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
Dec-23 WTP ($/lb)	$17.51	$8.73	$7.13	$6.10	$8.53	$7.96	$9.89	$3.52	
Market Share	7%	25%	13%	8%	27%	2%	4%	8%	6%
Jan-24 WTP ($/lb)	$17.36	$8.30	$6.68	$5.70	$8.37	$7.96	$9.29	$3.27	
Market Share	8%	24%	12%	7%	29%	2%	4%	7%	7%

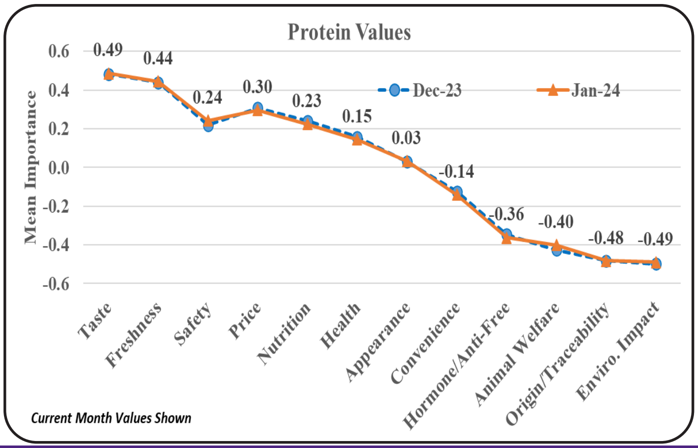
FOOD SERVICE	Ribeye Steak	Beef Ham-burger	Pork Chop	Baby Back Ribs	Chicken Breast	Plant-Based Patty	Shrimp	Salmon	Something Else
Dec-23 WTP ($/meal)	$25.73	$19.00	$14.92	$17.92	$17.90	$13.17	$16.73	$19.03	
Market Share	14%	24%	4%	10%	16%	4%	12%	9%	6%
Jan-24 WTP ($/meal)	$26.60	$20.64	$15.80	$19.19	$18.85	$13.36	$18.34	$19.51	
Market Share	14%	27%	4%	10%	16%	4%	13%	8%	5%

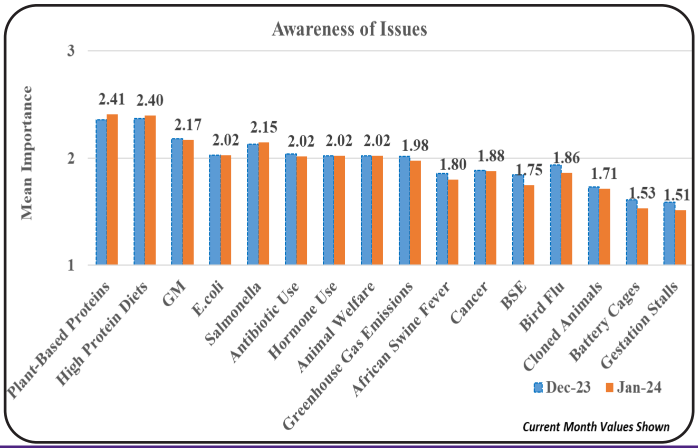
Willingness-to-pay (WTP) decreased for all evaluated Retail products in January compared to December. WTP increased for all evaluated Food Service meals in January.

The combined beef and pork projected market shares for January are 32% and 19%, respectively at the grocery store and 41% 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 30% 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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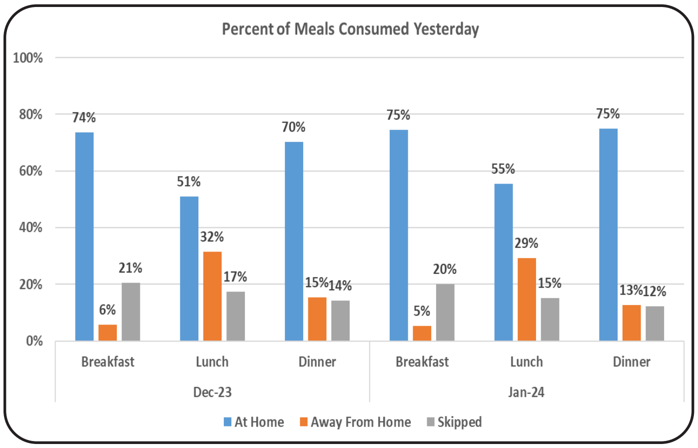
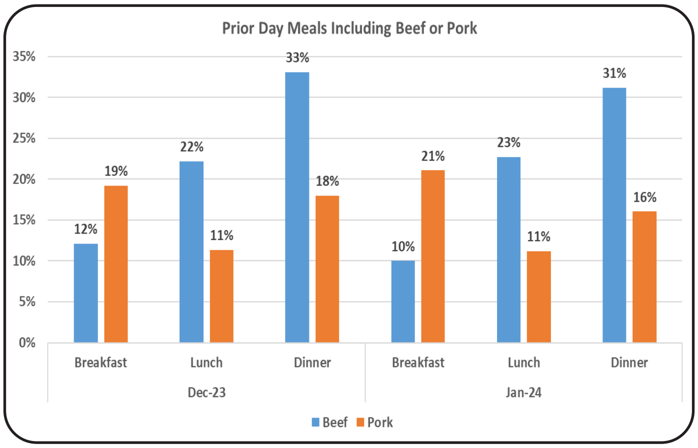
Prior Day Meals: Location & Protein Consumption Frequency

Respondents indicate 75%, 55%, and 75% consumed breakfast, lunch, and dinner at home in January with all three at-home meals being above December rates. In January, 10%, 23%, and 31% had beef their prior day breakfast, lunch, and dinner. Pork was included in 21%, 11%, and 16% of these meals.

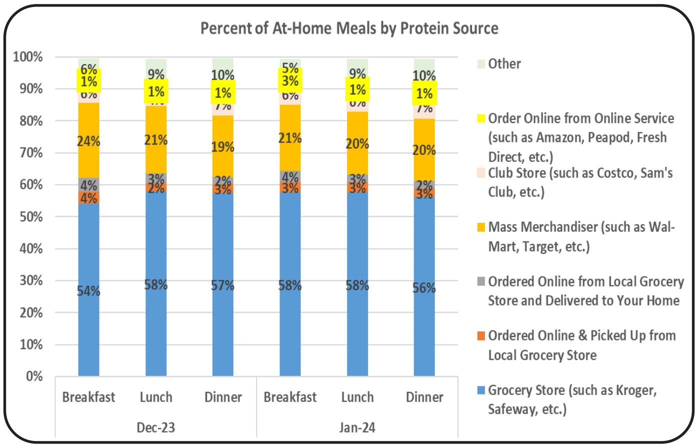


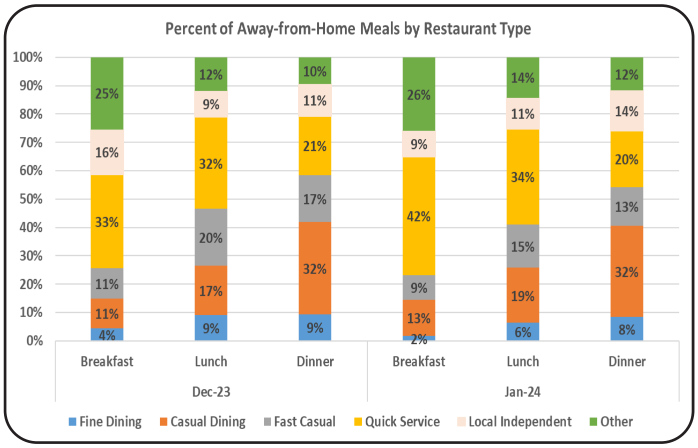


Prior Day Meals: At-Home Protein Source & Restaurant Type

In January, the protein source for at-home meals was predominantly Grocery Stores. Combined, Club Stores and Mass Merchandisers were source for 27%, 26%, and 27% 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 63%, 68%, and 66% of breakfast, lunch, and dinner meals in January.

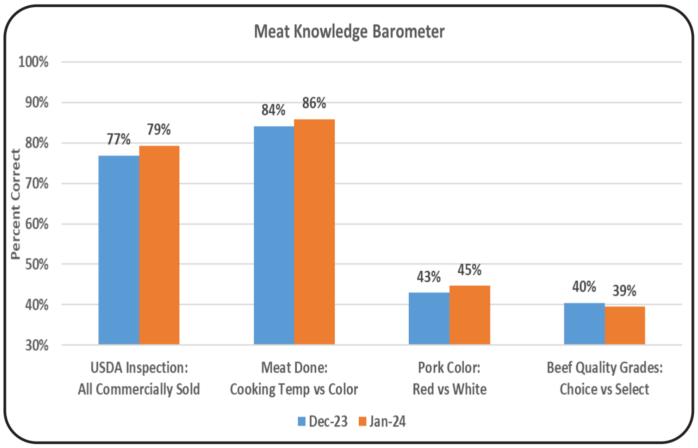


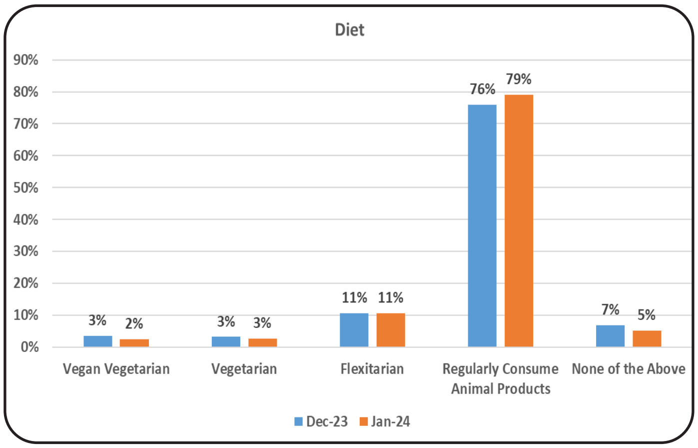


Meat Knowledge & Personal Diet

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 January, 79% of respondents self-declare as regular consumers of products derived from animal products, 11% indicate they are Flexitarian/Semi-Vegetarian, and a combined 5% indicate they are either Vegan Vegetarian or Vegetarian.

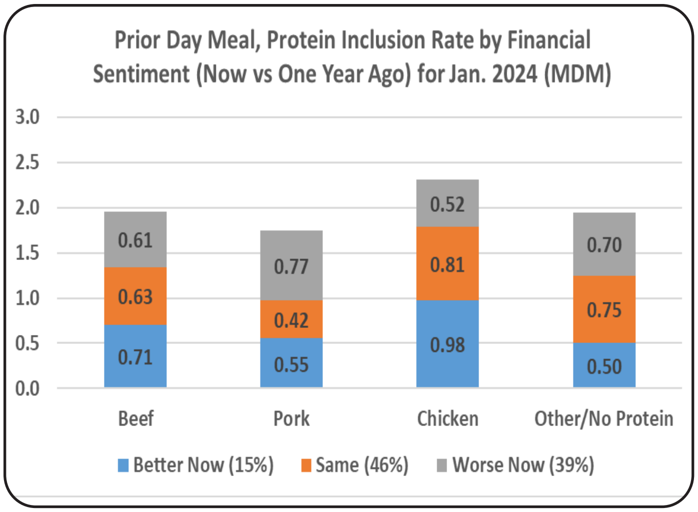


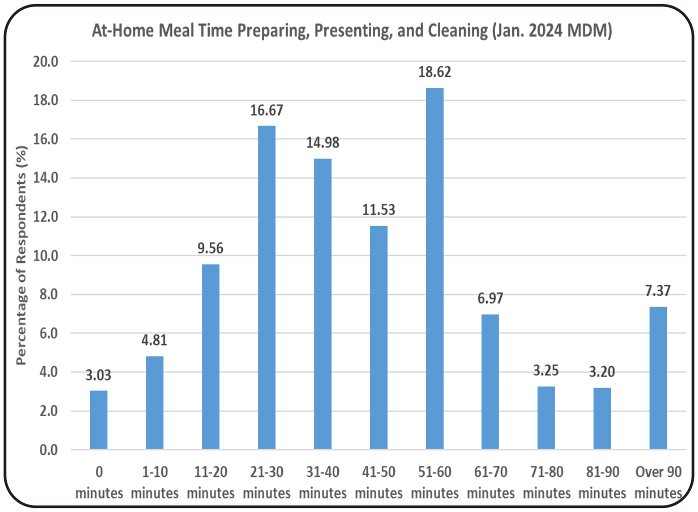


Ad Hoc Questioning

In January only 15% indicate their household finances are better than last year. Those indicating improved household finances report higher prior day meal inclusion rates of beef, pork, and chicken.

A new question was asked: "Think back to yesterday and recall the amount of time you spent in preparing food and drink for consumption, in presenting food, and in cleaning up your kitchen. Combined across those activities and all eating occasions at home yesterday, how much time would you say you spent?" On average, residents spend 44 minutes preparing, presenting, and cleaning up. Further analyses will examine differences across households and the impact on relative importance of product convenience on meat demand.





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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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