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
Apr-23	WTP ($/lb)	$17.26	$8.28	$6.54	$5.38	$8.00	$7.70	$9.15	$2.96	
	Market Share	8%	24%	12%	7%	26%	2%	4%	8%	8%
May-23	WTP ($/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%

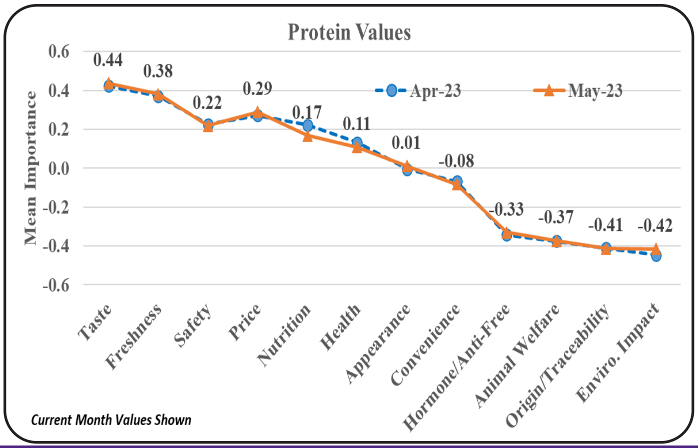
FOOD SERVICE		Ribeye Steak	Beef Hamburger	Pork Chop	Baby Back Ribs	Chicken Breast	Plant-Based Patty	Shrimp	Salmon	Something Else
Apr-23	WTP ($/meal)	$28.06	$21.12	$16.70	$19.13	$18.91	$13.19	$18.97	$19.37	
	Market Share	16%	25%	5%	10%	14%	4%	13%	8%	5%
May-23	WTP ($/meal)	$27.37	$21.20	$16.67	$18.71	$18.58	$14.30	$19.12	$19.94	
	Market Share	14%	26%	5%	9%	14%	5%	14%	9%	5%

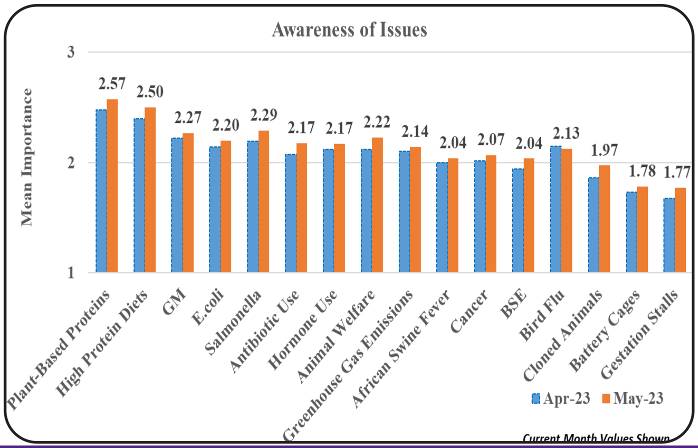
Willingness-to-pay (WTP) increased for all eight evaluated Retail products, in May compared to April. WTP increased for four evaluated Food Service meals. Retail demand in May 2023 was higher than May 2022 for all examined retail products except Plant-Based Patty and Shrimp.

The combined beef and pork projected market shares for May are 33% and 21%, respectively at the grocery store and 40% and 14% at the restaurant.

Protein Values & Issues Awareness

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





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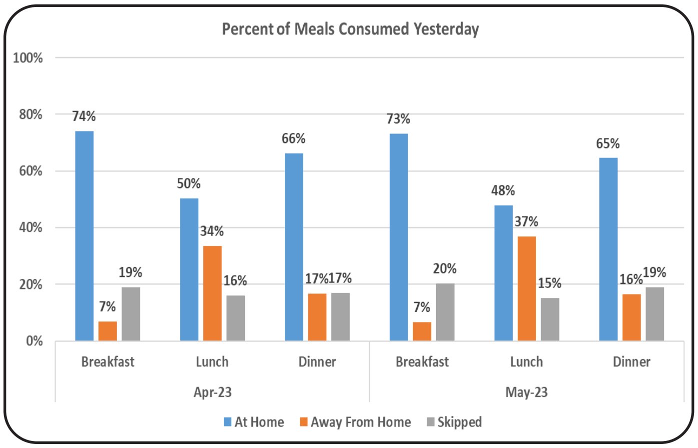
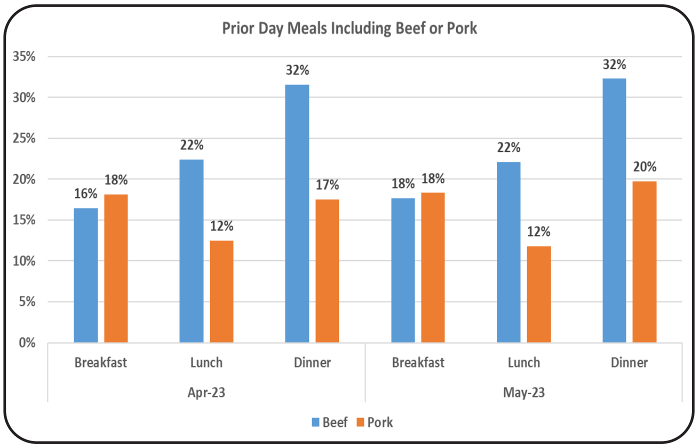
Prior Day Meals: Location & Protein Consumption Frequency

Respondents indicate 73%, 48%, and 65% consumed breakfast, lunch, and dinner at home in May with all three meal rates being lower than in April. In May, 18%, 22%, and 32% had beef their prior day breakfast, lunch, and dinner. Pork was included in 18%, 12%, and 20% of these meals.

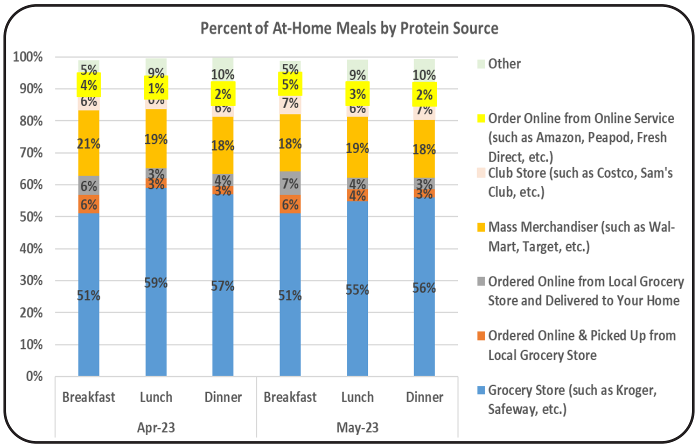


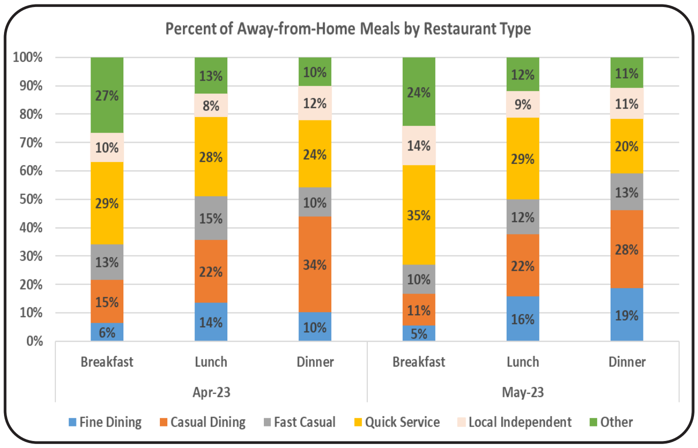


Prior Day Meals: At-Home Protein Source & Restaurant Type

In May, the protein source for at-home meals was predominantly Grocery Stores. Combined, Club Stores and Mass Merchandisers were source for 25%, 25%, and 25% 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 57%, 63%, and 60% of breakfast, lunch, and dinner meals in May.





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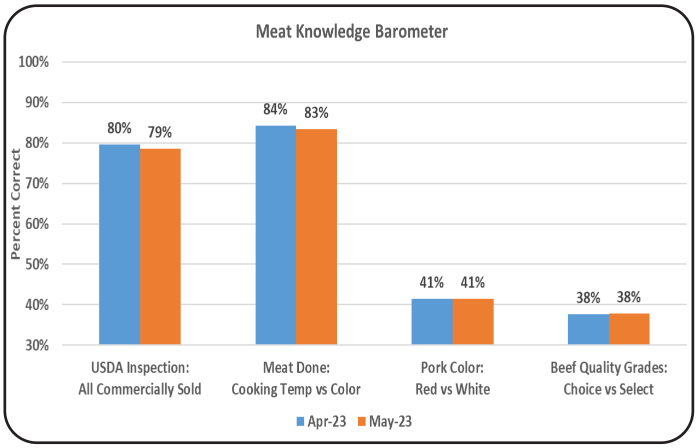
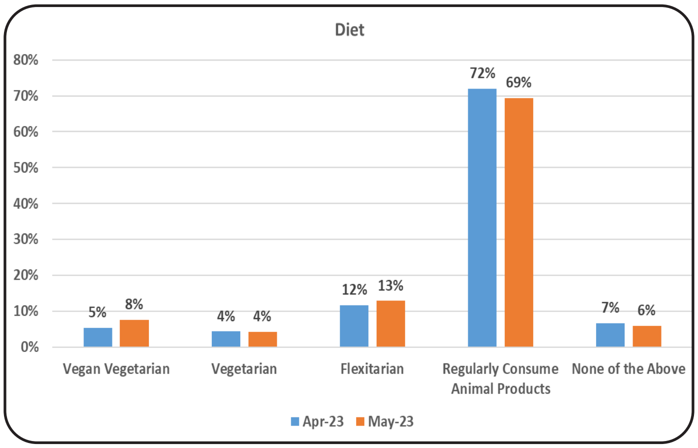
Meat Knowledge & Personal Diet

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.

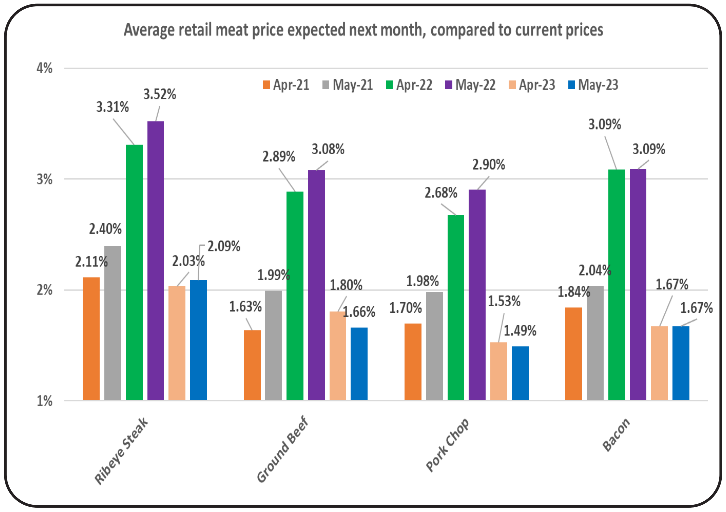
In May, 69% of respondents self-declare as regular consumers of products derived from animal products, 13% indicate they are Flexitarian/Semi-Vegetarian, and a combined 12% indicate they are either Vegan Vegetarian or Vegetarian.





Ad Hoc Questioning

Each month questions assess if respondents expect higher, same, or lower retail ribeye steak, ground beef, pork chop, and bacon prices. Consistent with recent months, much lower rates of retail meat price increases are being expected by consumers (1.5%-2.1% across products) than was the case in 2022. Taken broadly this aligns with overall lower rates of price inflation.



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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