

Product Focus

Beans - HS Code 070820



Green beans, also known as French beans, String beans, or Snap beans, are the unripe fruit and protective pods of various cultivars of the common bean (*Phaseolus vulgaris*).

Green Beans is organically grown in the COMESA region. The local climatic conditions are favorable for the growing of green beans, which guarantees sustainable production for export. Beans and pulses are amongst the most commonly eaten vegetables in Europe.

Green beans are a rich source of vitamins A, C, and K, and of folic acid and fiber. They have similar nutritional benefits to snap peas and okra.

Many studies have suggested that including more plant foods, such as green beans, in the diet decreases the risk of obesity, diabetes, heart disease, and overall mortality.

Consumption of fruit and vegetables also promotes a healthy complexion, increased energy, and overall lower weight.

OPPORTUNITIES

The global import of beans increased by 4% in the period 2014 to 2018 from US\$ 1,053 billion to US\$ 1,101 billion. The table below highlights major importers regionally and internationally;

International Markets		Regional Markets	
✓ Spain	✓ Belgium	✓ South Africa	✓ Morocco
✓ USA	✓ Germany	✓ Kenya	✓ Botswana

✓ France	✓ Italy	✓ Central African	✓ Sudan
✓ UK	✓ Singapore	Republic	
✓ Netherlands	✓ Switzerland	✓ Rwanda	
✓ Canada	✓ Portugal	✓ DRC	

According to the trade statistics the biggest market for beans is the European Union. Therefore, COMESA countries should focus more on the EU market as a preferred export destination for green beans.

MARKET ANALYSIS

According to Trademap statistics, COMESA's exports of beans to the world increased over the past five years. COMESA's exports increased by 6% from US\$109 million in 2015 to US\$115 million in 2019. The major export markets for COMESA include United Kingdom, France, Germany, Switzerland, Norway, South Africa, Russia, Netherlands, China and Canada.

EXPORT POTENTIAL

In the past years COMESA countries who have been producing and exporting green beans include:

Country		Potential & Existing Export Markets
1.	Kenya	France, United Kingdom, Netherlands, Belgium, Germany, UAE, Hong Kong, Switzerland, South Africa, Pakistan, Canada, Singapore, Kuwait, Qatar, Luxembourg, China, Norway.
2.	Egypt	United Kingdom, Belgium, Germany, Netherlands, Italy, UAE, France, Jordan, Saudi Arabia, Ireland, Russia, Luxembourg, Iraq, Switzerland, Bahrain, Syria, USA, Oman, Lebanon, Algeria, Turkey, Austria, Romania, Morocco.
3.	Ethiopia	Belgium, Germany, Netherlands, France, United Kingdom, South Africa, Indonesia, Norway, Austria, Switzerland, Estonia, Saudi Arabia, Poland, Finland, Czech Republic, Canada, United States of America, Spain, Italy.
4.	Rwanda	United Kingdom, France, DRC, Uganda, Netherlands, Tanzania, Oman, Belgium, United Arab Emirates, USA, Spain, Canada, Germany, Italy, Afghanistan, Singapore, Switzerland, Portugal.
5.	Uganda	Rwanda, Kenya, United Kingdom, Canada, Kuwait, Tanzania, Belgium, Sweden, UAE, Norway, Netherlands, Turkey, Egypt, Denmark.

Generally, COMESA has potential to increase export of beans to the world considering the favourable climatic conditions suitable to organically grow beans.

PRICE

Consumer prices for beans and peas fluctuate according to variety, quality, availability and segment. Supermarket prices for common green beans are around €4-5 per kilo or less when there is abundant seasonal supply.

PACKAGING



Packaging requirements differ between customers and market segments. They must at least be packed to protect the produce properly in new, clean and quality packaging to prevent damage to the product.

Exporters are advised to contact importers/buyers for context and current information when developing packages.

QUALITY

Buyers are especially strict regarding pesticide residues and other contamination. Post-harvest processes, cooling and storage temperatures are also very important. For example, chilling injuries may occur, and misting or exposure to water or ice can also leave brown spots.

The beans must be:

- a) Fresh
- b) Intact
- c) Sound; produce affected by rotting or deterioration are deemed unfit for consumption and is excluded
- d) Clean, practically free of any visible foreign matter (including parts of the flowers)
- e) Free of hard filaments or films
- f) Practically free of pests
- g) Practically free of damage caused by pests
- h) Free of abnormal external moisture
- i) Free of any foreign smell and/or taste

The development and condition of the beans must be such as to enable them:

- a) to withstand transportation and handling;
- b) to arrive in satisfactory condition at the place of destination.

LABELLING

Labels should include provide the following information:

- a) the name under which the product is sold;
- b) the product's commercial identification: class, size (code), number of units, net weight;
- c) the name and address of the producer;
- d) the place/country of origin;
- e) traceability code (for example Global Location Number);

- f) Officially recognised code mark such as a Global Gap Number (GGN) (recommendable). In addition, any certification logo or retailer logo (in the case of private-label products) should be displayed on the label.

STANDARDS

Exporters are urged to comply with food quality and safety standards such as Global GAP, Fair Trade and Sustainable Agriculture Network:

- a) **GLOBAL G.A.P. Crops (Global Good Agricultural Practice)**: the standard is primarily designed to reassure consumers about how food is produced on the farm by minimising detrimental environmental impacts of farming operations, reducing the use of chemical inputs and ensuring a responsible approach to worker health and safety as well as animal welfare.
- b) **HACCP (Hazard Analysis and Critical Control Points)**, Requirements for the hygiene of food is laid down and states the general hygiene procedures for food at all stages of the production process from primary production to the world consumer (“*from-farm-to-fork approach*”).
- c) **Fair Trade International**: an independent, non-governmental, not-for-profit organization that promotes sustainable development and poverty alleviation and sets the Fairtrade standards. One organization (FLO-CERT) is responsible for auditing and certification of compliance against the Fairtrade standards.
- d) **Sustainable Agriculture Network - Rainforest Alliance**: network of conservation groups committed to community-based conservation initiatives and research. The certification program for SAN standards is operated by Rainforest Alliance.
- e) **BRC (British Retail Consortium) - BRCGS' Standards** guarantee the standardisation of quality, safety and operational criteria and ensure that manufacturers fulfil their legal obligations and provide protection for the end consumer. Certification to BRCGS' Standards is now often a fundamental requirement of leading retailers, manufacturers and food service organisations.
- f) **IFS (International Food Standard)** - The IFS comprise eight different food and non-food standards, covering the processes along the supply chain. However, IFS does not specify what these processes must look like but merely provides a risk-based assessment of them. The different standards are now used by manufacturers and retailers worldwide to meet new requirements for quality, transparency and efficiency resulting from globalisation.

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