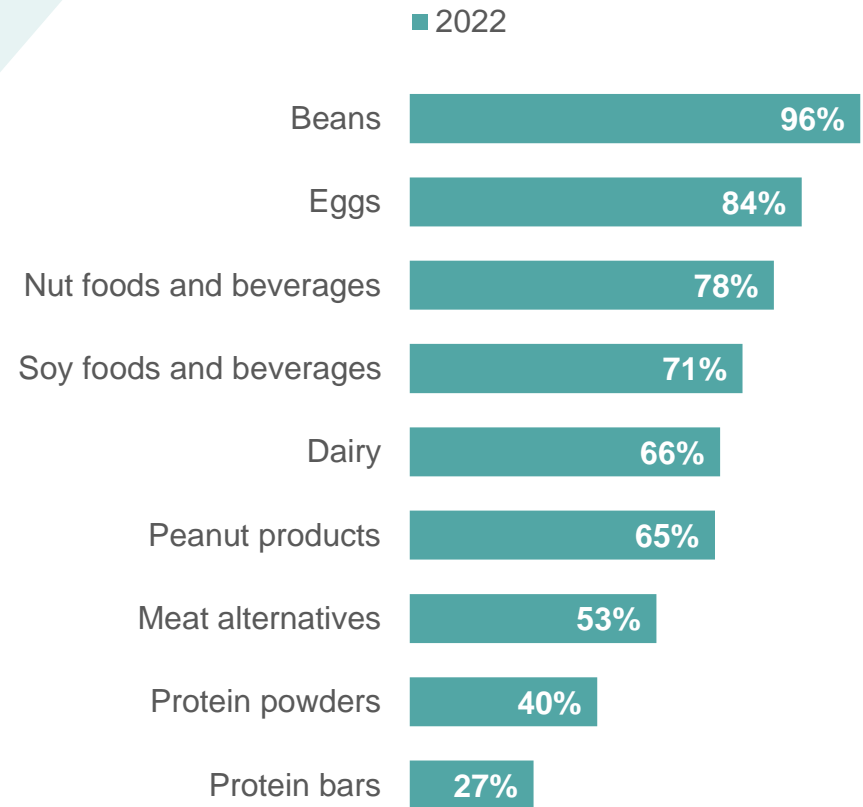
OF RDNs RECOMMEND PLANT-BASED DIETS OFTEN OR SOMETIMES

90%

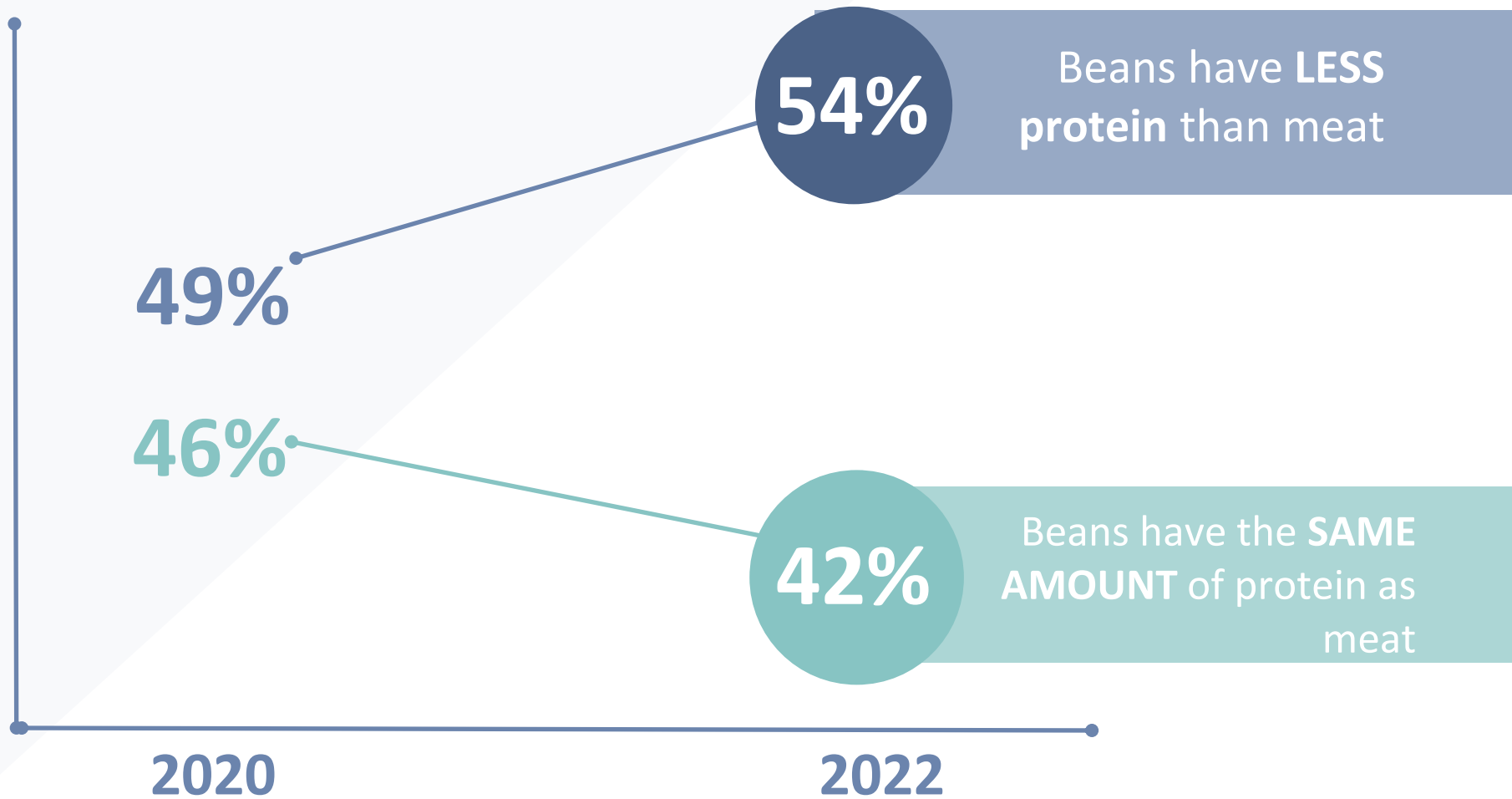
OF RDNs RECOMMEND REDUCED-MEAT DIETS OFTEN OR SOMETIMES

Beans are the #1 recommended source of protein for clients who are looking to eat less meat.

Protein substitute recommendations



RDNs remain split on how beans compare to meat as a protein source.



Sodium is a concern that keeps RDNs from recommending canned beans

#1 Barrier:
Time-
consuming,
labor-intensive

Dry

"It's rare that my patients/clientele have time to prepare them."

#1 Barrier:
High in
sugar

Baked

*"Additional calories, sugar and sodium that **reduce the nutritional value**. People also tend to overeat them."*

Canned

**#1 Barrier: High
in sodium**

"High sodium content may be a concern for some clients."

73%

OF RDNs “ALWAYS
RECOMMEND DRAINING AND
RINSING CANNED BEANS”

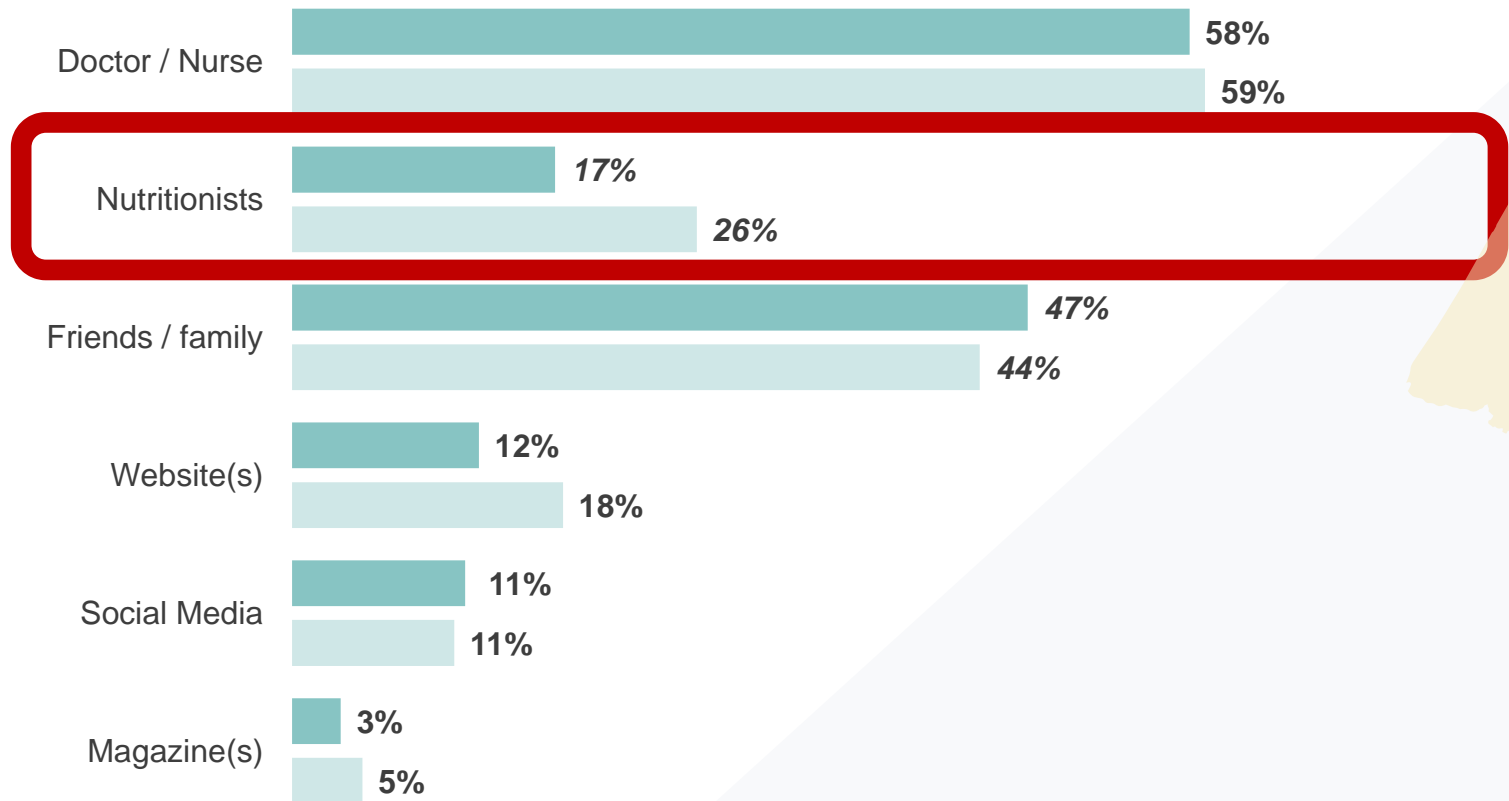
41%

OF CONSUMERS “ALWAYS
DRAIN AND RINSE CANNED
BEANS”

There has been a significant drop in consumers turning to RDNs for health advice.

Sources for health/nutrition advice

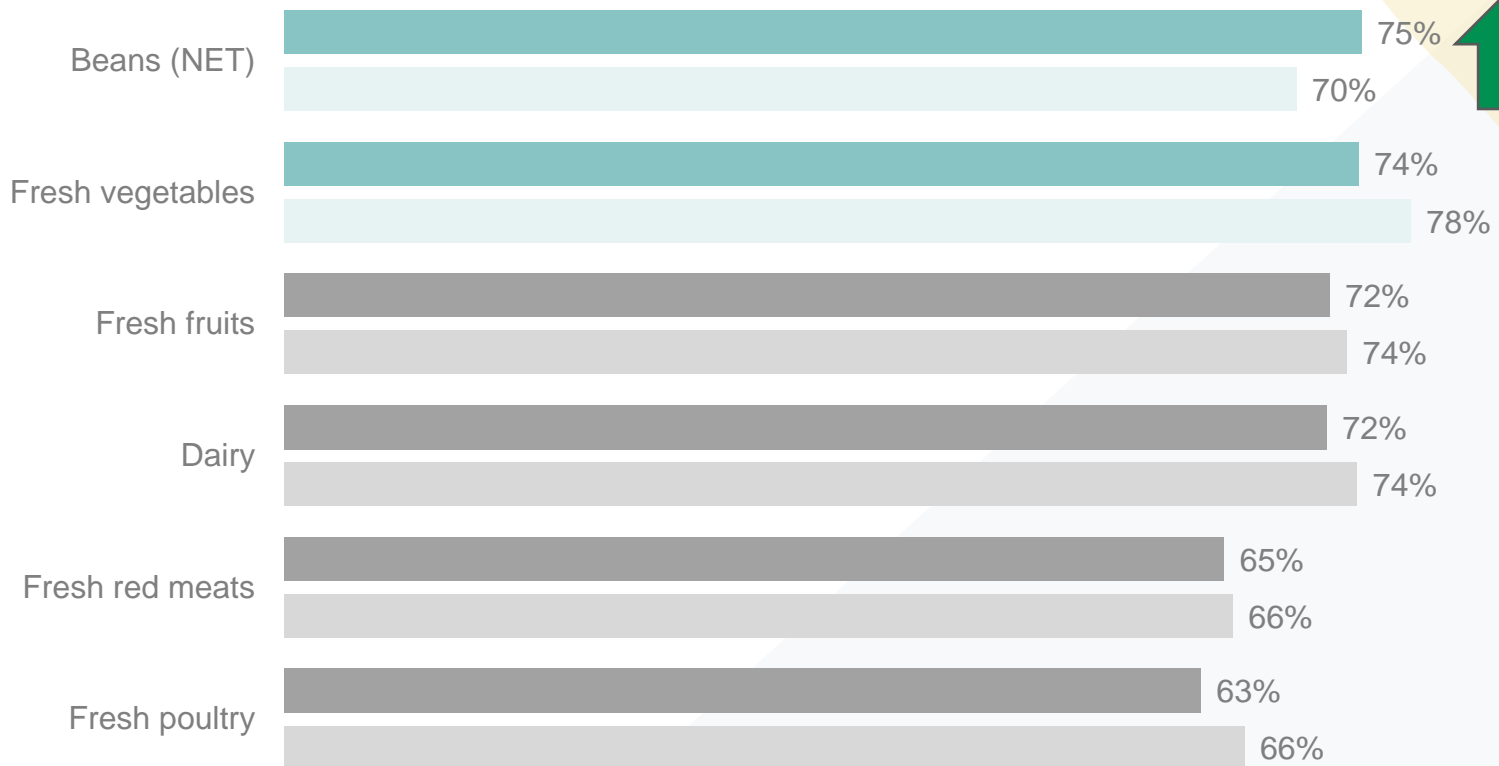
2020 2022



Bean consumption has significantly increased since 2020, and beans are now as much a part of consumers' diet as fresh vegetables.

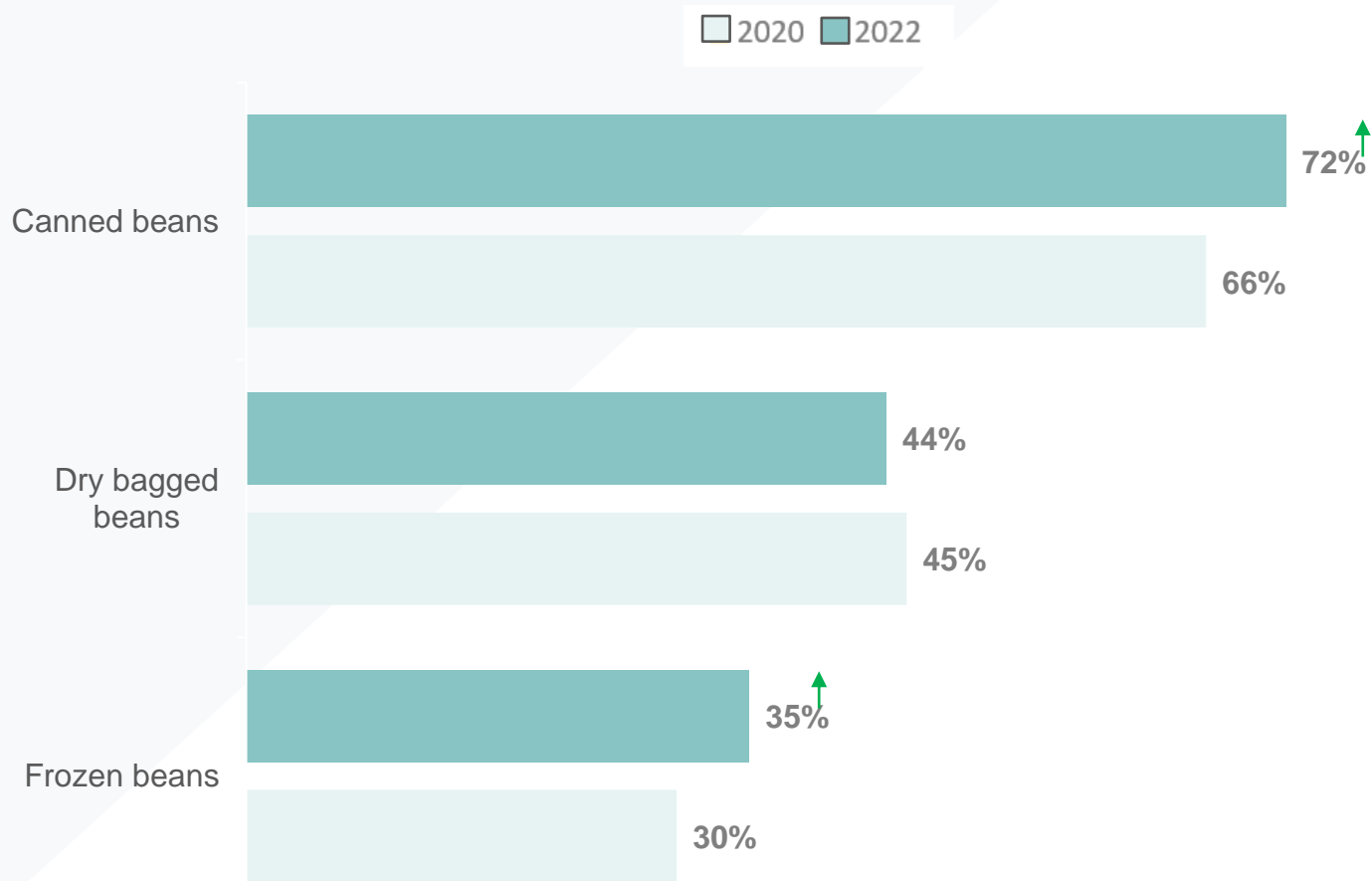
Top 10 foods consumers "always" or "often" prepare with

2020 2022



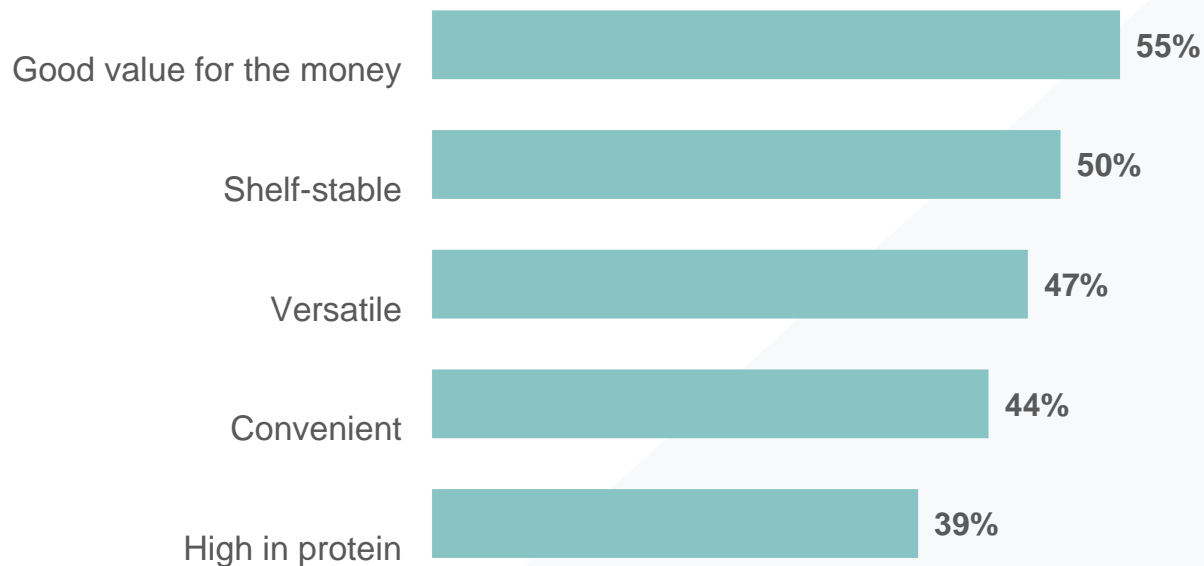
Consumers who eat beans primarily use canned beans, consumption of which has increased significantly since 2020.

Those who eat beans “always/often” use:



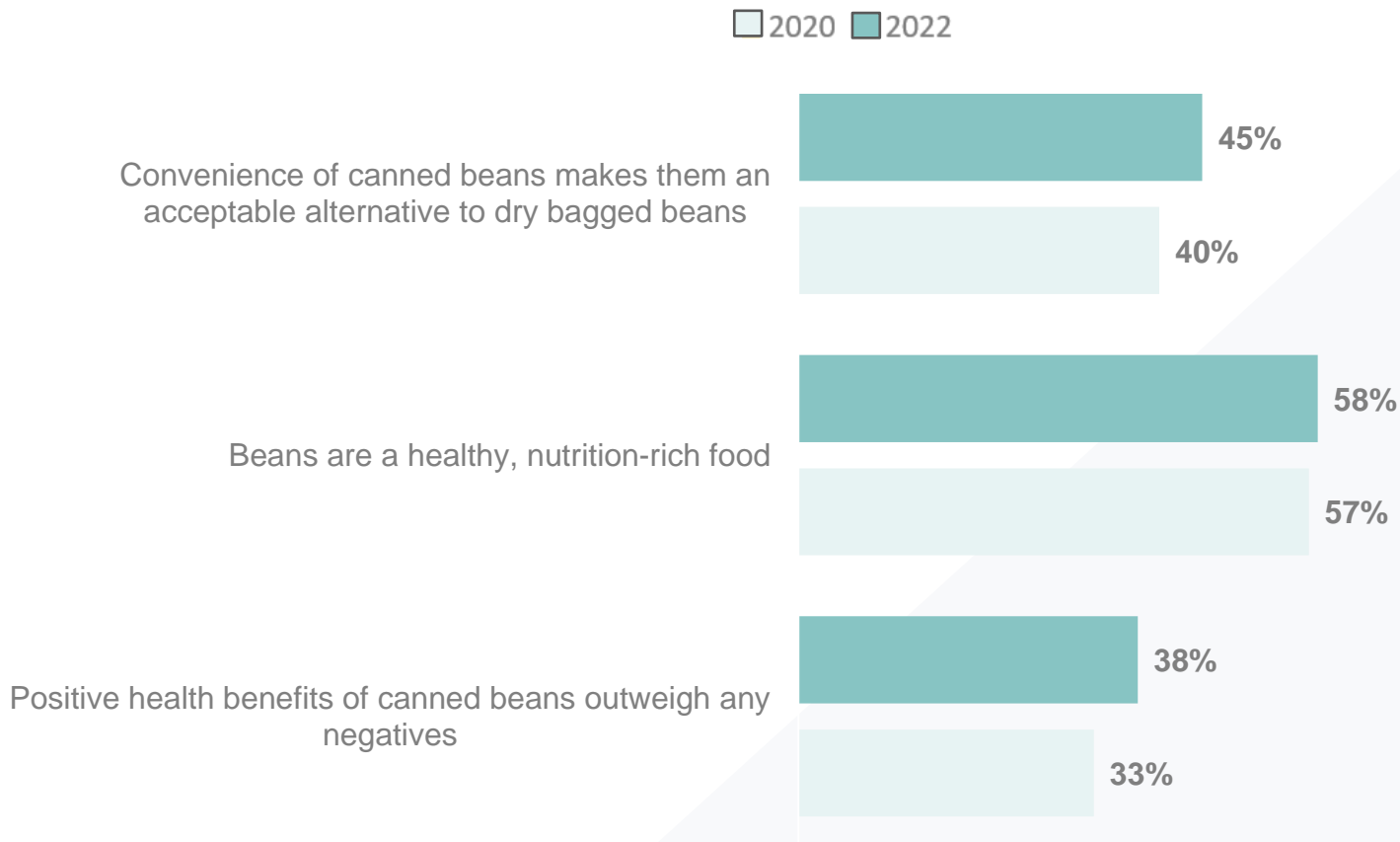
Beans fit the bill on consumers' food needs

INCREASED importance since start of pandemic

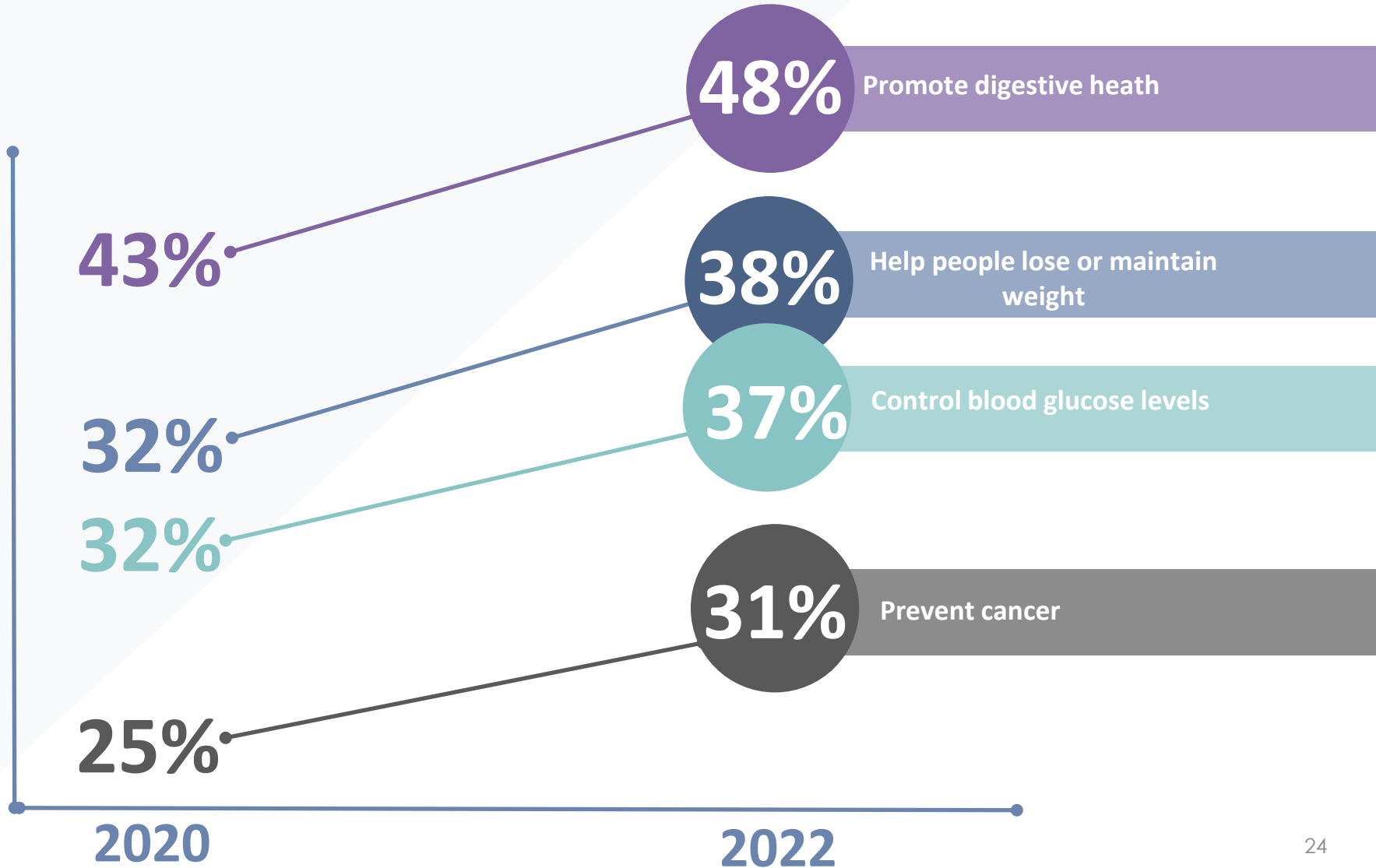


Consumers are generally more positive towards canned beans than in 2020...

Attitudes about bean usage
(Top 3 Box Scores; % Rated 8-10)

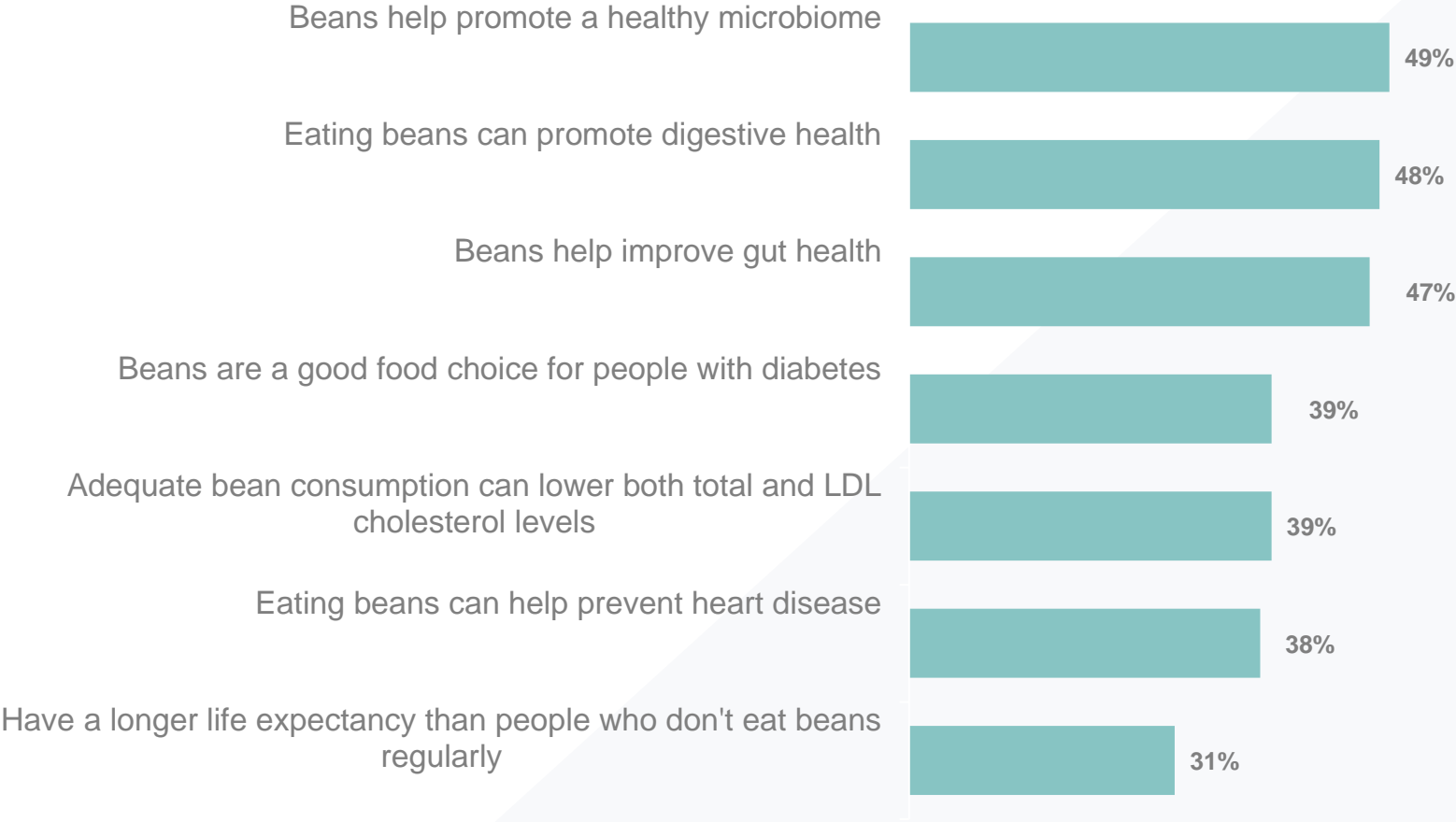


While awareness around “bean-efits” has climbed, there is still room to increase consumer knowledge.



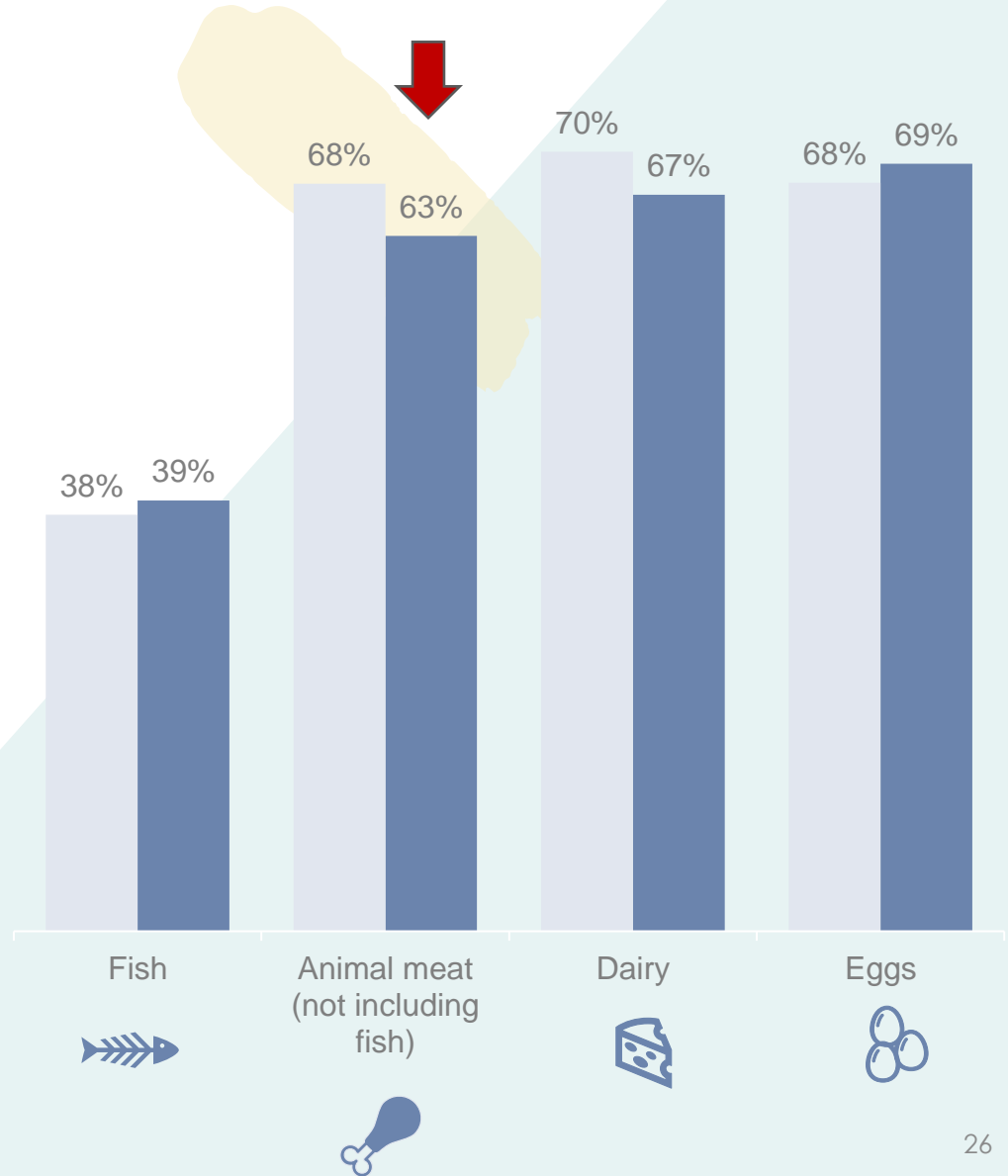
While awareness around “bean-efits” has climbed, there is still room to increase consumer knowledge.

Attitudes about beans
(Top 3 Box Scores; % Rated 8-10)



Foods consumed “often”

2020 2022



Consumers' diets

	2020	2022
High-protein	42%	44%

91%

OF RDNs RECOMMEND PLANT-BASED DIETS OFTEN OR SOMETIMES

90%

OF RDNs RECOMMEND REDUCED-MEAT DIETS OFTEN OR SOMETIMES

SOME CONSUMERS ARE CONVINCED

30%

Moving towards a plant-based diet

7%

Already follow a plant-based diet

Think plant-based is NOT for them

41%

Have heard of plant-based but don't know what it means

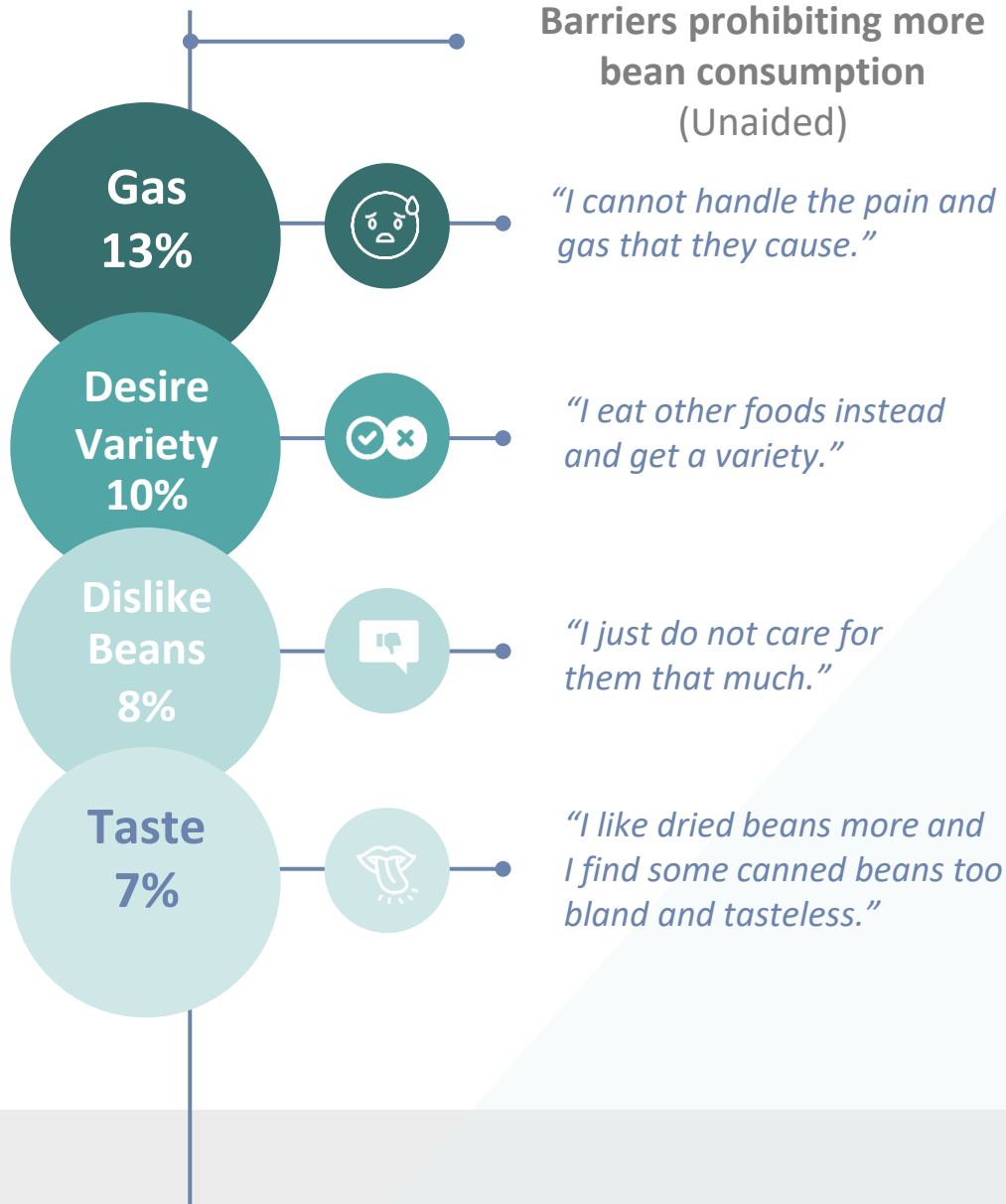
13%

Never heard of a plant-based diet

10%

Consumers minimize their bean intake to avoid gas and to allow for variety.

Barriers prohibiting more bean consumption
(Unaided)



In 2020, the top reasons for not increasing bean consumption were:

- Taste
- Gas
- Want more variety
- Need recipes

CONSUMERS

49%

OF CONSUMERS SAY EATING
BEANS CAUSES GAS AND
FLATULENCE

*“The main thing is
the gas and
flatulence problems.
Beans give me gas
and I prefer not to
experience that.”*

Opportunity to educate consumers

31%

“People who eat beans regularly adapt and do not experience noticeable gas or flatulence”

The biggest change among RDNs is a growing recognition of beans, in any form, as a healthy food source.

**+100%
increase**

In RDNs who, unaided, say Americans should consume more beans (a gain on top of the 100% increase in 2020 v. 2005) – but a huge opportunity remains to continue to increase this attitude

**+13% point
increase**

In RDNs who believe the positive health benefits of canned beans outweigh any negatives

**+8% point
increase**

In RDNs who perceive beans' sodium level as low/none

**+7% point
increase**

In RDNs "very likely" to recommend canned variety beans to their clients

**+7% point
increase**

In RDNs who agree that the added convenience of canned beans makes them an acceptable alternative to dry bagged beans

Consumers are catching on to all the various benefits of beans: protein source, convenience, and outstanding for overall health.

+6% point increase

In consumers who “always” or “often” use canned beans

+6% point increase

In consumers who believe in beans’ ability to help with weight loss

+6% point increase

In consumer awareness that beans help prevent cancer

+5% point increase

In consumers who agree that beans have MORE protein than animal meat

+5% point increase

In consumers who attest that beans promote digestive health

+5% point increase

In consumers who value the convenience of canned beans as an acceptable alternative to dry bagged beans

Most RDNs Know What Canned Beans Can Do! Consumers Need Your Help!

