



Beans is Now

**US dry beans for global institutional
markets and commercial markets in
Sub-Saharan Africa**

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US Dry Beans

- USG international food aid
 - USDA McGovern-Dole Food for Education
 - USDA Food for Progress
 - USAID Food for Peace
 - Efforts supported through MAP – Market Access Program of USDA FAS
- Sub-Saharan Africa (SSA) commercial
 - Kenya, Ethiopia, Angola, Nigeria, Ghana – 2024/2025 focus
 - Market Assessments & Landscape Assessment of Taxes and Tariffs



Keen on Beans for Food Aid

- US dry beans have an uneven representation in USG international food assistance.
- Lentils and Peas advantage – price, availability, cooking times (water & fuel).
- Mitigation: promotion & education; relationship building (client cultivation – reverse trade mission); new product development (Frijolatol & Super Ugali); B2B initiatives; beans + technical support

Metric Tons USDA International Procurement

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Beans	17320	7900	4880	17930	3760	4330	33310	5270	2760	4090	2760	21910
Lentils	27070	20270	21690	15550	20080	26790	17370	33650	410	14010	12660	11480
Dry Peas	105100	72190	96680	155200	144830	134430	91290	141740	149720	126370	11627	77170

Commercial market development - SSA

FAS USDA Regional Agriculture Promotion Program (RAPP) Activities

Market Assessments in Ethiopia & Kenya – Conducting in-depth market research to analyze demand, supply chains, pricing, and consumer preferences for U.S. dry beans, identifying key growth opportunities.

Trade Missions & Business Linkages – Facilitating B2B meetings, trade delegations, and matchmaking between U.S. suppliers and SSA importers, with a focus on expanding commercial partnerships in priority markets.

Technical Training & Capacity Building – Supporting food processors, importers, and distributors with training on processing, fortification, and innovative applications for U.S. dry beans in SSA's food industry.

Policy & Trade Facilitation – Engaging with governments and trade agencies to address tariff barriers, regulatory challenges, and import constraints, ensuring smoother market access for U.S. dry beans.

Promotion & Consumer Awareness – Implementing marketing campaigns, nutrition outreach, and brand-building efforts to educate SSA consumers and food businesses on the benefits of U.S. dry beans.