KANSAS STATE
Department of
Agricultural Economics
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MDM: Meat Demand Monitor

The MDM tracks U.S. consumer preferences, views, and demand for meat with separate analysis for retail and food service channels. MDM is a monthly online survey with a sample of over 2,000 respondents reflecting the national population.

Willingness to Pay & Projected Market Share

RETAIL	Ribeye Steak	Ground Beef	Pork Chop	Bacon	Chicken Breast	Plant-Based Patty	Shrimp	Beans and Rice	Something Else
Mar-24 WTP ($/lb)	$17.27	$8.67	$6.98	$5.80	$8.52	$8.76	$9.81	$3.54	
Market Share	7%	25%	12%	7%	27%	2%	5%	8%	7%
Apr-24 WTP ($/lb)	$17.48	$8.77	$7.05	$5.74	$8.57	$7.50	$9.21	$2.97	
Market Share	8%	25%	13%	7%	28%	2%	4%	7%	7%

FOOD SERVICE	Ribeye Steak	Beef Ham-burger	Pork Chop	Baby Back Ribs	Chicken Breast	Plant-Based Patty	Shrimp	Salmon	Something Else
Mar-24 WTP ($/meal)	$26.29	$19.59	$15.57	$18.16	$17.86	$13.39	$17.74	$19.57	
Market Share	14%	25%	4%	10%	15%	4%	13%	9%	6%
Apr-24 WTP ($/meal)	$28.28	$21.38	$16.81	$19.83	$19.89	$13.99	$19.50	$21.06	
Market Share	15%	25%	4%	10%	16%	4%	13%	9%	4%

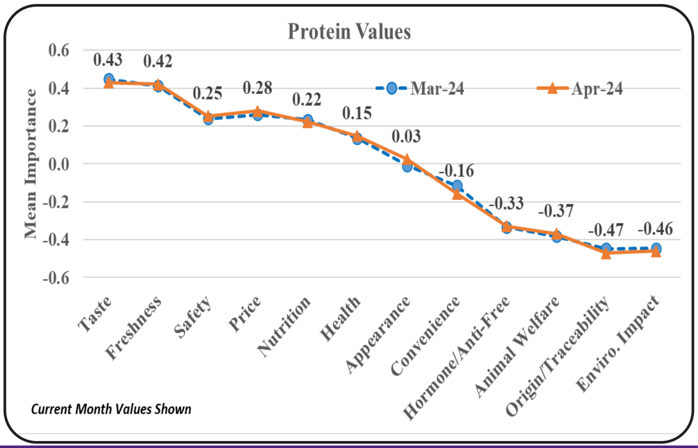
Willingness-to-pay (WTP) increased for four evaluated Retail products (ribeye steak, ground beef, pork chop, and chicken breast) in April compared to March. WTP increased for all evaluated Food Service meals in April.

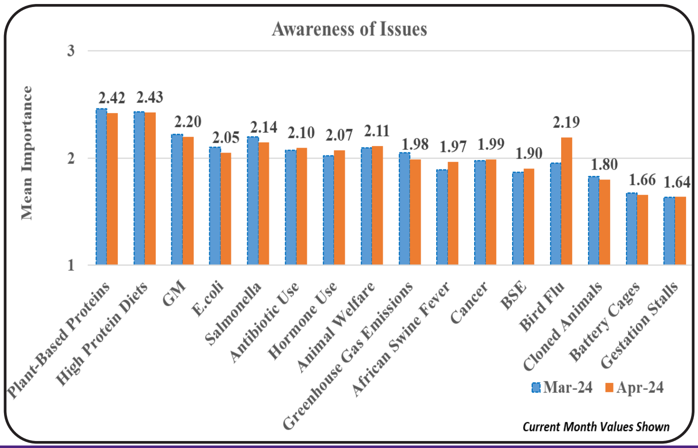
The combined beef and pork projected market shares for April are 33% and 20%, respectively at the grocery store and 40% and 14% at the restaurant.

Protein Values & Issues Awareness

Freshness, Taste, Price, and Safety remain most important when purchasing protein. To guide interpretation, there are 42% more considering Freshness a top-4 factor (of 12 examined) than considering Freshness a bottom-4 purchasing factor. Similarly, 47% more consider Origin/Traceability a bottom-4 factor than consider Origin/Traceability a top-4 purchasing factor.

Plant-based Proteins, High Protein Diets, and Bird Flu remain topics heard or read most about.





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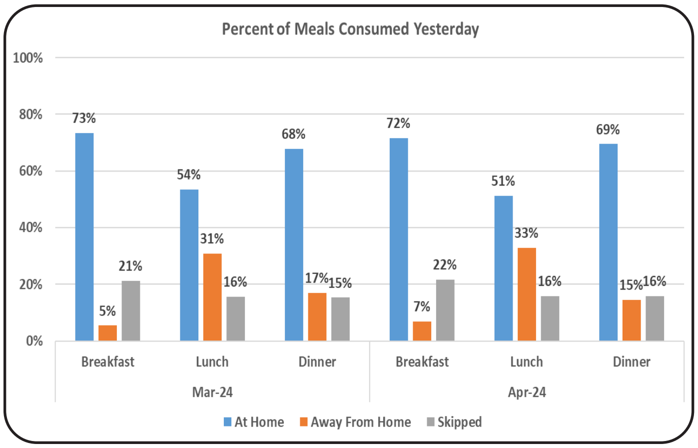
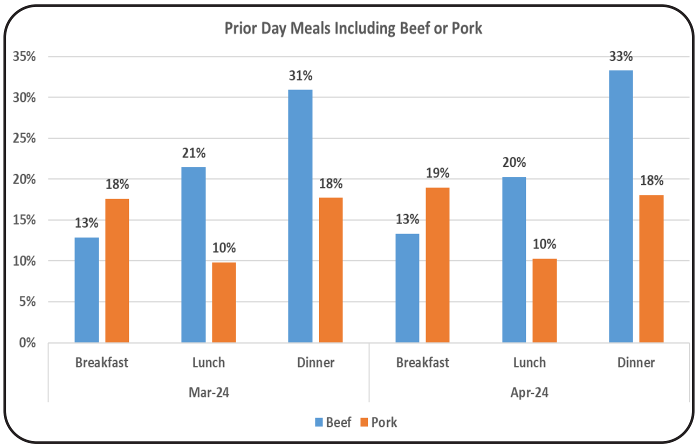
Prior Day Meals: Location & Protein Consumption Frequency

Respondents indicate 72%, 51%, and 69% consumed breakfast, lunch, and dinner at home in April with both breakfast and lunch rates declining from March. In April, 13%, 20%, and 33% had beef their prior day breakfast, lunch, and dinner. Pork was included in 19%, 10%, and 18% of these meals.

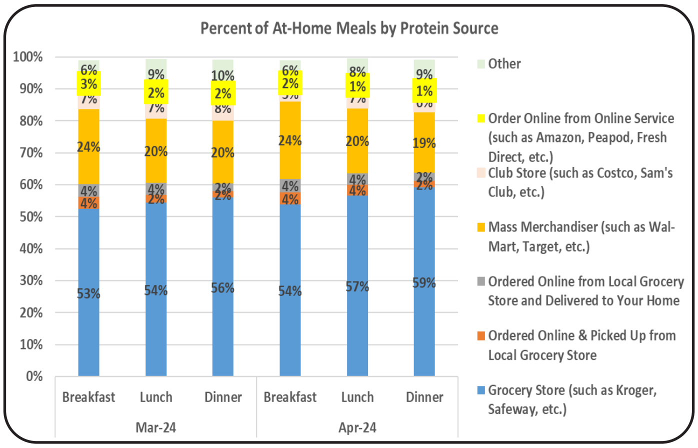


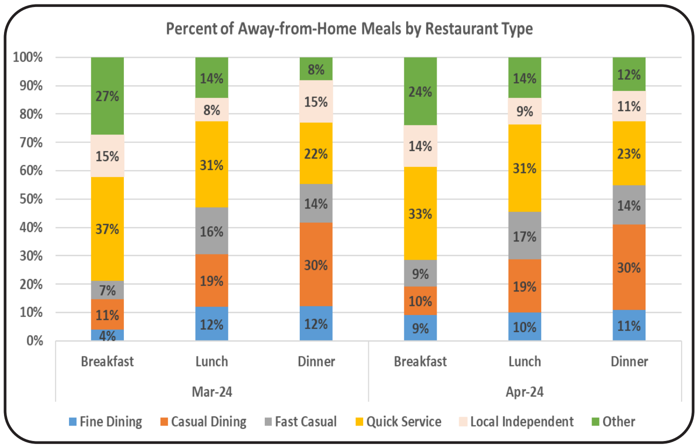


Prior Day Meals: At-Home Protein Source & Restaurant Type

In April, the protein source for at-home meals was predominantly Grocery Stores. Combined, Club Stores and Mass Merchandisers were source for 29%, 27%, and 25% of breakfast, lunch, and dinner meals.

Meals consumed away-from-home vary in prevalence. Quick Service holds the largest share for breakfast and lunch meals while Casual Dining led for dinner. Combined, Casual Dining, Fast Casual, and Quick Service comprise 53%, 67%, and 67% of breakfast, lunch, and dinner meals in April.





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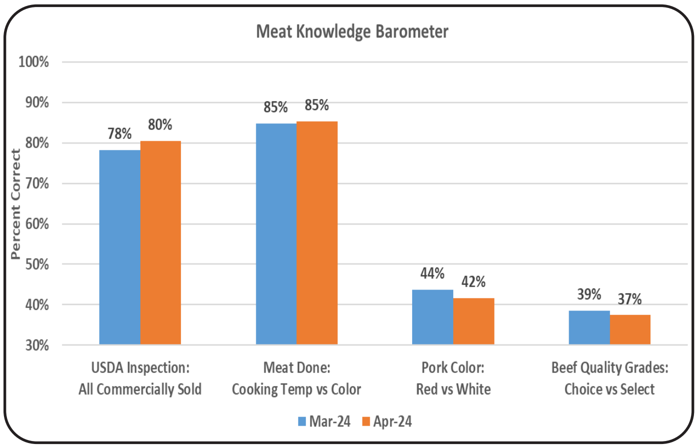
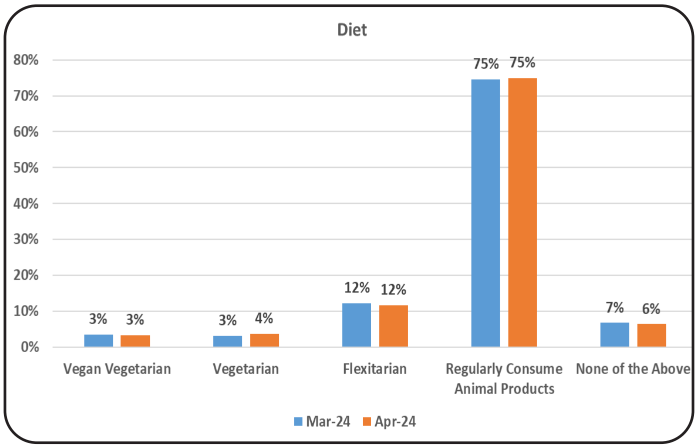
Meat Knowledge & Personal Diet

Consistent with past months, the majority of respondents correctly note USDA inspects all meat sold commercially and cooking temperature is more accurate than color in assessing if meat is "done." Over one-half of respondents incorrectly respond to questions on pork color and beef quality grade information.

In April, 75% of respondents self-declare as regular consumers of products derived from animal products, 12% indicate they are Flexitarian/Semi-Vegetarian, and a combined 7% indicate they are either Vegan Vegetarian or Vegetarian.

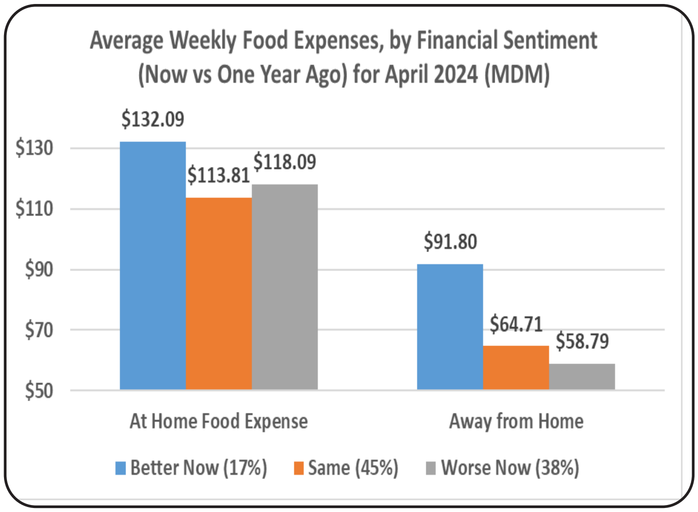




Ad Hoc Questioning

In April 2024, 17% indicate their household finances are better than one year ago. This signals adverse developments in financial sentiment when comparing to April values in prior years: in 2023 this was 20%, in 2022 this was 23%, and in 2021 this was 24% (see base Jan. 2024 report for a corresponding figure).

A main impact of varying financial sentiment is where and how much is spent on food. The minority signaling their finances have improved spend more at-home on food and particularly spend more away-from-home. That is, those reporting stable or declining finances most adjust their food spending away-from-home.



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Additional MDM Project details including survey questions, past report releases, and a description of methods are available online at: https://www.agmanager.info/livestock-meat/meat-demand/monthly-meat-demand-monitor-survey-data

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