

FACT OR FICTION

THE TRUTH ABOUT GREEN BEANS & FRENCH BEANS

In today's produce world, new and innovative items are in short supply. However many suppliers/processors/manufacturers are scouring the store shelves looking for items they can repackage and present as new and exciting. However there is some very creative marketing going on, which might have you believe they are the same, don't be fooled. Here we break down the differences between Green Beans and French Beans (Haricot Vert).

Green Beans and French Beans can be called the same thing.

FACT & FICTION

☉ What is Fact is that they are both green. But that is where the similarities end.

Green Beans and French Beans are the same seed variety.

FICTION

☉ Green Beans, also called Bush Beans, Pole Beans or Snap Beans utilize multiple seed varieties(s), there are more than 2 dozen, which could show up in the bag at any given time, therefore changing the eating experience of the consumer. Most of these are designed for volume on the bush along with a thicker more fibrous bean which allows for mechanized harvesting. Green Bean fields of this type are typically harvested one time by machine (also called strip harvesting) and are stored for processing. The beans are predominately bent or curved, which is why they are snapped and bagged in bags larger than necessary. Green Beans are dried in centrifugal drying machines, which spin at high speeds, sort of like a salad spinner, this causes severe bruising to the bean, then are packed by automated machinery which causes additional bruising.

☉ French Beans also called Haricot Vert, utilize seed varieties that are designed specifically for a thinner, straight bean which is less fibrous, more tender with a higher sugar level for a better eating experience. French Bean fields are harvested again and again over a period of weeks by hand. This allows for harvesting only those beans that are at their optimal ripeness. Earth Exotic uses only one seed variety to ensure a consistent eating experience for the consumer over and over again. Earth Exotic French Beans are washed then dried in a custom designed non-spinning drying system to eliminate bruising, because they are straight, thinner and consistent in size and length they are hand packed in smaller packaging to take up less space on the shelf. Earth Exotic French Beans may be slightly more expensive due to the extensive harvesting/packing process.

Fresh Cut Green Beans and Fresh Cut French Beans are cut the same way.

FICTION

☉ Packaged Green Beans are cut using a "snipping machine" which uses centrifugal force to force the bean through a snipping tool. This has a tendency to cut and pull the tip of the bean off. If you look closely at the bean, the end will appear to be torn and fragmented more than a clean fresh cut. This causes expedited breakdown on the beans because it can not "heal" from the cut.

☉ French Beans are hand cut, using real knives. This allows for a clean cut which will "heal" properly, extending the shelf life of the bean.

Consumers will buy whatever Green Beans are on the shelf.

FICTION

☉ It has been proven that customers will purchase 12oz. Green Beans in large quantities, However consumers do not switch from French Beans to Green Beans this is considered "trading down". Consumers will trade up from Green Beans to French Beans for a better eating experience especially for holiday meals or event meals. Savvy Consumers know the difference between these two items, It is best to carry both Green Beans and French Beans to satisfy all your customer's needs.

