



US DRY BEAN
Council

RMBDA ANNUAL MEETING 2026

USDBC UPDATE

DANNY RAULERSON
EXECUTIVE DIRECTOR





US DRY BEAN
Council

STRATEGIC PLAN

- MISSION
- VISION
- CORE VALUES





US DRY BEAN
Council

MISSION

To expand global and domestic demand for U.S. dry beans through unified advocacy, trade development, data-driven promotion, and strategic consumer education - benefiting the entire industry.





US DRY BEAN
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VISION

To be the trusted global leader in shaping a thriving U.S. dry bean market through innovation, collaboration, increased consumption, and supportive policy.





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CORE VALUES

1. **Unity – One voice, greater impact**
2. **Transparency – Open, accountable governance**
3. **Effectiveness – Strategy with measurable outcomes**
4. **Stewardship – Responsible management of resources & reputation**
5. **Innovation – Embrace new markets & technologies**
6. **Service – Prioritize members and their success**





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MEMBERSHIP CATEGORIES

Member

Grower Member Organizations

Dealer Member Organizations

Corporate Member

Dry Bean Dealer/Marketer***





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MEMBERSHIP CATEGORIES

Member

Dry Bean Dealer/Marketer – individual dealers and/or marketers. A minimum of 6 members would be entitled to one collective seat on the Board.

Dues Amount: \$2,500 annually





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MEMBERSHIP CATEGORIES

Associate Member

Grower Member – an individual producer of dry beans within the United States. This category would not have a seat on the Board.

Dues amount: \$500 annually





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MEMBERSHIP CATEGORIES

Associate Member

Supporting Member – An individual business or entity that provides goods & services to the US Dry Bean industry. This category would not have a seat on the Board.

Dues amount: \$1,500 annually





US DRY BEAN
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COMMITTEES

- Executive & Governance
- Finance & Audit
- Membership & Outreach
- Policy & Advocacy
- Promotion, Data & Innovation
- Trade & Market Access





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THANK YOU!

