

Poster Abstract

Direct Market Potential of Five Heirloom Dry Bean Varieties

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This study evaluated the interest of direct market producers, and the product appeal to Farmer's Market and CSA consumers, of 5 novel heirloom-type dry bean varieties. Extensive survey results, covering 3 counties and the SF bay area indicated that product nutrition was very important to both producers and consumers, as were organically and locally grown items. Non-perishable was also deemed to be an important trait. Consumers placed greater weight on nutrition, and relatively less weight on appearance and experience with the product, than producers. Bean production by the 5 growers was acceptable, but innovative approaches to equipment ownership/use and producer specialization may be necessary to realize product potential.

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