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
Nov-23 WTP ($/lb)	$16.91	$8.54	$6.92	$5.48	$8.27	$8.64	$9.37	$3.07	
Market Share	7%	25%	13%	7%	27%	2%	4%	7%	7%
Dec-23 WTP ($/lb)	$17.51	$8.73	$7.13	$6.10	$8.53	$7.96	$9.89	$3.52	
Market Share	7%	25%	13%	8%	27%	2%	4%	8%	6%

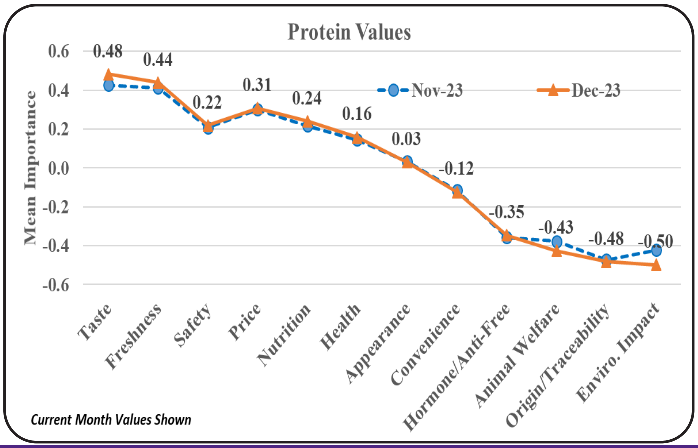
FOOD SERVICE	Ribeye Steak	Beef Ham-burger	Pork Chop	Baby Back Ribs	Chicken Breast	Plant-Based Patty	Shrimp	Salmon	Something Else
Nov-23 WTP ($/meal)	$27.21	$20.66	$15.79	$18.53	$18.38	$12.96	$18.22	$19.02	
Market Share	15%	26%	4%	9%	15%	4%	13%	8%	5%
Dec-23 WTP ($/meal)	$25.73	$19.00	$14.92	$17.92	$17.90	$13.17	$16.73	$19.03	
Market Share	14%	24%	4%	10%	16%	4%	12%	9%	6%

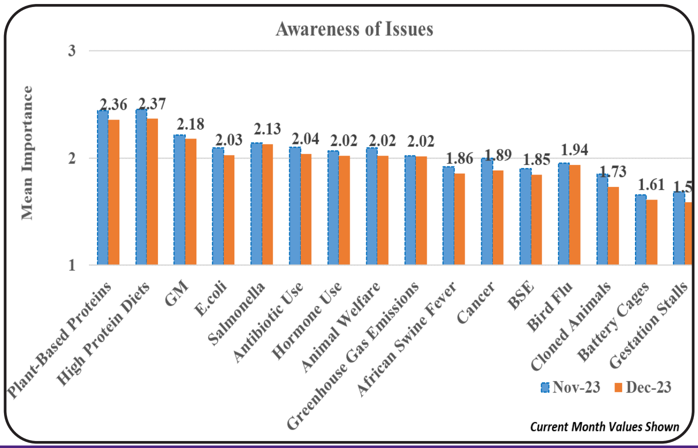
Willingness-to-pay (WTP) increased for all evaluated Retail products, besides Plant-Based Patty, in December compared to November. WTP decreased for six evaluated Food Service meals in December.

The combined beef and pork projected market shares for December are 32% and 20%, respectively at the grocery store and 38% 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 31% more considering Price a top 4 consideration (of 12 examined) than considering Price a bottom 4 purchasing factor. Plant-based Proteins and High Protein Diets remain topics heard or read most about.





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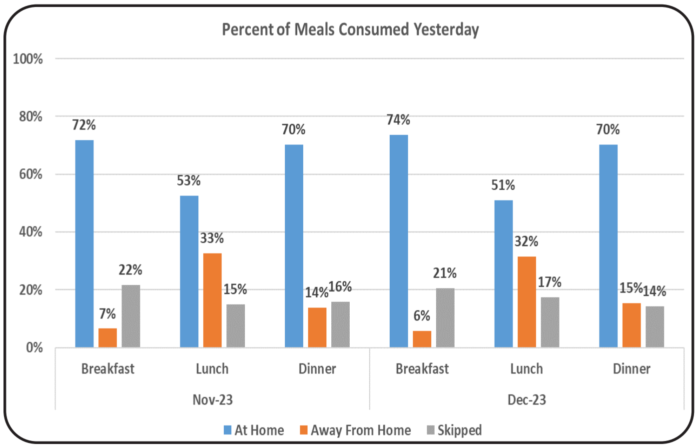
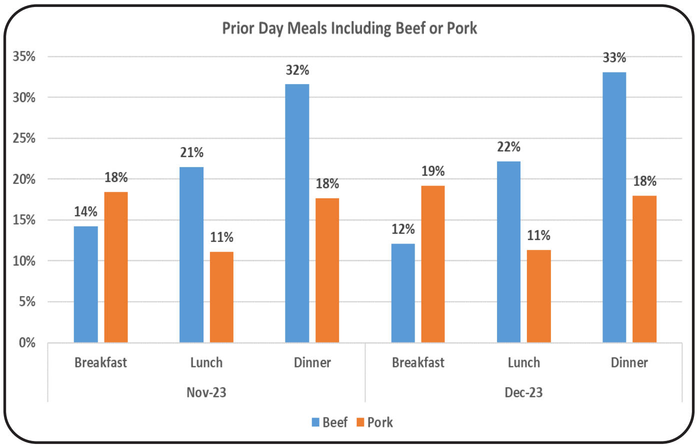
Prior Day Meals: Location & Protein Consumption Frequency

Respondents indicate 74%, 51%, and 70% consumed breakfast, lunch, and dinner at home in December. In December, 12%, 22%, and 33% had beef their prior day breakfast, lunch, and dinner. Pork was included in 19%, 11%, and 18% of these meals.

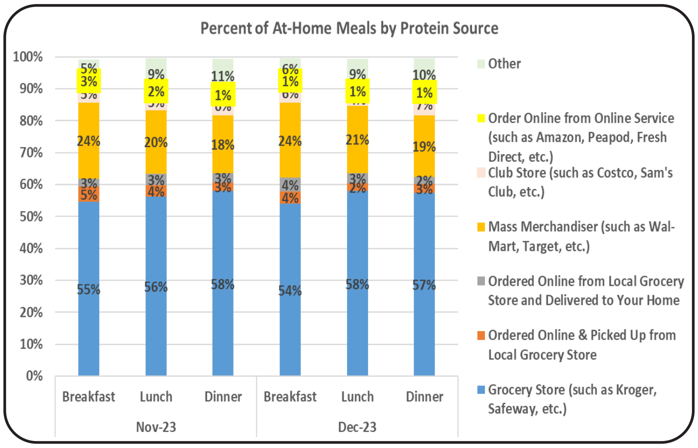


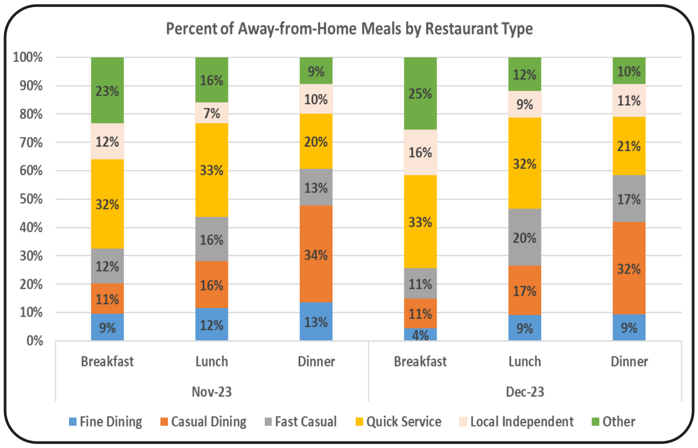


Prior Day Meals: At-Home Protein Source & Restaurant Type

In December, the protein source for at-home meals was predominantly Grocery Stores. Combined, Club Stores and Mass Merchandisers were source for 30%, 25%, 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 54%, 70%, and 70% of breakfast, lunch, and dinner meals in December.





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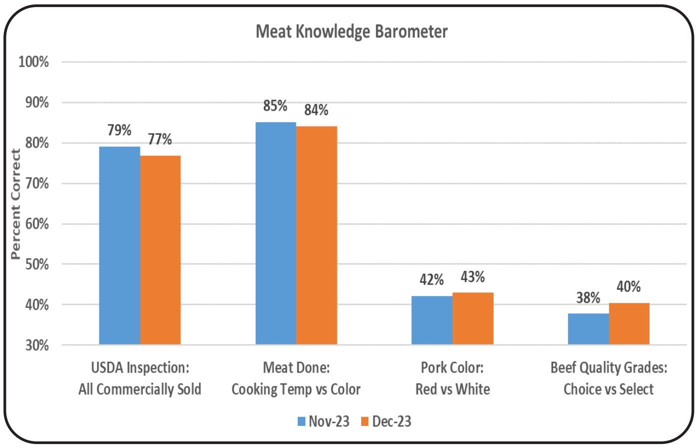
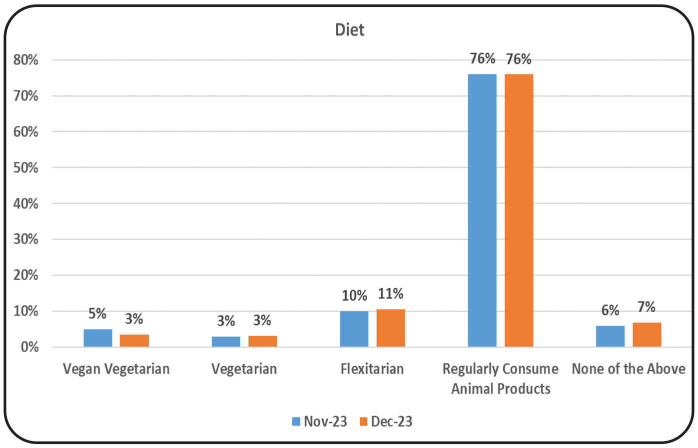
Additional MDM Project details are available at: https://www.agmanager.info/

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.

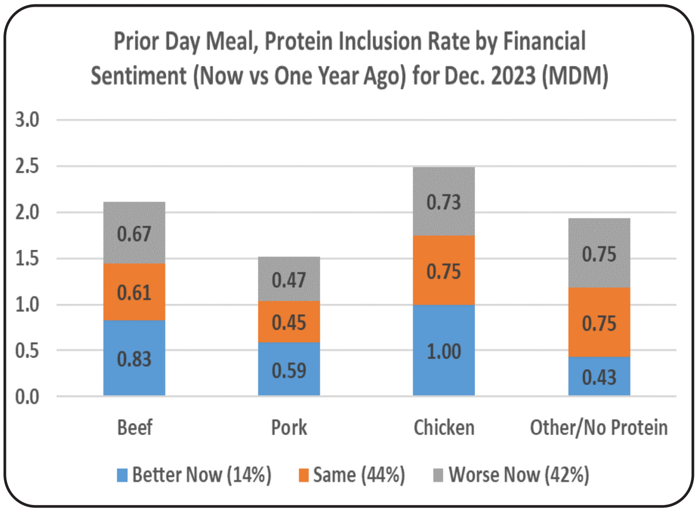
In December, 76% of respondents self-declare as regular consumers of products derived from animal products, 11% indicate they are Flexitarian/Semi-Vegetarian, and a combined 7% indicate they are either Vegan Vegetarian or Vegetarian.

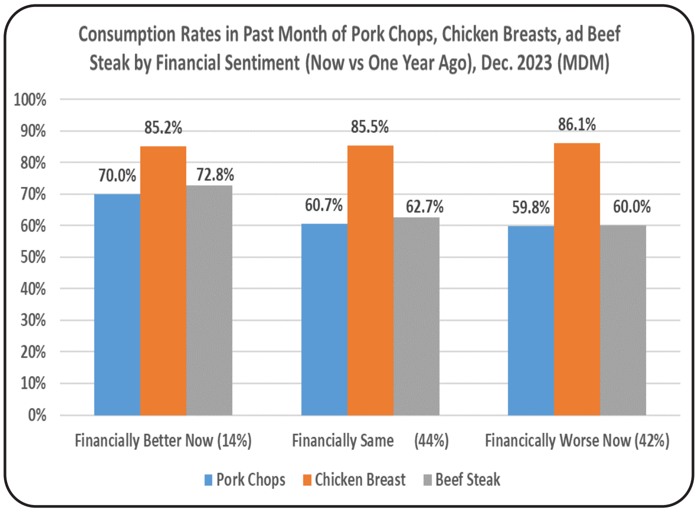




Ad Hoc Questioning

In December only 14% indicate their household finances are better than last year; this continues a trend over recent months of wide-spread financial concern. Those indicating improved household finances report higher prior day meal inclusion rates of beef, pork, and chicken than those saying their finances are the same (44%) or worse (42%) than last year. This prior day impact is reinforced by questions on consumption of key muscle cuts in the past month: pork chop and beef steak consumption declines with erosion of financial sentiment while chicken breast consumption is less sensitive to financial sentiment.





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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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BEEF

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