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 |
|---|---|---|---|---|---|---|---|---|---|
| Sep-22 WTP ($/lb) | $17.24 | $8.34 | $6.87 | $5.73 | $8.16 | $8.77 | $9.15 | $2.97 | |
| Market Share | 8% | 23% | 13% | 8% | 25% | 3% | 4% | 8% | 8% |
| Oct-22 WTP ($/lb) | $17.61 | $8.99 | $7.59 | $6.05 | $8.82 | $9.17 | $9.46 | $3.53 | |
| Market Share | 8% | 23% | 14% | 8% | 26% | 3% | 4% | 8% | 7% |

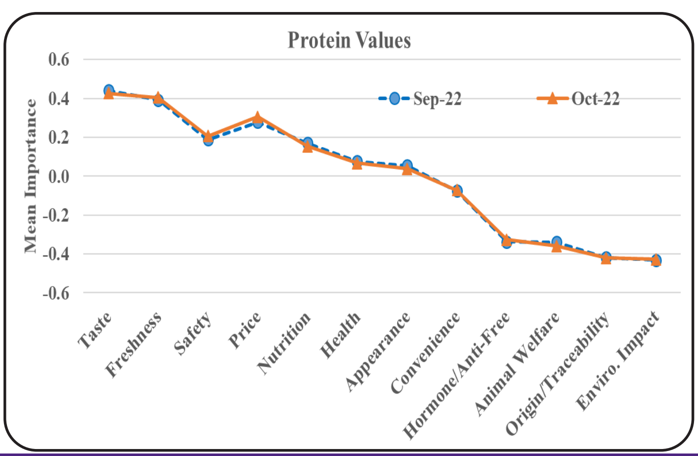
| FOOD SERVICE | Ribeye Steak | Beef Ham-burger | Pork Chop | Baby Back Ribs | Chicken Breast | Plant-Based Patty | Shrimp | Salmon | Something Else |
|---|---|---|---|---|---|---|---|---|---|
| Sep-22 WTP ($/meal) | $27.23 | $20.18 | $16.37 | $18.46 | $18.58 | $12.26 | $18.29 | $18.82 | |
| Market Share | 15% | 23% | 5% | 10% | 15% | 4% | 13% | 8% | 6% |
| Oct-22 WTP ($/meal) | $25.42 | $19.09 | $14.13 | $17.62 | $17.10 | $12.10 | $17.88 | $17.22 | |
| Market Share | 14% | 23% | 5% | 10% | 14% | 5% | 15% | 8% | 7% |

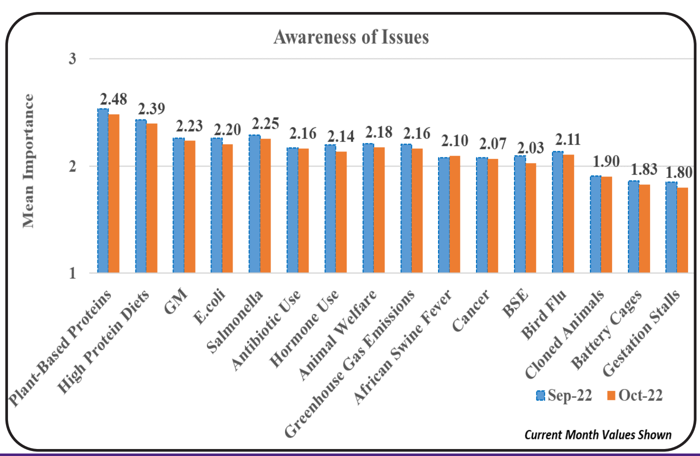
Willingness-to-pay (WTP) increased for all evaluated Retail products in October compared to September with the largest % increase occuring in Beans and Rice demand. Conversely, WTP decreased for all evaluated Food Service meals. Combined this reflects a relative shift in market-channel demand strength and likely increased interest of some consumers in lower priced protein options such as Beans and Ricee.

The combined beef and pork projected market shares for October are 31% and 21%, respectively at the grocery store and 37% and 15% at the restaurant.

## Protein Values & Issues Awareness

Taste, Freshness, Price, and Safety remain most important when purchasing protein. The importance of Price increased most since September and in October was at the highest levels in this series which begun in Feb. 2020. Plant-based Proteins and High Protein Diets remain topics heard or read most about.

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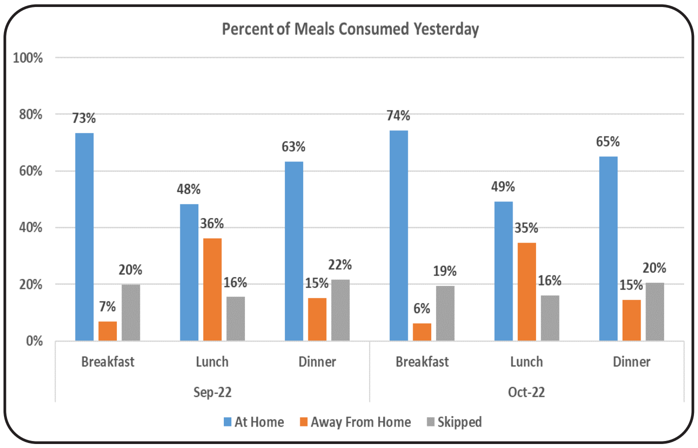
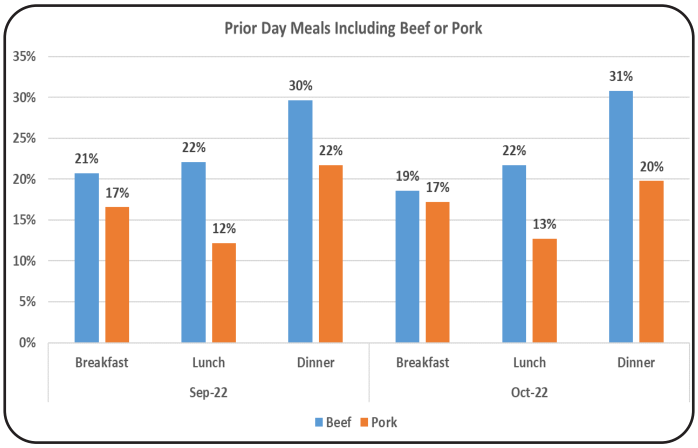
## Prior Day Meals: Location & Protein Consumption Frequency

Respondents indicate 74%, 49%, and 65% consumed breakfast, lunch, and dinner at home in October. All three meals were consumed more frequently at home than in September consistent with WTP estimates presnted above. In October, 19%, 22%, and 31% had beef their prior day breakfast, lunch, and dinner. Pork was included in 17%, 13%, and 20% of these meals.

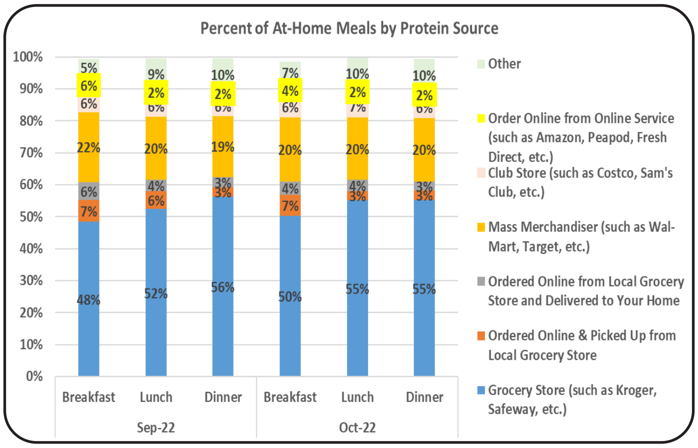


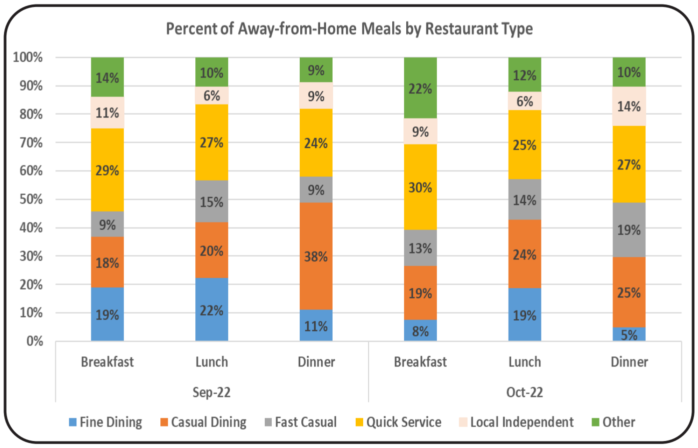




## Prior Day Meals: At-Home Protein Source & Restaurant Type

In October, the protein source for at-home meals was predominantly Grocery Stores. Combined, Club Stores and Mass Merchandisers were source for 27%, 27%, and 26% of breakfast, lunch, and dinner meals.

Meals consumed away-from-home vary in prevalence. Quick Service holds the largest share for all three meals. Combined, Casual Dining, Fast Casual, and Quick Service comprise 62%, 63%, and 71% of breakfast, lunch, and dinner meals in October.





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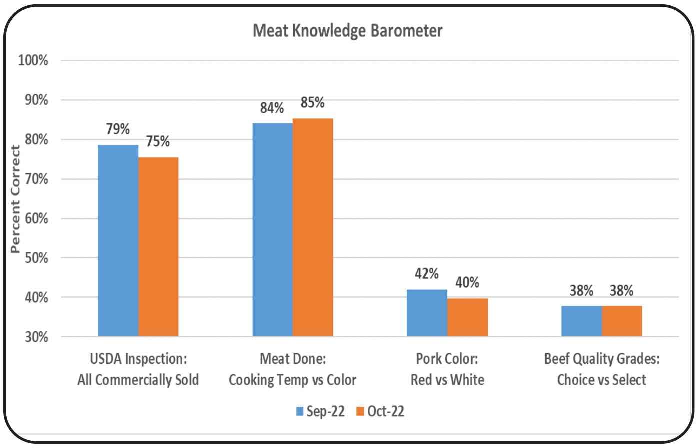
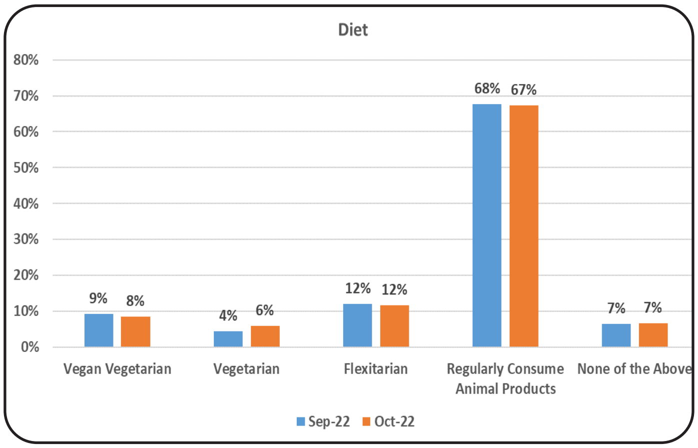
# Meat Knowledge & Personal Diet

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 October, 67% of respondents self-declare as regular consumers of products derived from animal products, 12% indicate they are Flexitarian/Semi-Vegetarian, and a combined 14% indicate they are either Vegan Vegetarian or Vegetarian.

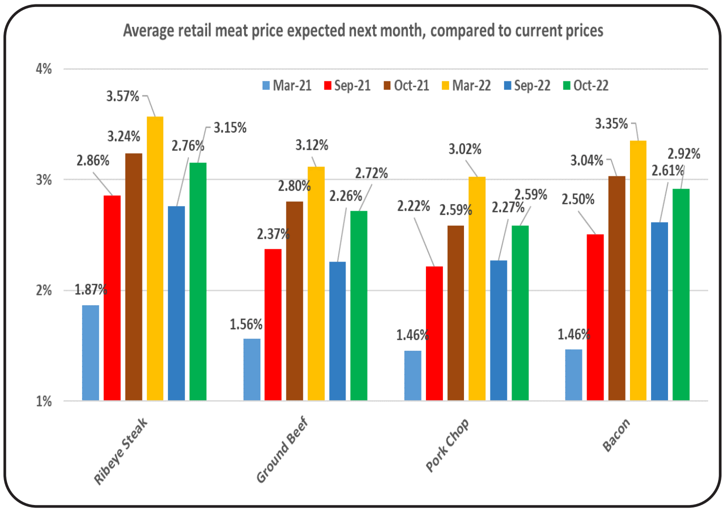


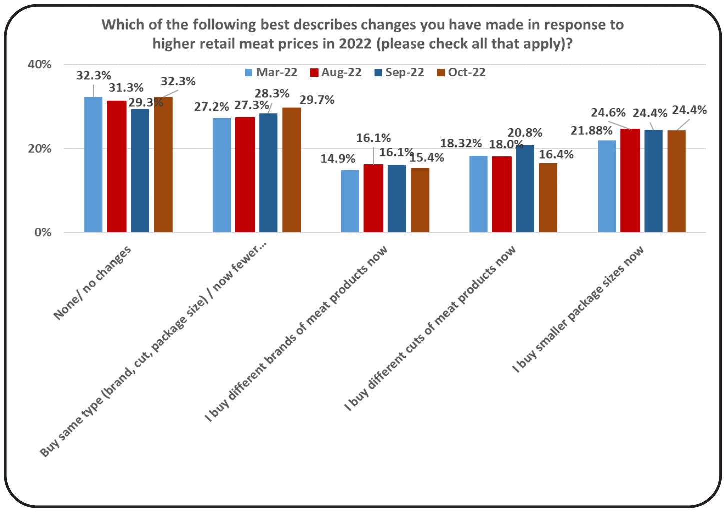




# Ad Hoc Questioning

Consumers continue to expect higher retail meat prices next month. These price expectations increased in October from September levels, reversing a prior pattern of mitigating inflation expectations.

Another question was repeated asking how consumers have responded to higher retail meat prices in 2022. Among those indicating changes, 30% are reducing the volume of items purchased while being steadfast in product type (brand, cut, and package size), 16% are buying different cuts, and 24% are buying smaller packages now. Combined this signals ongoing adjustment to higher prices by nearly 70% of respondents.



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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