KANSAS STATE
Department of
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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
Feb-24 WTP ($/lb)	$17.27	$8.59	$7.12	$5.95	$8.35	$8.29	$9.46	$3.47	
Market Share	7%	25%	13%	8%	27%	2%	4%	8%	7%
Mar-24 WTP ($/lb)	$17.27	$8.67	$6.98	$5.80	$8.52	$8.76	$9.81	$3.54	
Market Share	7%	25%	12%	7%	27%	2%	5%	8%	7%

FOOD SERVICE	Ribeye Steak	Beef Ham-burger	Pork Chop	Baby Back Ribs	Chicken Breast	Plant-Based Patty	Shrimp	Salmon	Something Else
Feb-24 WTP ($/meal)	$25.47	$19.07	$14.92	$17.73	$17.31	$12.82	$17.21	$18.26	
Market Share	14%	25%	4%	10%	15%	4%	13%	8%	6%
Mar-24 WTP ($/meal)	$26.29	$19.59	$15.57	$18.16	$17.86	$13.39	$17.74	$19.57	
Market Share	14%	25%	4%	10%	15%	4%	13%	9%	6%

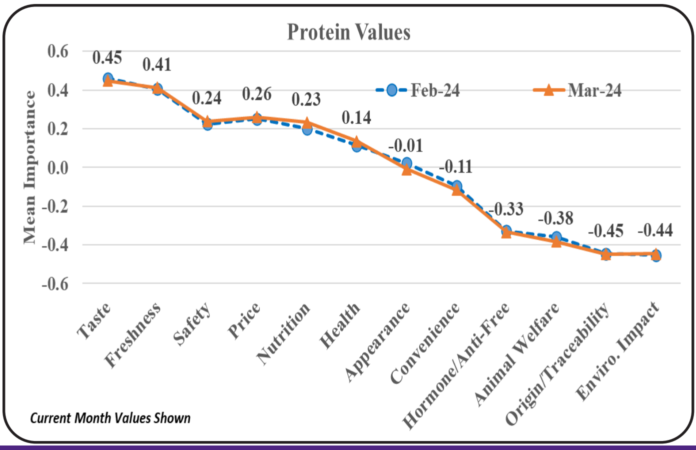
Willingness-to-pay (WTP) increased for five evaluated Retail products in March compared to February. WTP increased for all evaluated Food Service meals in March.

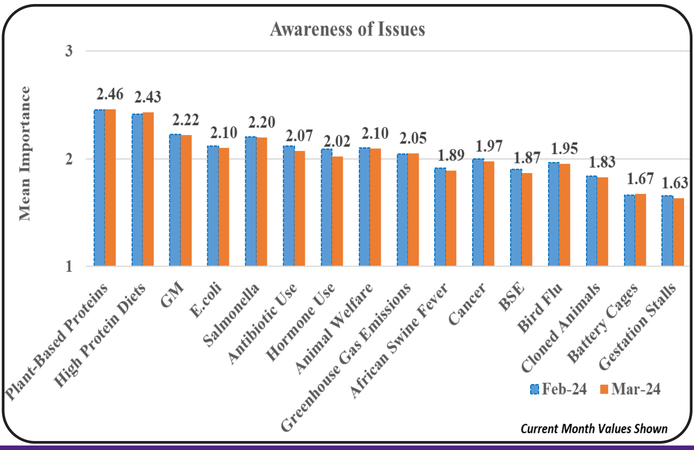
The combined beef and pork projected market shares for March are 32% and 20%, respectively at the grocery store and 39% and 14% at the restaurant.

Protein Values & Issues Awareness

Freshness, Taste, Price, and Safety remain most important when purchasing protein. To guide interpretation, there are 45% more considering Taste a top-4 factor (of 12 examined) than considering Taste a bottom-4 purchasing factor. Similarly, 44% more consider Environmental Impact a bottom-4 factor than consider Env. Impact a top-4 purchasing factor.

Plant-based Proteins and High Protein Diets remain topics heard or read most about.





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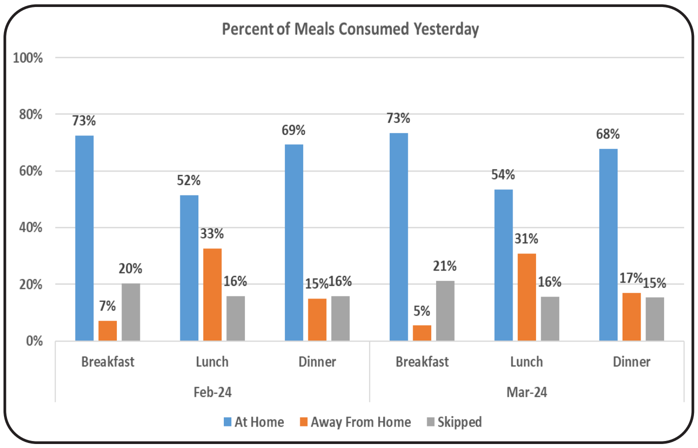
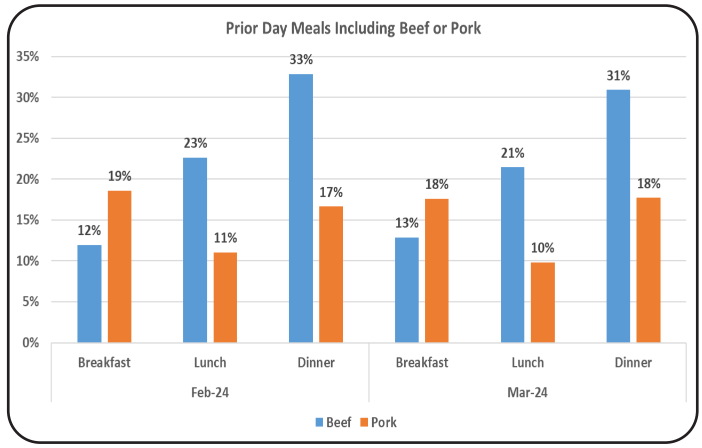
Prior Day Meals: Location & Protein Consumption Frequency

Respondents indicate 73%, 54%, and 68% consumed breakfast, lunch, and dinner at home in March. In March, 13%, 21%, and 31% had beef their prior day breakfast, lunch, and dinner. Pork was included in 18%, 10%, and 18% of these meals.

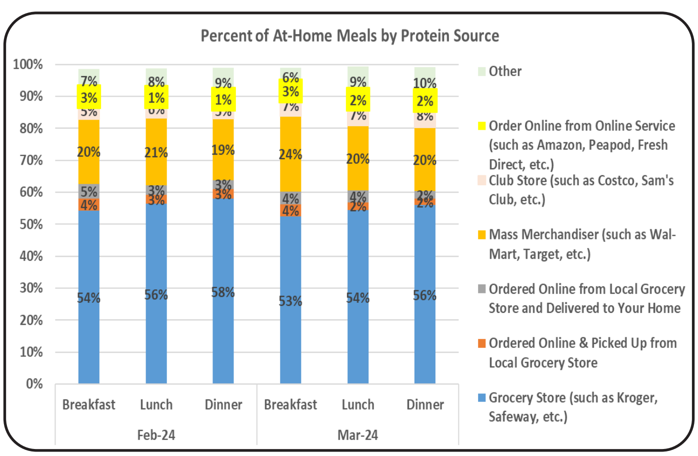


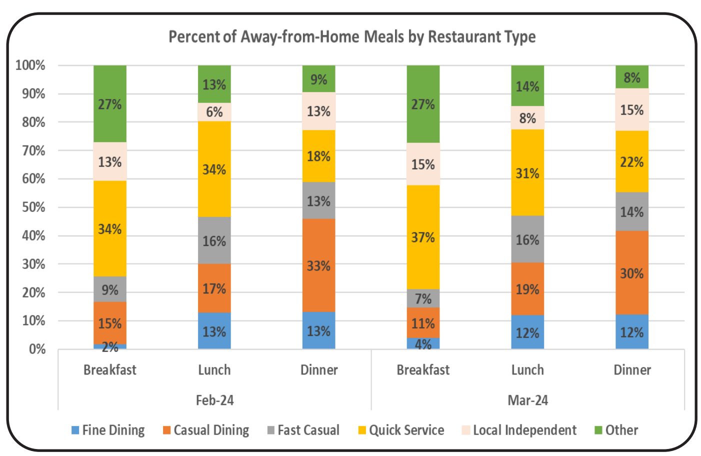


Prior Day Meals: At-Home Protein Source & Restaurant Type

In March, the protein source for at-home meals was predominantly Grocery Stores. Combined, Club Stores and Mass Merchandisers were source for 30%, 27%, and 28% 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%, 66%, and 65% of breakfast, lunch, and dinner meals in March.





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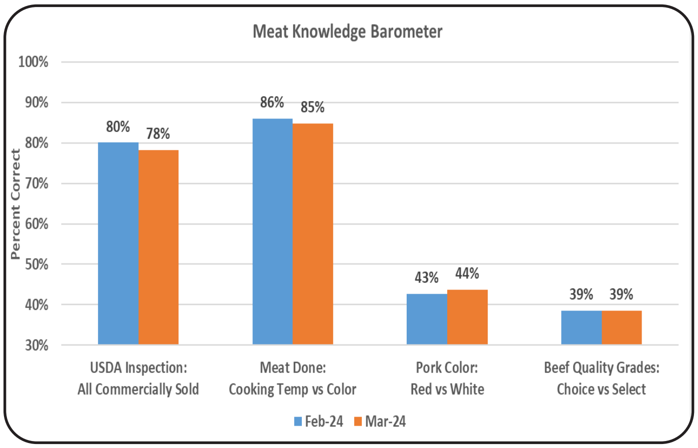
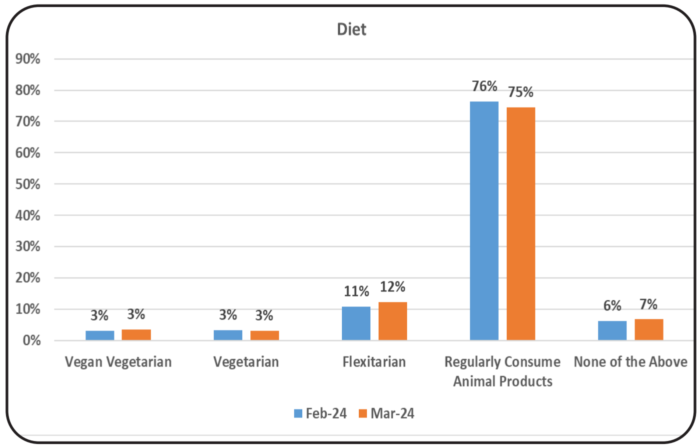
Meat Knowledge & Personal Diet

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.

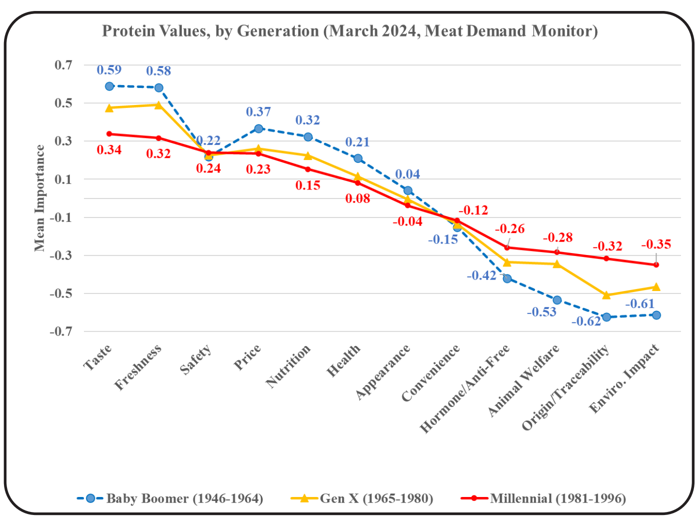
In March, 75% of respondents self-declare as regular consumers of products derived from animal products, 12% indicate they are Flexitarian/Semi-Vegetarian, and a combined 6% indicate they are either Vegan Vegetarian or Vegetarian.





Ad Hoc Questioning

At the recent Annual Meat Conference there was substantial discussion around generational differences in meat consumption and demand. To further aid related conversations, differences in Protein Values are shown here. While ordinal rank is very similar across generations, the "steeper" line for Baby Boomers indicates higher, particularly relative to Millennials, importance on Taste and Freshness vs. issues such as Enviornmental Impact, Origin/Traceability, Animal Welfare, and Hormone/Antibiotic Use. As an example, Baby Boomers consider Taste 1.60 times as important as Price in their protein purchasing decisions vs a relative importance of 1.44 times for Millennials.



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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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