

Meat Demand Monitor: Overview of Consumer Trends and Available Resources for Industry

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Meat Demand Outdoes Meat Avoidance

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U.S. perspective: Meat demand outdoes meat avoidance

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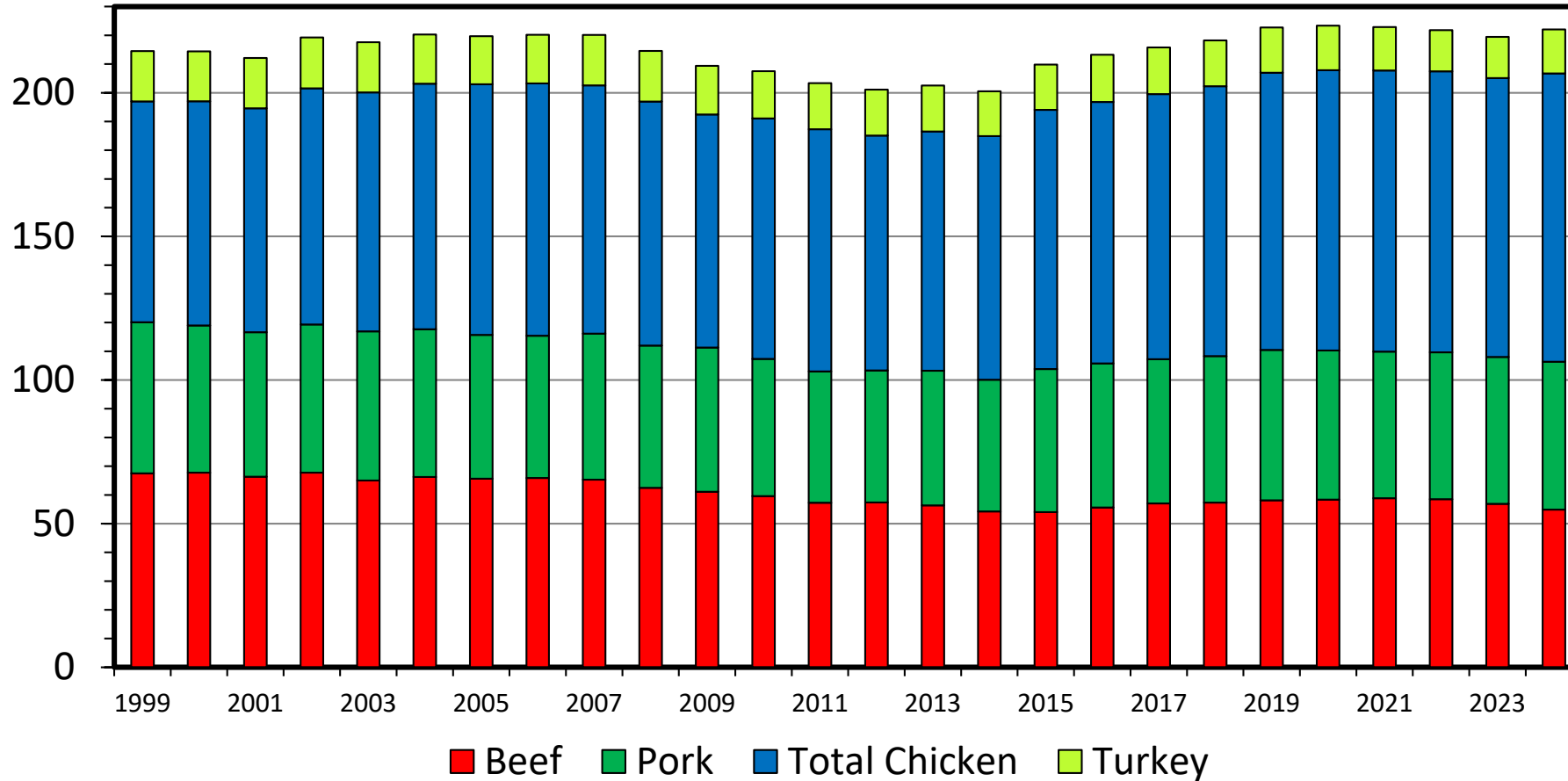
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US RED MEAT & POULTRY CONSUMPTION

Per Capita, Retail Weight, Annual

Pounds



2022 (vs 2002)
 Beef: 58.5 (67.8)
 Pork: 51.1 (51.6)
 Chicken: 97.8 (82.2)
 Turkey: 14.3 (17.7)

Data Source: USDA-NASS and USDA-ERS, Compiled & Analysis by LMIC
 Livestock Marketing Information Center

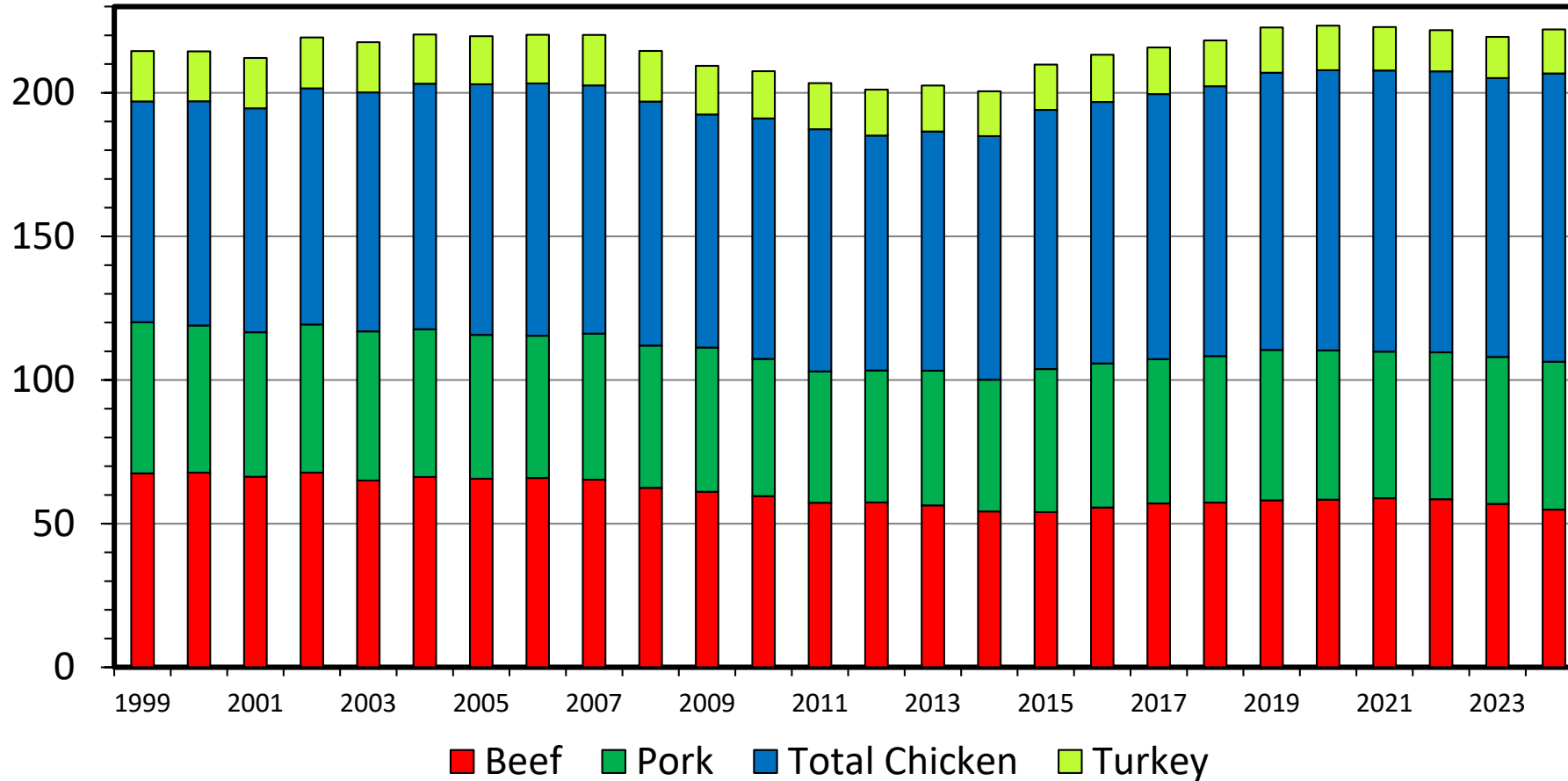
M-C-01
 08/24/22



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Per Capita Consumption
IS NOT
 Per Capita Demand

M-C-01
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Monthly Meat Demand Monitor, Methods, and Supporting Information

Home / Livestock & Meat / Meat Demand / Monthly Meat Demand Monitor [Survey Data]

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The Meat Demand Monitor (MDM) project is funded in-part by the beef checkoff and the pork checkoff. Monthly reports and supporting documentation are available here.



Funded in part by
the Beef Checkoff.



[Meat Demand Monitor Dashboard \(National Maps & State-Level Summaries\)](#)

[LINK](#)

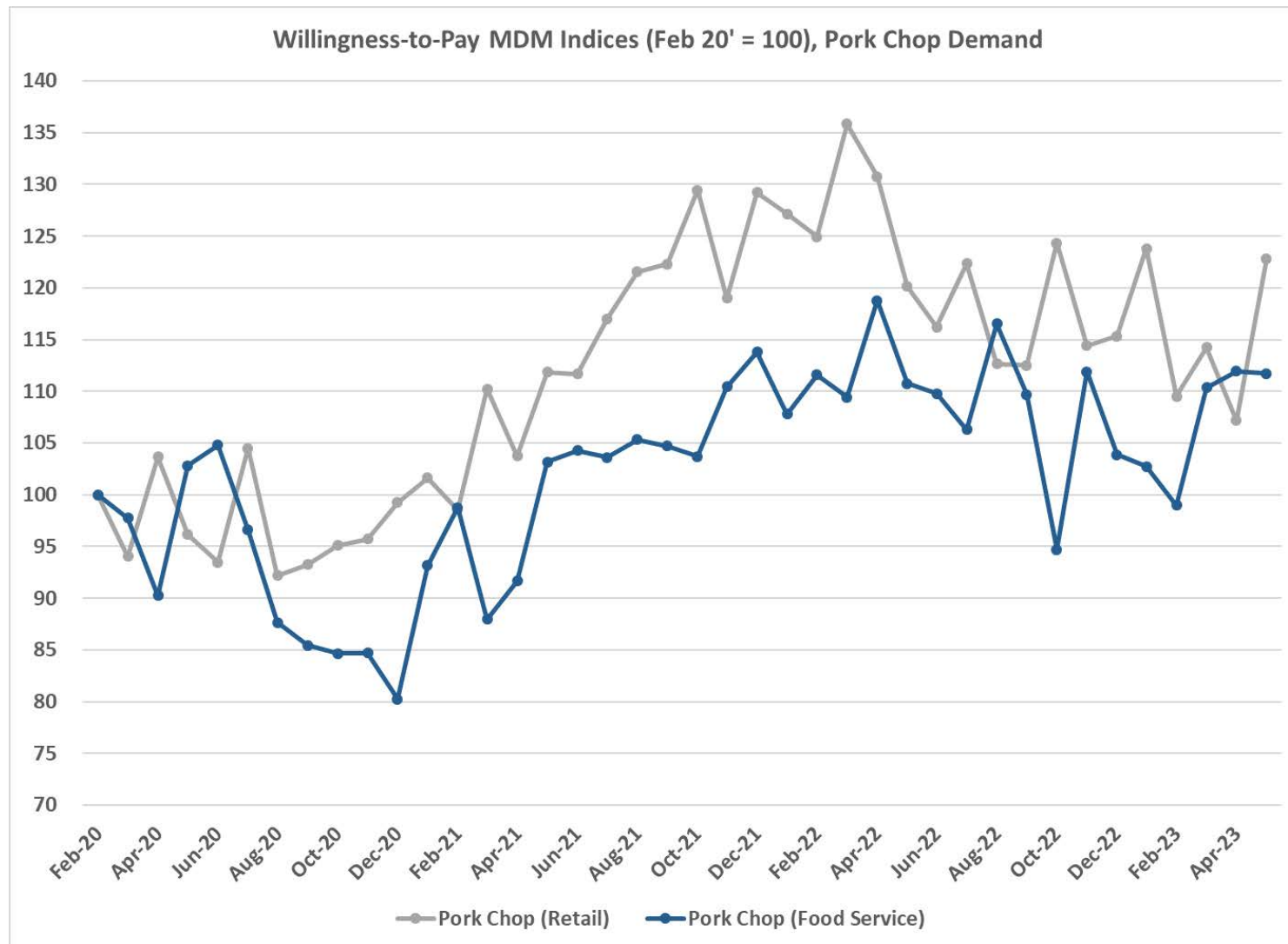
Monthly Meat Demand Monitor

Title	Author	Date	Downloads
Meat Demand Monitor - August 2022	Tonsor	September 1, 2022	Downloads
Meat Demand Monitor - July 2022	Tonsor	August 5, 2022	Downloads
Meat Demand Monitor - June 2022	Tonsor	July 1, 2022	Downloads

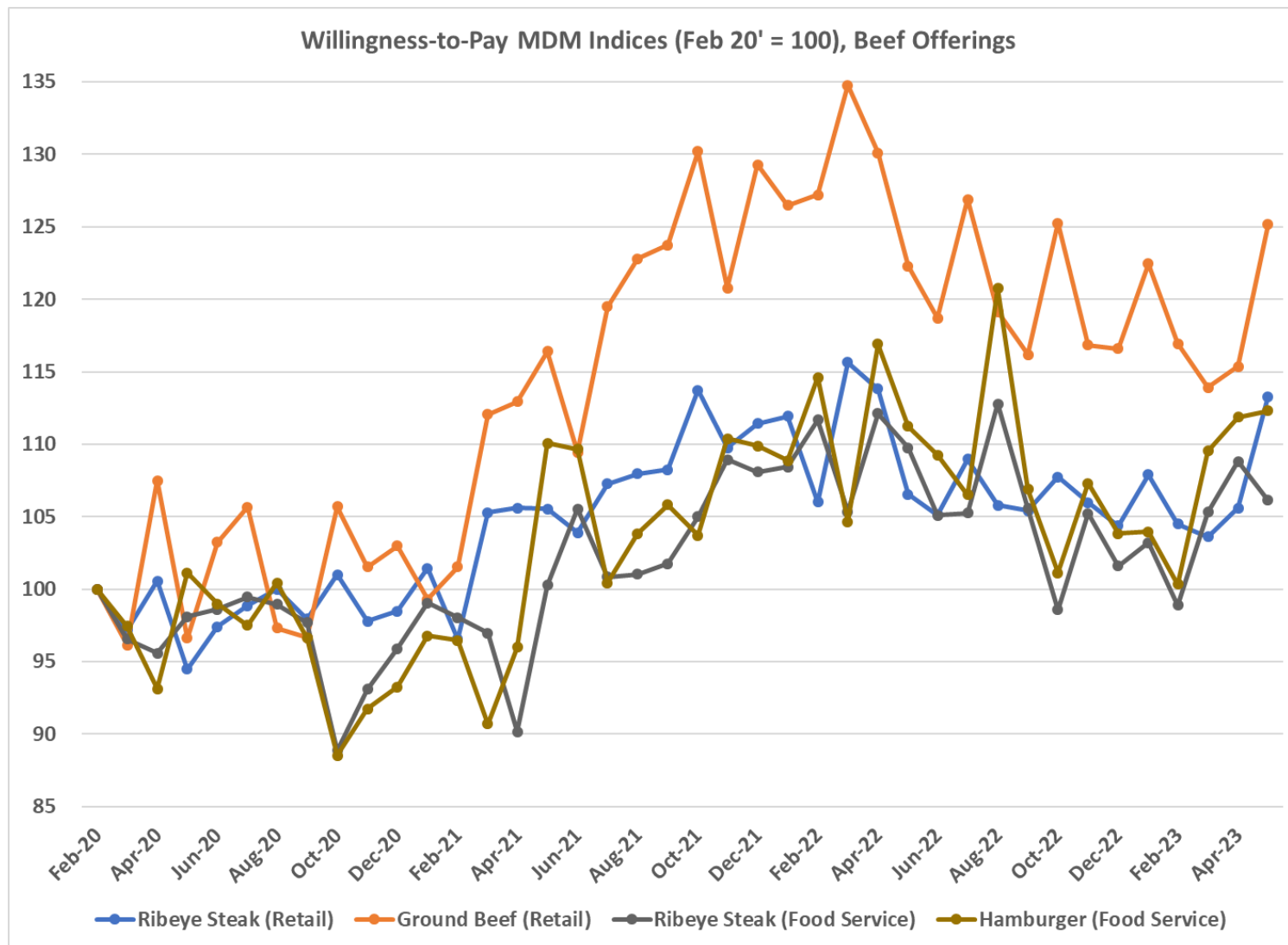
<https://www.agmanager.info/livestock-meat/meat-demand/monthly-meat-demand-monitor-survey-data>



Domestic Meat Demand Patterns

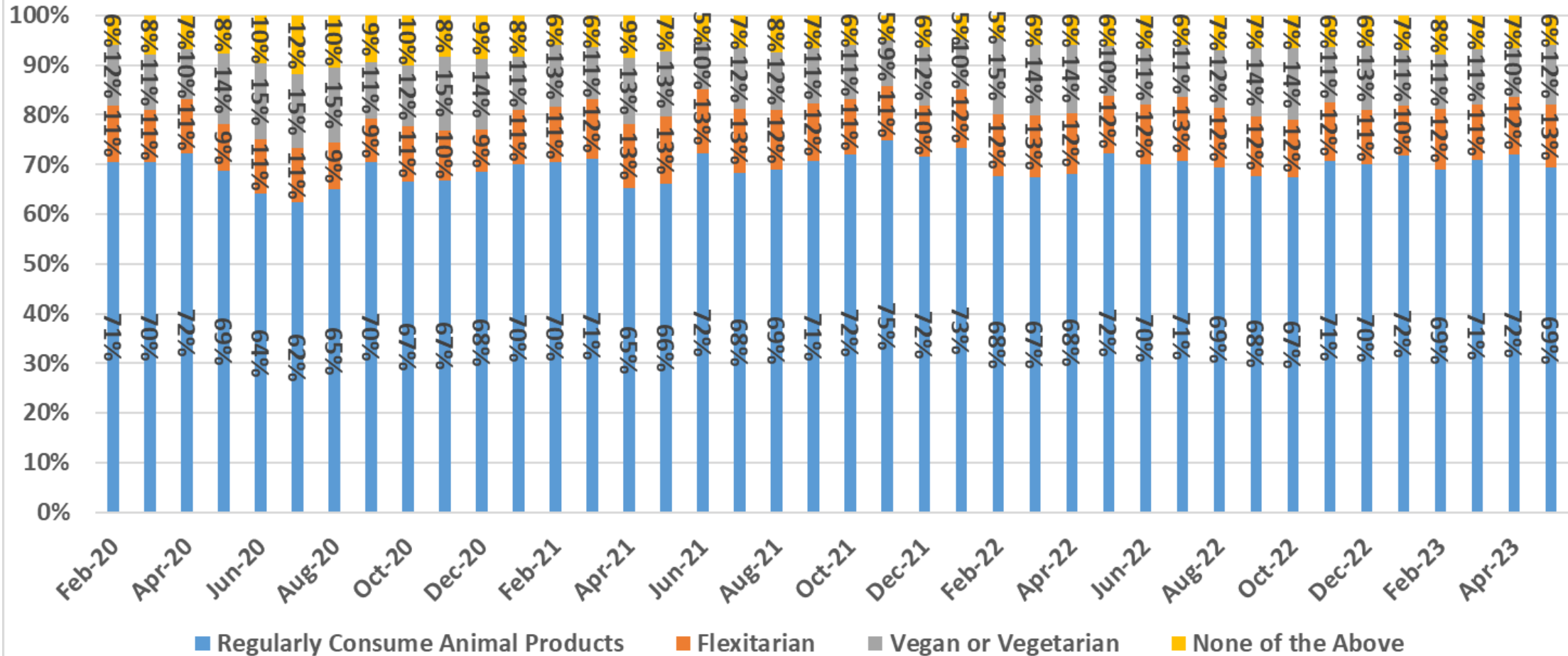


Domestic Meat Demand Patterns



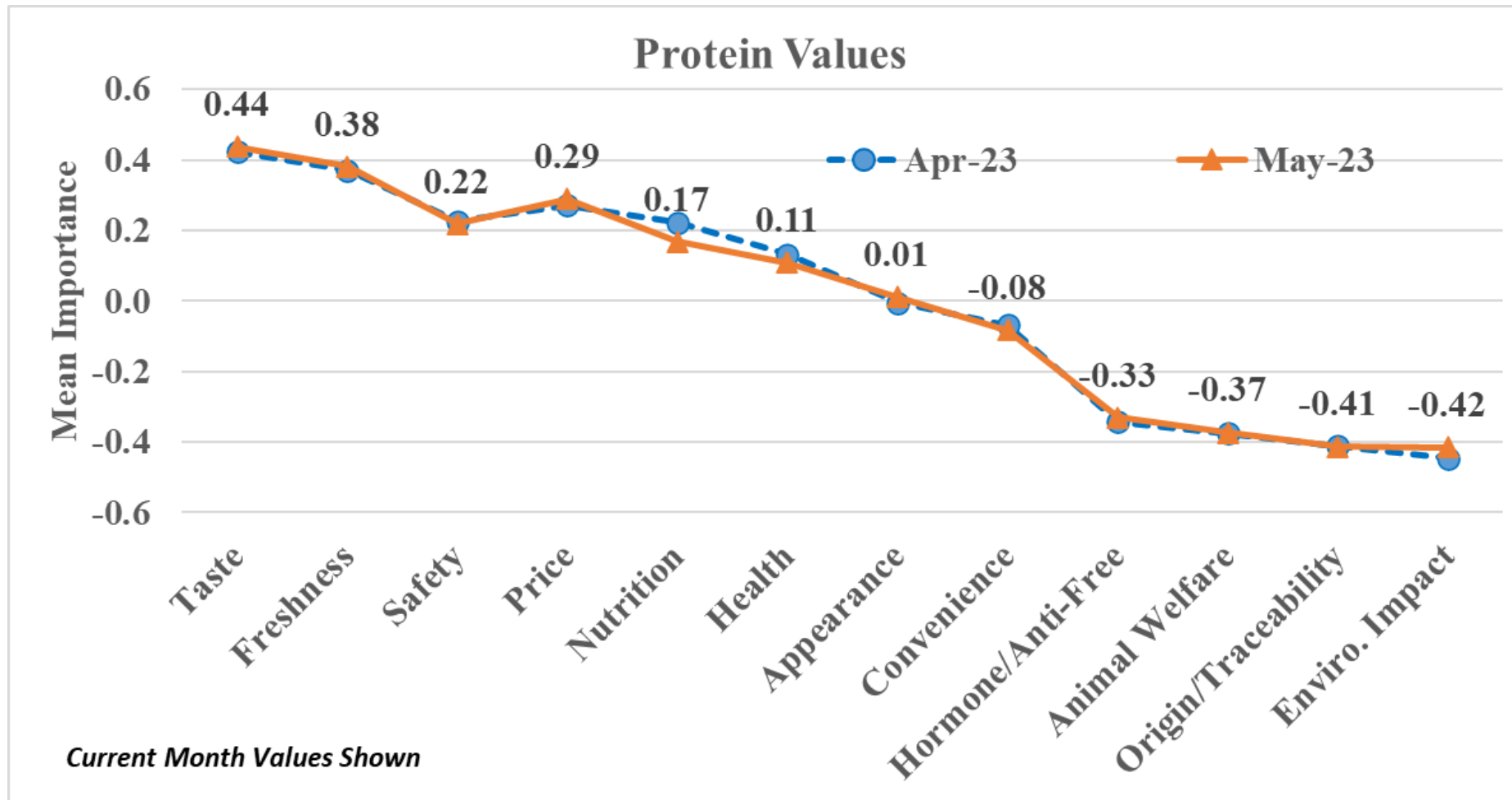
Self-Declared Diet Tracking

Self-Declared Diet, Feb. 2020 - May 2023 (Source: MDM Project)



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Protein Values – What Drives Purchasing?



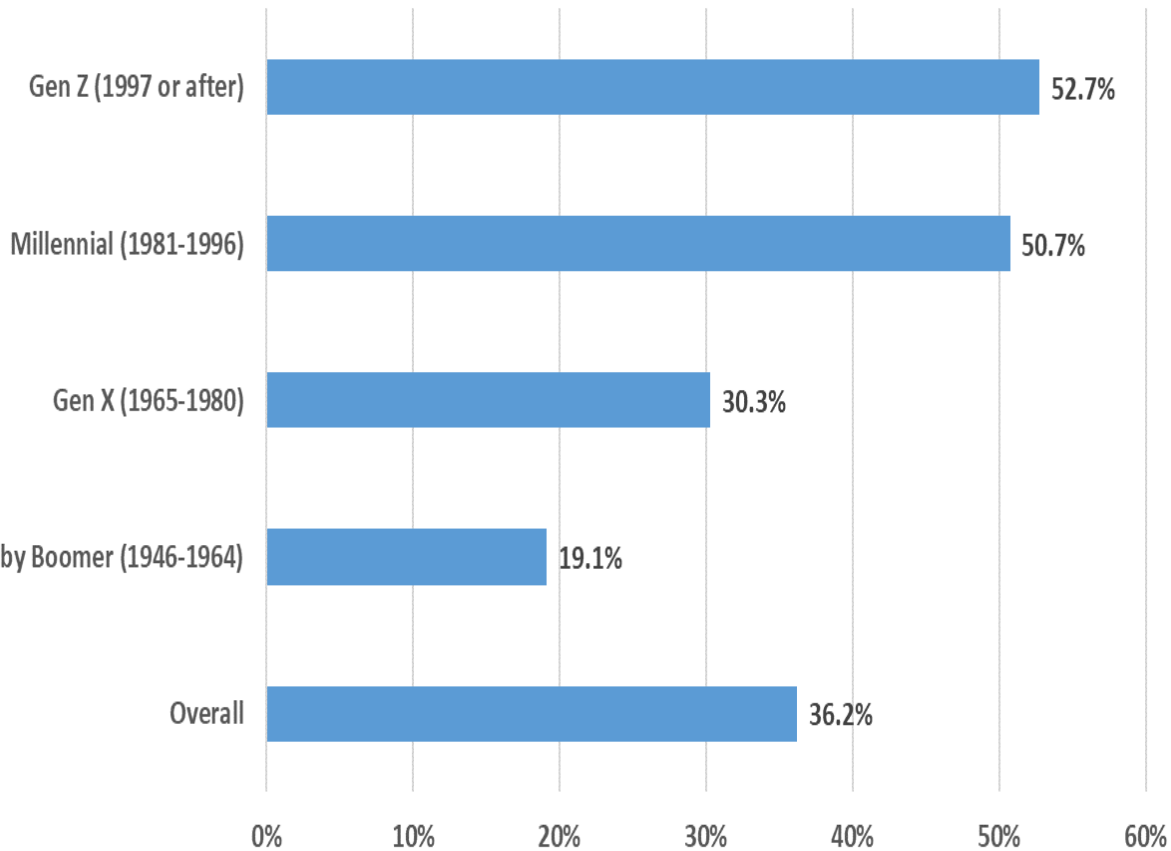
On Average
Taste is 1.5x Importance
of Price

Convenience is 5x
Importance of Env.
Impact

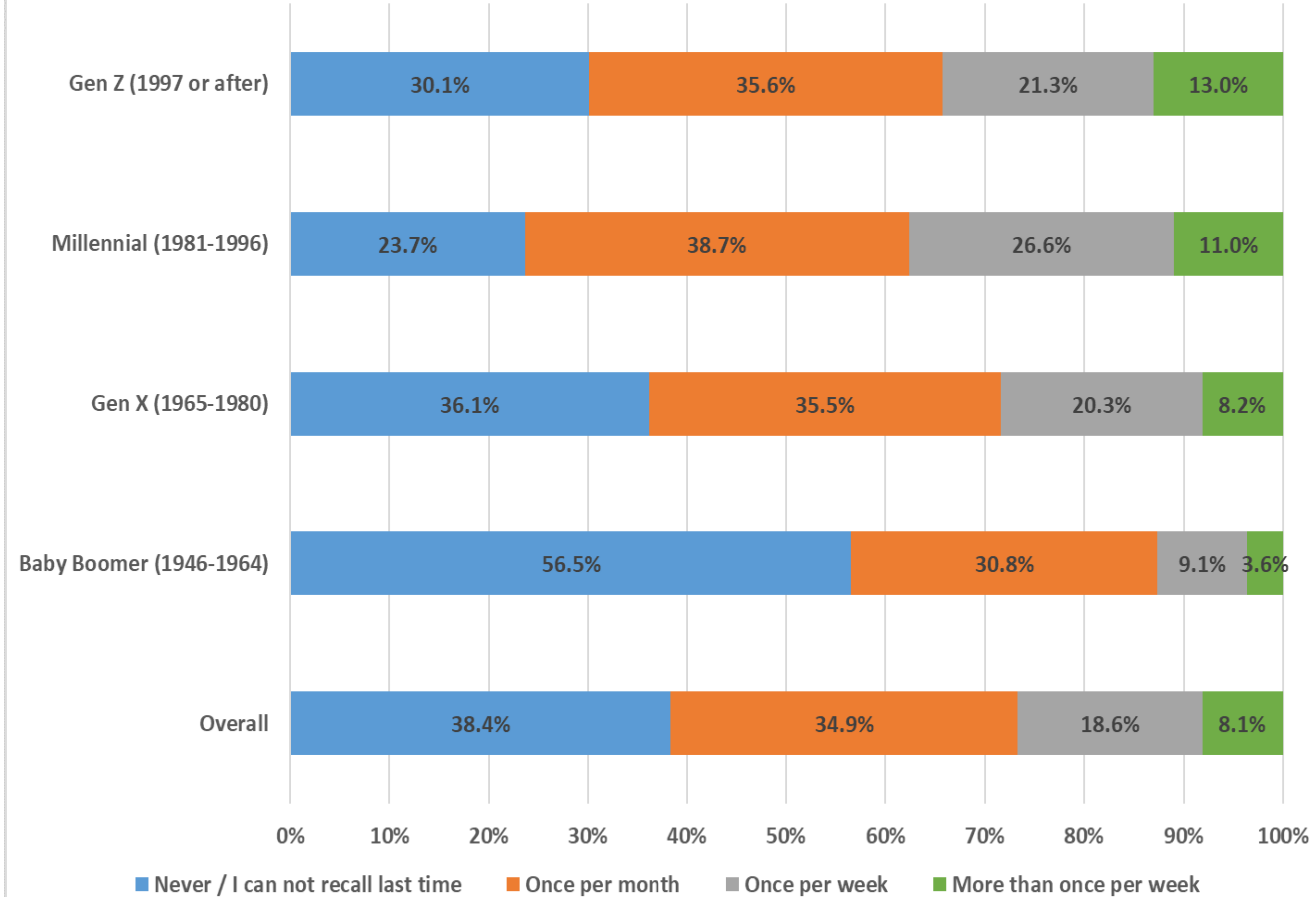
<https://www.agmanager.info/livestock-meat/meat-demand/monthly-meat-demand-monitor-survey-data>

Generational Opportunities...

Share Intentionally Eating Protein for Strength-Training or Other Fitness-Related Goals, by Generation (Feb. 2023, MDM)



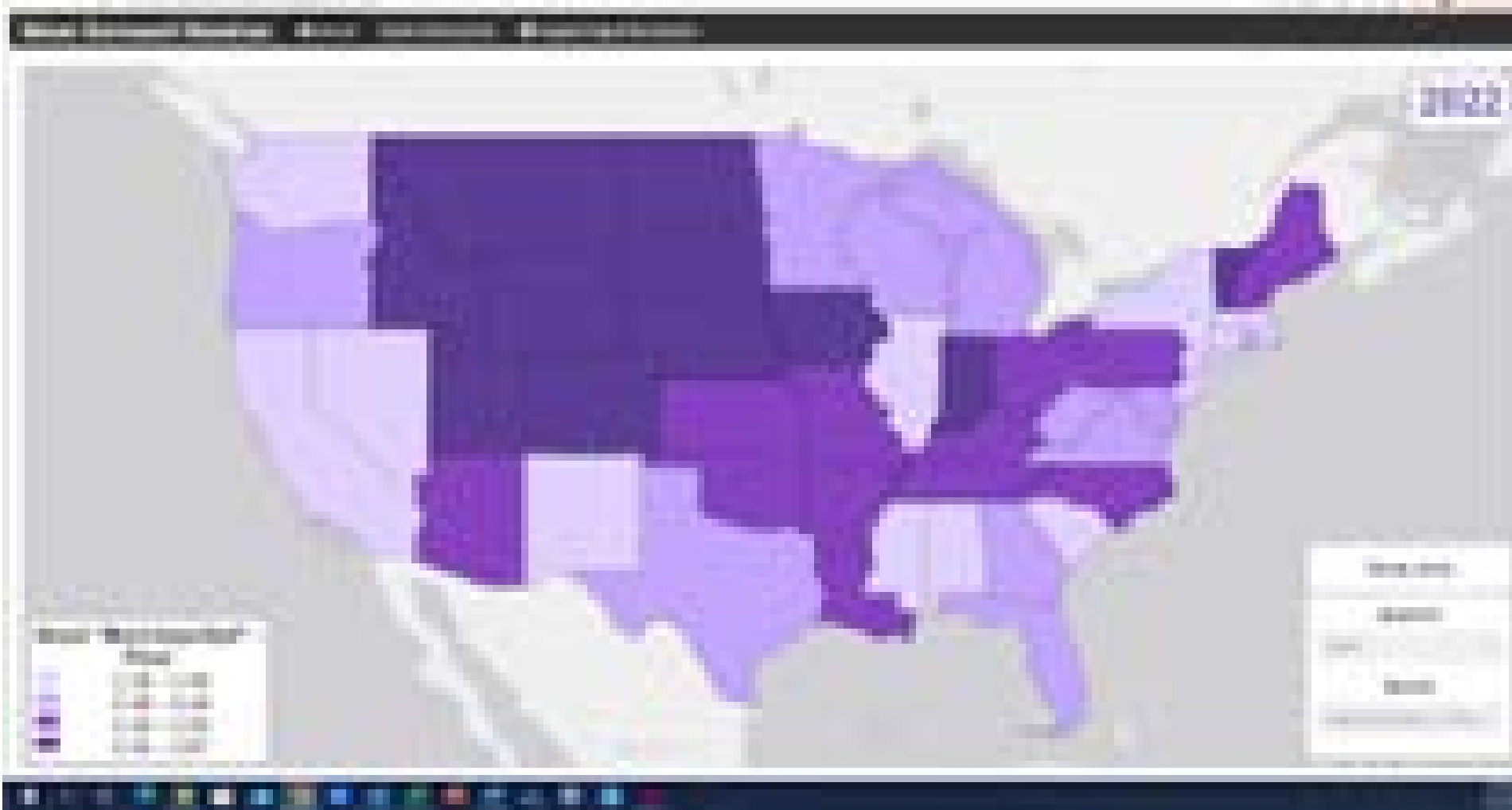
Frequency of Ground Pork Consumption, by Generation (Mar. 2023, MDM)



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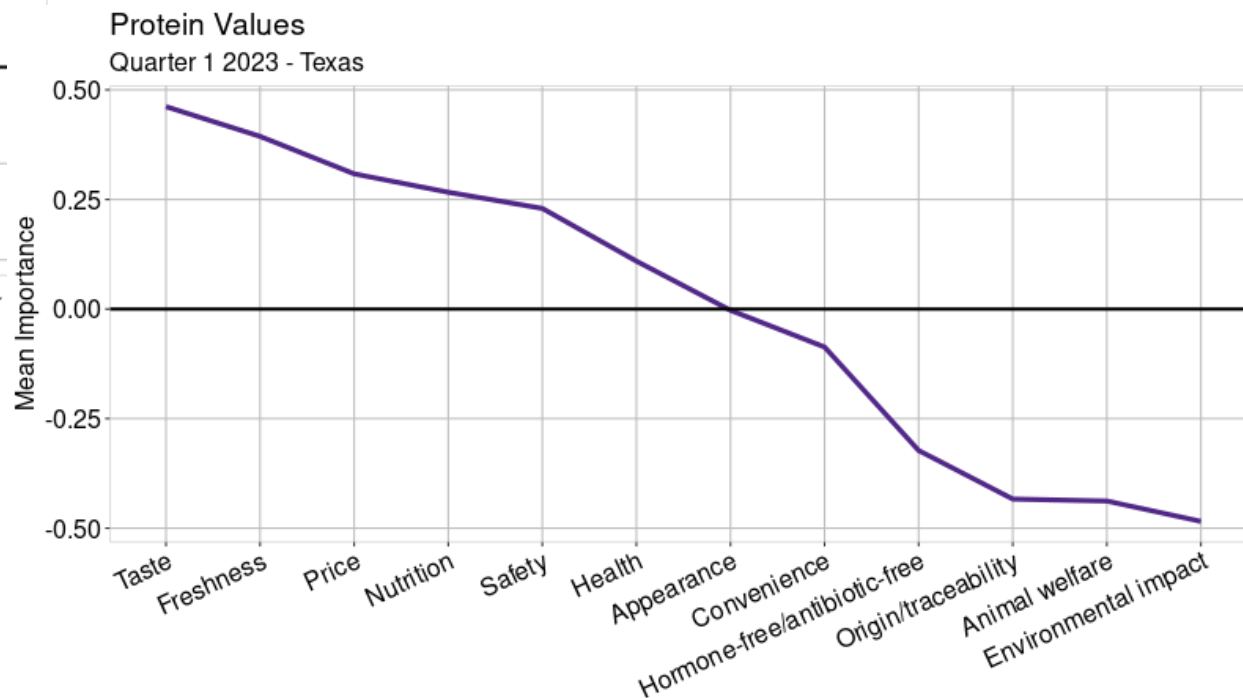
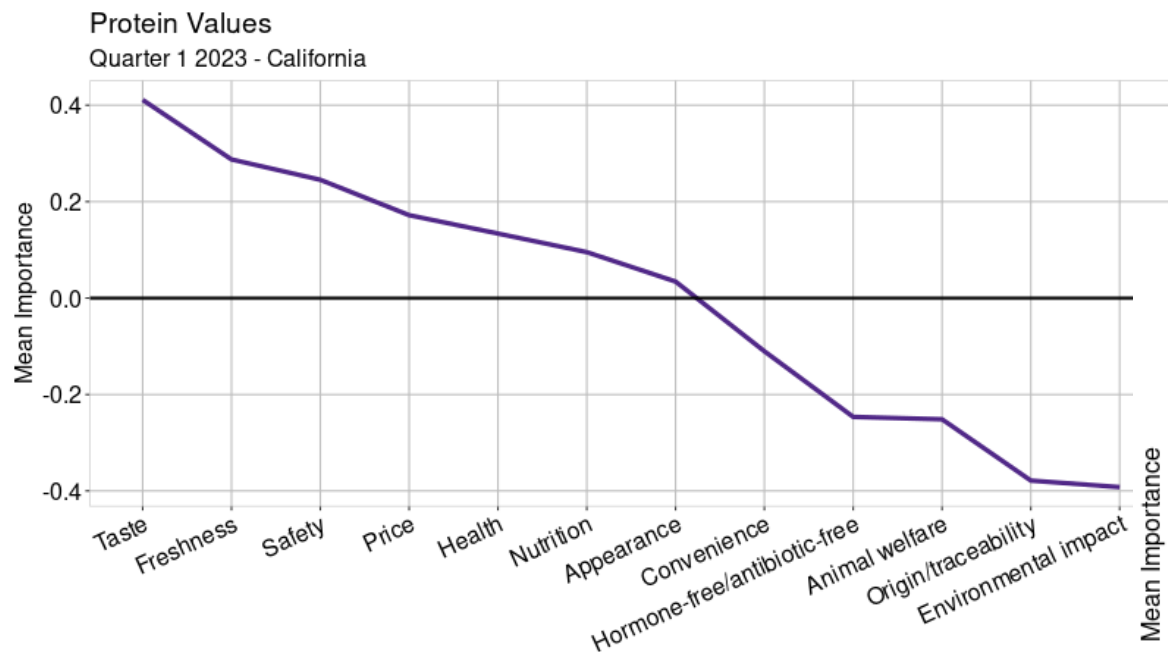
Data Visualization Tools of Note

<https://ksmeatdemandmonitor.shinyapps.io/MDMapp/>



<https://www.agmanager.info/livestock-meat/meat-demand/monthly-meat-demand-monitor-survey-data>

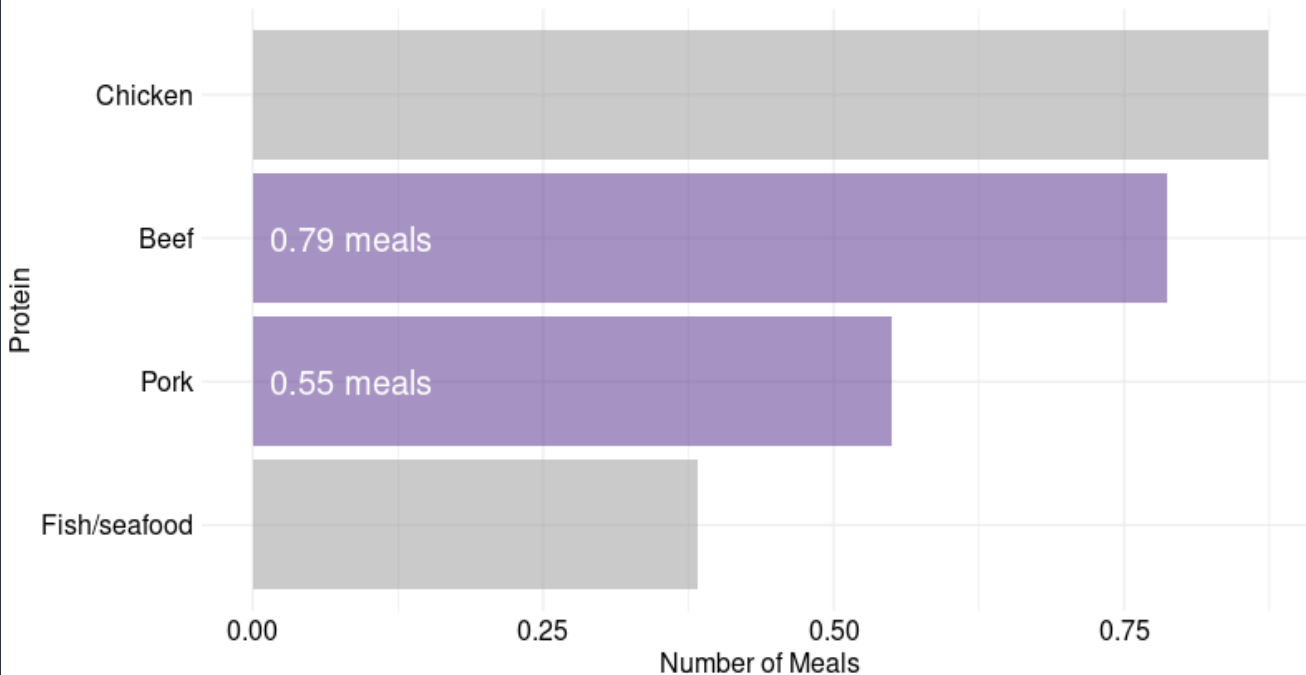
Data Visualization Tools of Note: CA vs TX



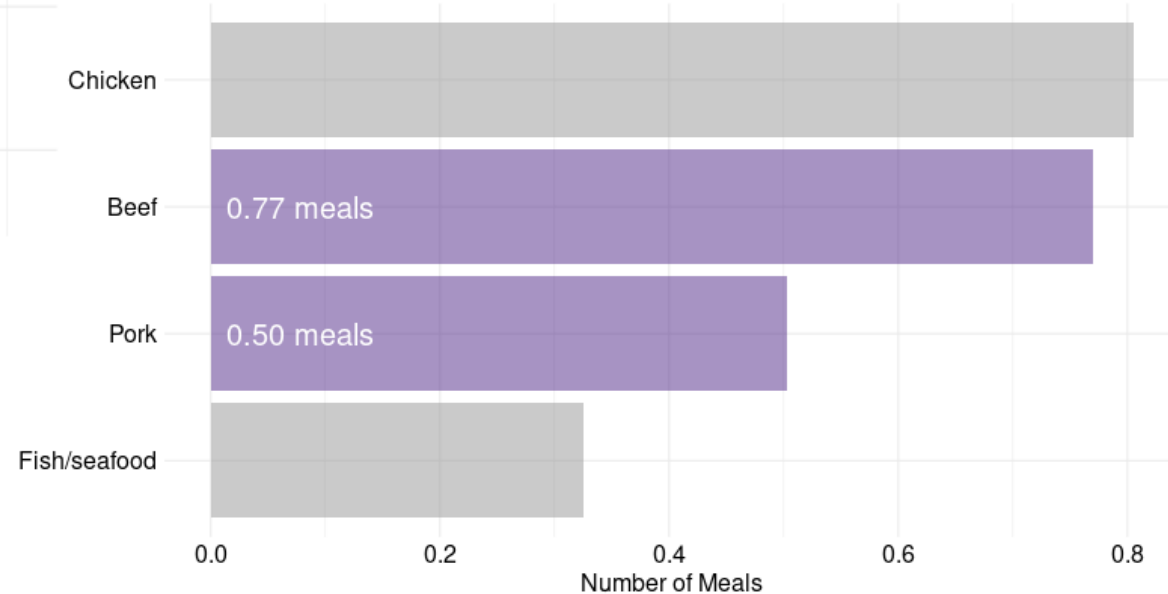
<https://www.agmanager.info/livestock-meat/meat-demand/monthly-meat-demand-monitor-survey-data>

Data Visualization Tools of Note: CA vs TX

Prior Day Meals
Quarter 1 2023 - California



Prior Day Meals
Quarter 1 2023 - Texas



<https://www.agmanager.info/livestock-meat/meat-demand/monthly-meat-demand-monitor-survey-data>

More information available at:



This presentation will be available in PDF format at:

<http://www.agmanager.info/about/contributors/individual/tonsor.asp>

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