



NORTH DAKOTA DRY BEAN COUNCIL

The North Dakota Dry Bean Council was created by the 1977 Legislature through passage of the “Dry Bean Industry Promotion Act” pursuant to NDCC section 4.1-06. It being the intended purpose that the production, development, marketing and promotion of dry beans in North Dakota is important to the general welfare of the people of North Dakota. The accomplishment of which required the establishment of the North Dakota Dry Bean Council for that purpose and with the objectives of contributing to the stabilization and improvement of the agriculture economy of the state.

The Council is composed of one participating grower elected from each of the six districts established in Chapter 4.1-06-02 of the NDCC. An assessment of 10 cents per hundred weight is imposed on all dry beans grown in the state delivered into this state or sold to a designated handler. All moneys levied and collected by the Council are to be deposited in an account designated “Dry Bean Fund” at the State Treasurer and used for carrying out Council objectives. The administrative duties of the Council and the record-keeping requirements of the Council are performed under contract by the Northarvest Bean Growers Association.

PROGRAM SUMMARIES

Biennium 2023-2025



AUDIENCES OF INTEREST

1. Influencers – Health Advisors

- School Nutrition Professionals: Focus on Registered Dietitians (RD's) and chefs working in K-12 schools
- Nutrition and Health Educators: Focus on Health Advisors who work for supermarkets, college nutrition directors/supervisors and Women, Infants, and Children (WIC) nutrition education specialists

2. Consumers Worldwide

PROJECTS

- Social Media: Foundation of a healthy online community and digital presence
- Bean Institute.com: Brand awareness, education, and promotion of dry edible beans.
- @ThatMidwesternMom: (Amber Estenson) Social Media Influencer - Seed to Stovetop project brings awareness of how and where your dry edible beans come from. (i.e. See picture above)

GOALS

1. Increase awareness of bean nutrition and health benefits among all audiences
2. Increase awareness among influencers about how beans fit into various food trends (i.e. increasing interest in plant-based protein, flexitarian eating, increasing consumer interest in snacking and sit-down meals, etc.)
3. Work with school and food service nutrition professionals to increase appeal of bean dishes that appear in K-12 school lunch menus, college cafeteria, deli, restaurants, etc.
4. Provide valuable tools for influencers and consumers that increase use of beans in homes

Communication and Dissemination Tactics



Health Related Website for Dry Bean and Social Media

The Bean Institute is a consumer-facing website focused on health benefits, education, and nutrition of dry edible beans. The website has new material weekly to keep it fresh and interesting to the public. New website content, including research briefs, consumer recipes and photos, provides fresh content that gets promoted via social media. This helps engage consumers and influencers through multiple touchpoints.

Bean Nutrition and Health Database

It is great to fund research studies, but if no one knows about the outcomes, how does it contribute to promoting bean consumption? Since 2017, Northarvest has built an online database at the BeanInstitute.com. Short consumer-friendly research briefs about peer-reviewed, published bean research studies focused on nutrition and health benefits of beans. Additional studies are added to the database on a monthly basis, as they are published around the world. In addition to providing new content for the website each month we promote via social media.

Social Media Content

Social media content is the foundation of a healthy online community and digital presence. The social media plan developed on behalf of the bean growers offers multiple channels for reaching consumers and influencers in multiple ways, including online website resources, photos, recipes, videos, infographics, and memes. In an effort to develop relationships with new groups who influence consumer food choices, we will do some targeted outreach to top food bloggers, promoting recipes or blogs that specifically focus on beans.

Social Media Channels

Facebook, Twitter, Instagram, and Pinterest are the channels of choice for influencing consumers, dieticians, food bloggers, food enthusiasts on the Bean Institute website. Communique develops the editorial calendars and content to post on social media sites including recipes, links to bean-related articles, facts about beans, event promotions, current bean news, and bean health information for the farmer leadership.

Social Content Promotion

The Bean Institute utilizes advertising to increase brand visibility and increase the number of followers, focusing on home cooking, culinary and foodservice professionals, health educators and school nutrition professionals. Sponsored online promotions help enhance the Bean Institute social media sites. We promote the Bean Institute as the “go-to” online source for all things beans.

Bean Institute Comprehensive Bean Guide

In 2024, Northarvest provides a Comprehensive Bean Guide that will serve as an informational resource for consumers, influencers, and partners alike. This is made available in print and available digitally. The sections of the guide will be constructed in a way that allows users to customize to their needs.



Regional and National Promotion

Dry bean growers remain committed to educate and promote dry edible beans in all aspects of agriculture. Funding provides development of agricultural education and promotional materials.

North Dakota Ag in the Classroom is a unique educational experience for youth to learn about the farming industry and its impact on the world. In 2023-2024, there were sessions held in Minot, Bismarck, Lisbon and Fargo. The Northharvest sessions focused on educating youth about the decisions that go into dry edible bean farming through an interactive game called “Beans True or False”. Annually, 5,000 4th grade North Dakota students experienced the Northharvest Ag in the Classroom program. Northharvest has secured the services of Westercamp Consulting to develop the dry bean game. They are constructing another interactive game for 2025.

Northharvest offers a scholarship program to children or grandchildren of a dry edible bean farmer who grows dry edible beans. There are two awards of \$2,000 scholarships given annually. In 2023, Holly Jolyn Jensen, Stephen, MN was selected as the applicant. In 2024, Gabrielle Schneider, Morris, MN was selected as the applicant. We have additional scholarship funds but those were our only two applicants.

Northharvest Board of Directors funded the development of a Coloring Book App. Kids are able to color pages with a variety of tools, like crayons and paint brushes on a virtual platform. As the children color, an educational audio lesson narrated by North Dakota’s own Mick Kjar will play. The App is available in both Apple & Google Play (Android) stores and a website version has been made available. This is currently being marketed through Ag in the Classroom.

Northharvest participates in multiple local tradeshow and sponsorships. Sponsorships in 2023-2025 included Carrington Research Extension Dry Edible Bean Row Crop Tour, NDSU Harvest Bowl, Family Wellness Jr. Chef contests, North Dakota Ag Mag (3 Editions), NDSU Extension Eat Smart/Play Hard Nutritionist seminars, National Ag in the Classroom/Northharvest Booth, NDSU Getting-it-Right Dry Bean webinar series. Conferences included Soil Management Summit, North Central Bean Dealers Association Pre-Harvest Conference, North Central Bean Dealers Association Red, White, and Blue Winter Conference, Agri-Women Harvest of Knowledge, NAMA Boot Camp, and U.S. Dry Bean Council BeanCon24 Extravaganza.

In 2024, Northharvest worked with NDSU Extension to develop a Soybean Cyst Nematode (SCN) soil sample bag program for membership. Northharvest purchased up to 500 soil sample bags that can be requested by farmer members who would like to submit soil samples to NDSU Extension to analyze if they have SCN populations showing up in their soil. SCN is a serious pest for dry bean farmers and soybean farmers alike.

Grower Driven Research:

For more than 40 years, Northarvest has provided extensive funding to support research aimed at improving bean production. The Northarvest Research Committee identified a number of research priorities this year and submitted those to scientists as guidelines to receive funding requests. In 2023, Northarvest board approved \$513,522 in research projects and in 2024, the Northarvest board approved research projects for a total budget of \$626,434:

2023

- Dry bean response to drainage and fungicide treatment
- North Dakota dry edible bean variety development
- The impact of ground rolling on weed control
- Evaluating dry kidney bean as a source of high quality/value protein isolate
- Evaluating nitrogen fertilizer guidelines for dry bean production
- Improving white mold management in dry beans
- Dry bean improvement for the Northern Plains
- Resistance of NDSU dry bean breeding lines and varieties to soybean cyst nematode
- Survey and bacterial dry bean disease management in North Dakota
- Collaborative irrigated kidney variety trial and breeding nurseries
- Coalition for advancement of pulses dietary guidelines health research
- NDSU lifecycle assessment study of dry edible beans
- NDSU economic contribution dry bean study

2024

- Dry bean response to drainage and fungicide treatment
- North Dakota dry edible bean variety development
- The impact of ground rolling on weed control
- Evaluating dry kidney bean as a source of high quality/value protein isolate
- Evaluating nitrogen fertilizer guidelines for dry bean production
- Improving white mold management in dry beans
- Strategies for reducing erosion through spring cover crops
- Dry bean improvement for the Northern Plains
- Evaluation of physical and chemical properties of dry beans in food processing
- Dry bean survey and investigating the genetic material of fusarium
- Coalition for advancement of pulses dietary guidelines health research
- NDSU lifecycle assessment study of dry edible beans
- Decision Innovation Solutions market intelligence data for dry edible beans

Dry bean growers funding scientific research is a critical step towards helping dry bean growers in our region and the economy. Funded research totaled 29% of the 2023 budget and 32% of the 2024 annual budget. The dry edible bean checkoff funds give ag research scientists an opportunity to study the advancement of plant varieties, provide disease management, enhance dry bean breeding, study plant pathology, weed & insect management, address sustainability and provide value-added processing for dry edible beans.

The NDSU dry edible bean breeding program released 'ND Rodeo', a slow darkening pinto bean variety in 2023. In 2024, the NDSU dry edible bean breeding program released 'ND Rosalind', a pink bean for commercial use to expand variety options for Northarvest regional farmers.

Grower Driven Research – Continued

In October 2023 the North Dakota Department of Agriculture awarded four specialty crop grants totaling \$998,400. In October 2024 the North Dakota Department of Agriculture awarded six specialty crop grants totaling \$1,032,910 to promote development, cultivation, production, and sales of dry edible beans in North Dakota.

2023

- Developing a comprehensive molecular diagnostic panel and sampling techniques to quantify root pathogens in pulse crop hosts and the environment
- Increase the availability of a diagnostic panel to survey for herbicide resistance in kochia populations
- Facilitating international growth for North Dakota specialty crop producers and processors
- Development of dry bean-based bakery products from stone milled fours

2024

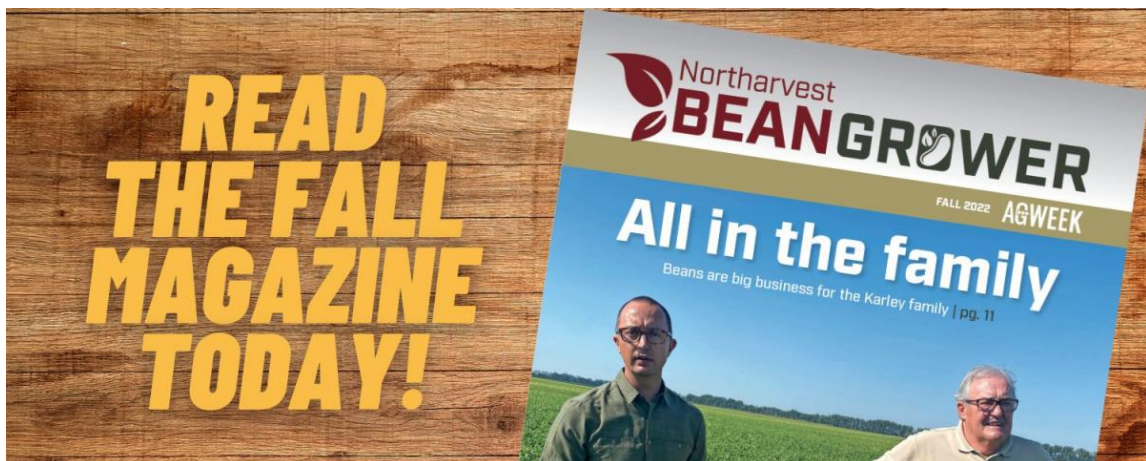
- International and domestic promotion of North Dakota specialty crops
- Evaluating molecular tests to supplement North Dakota's seed certification program and field detection of bacterial blight pathogens in dry edible beans
- Improving management recommendations for three economically important dry edible bean diseases
- Field to Fork: Expanding knowledge and use of specialty crops among adults and children
- Pathogen prevalence, host resistance, and economics of bean rust resistance via genetics and fungicide efficacy
- Increasing biological nitrogen fixation in dry beans by using new hydrogen-recycling rhizobium strains



COMMUNICATIONS

Northarvest maintains a longstanding relationship with the Red River Farm Network (RRFN) to keep growers up-to-date on the latest agricultural issues, bean industry updates, and related information for farmers. This unique partnership is an effort to keep growers informed with timely news impacting the dry bean industry. This partnership provides a weekly radio segment called the “Dry Bean Scene”.

In 2022, Northarvest forged an agreement with AGWEEK to publish four issues of *The BeanGrower* magazine plus a digital Research Guide. We offer a monthly newsletter that is published in-house. Following Strategic Planning in 2022, we activated full website rebuilds on the Northarvest site and the Bean Institute site. We developed new branded logos for Northarvest Bean Growers Association, North Dakota Dry Bean Council, and the Minnesota Dry Bean Research & Promotion Council. A podcast is ready to be published in 2025. In 2023-2024, we partnered with AGWEEK to offer a ‘Harvest Crop Tour’ that was played on AGWEEK TV. We also developed a partnership with Valley News Live in 2024 to Air news about North Dakota dry edible beans on the ‘ND Today’ morning show along with a set of advertisements to bring awareness to the region about dry edible beans. Starting in 2023, we began to build a video and photography library to better illustrate what our farmers do and how dry bean farming happens. This has helped us tell the story of North Dakota Dry Edible Beans.



DEVELOPMENT

The activities of the U.S. Dry Bean Council (USDBC) are directed and partially financed by 16 member organizations with the common goal of promoting the U.S. dry bean trade internationally. Joe Mauch of Hankinson, ND and Eric Samuelson of Crookston, MN serve as delegates for the USDBC Board on behalf of Northharvest Bean Growers Association.

The U.S. Dry Bean Council provides industry contact with countries around the globe through market promotion and market development efforts. Activities include: maintaining existing markets, meeting with food aid ministers, exploring the opportunities to develop new markets, monitoring trade policy and market trends and discussing dry bean demand with importers, wholesalers, packagers, and retailers.

The USDBC provides information on U.S. exports, market intelligence information, communication on dry bean classes, trade & food policy and international food-aid efforts. USDBC publishes translational market information designed to help local importers, packagers and canners better understand and maintain contact with the U.S. dry bean exporting trade.

USDBC'S comprehensive objective is to collaborate with public health organizations, research centers, universities, and the entire supply chain from seed suppliers to farmers, processors, wholesalers, distributors and transporters. USDBC works with government agencies to provide valuable insight for food assistance programs around the world.

The USDBC is a non-profit trade association comprised of leaders in the bean industry with the common goals of:

1. Developing and implementing export promotion campaigns aimed at increasing U.S. exports of US-farmer-grown dry edible beans to overseas markets.
2. Represent the dry bean industry for governmental relations matters and monitor regulatory issues affecting the bean industry.
3. Work in conjunction with USDA to access trade promotion dollars through the Market Access Program (MAP), the Foreign Market Development (FMD) program, access to Agriculture Trade Promotion (ATP) funds when available, and implement Regional Agricultural Promotion Program (RAPP) grants to develop market pathways.
4. USDBC is strictly limited to promotional and market-development activities and does not engage in the actual buying, selling or shipping of products.
5. USDBC contracts with market development firms and staff around the globe to assist in developing market promotion programs and work on international regulatory issues affecting efficient trade. A Food Aid representative manages the organization's extensive work in its overseas ending-hunger initiatives. All representatives are responsible for implementing specific country and regional marketing plans within the Council's mission of global bean promotion.
6. USDBC unifies all dry bean producer associations, processors and marketers in the United States coordinating common interest and efforts.

In 2023, a partnership between the North Central Bean Dealers Association and the Northharvest Bean Growers Association was formed under the name Midwest Dry Bean Coalition. There were four priorities outlined in the agreement. 1) Build a North Dakota dry edible bean sustainability program (Life Cycle Assessment of Dry Beans) to make our processors & growers the vendor of choice for international and domestic markets. 2) Identify the economic contribution of the North Dakota Dry Bean industry. 3) Form the Coalition for Advancement of Pulses (CAP) to provide dry bean health research for the USDA dietary guidelines advisory committee. 4) Provide public relations/education with USDA-AMS and related agencies for the domestic food aid market.

OBJECTIVES & GOALS

Biennium 2023-2025

INTRODUCTION:

To carry a positive message with influencers by initiating research and health communications and to encourage consumption of dry beans. Enhance influencer awareness of the health benefits of beans and promote the positive economic impact producers can experience growing dry edible beans.

MISSION:

Represent the largest group of dry bean farmers in America, working together to fund research, promote, and produce the finest beans in the world.

PRIORITIES OF FOCUS:

1) Regional and National Promotion Program:

We focus promotional activity on four targeted audiences:

- a) Nutrition & Health Education
- b) Culinary & Foodservice
- c) School Nutrition
- d) Consumers

2) Dry Bean Production Research Program:

Strategy to develop outcomes benefitting the farm and marketability of dry edible beans for farmer producers. Northharvest board priorities provide space to address sustainable farm practices that can determine soil health, weed control, disease prevention & control, breeding characteristics, accountability for return on investment (ROI), and value-added processing to develop ingredient markets for dry bean farmers.

Non-Futures Revenue Coverage for Dry Beans and Dry Peas

A non-futures revenue insurance product includes four classes of dry beans. Growers allowed WATTS and Associates to first build the program and then allowed them to manage the program for USDA Risk Management Agency (RMA) and the grower. Growers rely on bean processors to establish each winter a new crop contract price and report to AMS each fall a grower harvest price. RMA-Kansas City and the dry bean grower will continue to monitor this market risk tool.

3) Dry Bean Development Program:

U.S. Dry Bean Council MAP, FMD and RAPP appropriations from USDA Foreign Agricultural Service (USDA-FAS) are put to work to increase the consumption of dry beans worldwide. As a united dry bean industry, the dry bean growers made contact with countries around the globe maintaining existing markets, meeting with food aid ministers, exploring opportunities to develop new markets, monitoring trade policy and market trends and discussing dry bean demand with importers, wholesalers, packagers, and retailers. Joe Mauch of Hankinson, ND and Eric Samuelson from Crookston, MN are the grower delegates to the USDBC Board.

Purpose:

Continue to energize global markets, be the creative force shaping global bean markets and strive to be the catalyst of choice for exporters and importers when undertaking initiatives to improve the state of world bean trade. Work closely with the ND Department

of Agriculture and Trade Office when an opportunity is provided. Continued farm program policy development, collectively addressing health, import/exports and new food regulations will be essential. Special emphasis on developing a strong food aid program is a step in the right direction and to maintain a strong trading relationship with Mexico, Central American countries, Dominican Republic and Haiti has been accomplished and will remain a strength.

Midwest Dry Bean Coalition (MDBC) will work in partnership with NDSU to develop a first of its kind life cycle assessment sustainability program for North Dakota dry edible beans that will meet the United Nations 17 goals of sustainability. This will allow North Dakota dry edible beans to become the vendor of choice for international and domestic wholesale markets. MDBC will finalize North Dakota dry edible bean economic contribution study to support the economic side of the sustainability equation. We will continue to work in the Coalition for Advancement of pulses to maintain respectable bean consumption levels in the dietary guidelines and develop tools to more effectively market dry edible beans through partnerships.

4) **Dry Bean Communications Program:**

Purpose:

In today's fast paced world, an effective communication strategy is more important than ever. Outreach to the members and supporters must be a priority for all dry bean producers. We need to tell our story to consumers, policy makers and other centers of influence.

Vehicle on Delivering

The Red River Farm Network/ND Bean Grower partnership includes, *'the Dry Bean Scene'* weekly radio message. Internally we publish a monthly e-newsletter delivered to 1,180 plus subscribers. The AGWEEK/ND Bean Grower Partnership will provide *The BeanGrower* magazine to members and supporters for all quarter-to-quarter business. One digital issue of the research publication will be delivered to membership annually. From a trade mission with an international country, reverse trade missions to North Dakota, annual meetings of the growers and industry, the business of "BEANS" is being delivered to the growers mailbox, radio or computer. A newly developed podcast will provide additional communications about the business of beans in North Dakota. AGWEEK provides a Harvest Crop Tour and Valley News Live 'ND Today' deliver's bean television.

Goal

To keep the producer fully informed and in rhythm of the latest market trends and to aid the grower in making sound investments that will support better methods of production, harvesting and marketing. The communication network will evolve into being market specific - print publications that will move into program announcements/reporting.

5) **Nutrition Research and Promotion for Dry Beans:**

The Bean Institute continues to reach consumers with relevant research on nutrition, human health, recipes, and bean related facts. It is effectively known as the Wikipedia of bean in the industry. A full social media panel includes facebook, twitter, Instagram, and pinterest to offer an online source of response to questions. A developed editorial calendar of content includes: recipes, links to bean related articles, facts about beans, and event promotions. Brand visibility with a focus on increasing followers, focusing on home cooking, culinary and foodservice professionals, health educators and school nutrition professionals.

Prepared by the North Dakota Dry Bean Council, Fargo, North Dakota
Statement of Projected Revenues and Expenditures
For the Current and Next Biennium
2023-2025 and 2025-2027
(UNAUDITED)

REVENUES:	2023-2025 Biennium	2025-2027 Biennium
Assessment Revenues Collected from 1 st Purchasers	\$2,013,840	\$2,277,000
Less: Refunds Paid to Producers	<u>105,818</u>	<u>130,000</u>
Net Assessment Revenue	1,908,022	2,147,000
Interest Income	32,671	11,000
USDA Grant Income	<u>0</u>	<u>0</u>
Total Revenues	1,940,693	\$2,158,000
EXPENDITURES:		
Program Expenditures:		
Promotion	176,760	225,000
Research	300,379	330,000
Nutrition Research	<u>72,963</u>	125,000
Producer Communications	173,141	230,000
Development	430,207	450,000
Coalition Memberships	26,580	35,000
Total Program Expenditures	1,180,030	1,395,000
Administration	382,922	445,000
Total Expenditures	1,562,952	1,840,000
Revenues Over (Under) Expenditures	\$377,741	\$318,000