

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.

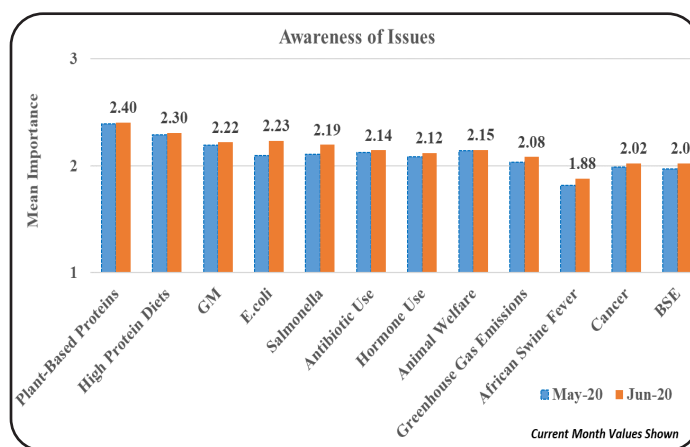
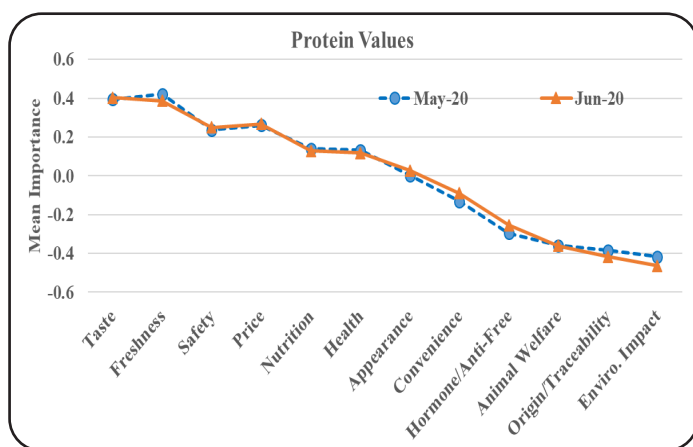
Willingness to Pay & Projected Market Share

RETAIL		Ribeye Steak	Ground Beef	Pork Chop	Bacon	Chicken Breast	Plant-Based Patty	Shrimp	Beans and Rice	Something Else
May-20	WTP (\$/lb)	\$ 15.45	\$ 6.94	\$ 5.87	\$ 4.41	\$ 6.90	\$ 7.57	\$ 8.82	\$ 1.74	
	Market Share	6.3%	22.2%	13.6%	7.3%	25.8%	2.5%	5.2%	6.9%	10.3%
Jun-20	WTP (\$/lb)	\$ 15.92	\$ 7.41	\$ 5.71	\$ 4.50	\$ 7.20	\$ 7.52	\$ 8.22	\$ 1.98	
	Market Share	7.2%	23.4%	12.2%	7.4%	25.5%	2.7%	4.4%	7.4%	9.9%
FOOD SERVICE		Ribeye Steak	Beef Hamburger	Pork Chop	Baby Back Ribs	Chicken Breast	Plant-Based Patty	Shrimp	Salmon	Something Else
May-20	WTP (\$/lb)	\$ 25.30	\$ 19.09	\$15.34	\$ 18.49	\$ 17.57	\$ 12.76	\$ 17.06	\$17.97	
	Market Share	13.2%	24.0%	4.9%	11.4%	15.2%	4.4%	12.6%	7.9%	6.6%
Jun-20	WTP (\$/lb)	\$ 25.43	\$ 18.69	\$15.64	\$ 18.35	\$ 17.48	\$ 12.63	\$ 17.25	\$18.14	
	Market Share	13.6%	22.6%	5.2%	11.2%	15.1%	4.3%	13.2%	8.2%	6.6%

Willingness-to-pay (WTP) increased for Ribeye Steak, Ground Beef, and Bacon in Retail and for Ribeye Steak and Pork Chops in Food Service in June compared to May. The combined beef and pork projected market shares for June are 31% and 20%, respectively at the grocery store and 36% and 16% at the restaurant.

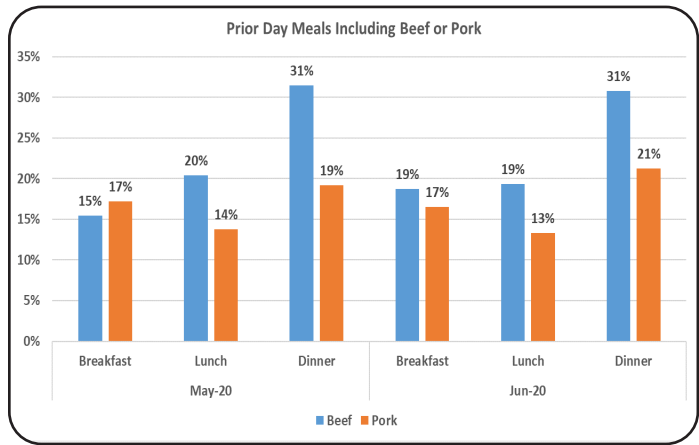
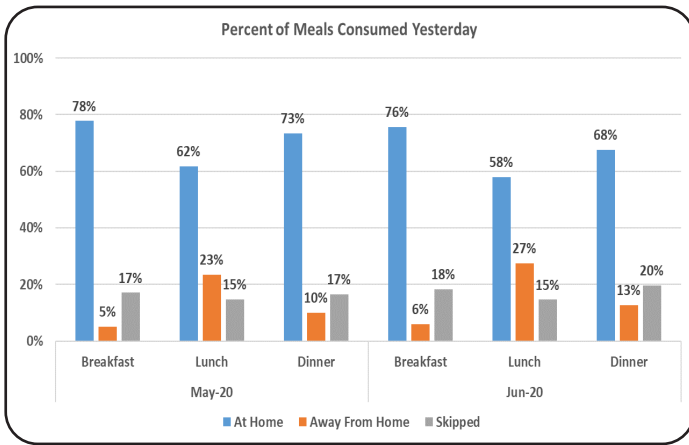
Protein Values & Issues Awareness

Taste, Freshness, Safety, and Price remain most important when purchasing protein. Convenience and Hormone/Antibiotic-Free increased in importance while Environmental Impact and Origin/Traceability decreased from last month. Plant-based Proteins, High Protein Diets, and E.coli are the three topics heard or read most about.



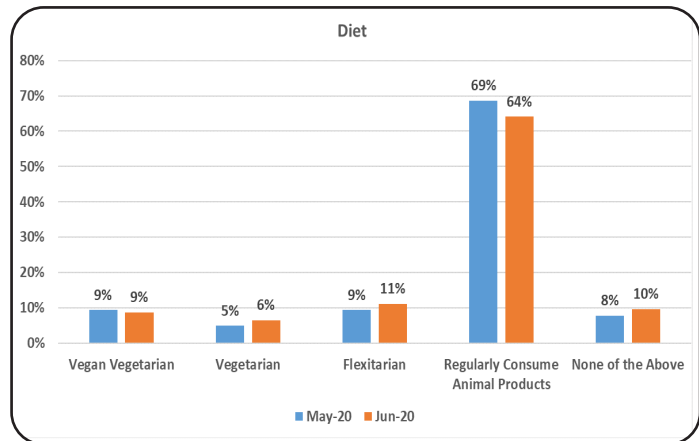
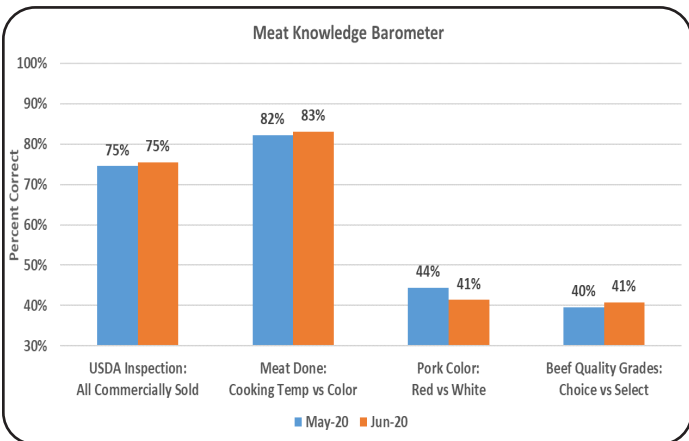
Prior Day Meal Location & Protein Consumption Frequency

Respondents indicate 76%, 58%, and 68% consumed breakfast, lunch, and dinner at home (vs. away from home) in June with all three meals decreasing from May in at home prevalence. In June, 19%, 19%, and 31% had beef in their prior day breakfast, lunch, and dinner. Pork was included in 17%, 13%, and 21% of these meals.



Meat Knowledge & Personal Diet

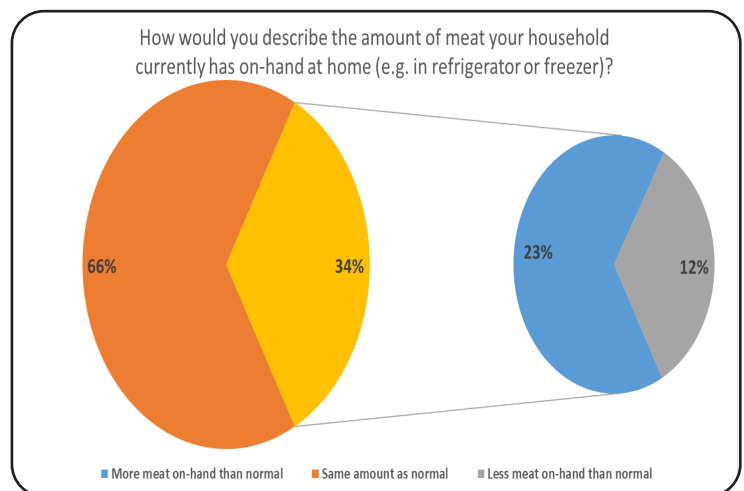
Consistent with last month, the majority of respondents correctly note USDA inspects all meat sold commercially and cooking temperature is more accurate than color in assessing if meat is “done.” Over one-half of respondents incorrectly respond to questions on pork color and beef quality grade information.



In June, 64% of respondents self-declare as regular consumers of products derived from animal products, 11% indicate they are Flexitarian/Semi-Vegetarian, and a combined 15% indicate they are either Vegan Vegetarian or Vegetarian.

Ad Hoc Questioning

In June, a minority of 12% indicate having less meat on hand than normal. This is down from 14% in May.



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.



**Funded in part by
the Beef Checkoff.**



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

Copyright 2020 AgManager.info, K-State Department of Agricultural Economics