

Bush's Beans 2007 Vegetable Trend Survey... Serving Up the Dish on Beans

Bush's Beans surveyed more than 1,000 moms and their children between the ages of 4 and 12 to get to the root of families' veggie struggle and gather their views on beans.



The overall findings of this survey discovered that:

- ❖ Moms are looking for ways to get their kids to eat more veggies
- ❖ Kids like beans! But many moms don't recognize beans are a vegetable
- ❖ Kids will eat beans in a variety of different foods

Why aren't kids eating more vegetables?:

- ❖ 80% say their kids don't like the taste
- ❖ 40% say their kids don't like the texture
- ❖ 17% say their kids don't like the color

What methods do moms use to get their child to eat more veggies?:

- ❖ 47% of moms explain why eating vegetables are important
- ❖ 44% make vegetables fun to eat
- ❖ 42% add vegetables to their child's favorite foods
- ❖ 37% restrict snacks or dessert if they don't eat their veggies
- ❖ 9% have given up!

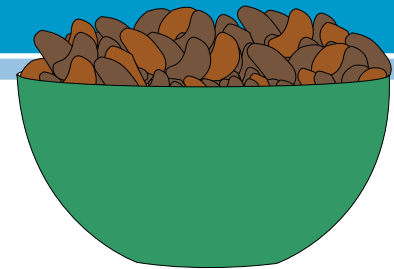
A bean by any other name...less than half (50%) of moms know that beans are a vegetable

Other interesting findings from moms:

- ❖ 21% say making sure their children eat their veggies is the biggest conflict at dinnertime
- ❖ 36% prepare meals they know their kids will eat to avoid dinnertime conflict
- ❖ 54% say their child would be more likely to eat dishes with beans versus a dish with a green vegetable

What Bush's Beans learned from moms:

- ❖ A majority of moms (86%) wish their child ate more vegetables
- ❖ More than half (54%) of moms say it's difficult to get their kids to eat vegetables



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What Bush's Beans learned from Kids:
A majority of kids (79%) like beans!



What type of beans are kids eating?:

- ▶ 81% baked beans
- ▶ 68% refried
- ▶ 63% kidney
- ▶ 60% pinto
- ▶ 49% black
- ▶ 42% garbanzo

Who do kids say is the veggie eating enforcer?

- ▶ 59% say mom
- ▶ 17% say dad

What do kids do if they don't like what they're served?

- ▶ 41% will eat it anyway
- ▶ 21% cry or pout until they are told they don't have to eat it
- ▶ 8% feed it to the dog
- ▶ 6% will hide it in their napkins

And the most interesting answer... "I feed it to my Dad!"

Other interesting findings from kids:

- ▶ 25% annoy their parents the most during dinner when they don't finish their vegetables
- ▶ 48% of kids say that vegetables are their least favorite food
- ▶ 49% of kids will always eat pizza even if it has vegetables on it!



What types of food made with beans will kids eat?

- ▶ 83% chili
- ▶ 76% soup
- ▶ 57% dip
- ▶ 50% casserole
- ▶ 40% salad
- ▶ 34% pasta

*Beans include Baked, Refried, Pinto, Kidney, Black, Garbanzo, Cannellini, Great Northern excludes green beans.

This research project was conducted in order to access the respondents' knowledge and opinions on vegetables and nutrition. The survey was conducted online with a random sample of 1,014 mothers with children between the ages of 4 and 12. All were members of CyberPulse™. The advisory panel has been carefully selected to closely match US population demographics. Research was conducted in June 2007. The overall sampling errors for this survey is +/-3% at the 95% level of confidence.

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