

## **Yellow coloured beans and consumer appreciation**

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Hopefully the Enola patent may have been revoked by the time this BIC Report appears. Kelly and Voyses both wrote eloquently of the reasons for this for the Michigan Bean Digest.

While firm data on consumer preferences is hard to secure, the market price which consumers may accept is a possible surrogate for this. Price data however is not usually the stuff of scientific research.

In city markets in Mexico and in Lima, Peru as well as in Chile where I first observed and reported this, it is apparent, but open to more detailed investigation, that middle class bean buyers will regularly pay premium prices for yellow beans.

The success of an Arizona importer (before the patent award) in marketing yellow Mayocoba Peruana beans (Azufrado) beans from Mexico suggests that in the USA the relatively small numbers of market classes handled by commercial elevators may be an artificial barrier constraining what is available to discerning consumers.

The Prim variety, which I have developed from non-yellow European parents, also commands a premium price with repeat buying in a 'Farmers' Market' situation in which its acceptability has been assessed.

In Peru the development in recent years of improved varieties of Canario beans has been to serve an internal market where such coloured beans are highly appreciated for their eating qualities. (A. Valladolid p.c)

As early as 1991 Harborne at Reading University (in letter p.c) had tested four cultivars of yellow beans and one Coscorrón and found that they all contained kaempferol but not other flavonol glycosides. Neither these nor the Brown Swedish parental line contained condensed tannins.

More recent work in Michigan State University has been in confirmation of some of that data.

One may hope that in the aftermath of the Enola affair that consumers in the USA and elsewhere will have their diets as carefully considered and catered for as the domestic livestock for which the removal of tannins from their feed to improve digestibility has long been a nutritional objective.