

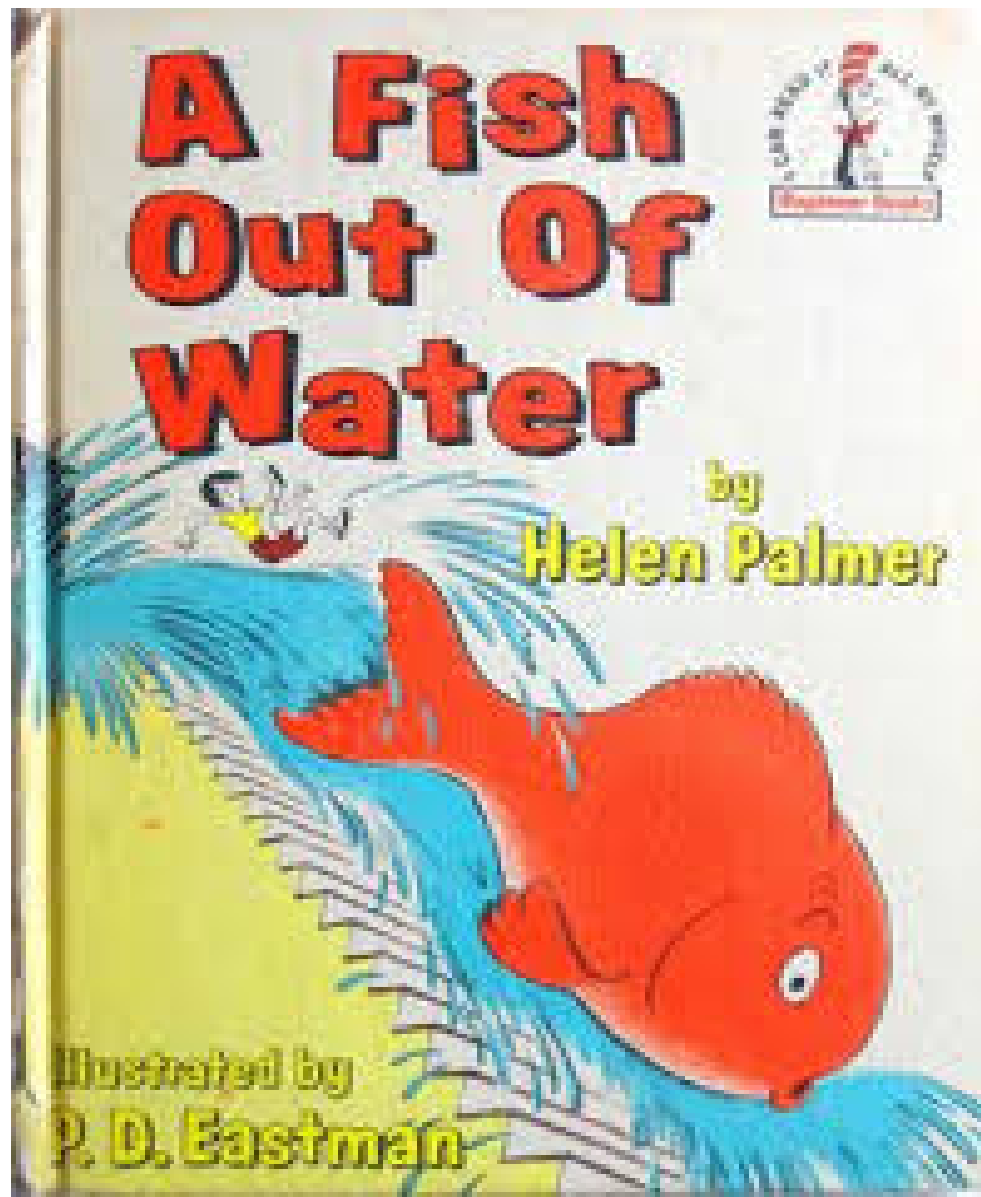
Economic Importance of Meat

AMSA IMPROVE Summit

Dallas TX April 17-19, 2023

DR. GLYNN T. TONSOR
EMAIL: GTONSOR@KSU.EDU
TWITTER: [@TONSORGLYNN](https://twitter.com/TONSORGLYNN)

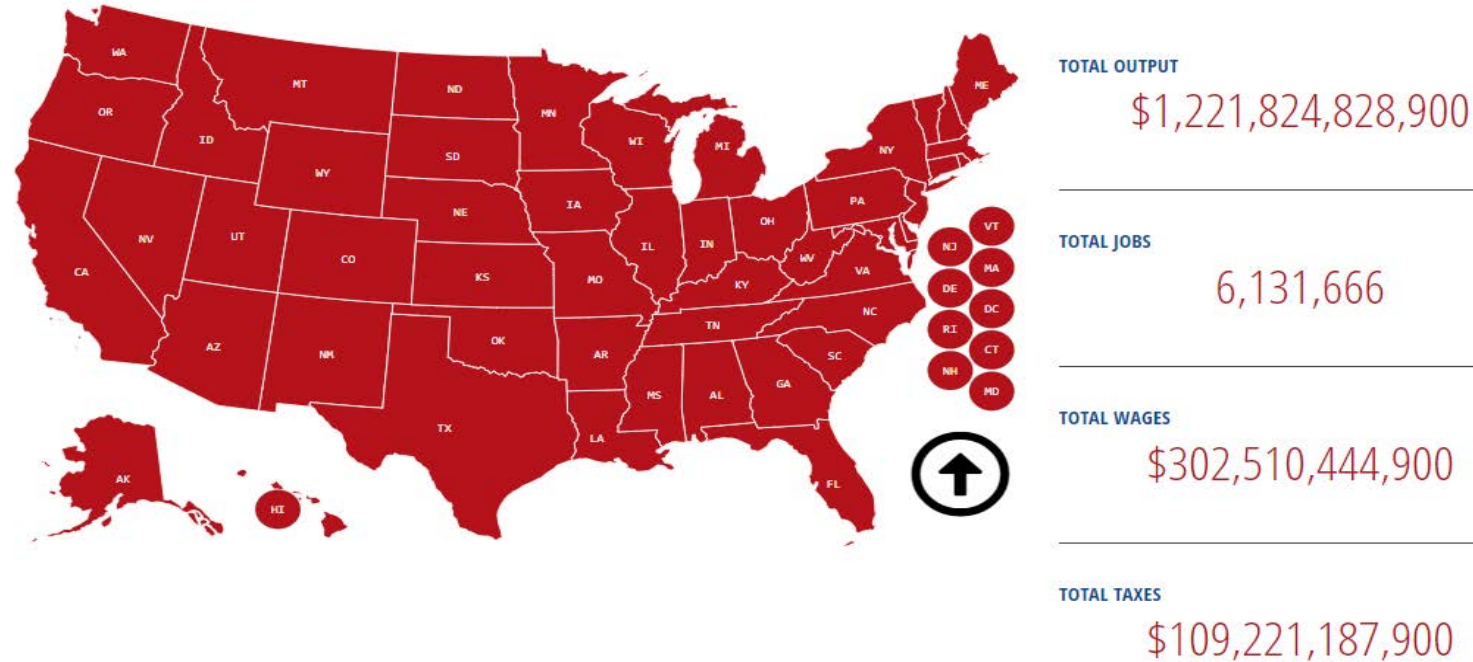




Economic Impact of Meat Industry: 2019 Data



2019 Economic Impact of the Meat and Poultry Industry



Meat Demand Outdoes Meat Avoidance

Meat Science 190 (2022) 108843



Contents lists available at [ScienceDirect](#)

Meat Science

journal homepage: www.elsevier.com/locate/meatsci



U.S. perspective: Meat demand outdoes meat avoidance

Glynn T. Tonsor^a, Jayson L. Lusk^{b,*}

^a Department of Agricultural Economics, Kansas State University, United States of America

^b Department of Agricultural Economics, Purdue University, United States of America



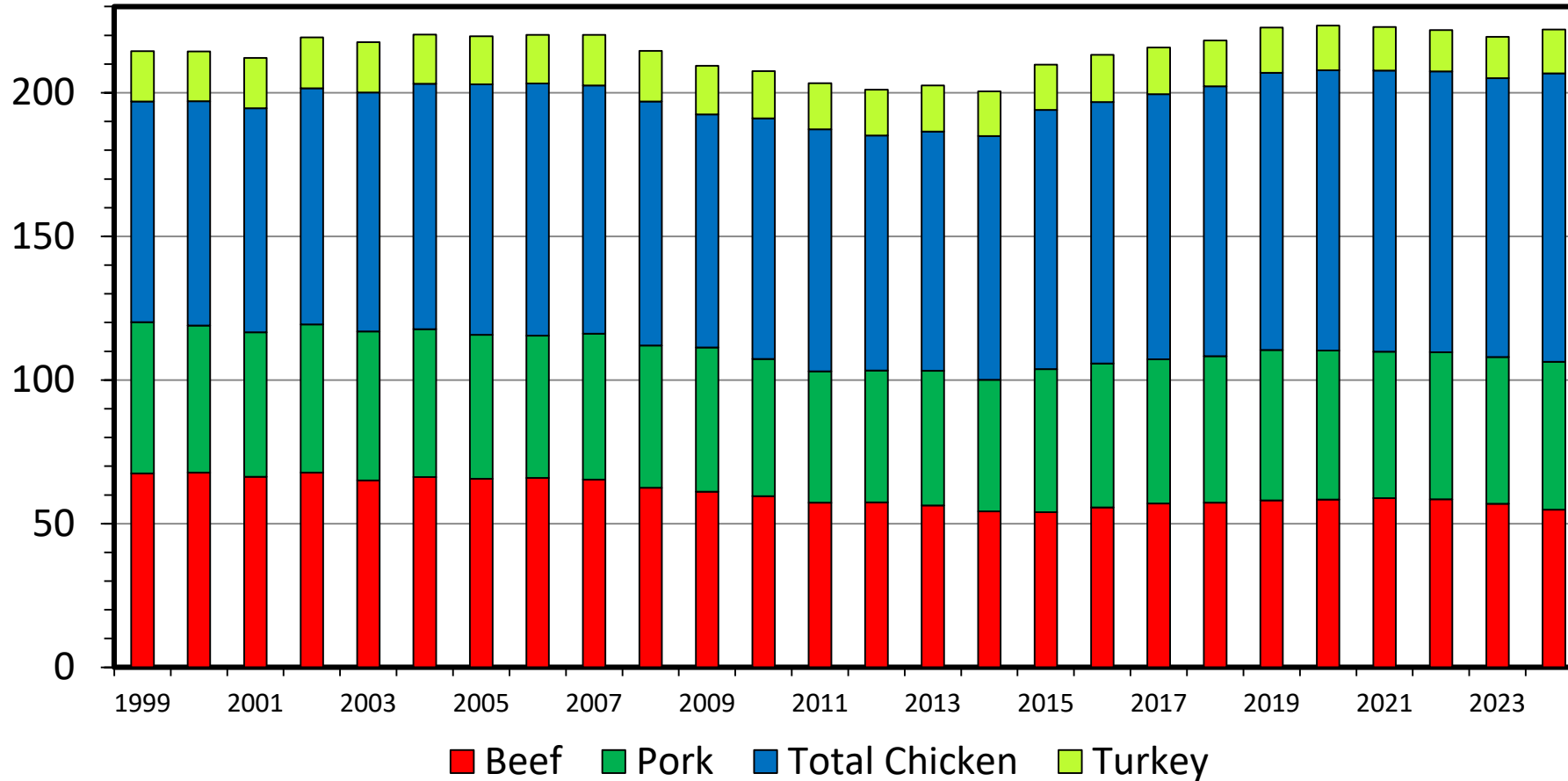
<https://www.sciencedirect.com/science/article/pii/S0309174022001115>

KANSAS STATE UNIVERSITY | Agricultural Economics

US RED MEAT & POULTRY CONSUMPTION

Per Capita, Retail Weight, Annual

Pounds



2022 (vs 2002)
 Beef: 58.5 (67.8)
 Pork: 51.1 (51.6)
 Chicken: 97.8 (82.2)
 Turkey: 14.3 (17.7)

M-C-01
08/24/22



AgManager.info

Data Source: USDA-NASS and USDA-ERS, Compiled & Analysis by LMIC
 Livestock Marketing Information Center

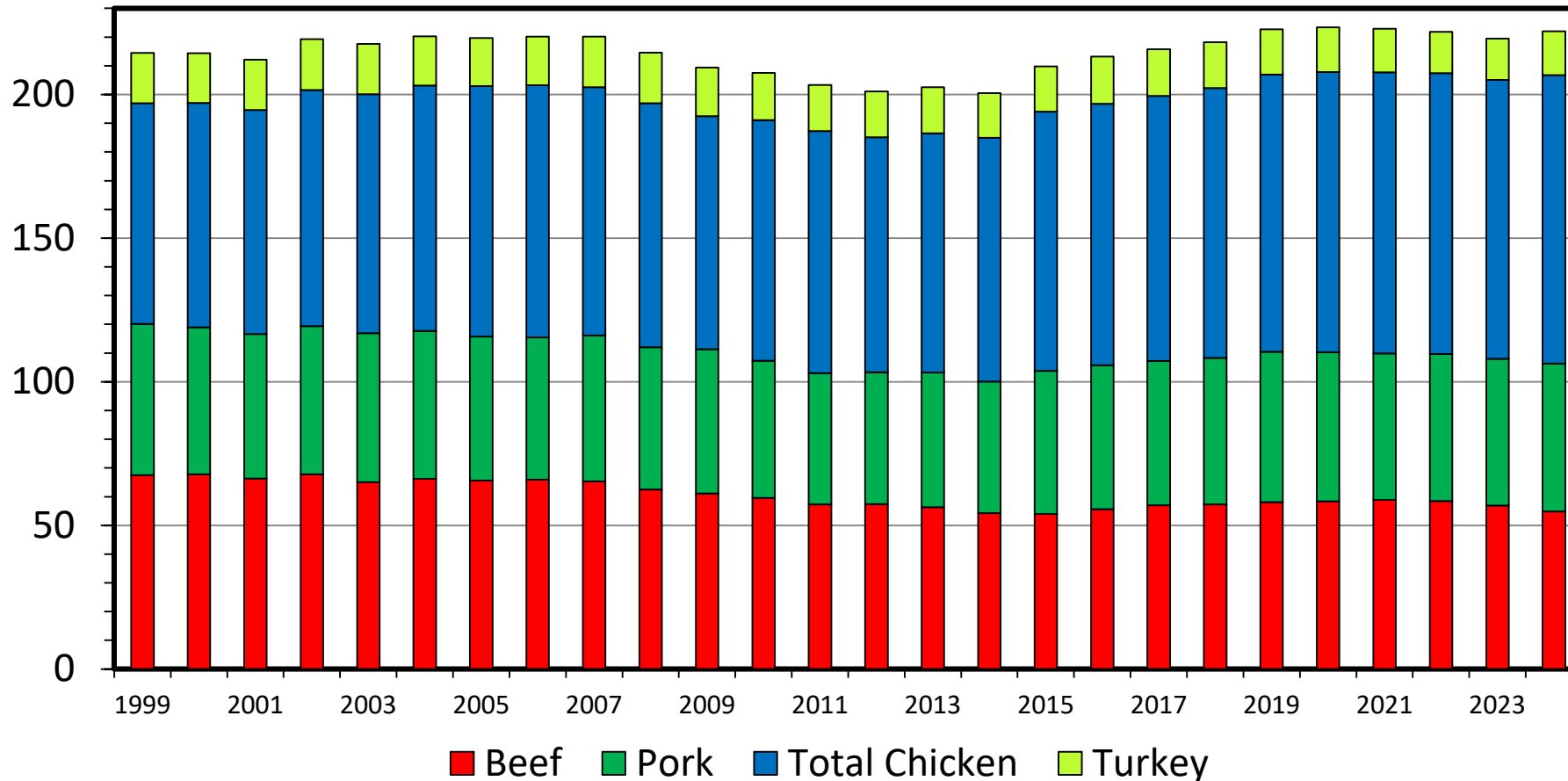
KANSAS STATE
UNIVERSITY

Agricultural Economics

US RED MEAT & POULTRY CONSUMPTION

Per Capita, Retail Weight, Annual

Pounds



2022 (vs 2002)
 Beef: 58.5 (67.8)
 Pork: 51.1 (51.6)
 Chicken: 97.8 (82.2)
 Turkey: 14.3 (17.7)

Per Capita Consumption
IS NOT
 Per Capita Demand

M-C-01
 08/24/22



AgManager.info

Data Source: USDA-NASS and USDA-ERS, Compiled & Analysis by LMIC
 Livestock Marketing Information Center

KANSAS STATE
 UNIVERSITY

Agricultural Economics

Monthly Meat Demand Monitor, Methods, and Supporting Information

Home / Livestock & Meat / Meat Demand / Monthly Meat Demand Monitor [Survey Data]

KANSAS STATE UNIVERSITY Agricultural Economics

[Sign up for weekly email updates.](#)

[K-State College of Agriculture Links](#)

[Agronomy](#)

[Animal Science](#)

[Kansas Ag Mediation Service \(KAMS\)](#)

[Extension Agent Link](#)

Livestock & Meat

[Projected Feeder Cattle Prices](#)

[Cattle Finishing Returns](#)

[Meat Demand](#)

[Maps - Meat Demand](#)

[Meat Demand Research Studies](#)

[Monthly Domestic Meat Demand Indices \[USDA/BLS Data\]](#)

[Monthly Export Meat Demand](#)

Monthly Meat Demand Monitor [Survey Data]



The Meat Demand Monitor (MDM) project is funded in-part by the beef checkoff and the pork checkoff. Monthly reports and supporting documentation are available here.



[Meat Demand Monitor Dashboard \(National Maps & State-Level Summaries\)](#)

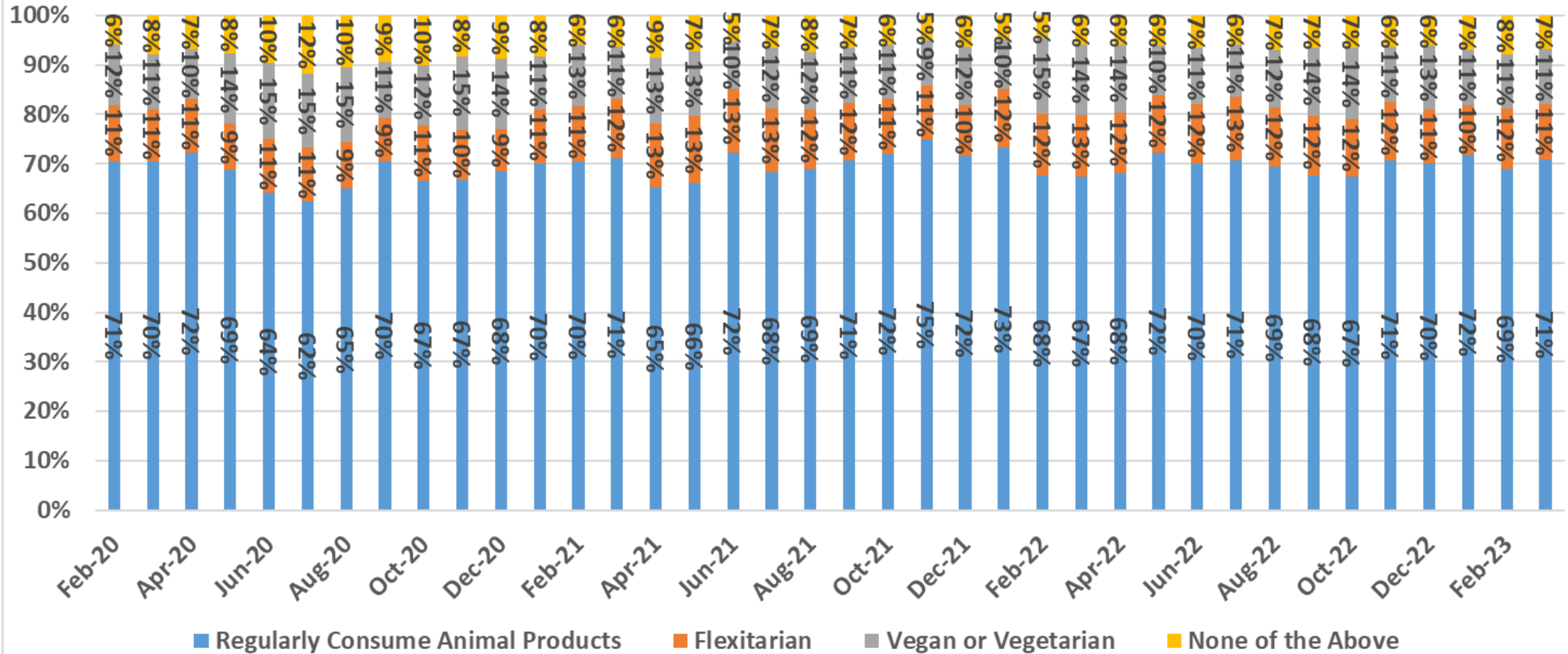
[LINK](#)

Monthly Meat Demand Monitor

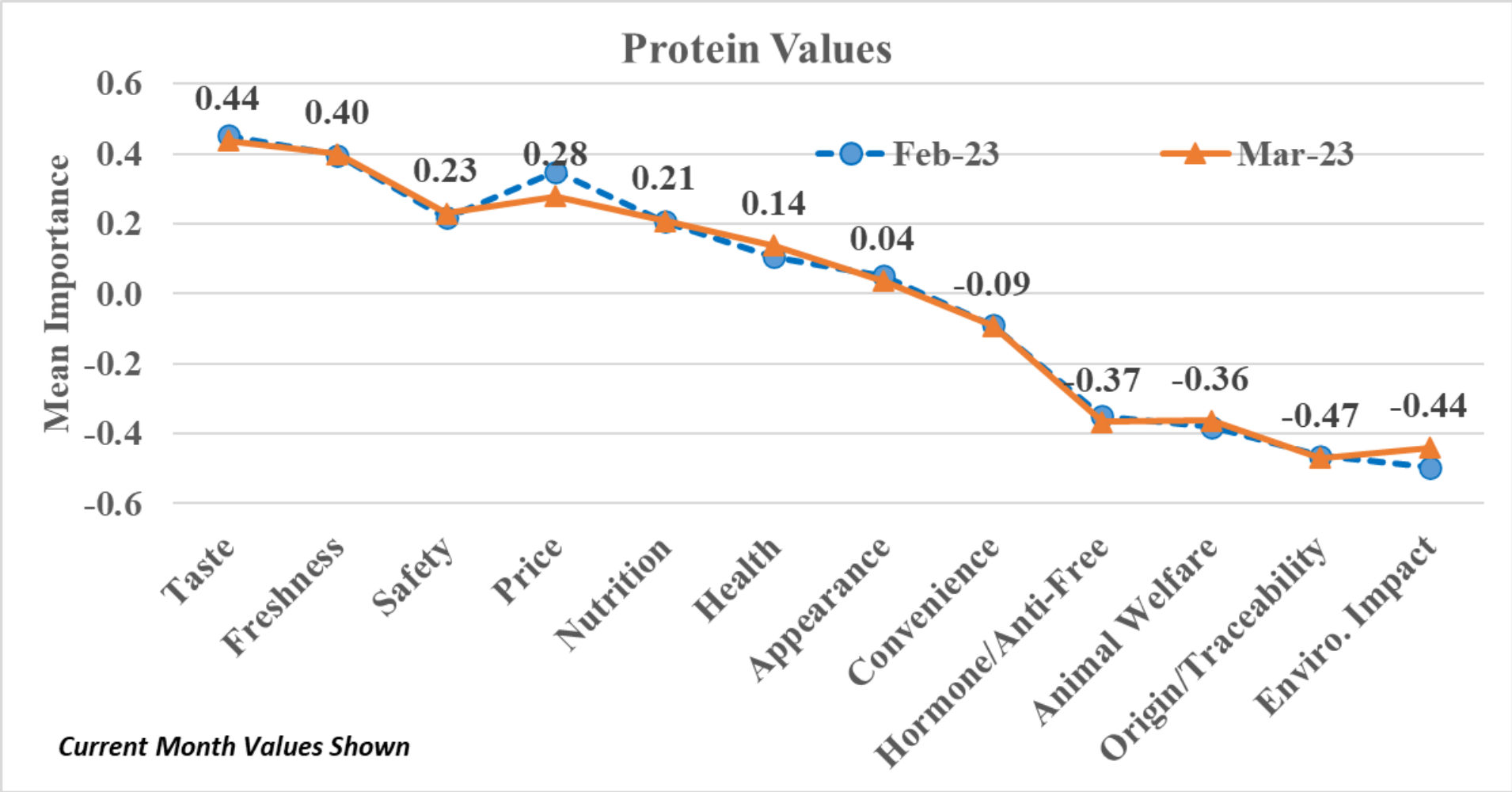
Title	Author	Date	Downloads
Meat Demand Monitor - August 2022	Tonsor	September 1, 2022	Downloads
Meat Demand Monitor - July 2022	Tonsor	August 5, 2022	Downloads
Meat Demand Monitor - June 2022	Tonsor	July 1, 2022	Downloads

Self-Declared Diet Tracking

Self-Declared Diet, Feb. 2020 - Mar. 2023 (Source: MDM Project)



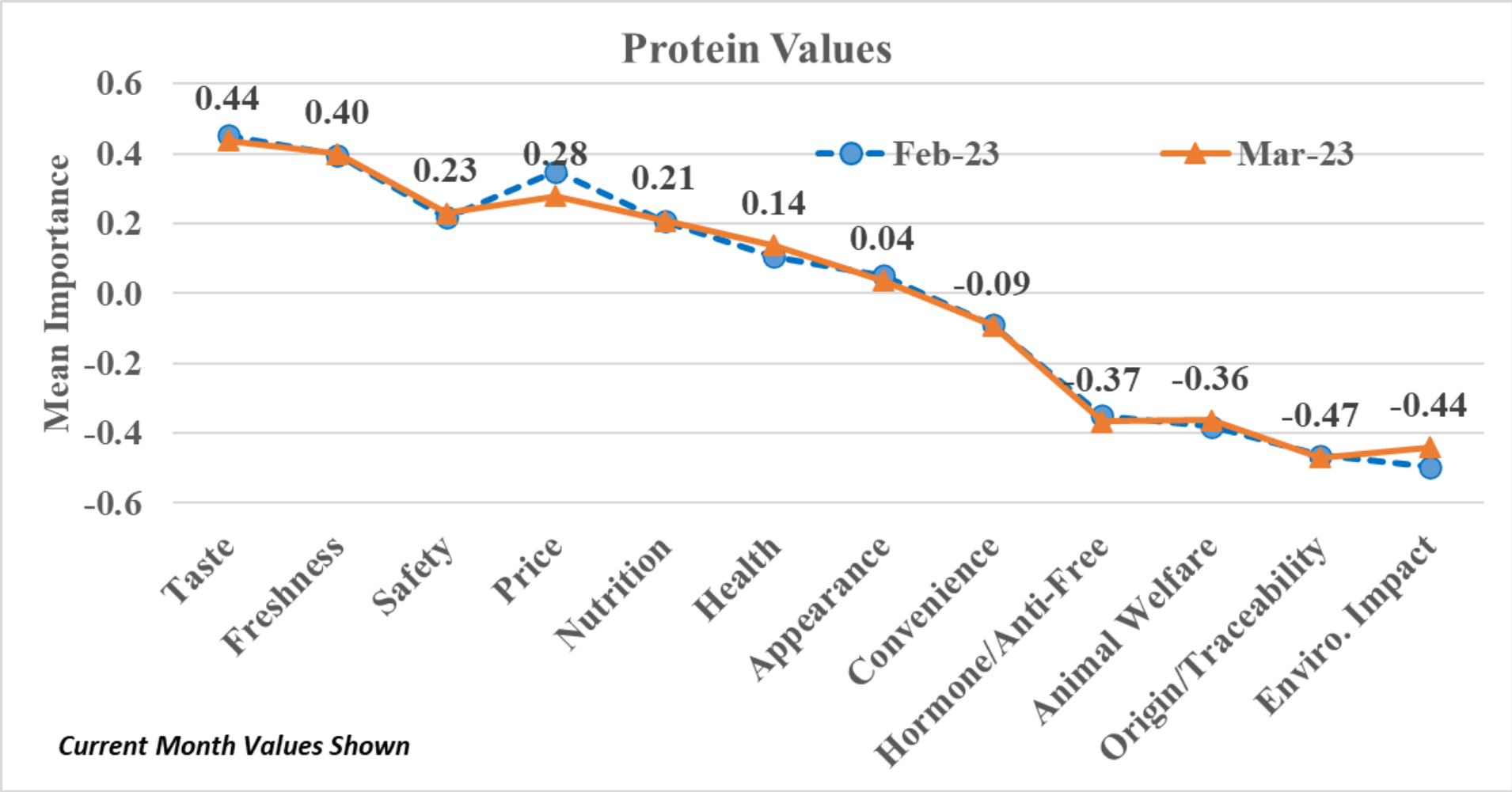
Protein Values – What Drives Purchasing?



On Average
 Freshness is 1.4x
 Importance of Price

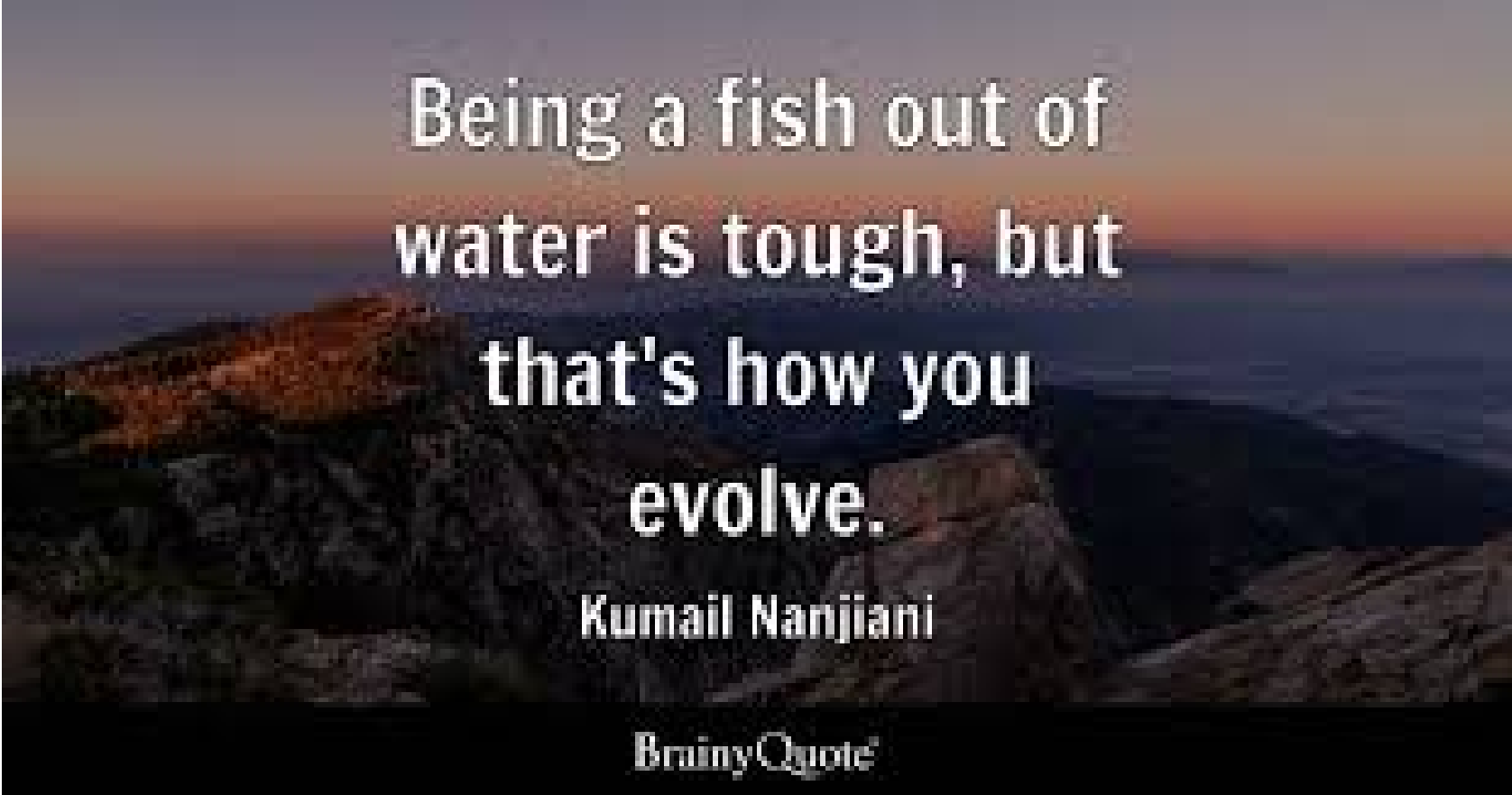
 Convenience is 4.9x
 Importance of Env.
 Impact

Protein Values – What Drives Purchasing?



On Average
 Freshness is 1.4x
 Importance of Price
 Convenience is 4.9x
 Importance of
 Env. Impact

**Share Indicating Top-4
 Importance**
 Freshness 54%
 Price 50%
 Convenience 26%
 Env. Impact 14%



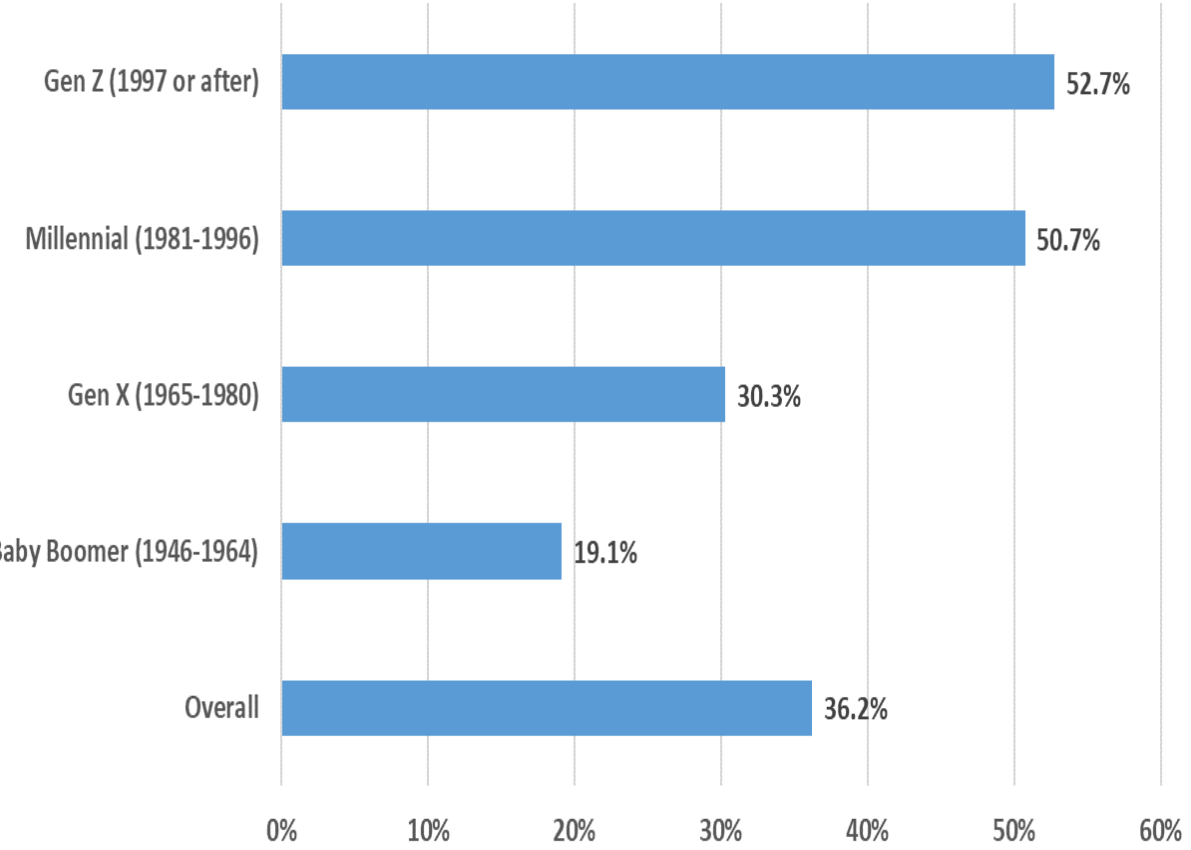
Being a fish out of
water is tough, but
that's how you
evolve.

Kumail Nanjiani

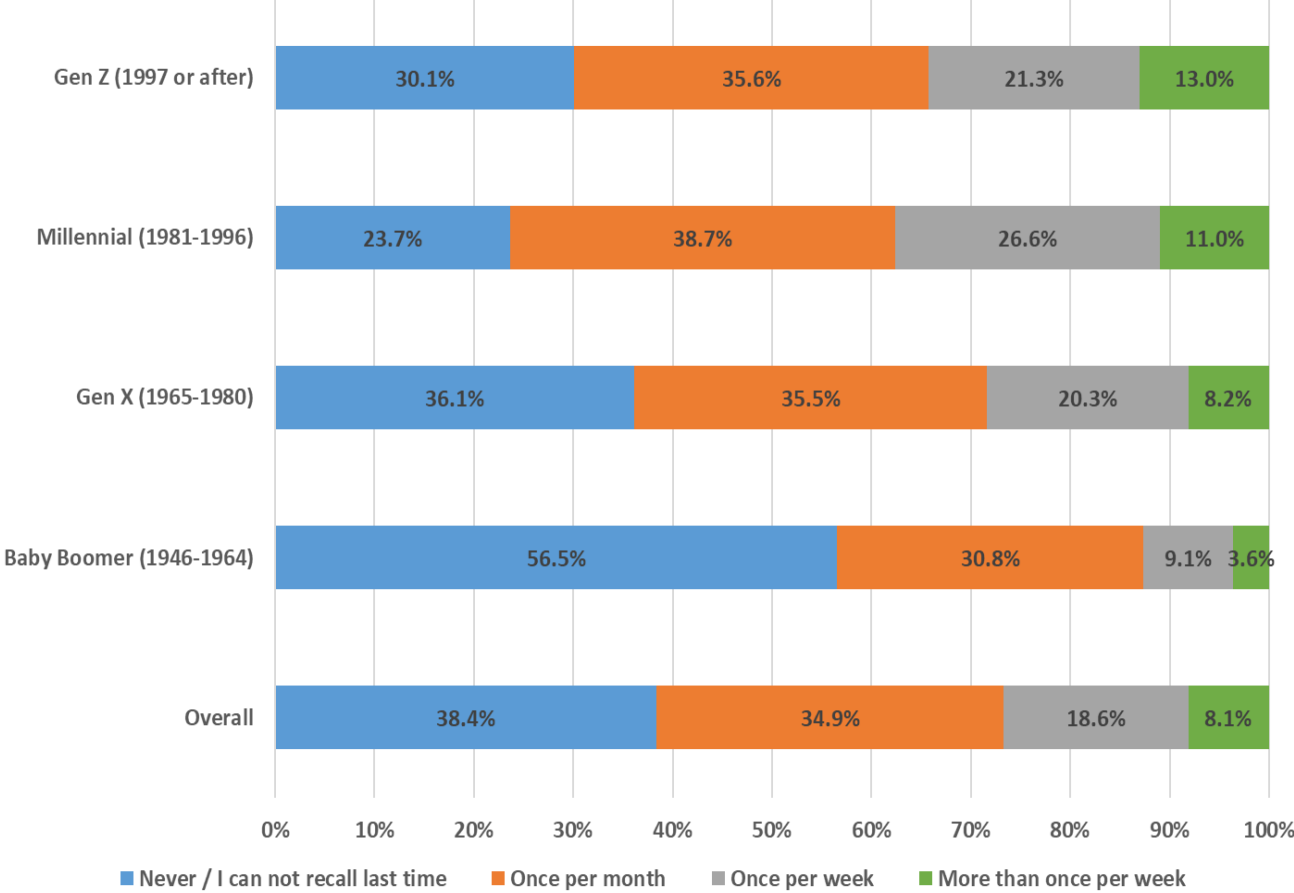
BrainyQuote

Generational Opportunities...

Share Intentionally Eating Protein for Strength-Training or Other Fitness-Related Goals, by Generation (Feb. 2023, MDM)



Frequency of Ground Pork Consumption, by Generation (Mar. 2023, MDM)



More information available at:



This presentation will be available in PDF format at:

<http://www.agmanager.info/about/contributors/individual/tonsor.asp>

Glynn T. Tonsor

Professor

Dept. of Agricultural Economics

Kansas State University

Email: gtonsor@ksu.edu

Twitter: @TonsorGlynn