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
Jul-22	WTP ($/lb)	$17.82	$9.11	$7.47	$6.65	$9.08	$8.95	$9.65	$3.36	
	Market Share	8%	23%	13%	9%	26%	3%	4%	7%	6%
Aug-22	WTP ($/lb)	$17.29	$8.55	$6.88	$5.81	$8.50	$8.98	$9.02	$3.33	
	Market Share	8%	24%	12%	8%	27%	3%	4%	8%	7%

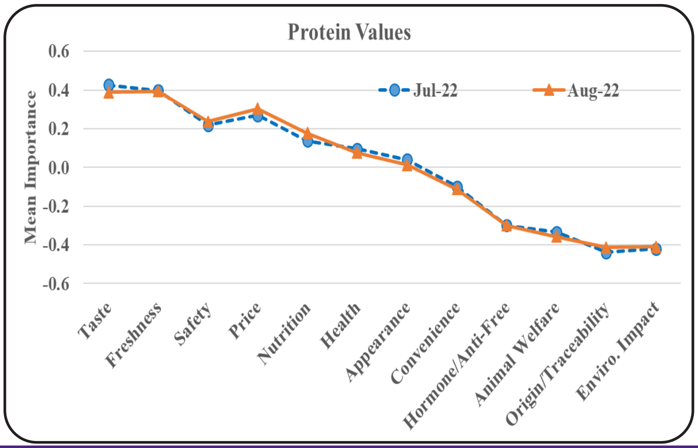
FOOD SERVICE		Ribeye Steak	Beef Ham-burger	Pork Chop	Baby Back Ribs	Chicken Breast	Plant-Based Patty	Shrimp	Salmon	Something Else
Jul-22	WTP ($/meal)	$27.14	$20.11	$15.86	$18.48	$18.29	$12.91	$18.15	$19.19	
	Market Share	15%	23%	5%	10%	15%	4%	13%	9%	6%
Aug-22	WTP ($/meal)	$29.08	$22.79	$17.39	$20.46	$19.95	$13.88	$19.78	$20.08	
	Market Share	15%	25%	5%	10%	14%	4%	13%	8%	5%

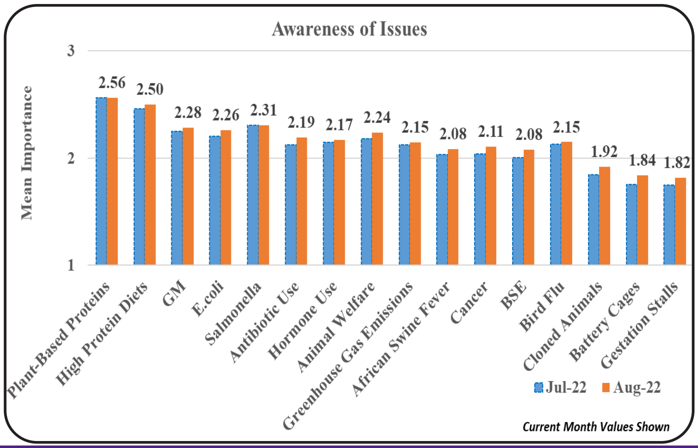
Willingness-to-pay (WTP) decreased for seven evaluated Retail products in August compared to July, including each examined beef and pork product. Meanwhile, WTP notably increased for all evaluated Food Service meals. Combined this indicates some bounce-back consumer demand in food service channels from July levels.

The combined beef and pork projected market shares for August are 31% and 20%, respectively at the grocery store and 40% and 16% at the restaurant.

Protein Values & Issues Awareness

Taste, Freshness, Safety, and Price remain most important when purchasing protein. On average, Taste is 1.3 times as important as Price while Convenience is 3.7 times as important as Origin/Traceability or Environmental Impact. Plant-based Proteins and High Protein Diets remain topics heard or read most about.





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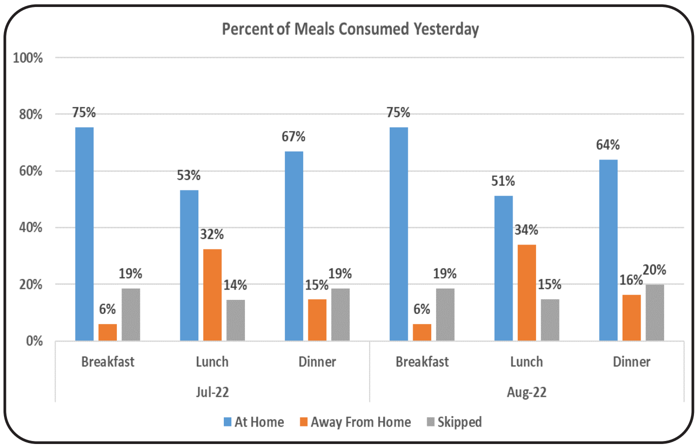
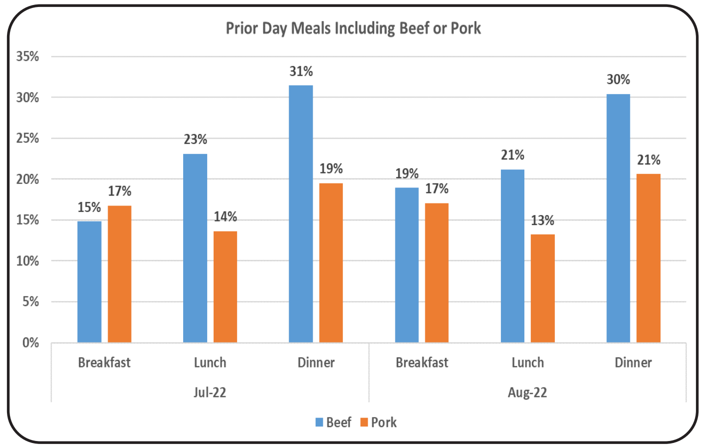
Prior Day Meals: Location & Protein Consumption Frequency

Respondents indicate 75%, 51%, and 64% consumed breakfast, lunch, and dinner at home in August with each value being on par or lower than in July indicating more away from home meal consumption in August.

In August, 19%, 21%, and 30% had beef their prior day breakfast, lunch, and dinner. Pork was included in 17%, 13%, and 21% of these meals.

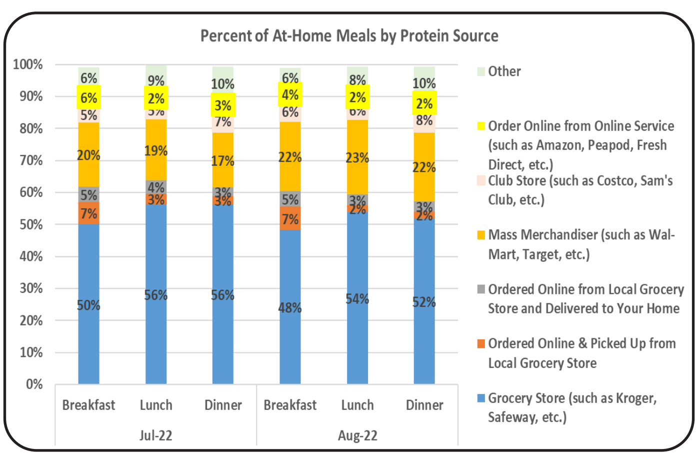


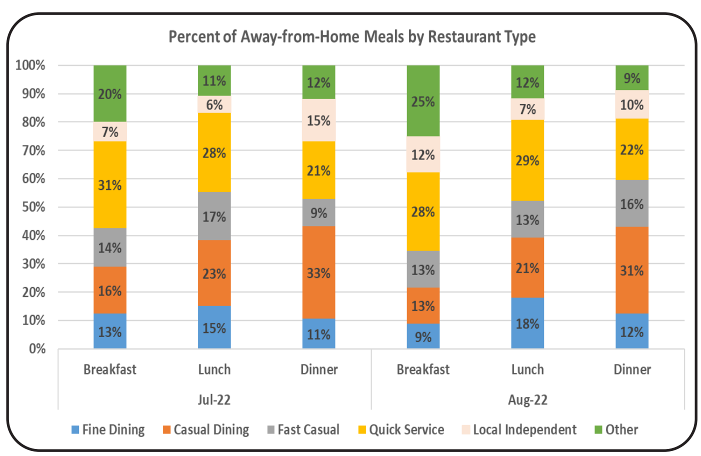


Prior Day Meals: At-Home Protein Source & Restaurant Type

In August, the protein source for at-home meals was predominantly Grocery Stores. Compared to July, protein sourcing from Mass Merchandisers (Wal-Mart, Target, etc.) and Club Stores (Costco, Sam's Club, etc.) was more frequent in August.

Meals consumed away-from-home vary in prevalence. Quick Service holds the largest share for breakfast and lunch while Casual Dining leads for dinner. Combined, Casual Dining, Fast Casual, and Quick Service comprise 53%, 63%, and 69% of breakfast, lunch, and dinner meals in August.





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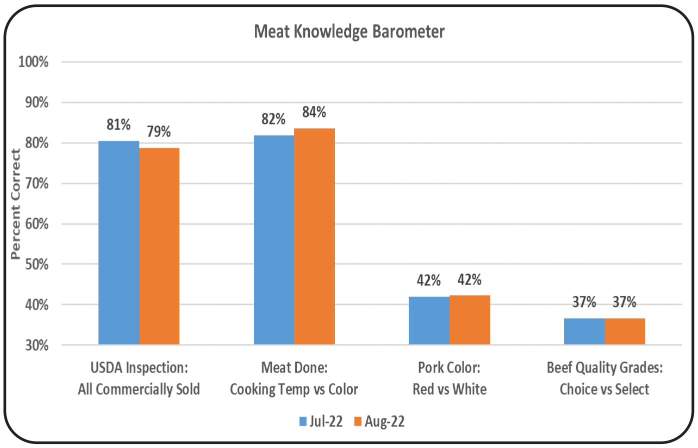
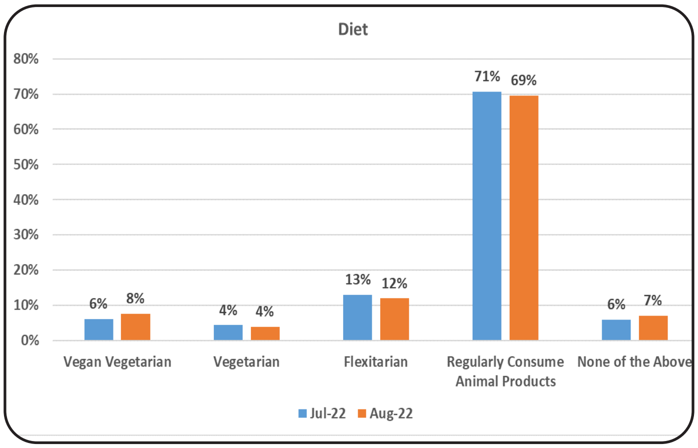
Additional MDM Project details are available at: https://www.agmanager.info/

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 August, 69% of respondents self-declare as regular consumers of products derived from animal products, 12% indicate they are Flexitarian/Semi-Vegetarian, and a combined 12% indicate they are either Vegan Vegetarian or Vegetarian.

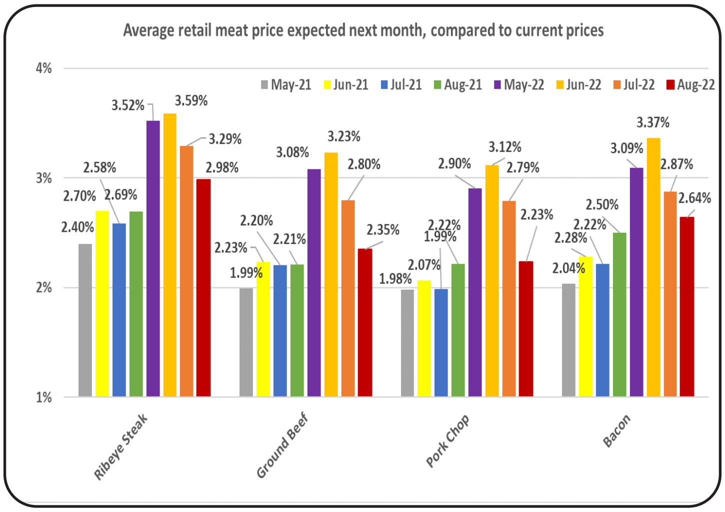


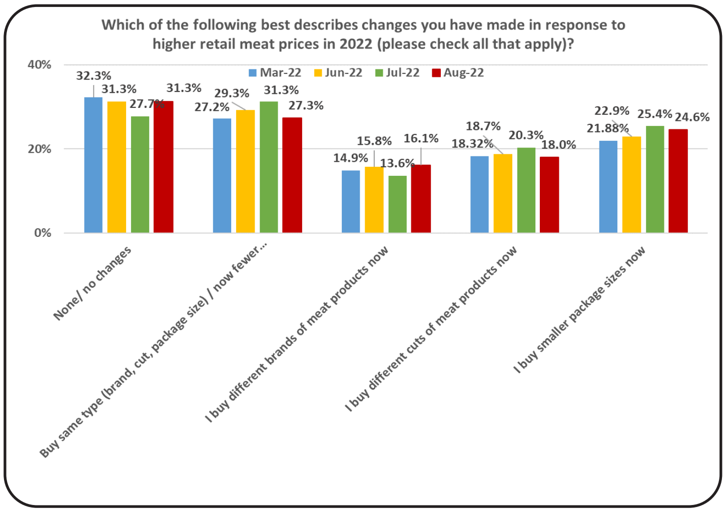


Ad Hoc Questioning

Consumers continue to expect higher retail meat prices next month and these price expectations remain above one-year ago expectations consistent with ongoing inflation discussions. However, expected price increases continue to moderate, now for the third consecutive month.

Another question was repeated asking how consumers have responded to higher retail meat prices in 2022. Among those indicating changes, 27% are reducing the volume of items purchased while being steadfast in product type (brand, cut, and package size), 18% are buying different cuts, and 25% are buying smaller packages now.





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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