

December, 2012, Update
NYS Dry Bean Industry Priorities for Challenges & Opportunities
(C. MacNeil, 1/16/13)

*Please write in the margin your rank of each issue as **High (H), Medium (M), or Low (L) priority**, and return the sheet to Carol MacNeil at the end of the meeting. Thanks! Carol*

Researchable Production Issues

High Priority

- Development of more stress resistant dry bean varieties.

- The need for new varieties (Cornell or other). Specifically varieties that are disease resistant, higher yielding, water tolerant, with higher pods, stand-ability, and shorter growing seasons that can be raised in NYS.

- Reducing costs of production and harvest

Medium - High Priority

- NYS weather conditions (are they changing?) - dry beans are not water tolerant

- Generating seed company interest in conducting research on public dry bean varieties.

Medium Priority

- Monitor growing population of Western bean cutworm to alert growers when damage is likely.

- Crop rotation requirements to provide disease control and maintain soil health.

- Reduced tillage options that could reduce fuel use and input costs.

- The need for black varieties that work better with direct harvest equipment

Marketing Issues – Potential for Impact?

High Priority

- Promoting the health aspects of dry bean consumption.

- Reopening the Cuban export market.

- Development of new bean products for consumer markets.

- Encourage the use of dry beans in school lunches.

Medium Priority

- The increasing US Hispanic population should create marketing opportunities.
- Market opportunities from NY's proximity to consumers, such as buy local, eat local.
- Quality advantages of NY dry beans for canning, e.g. higher moisture.

Low Priority

- Use of the Pride of New York program.
- Organic markets for beans