

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

<i>RETAIL</i>	Ribeye Steak	Ground Beef	Pork Chop	Bacon	Chicken Breast	Plant-Based Patty	Shrimp	Beans and Rice	Something Else
Jul-23 WTP (\$/lb)	\$17.55	\$8.85	\$7.32	\$5.85	\$8.50	\$7.90	\$9.36	\$3.21	
Market Share	8%	25%	14%	7%	26%	2%	4%	7%	7%
Aug-23 WTP (\$/lb)	\$17.94	\$8.74	\$7.05	\$5.72	\$8.34	\$8.33	\$9.37	\$3.06	
Market Share	9%	24%	13%	8%	25%	3%	5%	7%	7%

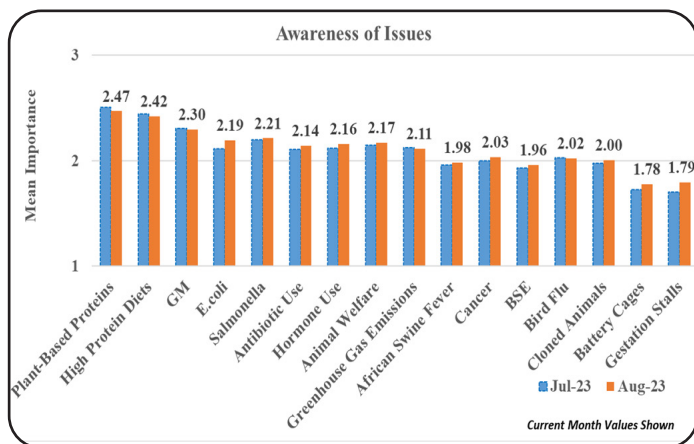
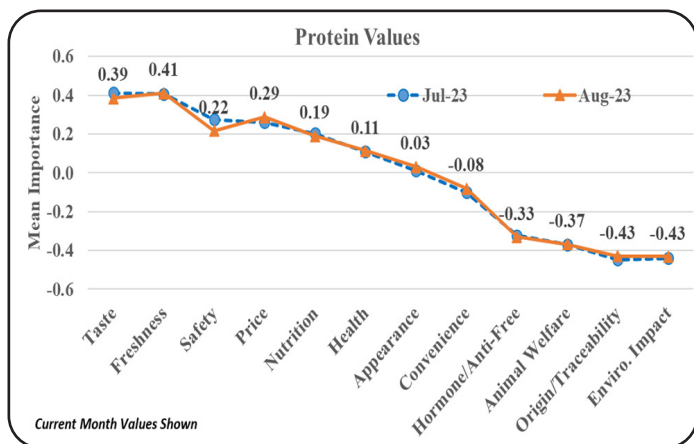
<i>FOOD SERVICE</i>	Ribeye Steak	Beef Hamburger	Pork Chop	Baby Back Ribs	Chicken Breast	Plant-Based Patty	Shrimp	Salmon	Something Else
Jul-23 WTP (\$/meal)	\$26.69	\$20.21	\$15.08	\$18.12	\$17.74	\$12.29	\$17.60	\$18.40	
Market Share	15%	25%	5%	10%	14%	4%	13%	8%	6%
Aug-23 WTP (\$/meal)	\$27.48	\$21.29	\$16.39	\$19.24	\$18.01	\$12.37	\$18.64	\$18.60	
Market Share	15%	26%	5%	11%	13%	4%	13%	7%	6%

Willingness-to-pay (WTP) increased for three evaluated Retail products, in August compared to July. WTP increased for all evaluated Food Service meals which corresponds with higher away-from-home lunch and dinner rates (reported on next page).

The combined beef and pork projected market shares for August are 33% and 20%, respectively at the grocery store and 41% and 16% at the restaurant.

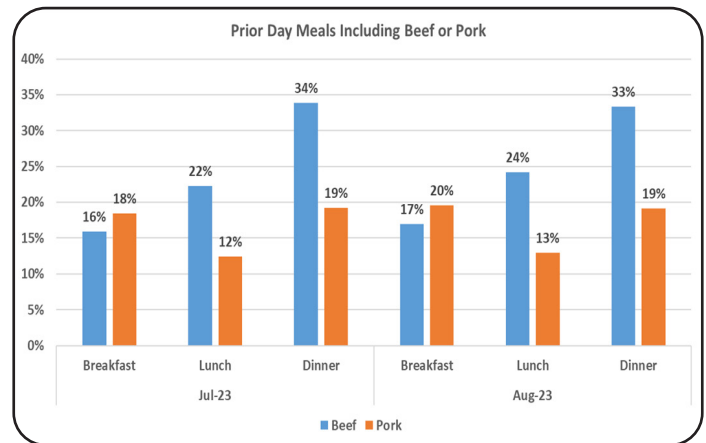
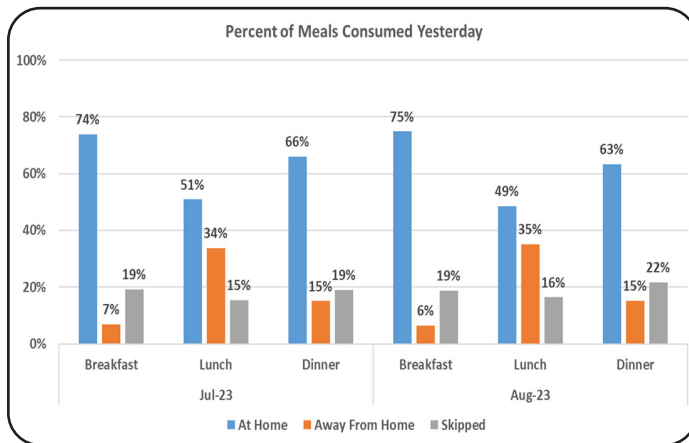
## Protein Values & Issues Awareness

Freshness, Taste, Price, and Safety remain most important when purchasing protein. The importance of Price increased most since July with Safety declining most in importance. Plant-based Proteins and High Protein Diets remain topics heard or read most about.



## Prior Day Meals: Location & Protein Consumption Frequency

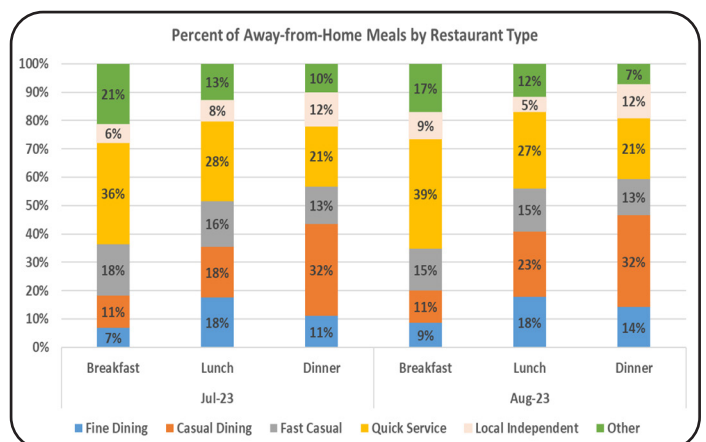
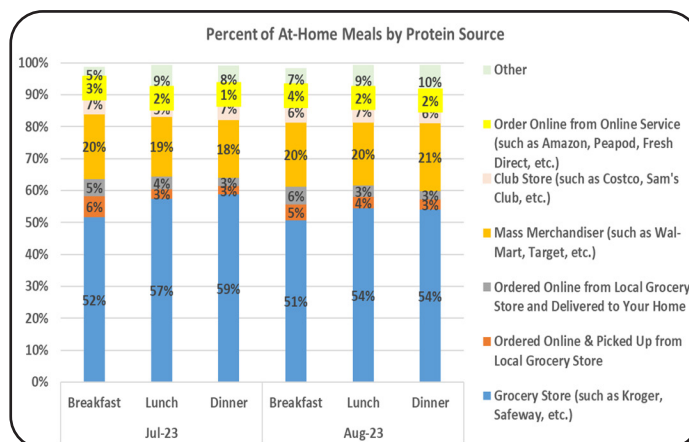
Respondents indicate 75%, 49%, and 63% consumed breakfast, lunch, and dinner at home in August with lunch and dinner meal rates being lower than in July. In August, 17%, 24%, and 33% had beef their prior day breakfast, lunch, and dinner. Pork was included in 20%, 13%, and 19% of these meals.



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

In August, the protein source for at-home meals was predominantly Grocery Stores. Combined, Club Stores and Mass Merchandisers were source for 26%, 27%, and 28% of breakfast, lunch, and dinner meals.

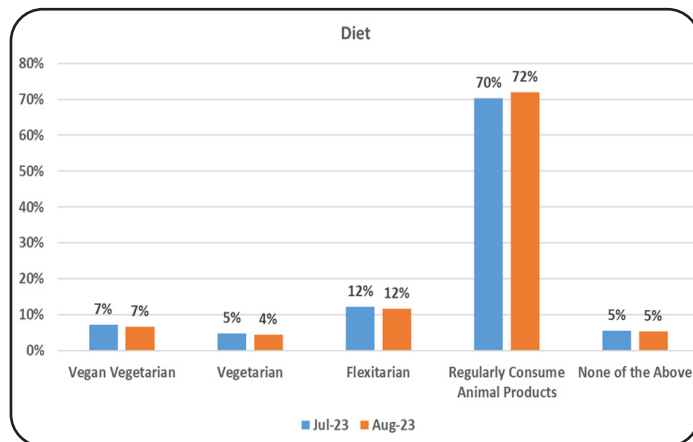
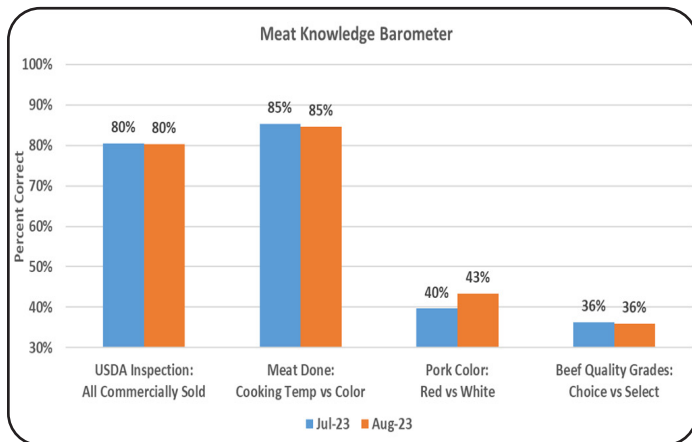
Meals consumed away-from-home vary in prevalence. Quick Service holds the largest share for breakfast and lunch meals while Casual Dining led for dinner. Combined, Casual Dining, Fast Casual, and Quick Service comprise 65%, 65%, and 67% of breakfast, lunch, and dinner meals in August.



## 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, 72% of respondents self-declare as regular consumers of products derived from animal products, 12% indicate they are Flexitarian/Semi-Vegetarian, and a combined 11% indicate they are either Vegan Vegetarian or Vegetarian.



## Ad Hoc Questioning

In August a question was asked to capture last recalled consumption events for pork chops, chicken breasts, and beef steaks to go beyond base prior-day recall information as gathered in each MDM survey since project inception. Nationally, chicken breasts are consumed within the past week by over one-half of respondents while over one-fourth consume pork chops and beef steaks the prior week. Assessing across generations reveals prior week consumption of all three key muscle-cut products is more common for Millennial residents shedding ongoing light into key generation pattern differences in the U.S. protein space.

National, Frequency of Last Recalled Consumption				
	In the past week	In the past month	In the past year	Never or cannot remember last time
	%	%	%	%
Pork Chops	26.45%	36.81%	18.71%	18.03%
Chicken Breasts	53.13%	31.28%	9.58%	6.01%
Beef Steak	28.45%	34.80%	19.81%	16.94%

Respondent Share Consuming In the Past Week			
	Baby Boomer (1946-1964)	Gen X (1965-1980)	Millennial (1981-1996)
	%	%	%
Pork Chops	21.39%	30.23%	34.53%
Chicken Breasts	53.58%	55.02%	58.27%
Beef Steak	20.88%	28.91%	42.09%

For more information about this publication and others, visit [AgManager.info](http://AgManager.info).

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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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**Funded in part by  
the Beef Checkoff.**

