Kansas State
Department of Agricultural Economics
Vol. 4, Issue 6 ● June 2023

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
May-23	WTP ($/lb)	$18.52	$8.99	$7.50	$6.07	$8.65	$7.92	$9.43	$3.31	
	Market Share	10%	23%	13%	8%	24%	2%	4%	7%	7%
Jun-23	WTP ($/lb)	$16.76	$8.46	$6.97	$5.58	$8.11	$8.46	$9.52	$2.68	
	Market Share	7%	25%	14%	8%	26%	2%	5%	7%	7%

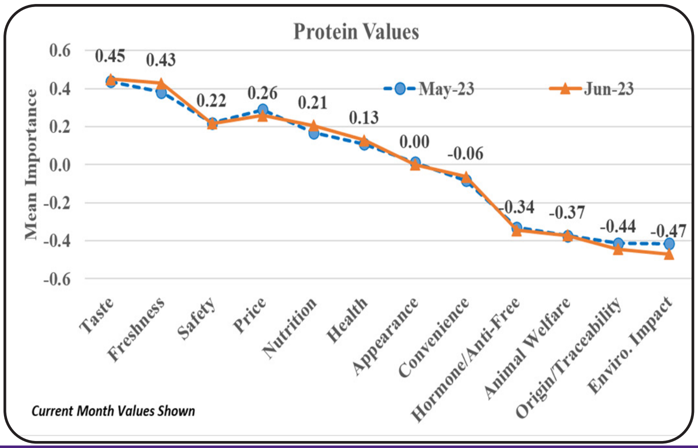
FOOD SERVICE		Ribeye Steak	Beef Ham-burger	Pork Chop	Baby Back Ribs	Chicken Breast	Plant-Based Patty	Shrimp	Salmon	Something Else
May-23	WTP ($/meal)	$27.37	$21.20	$16.67	$18.71	$18.58	$14.30	$19.12	$19.94	
	Market Share	14%	26%	5%	9%	14%	5%	14%	9%	5%
Jun-23	WTP ($/meal)	$26.50	$19.87	$14.97	$18.28	$18.20	$13.95	$18.03	$19.54	
	Market Share	14%	25%	4%	9%	15%	5%	13%	9%	6%

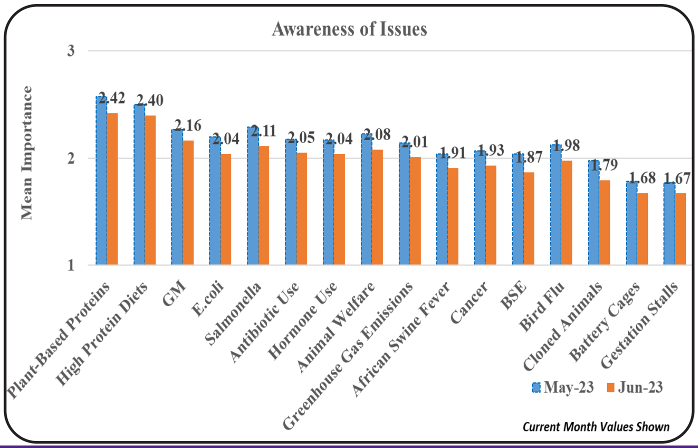
Willingness-to-pay (WTP) decreased for six evaluated Retail products (including each beef and pork item), in June compared to May. WTP decreased for all evaluated Food Service meals. Retail and food service demand in June 2023 was lower than June 2022 for all examined beef and pork offerings.

The combined beef and pork projected market shares for June are 32% and 21%, respectively at the grocery store and 39% and 13% at the restaurant.

Protein Values & Issues Awareness

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





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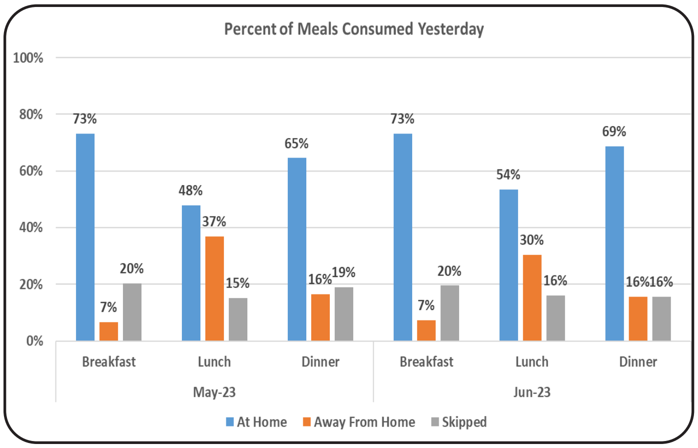
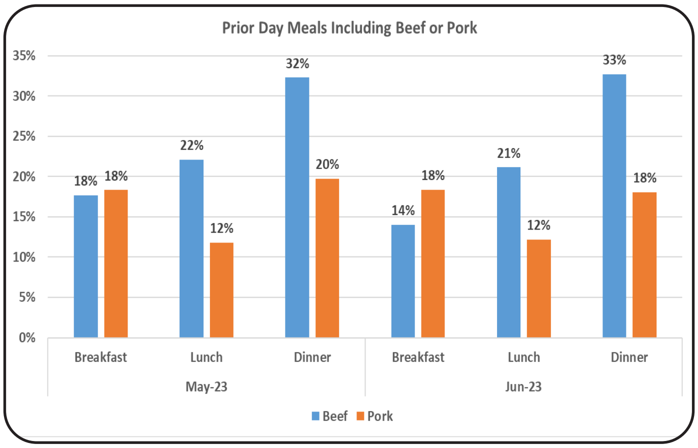
Prior Day Meals: Location & Protein Consumption Frequency

Respondents indicate 73%, 54%, and 69% consumed breakfast, lunch, and dinner at home in June with lunch and dinner meal rates being higher than in May. In June, 14%, 21%, and 33% had beef their prior day breakfast, lunch, and dinner. Pork was included in 18%, 12%, and 18% of these meals.

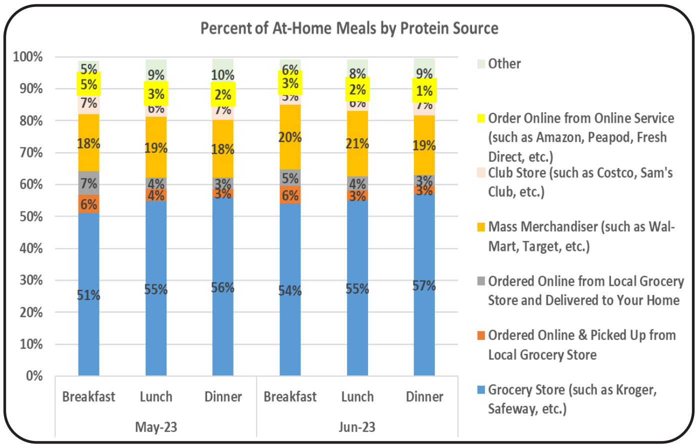


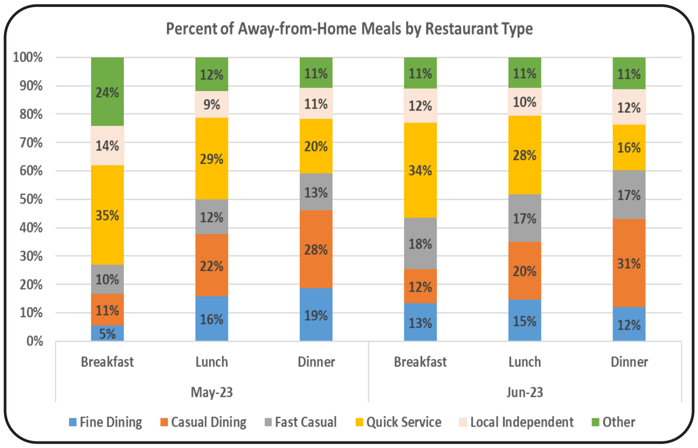


Prior Day Meals: At-Home Protein Source & Restaurant Type

In June, the protein source for at-home meals was predominantly Grocery Stores. Combined, Club Stores and Mass Merchandisers were source for 26%, 26%, 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 64%, 65%, and 65% of breakfast, lunch, and dinner meals in June.





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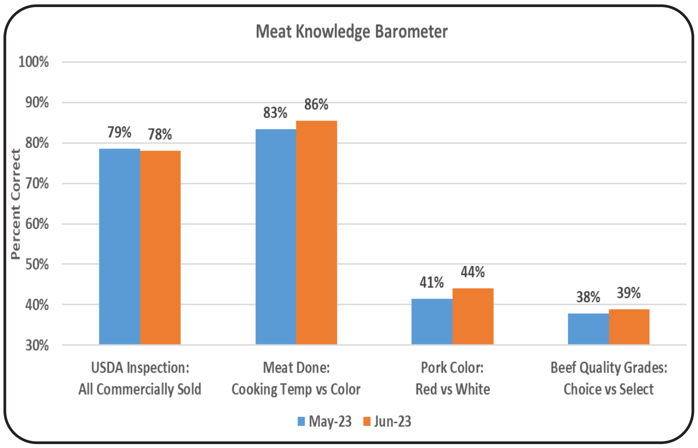
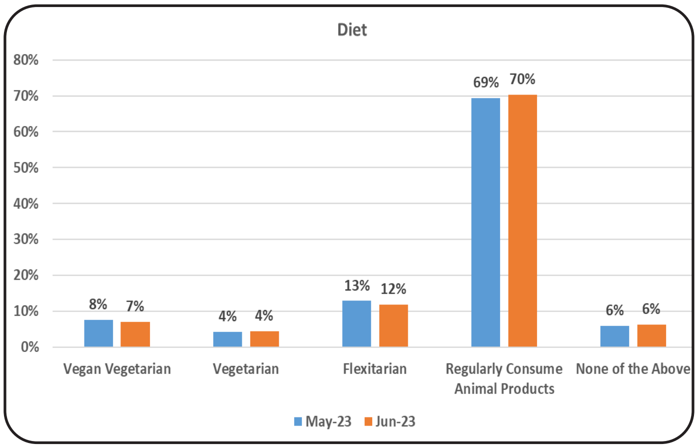
Additional MDM Project details are available at: https://www.agmanager.info/

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.

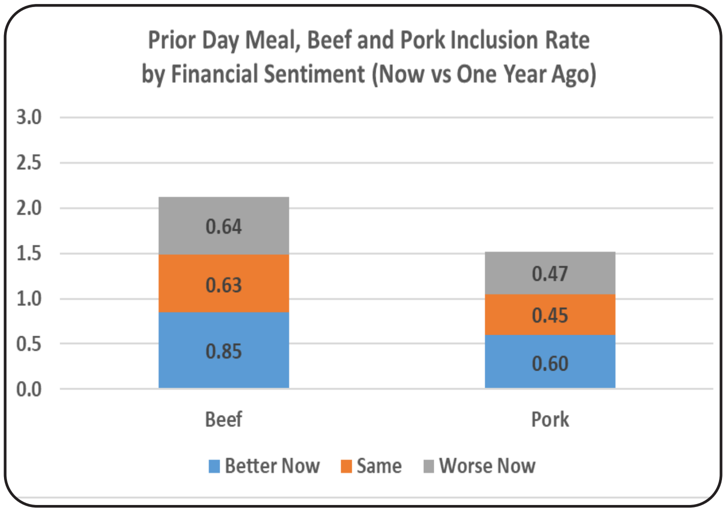
In June, 70% of respondents self-declare as regular consumers of products derived from animal products, 12% indicate they are Flexitarian/Semi-Vegetarian, and a combined 11% indicate they are either Vegan Vegetarian or Vegetarian.





Ad Hoc Questioning

Consistent with a special report shared in late May on the role of financial sentiment in meat consumption and demand, in June a small minority (16%) indicate their household finances have improved over the past year (47% indicate their finances are the same and 36% indicate their finances are worse). As shown in the final figure below, inclusion of beef and pork in prior day meals is much higher for those reporting improved housedhold finances reaffirming the role of macroeconomic conditions in domestic beef and pork 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

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

BEEF

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