KANSAS STATE
Department of Agricultural Economics
Vol. 3, Issue 12 ● Dec. 2022

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
Nov-22 WTP ($/lb)	$17.33	$8.39	$6.98	$5.73	$8.02	$8.23	$8.88	$2.93	
Market Share	8%	24%	14%	8%	25%	2%	4%	7%	7%
Dec-22 WTP ($/lb)	$17.06	$8.37	$7.04	$5.63	$8.02	$8.35	$9.02	$2.92	
Market Share	8%	24%	14%	8%	25%	3%	4%	7%	8%

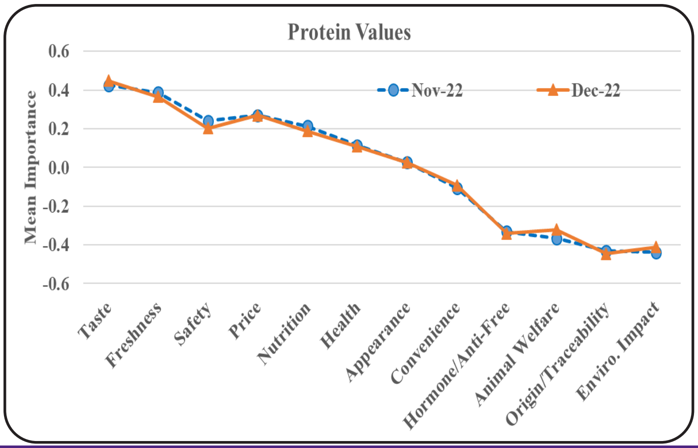
FOOD SERVICE	Ribeye Steak	Beef Ham-burger	Pork Chop	Baby Back Ribs	Chicken Breast	Plant-Based Patty	Shrimp	Salmon	Something Else
Nov-22 WTP ($/meal)	$27.14	$20.25	$16.70	$18.78	$18.80	$13.95	$19.01	$19.62	
Market Share	15%	23%	5%	10%	15%	4%	14%	9%	5%
Dec-22 WTP ($/meal)	$26.20	$19.60	$15.50	$18.57	$17.80	$13.59	$18.06	$18.71	
Market Share	14%	24%	5%	10%	14%	5%	14%	8%	6%

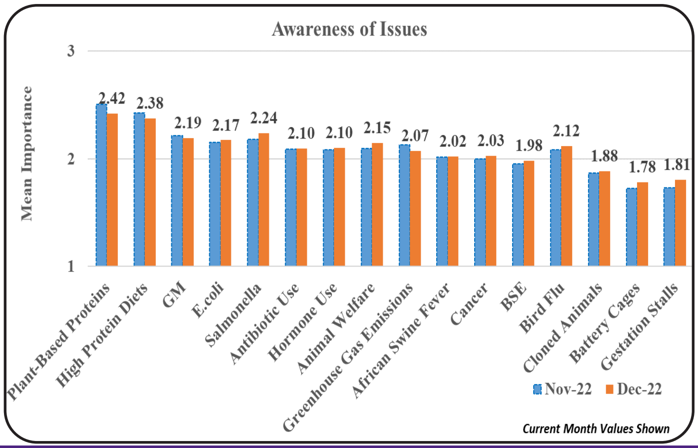
Willingness-to-pay (WTP) decreased for four evaluated Retail products (including Ribeye Steak, Ground Beef, and Bacon) in December compared to November. WTP decreased for all evaluated Food Service meals. Demand for all examined retail products and food service dinner meals was lower in December of 2022 than in December of 2021.

The combined beef and pork projected market shares for December are 31% and 22%, respectively at the grocery store and 38% and 15% at the restaurant.

Protein Values & Issues Awareness

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

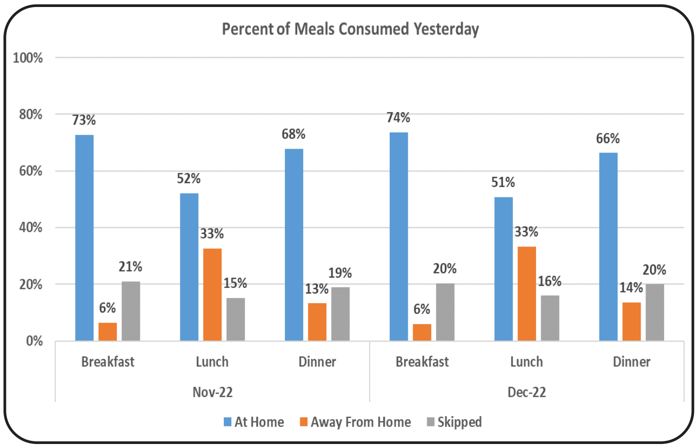


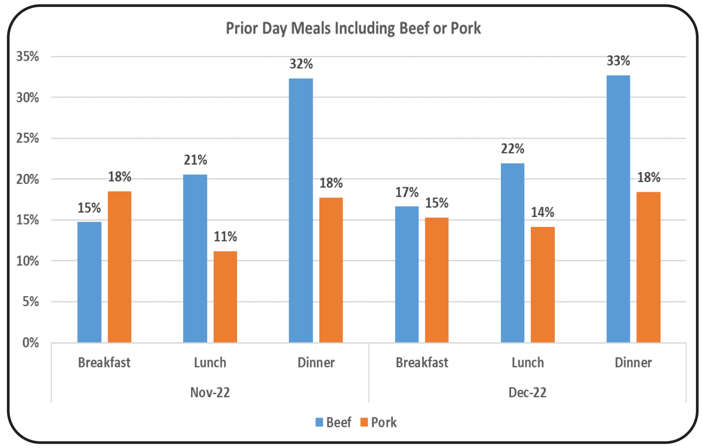


Meat Demand Monitor
Kansas State University Department of Agricultural Economics
Glynn Tonsor, Professor, gtonsor@ksu.edu

Prior Day Meals: Location & Protein Consumption Frequency

Respondents indicate 74%, 51%, and 66% consumed breakfast, lunch, and dinner at home in December. In December, 17%, 22%, and 33% had beef their prior day breakfast, lunch, and dinner. Pork was included in 15%, 14%, and 18% of these meals.

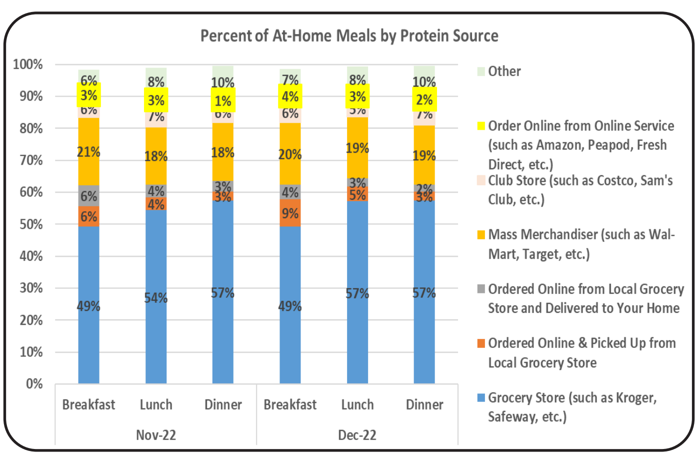


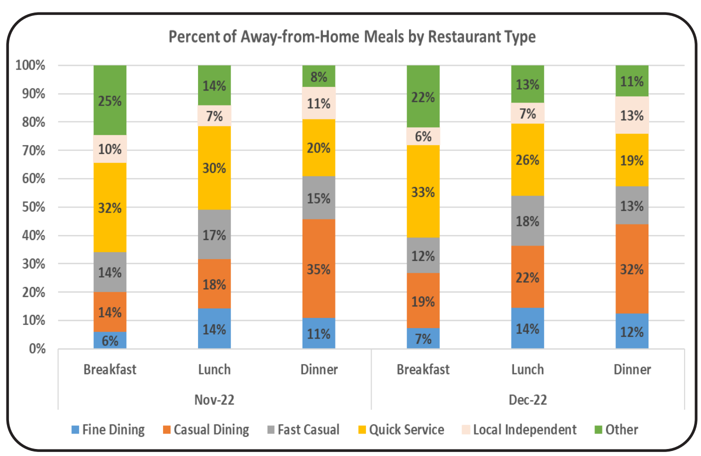


Prior Day Meals: At-Home Protein Source & Restaurant Type

In December, the protein source for at-home meals was predominantly Grocery Stores. Combined, Club Stores and Mass Merchandisers were source for 26%, 24%, and 26% 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 64% of breakfast, lunch, and dinner meals in December.



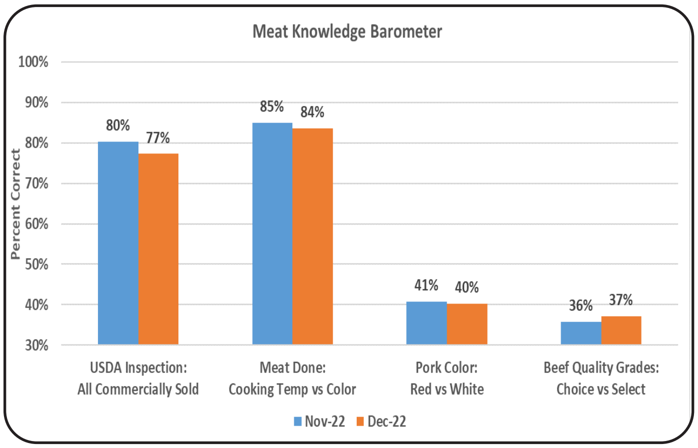


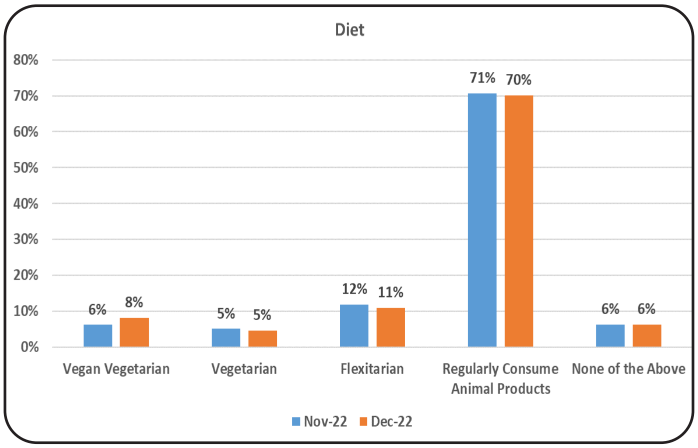
Meat Demand Monitor
Kansas State University Department of Agricultural Economics
Glynn Tonsor, Professor, gtonsor@ksu.edu
Additional MDM Project details are available at: https://www.agmanager.info/

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 December, 70% of respondents self-declare as regular consumers of products derived from animal products, 11% indicate they are Flexitarian/Semi-Vegetarian, and a combined 13% indicate they are either Vegan Vegetarian or Vegetarian.

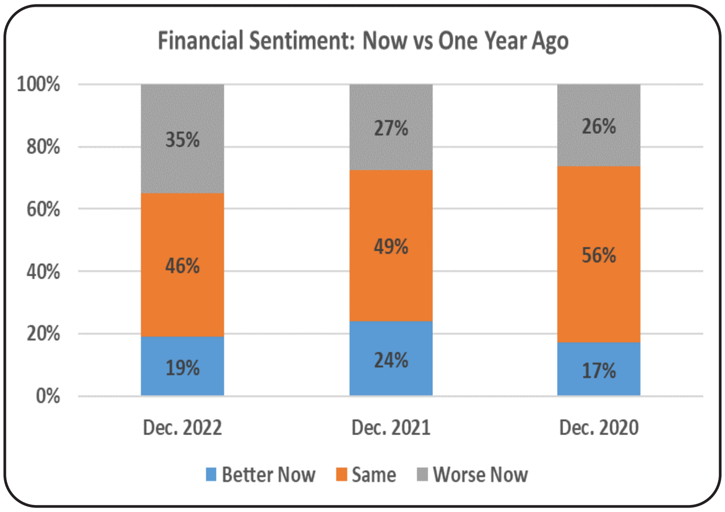


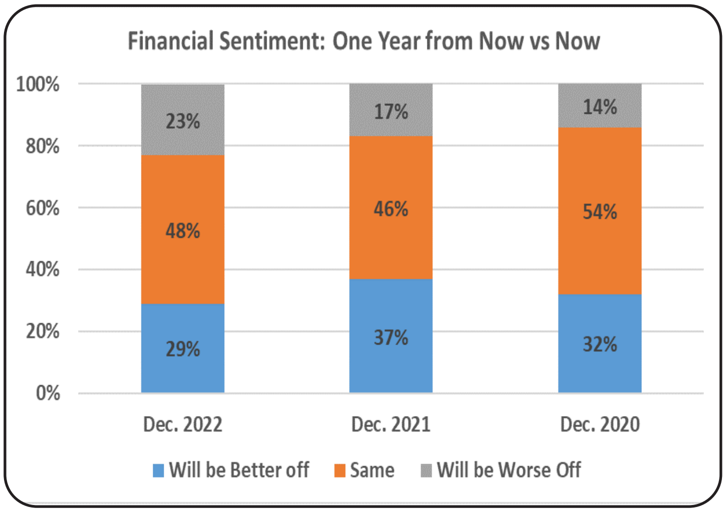


Ad Hoc Questioning

Each month a pair of questions are asked to assess financial sentiment. One question asks respondents how their current financial situation compares to one year ago (better now, same, or worse now) and a second question asks respondents to look ahead and share how they think their financial situation will compare one year from now (will be better off, same, or will be worse off).

Given ongoing macroeconomic uncertainty and developments throughout 2022, it is not surprising to observe most U.S. residents indicate ending 2022 worse financially as well as being less optimistic regarding their future finances. In 2023 household finances will be key to monitor as a core meat demand factor.





For more information about this publication and others, visit AgManager.info.
K-State Agricultural Economics • 342 Waters Hall, Manhattan, KS 66506-4011 • 785-532-1504

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

The MDM Project is funded in-part by the Beef Checkoff and the Pork Checkoff.

BEEF®

Funded in part by
the Beef Checkoff.

pork checkoff®

Kansas State University Department of Agricultural Economics
Glynn Tonsor, Professor, gtonsor@ksu.edu