



The Shield and the Sword

Navigating the 2025-2030 Dietary Guidelines
to Drive Massive Category Growth

Strategic Alignment for the Rocky Mountain Bean Dealers

A Historic Crossroads for the American Dry Bean



The Stewards:

Bush's operates as the steward of the hard work done by Rocky Mountain Bean Dealers.



The Mission (2026-27):

Bridging the critical gap between CAP research and the dinner plates of millions of Americans.



The Reality:

The new 2025-2030 Dietary Guidelines represent a massive shift in how America eats.

Bottom Line: We are treating these regulatory shifts as a clear roadmap for unprecedented industry growth, not as a hurdle.

Deploying a Two-Front Strategic Framework



The Shield (Defending the Bean)

- Protecting the category from aggressive new regulatory challenges regarding processing and dietary limits.
- Securing current market share by controlling the narrative around real food.



The Sword (Driving Growth in 2026-27)

- Going on the offensive to capture new territory based on the latest dietary guidelines.
- Leveraging new science to expand usage occasions and drive product innovation.



Part I: The Shield

Defending the Bean Against Regulatory Headwinds

Countering the War on Processed Foods



DGA Target: Highly Processed Foods & Added Sugars.

- The 2025-2030 DGA strictly targets added sugars and ultra-processed items.

The Bean Defense: Foundation of a Healthy Diet.

Our shield: The guidelines explicitly name beans—specifically canned variety beans—as real food and the true foundation of a healthy diet.

Strategic Takeaway: By anchoring canned beans as DGA-endorsed real food, we instantly neutralize the highly processed critique and secure our baseline market presence.

Controlling the Processing and Sodium Narrative



The Regulatory Threat:
Impending government front-of-package warning labels targeting sodium content.



The Proactive Defense:
Accelerating clean-label innovations across the portfolio.




The Nutritional Counterweight:
Heavily promoting our high iron bioavailability to reframe the nutritional value proposition.

Bottom-Line Strategy: We do not fight the label; we dilute its impact by vastly overwhelming the consumer with undeniable clean-label and mineral absorption benefits.

The Protein Debate: Supplement, Don't Argue

The DGA suggests animal proteins are higher quality. Our defense strategy is to act as the ultimate dietary supplement, not a direct replacement.

Metric	Animal Proteins (Red Meat & Full-Fat Dairy)	Canned Beans
Protein Density	High	High
DGA Designation	Higher Quality Suggestion	Foundation Food
Constraint	10% Saturated Fat Limit	 No Saturated Fat Limit

Strategic Takeaway: Beans are the essential shield against saturated fat. We empower consumers to hit aggressive protein targets without breaching the strict 10% saturated fat limit found in many animal sources.



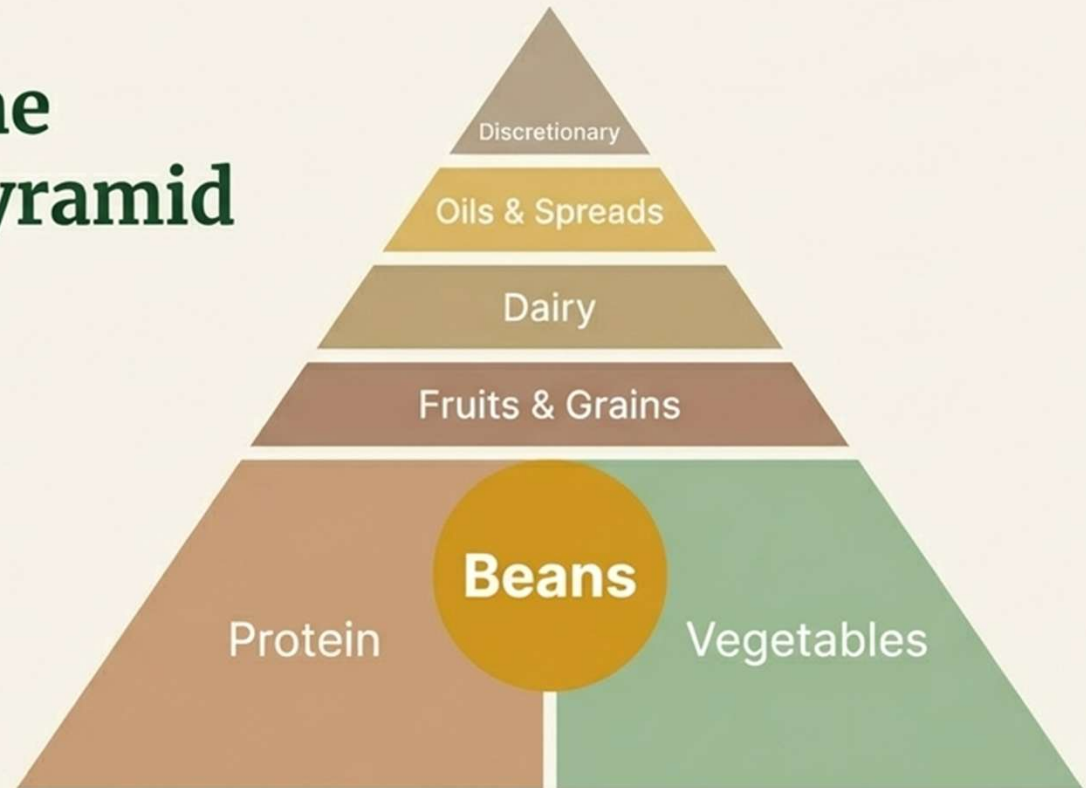
Part II: The Sword

Driving Massive Growth in 2026-27

Owning the Base of the 2025-2030 Dietary Pyramid

The newly structured DGA pyramid positions protein and vegetables squarely at the base.

Beans are the only food category that officially counts as both.



Strategic Takeaway: This is our primary sword. We are officially recognized as the ultimate high-quality carbohydrate, uniquely positioned to dominate the foundational layer of the American diet.

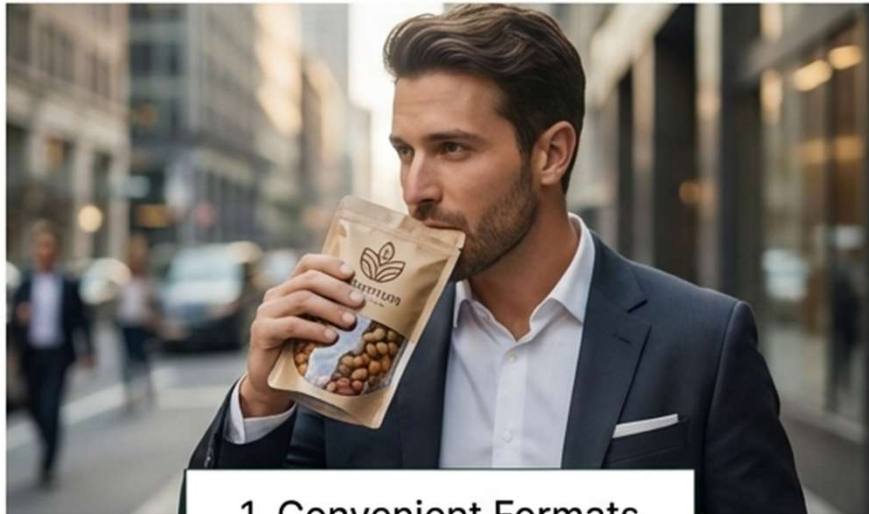
The Strategic Substitution Opportunity

We are no longer exclusively competing against meat for plate space. Our most aggressive growth vector is targeting and replacing nutrient-poor refined grains.



Bottom-Line Strategy: Swapping refined grains for beans represents a massive, untapped volume opportunity for every dealer and partner in this supply chain.

Accelerating Innovation in the Field



1. Convenient Formats

Developing highly accessible, ready-to-eat options to capture the demand for quick, clean nutrition.



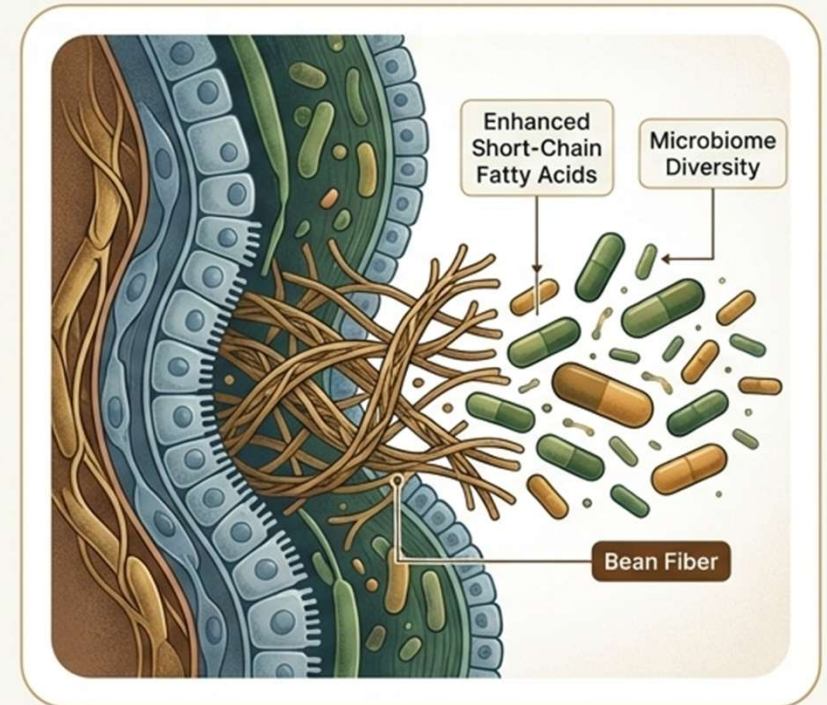
2. Global Flavor Profiles

Modernizing the palate of canned beans to align with shifting cultural tastes and premium dining expectations.

Strategic Takeaway: We are updating the form factor of the bean to ensure it fits effortlessly into the fast-paced, **flavor-forward** lifestyle of the modern consumer.

Selling Metabolic Health, Not Just Beans

The 2025-2030 DGA introduces specific mandates addressing gut health. We are heavily leveraging emerging clinical research proving bean fibers are absolutely essential for Microbiome Diversity.



Strategic Pivot: We are no longer merely selling a staple ingredient; we are selling scientifically backed metabolic health.

A photograph of a farmer wearing a straw hat, looking down at a green bean in a field. The background is a soft, golden sunset over a field of crops. The image is overlaid with a white grid pattern.

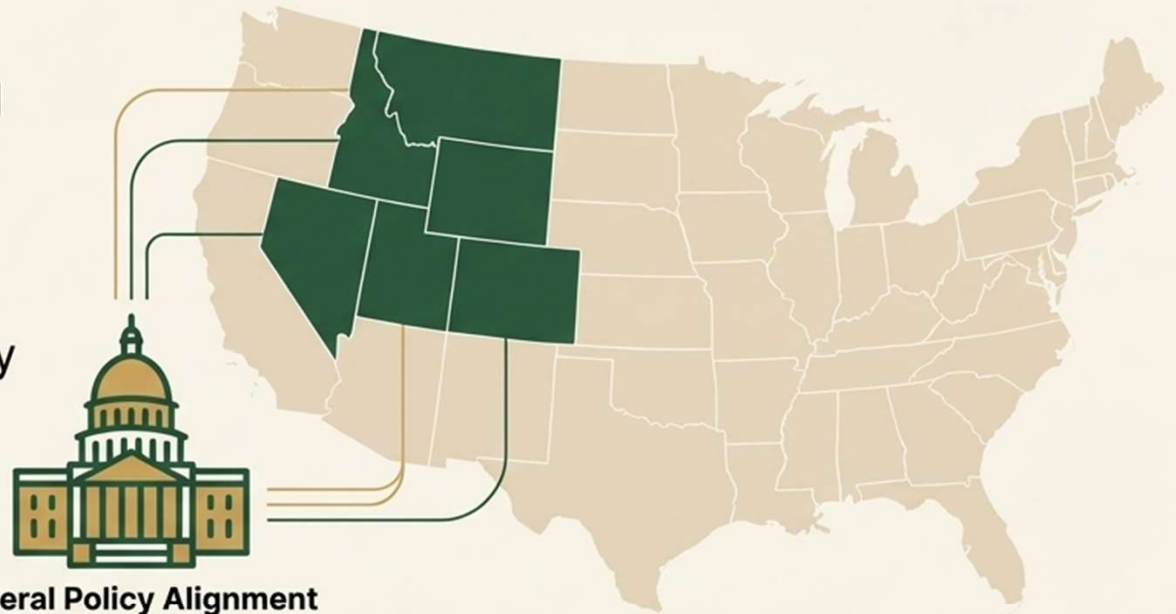
Part III: The Home Front

Aligning with Federal Goals and
Supporting the Industry

Capitalizing on the Federal Push for American Agriculture

The administration has explicitly stated a mandate to realign the food system to heavily support American farmers.

Bush's is aggressively leaning into our identity as an American company anchored in local farming communities.



Bottom-Line Strategy: We are positioning the Rocky Mountain Bean Dealers precisely at the intersection of federal support and national food security.

The SNAP Expansion: Dominating Retail Shelf Space

- The USDA is set to double the staple food requirements for SNAP retailers nationwide.
- This policy change instantly mandates significantly more shelf space for our category.



Strategic Takeaway: Beans are positioned as the premier affordable, nutrient-dense, and shelf-stable option available in the market. We are primed to capture the vast majority of this newly created retail footprint.

A Roadmap for Unprecedented Partnership

The goodness of beans has never been more relevant to the American diet or federal policy.

We are treating the 2025-2030 DGA not as a regulatory hurdle, but as a definitive roadmap to put more pulses on American tables.

You are the backbone of this industry. Equipped with the Shield and the Sword, we are perfectly positioned to grow together.