

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-21 WTP (\$/lb)	\$18.22	\$9.28	\$7.89	\$6.63	\$9.01	\$8.98	\$9.32	\$3.32	
Market Share	9%	24%	14%	9%	25%	3%	4%	7%	6%
Jan-22 WTP (\$/lb)	\$18.30	\$9.08	\$7.76	\$6.56	\$8.95	\$9.66	\$9.77	\$3.75	
Market Share	8%	21%	12%	7%	24%	3%	4%	7%	14%

FOOD SERVICE	Ribeye Steak	Beef Ham-burger	Pork Chop	Baby Back Ribs	Chicken Breast	Plant-Based Patty	Shrimp	Salmon	Something Else
Dec-21 WTP (\$/meal)	\$27.87	\$20.74	\$16.98	\$19.41	\$18.45	\$13.94	\$19.16	\$19.75	
Market Share	16%	23%	5%	10%	13%	4%	14%	8%	5%
Jan-22 WTP (\$/meal)	\$27.96	\$20.55	\$16.09	\$19.05	\$18.32	\$14.39	\$17.96	\$19.45	
Market Share	15%	22%	4%	9%	13%	5%	11%	8%	14%

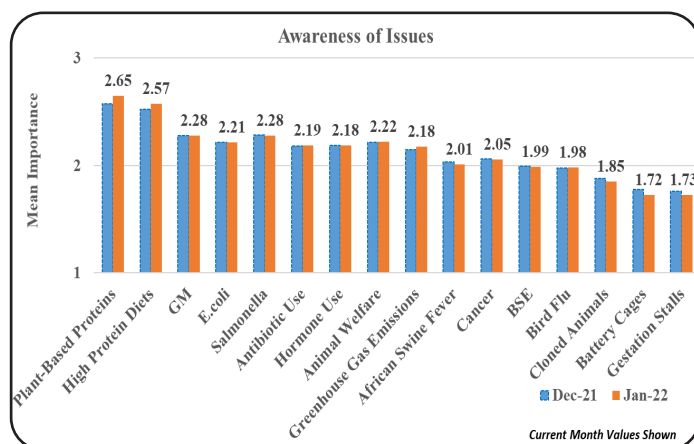
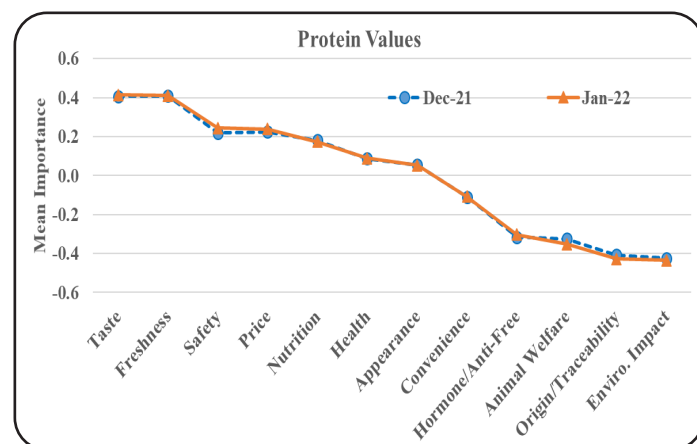
Willingness-to-pay (WTP) increased for 4 evaluated Retail products, including Ribeye Steak, in January compared to December. Meanwhile WTP decreased for 6 evaluated Food Service meals.

The combined beef and pork projected market shares for January are 29% and 20%, respectively at the grocery store and 37% and 14% at the restaurant.

Protein Values & Issues Awareness

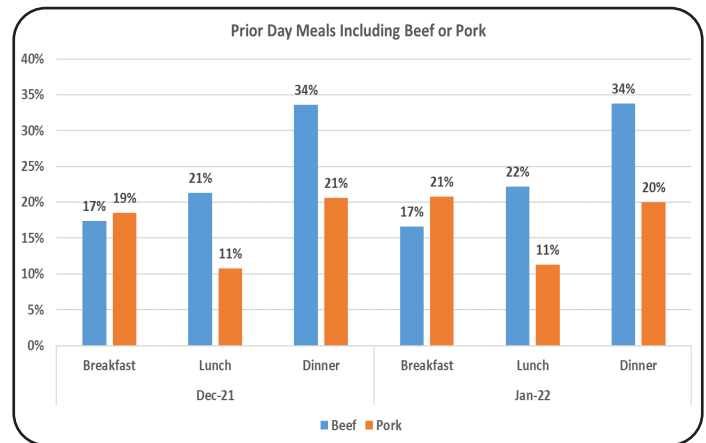
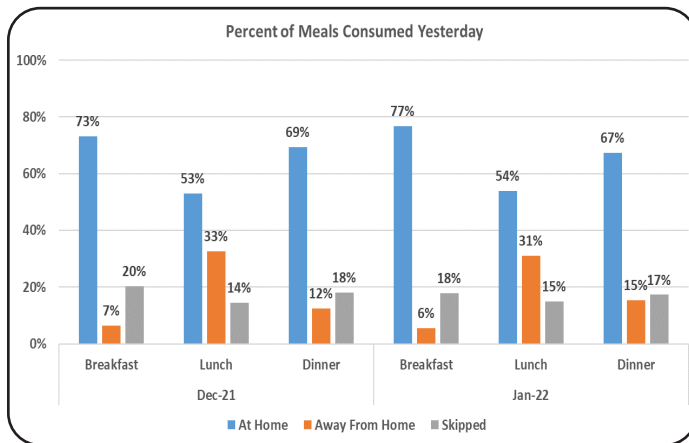
Taste, Freshness, Safety, and Price remain most important when purchasing protein. Safety increased most in importance from last month while Animal Welfare decreased the most.

Plant-based Proteins, High Protein Diets, Salmonella, and Genetically modified foods are the topics heard or read most about.



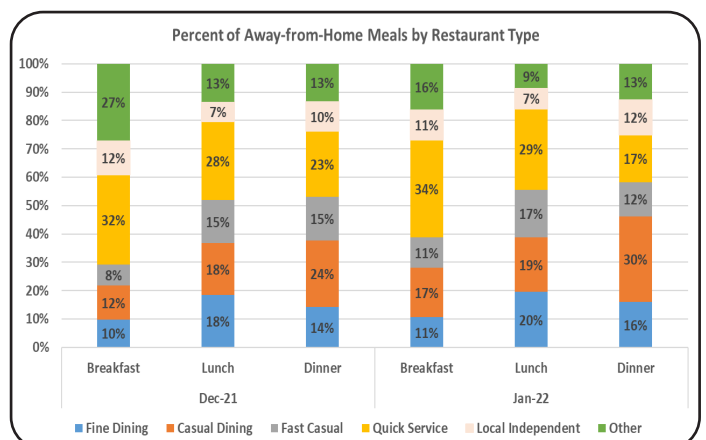
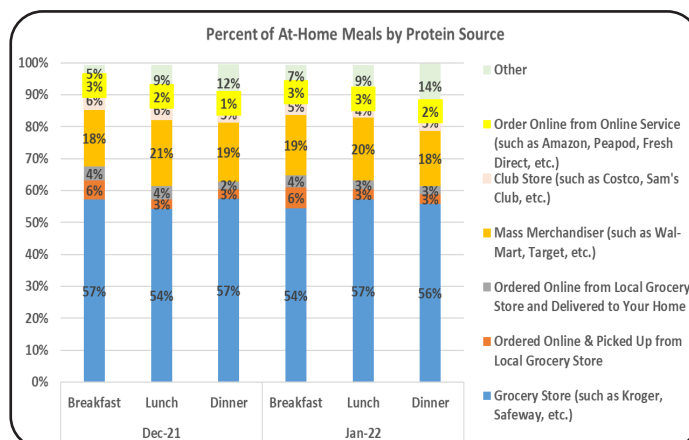
Prior Day Meals: Location & Protein Consumption Frequency

Respondents indicate 77%, 54%, and 67% consumed breakfast, lunch, and dinner at home in January with both breakfast and lunch at-home meal rates higher than in December. In January, 17%, 22%, and 34% had beef their prior day breakfast, lunch, and dinner. Pork was included in 21%, 11%, and 20% of these meals.



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

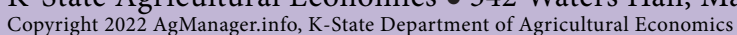
In January, the protein source for at-home meals was predominantly Grocery Stores. Meals consumed away-from-home vary in prevalence. Quick Service holds the largest share for breakfast and lunch while Casual Dining leads for dinner. Combined, Casual Dining, Fast Casual, and Quick Service comprise 63%, 65%, and 59% of breakfast, lunch, and dinner meals in January.



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.

Meat Knowledge Barometer

Question	Dec-21	Jan-22
USDA Inspection: All Commercially Sold	80%	79%
Meat Done: Cooking Temp vs Color	84%	84%
Pork Color: Red vs White	41%	41%
Beef Quality Grades: Choice vs Select	38%	39%



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.**

