

報告タイトル

The Supply and Demand of Edible Beans in China:
An Analysis Using the Food Values

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Abstract

The purpose of this study is twofold: i) to elucidate the condition of China's edible bean market after 2014; ii) to find out factors that drive household demand in urban households utilizing the concept of food values and the method of best-worst scaling. In this study, edible beans refer to miscellaneous beans or "zadou (雜豆)". According to the China Statistical Yearbook 2023, "zadou" refers to types of beans other than soybeans in the category of grain or "liangshi" (糧食) in Chinese.

Analyzing results show that the current structure of China's edible bean market is characterized by decreasing production and increasing import quantity. Safety, nutrition, naturalness and taste are the most important factors affecting consumers' purchases of mung beans. Environmental friendliness also positively affects consumer choices, especial of those in their 50s. In order to strengthen the competitiveness of beans produced in China, more information regarding producers and production regions should be provided to improve consumers' consciousness of origin when purchasing beans.