

Meat Demand: Insights from the Meat Demand Monitor (MDM) Project

Glynn Tonsor

August 15, 2024

2024 Risk & Profit Conference

<https://www.agmanager.info/livestock-meat/meat-demand/monthly-meat-demand-monitor-survey-data>

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.

Demand is **NOT** Per Capita Consumption

2013 Beef Demand Determinants Study



[http://www.beefboard.org/evaluation/
130612demanddeterminantstudy.asp](http://www.beefboard.org/evaluation/130612demanddeterminantstudy.asp)



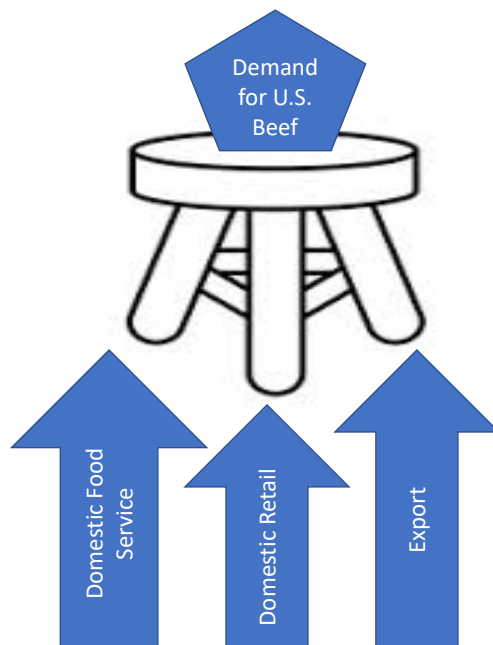
MARKETING > OUTLOOK

What's The Similarity Between Blue Jeans and Beef Demand?

Beef consumption and beef demand isn't the same thing. Here's an explanation.

Burt Rutherford | Sep 19, 2013

<http://www.beefmagazine.com/beef-demand/what-s-similarity-between-blue-jeans-and-beef-demand>



See Nov 22' Extended Discussion w/ Matt Perrier on Practically Ranching:

<https://www.buzzsprout.com/1995747/11686340>

Broad MDM Overview

1-STOP LOCATION FOR U.S. MEAT DEMAND TRENDS & INFORMATION

- Monthly surveys & experiments > 2,000 U.S. residents
 - ❖ >1,000 food service, restaurant focused
 - ❖ >1,000 retail, grocery-store focused
- Systematic economic modeling of consumer meat demand, preference, and behavior

FUNDING PARTNERSHIP & TIMING

- Fully launched Feb. 2020
 - Jointly funded by Beef & Pork Checkoffs
- Current Beef Checkoff support scheduled to end September 2025
- Pork Checkoff under annual renewal

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All MDM outputs, procedures, & data fully available on KSU's AgManager.info website

Monthly Meat Demand Monitor, Methods, and Supporting Information

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

Kansas State University

Sign up for weekly email updates at [K-State College of Agriculture Links](#) in Agronomy or Animal Sciences or Kansas Ag Mediation Service (KAAMS) or [Extension Alert Link](#)

Livestock & Meat

Projected Feeder Cattle Prices
Cattle Finishing Returns

Meat Demand

Meat Demand Research Studies
Monthly Domestic Meat Demand (PDR) (USD-BLS Data)
Monthly Export Meat Demand (PDR) (USD-BLS Data)
Monthly Meat Demand Monitor [Survey Data]
Monthly Meat Demand Monitor (PDR 1981)

Production Economics
Marketing Charts
CLPER Newsletter

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.

BEEF
Funded in part by the Beef Checkoff.

K-STATE
Research and Extension

PORK
checkoff

Title	Author	Date	Downloads
Meat Demand Monitor - January 2022	Tonsor	January 28, 2022	Downloads
Multi-Month Summary Report, July-December 2021	Tonsor Lush	January 13, 2022	Downloads
Meat Demand Monitor - December 2021	Tonsor	January 6, 2022	Downloads
Meat Demand Monitor - November 2021	Tonsor	December 3, 2021	Downloads

Methods and Supporting Information

Title	Author	Date	Downloads
2022 Raw Data - MDM For 2021, see also HERE For 2020, see also HERE	Tonsor	February 2, 2022	Downloads
Monthly Survey - January 2022	Tonsor	January 31, 2022	Downloads

- ✓ SHORT MONTHLY REPORTS & APPROVED TWEETS (#MDM)
- ✓ RAW DATA
- ✓ SURVEY INSTRUMENTS & UNDERLYING PROCEDURE DOCS
- ✓ ACADEMIC PAPERS USING MDM
- ✓ LINKS TO EXAMPLE MEDIA USE

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<https://www.agmanager.info/livestock-meat/meat-demand/monthly-meat-demand-monitor-survey-data>

Broad Activity Flow

- Ongoing data collection (~1st 25 days of each month)
 - KSU's Qualtrics & Dynata/Simplify
- Monthly base analysis
 - USDA approval on 4-page report & Tweets/LinkedIn posts
 - AoA live interview summary / NHF written summary
- Periodic USFR coverage & other 1-off Assessments

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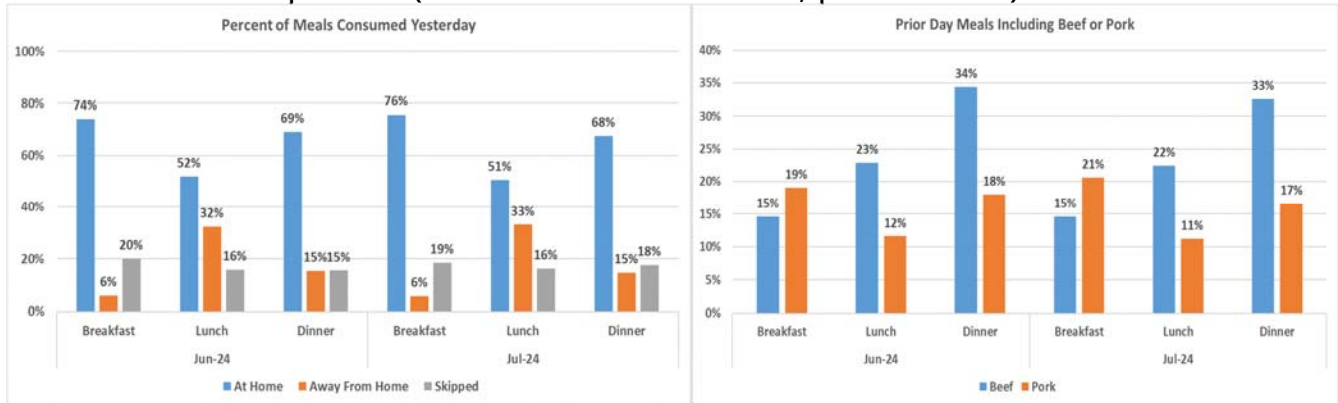
Broad Overview of Survey Sections

- Prior Day Recall
- Protein Values
- Choice Experiment
- Consumer Knowledge
- Ad Hoc Section
- Socio-Economic Questions

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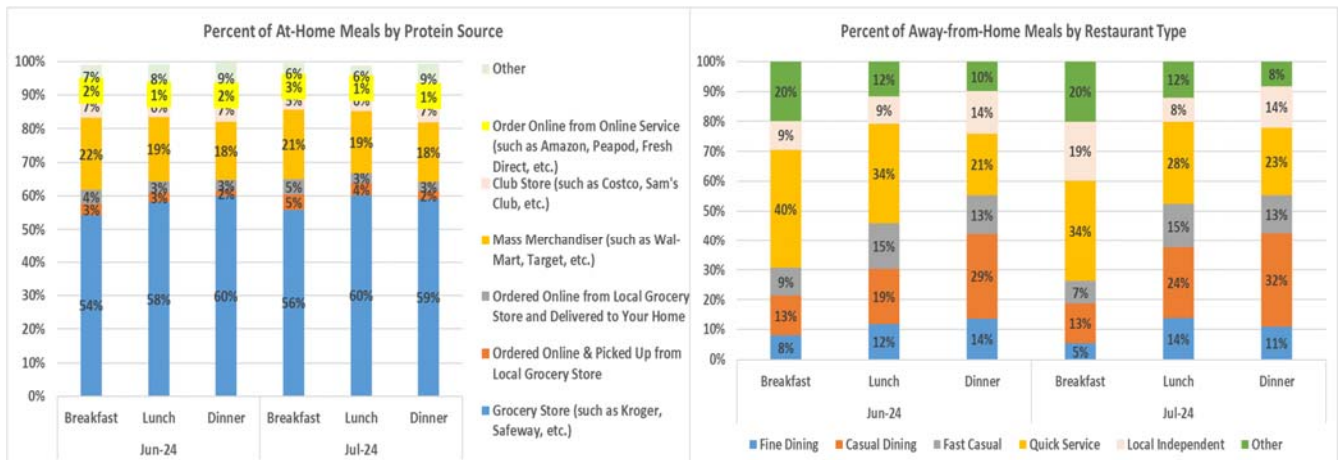
Broad Overview of Survey Sections

- Prior Day Recall
 - Breakfast/Lunch/Dinner
 - Location, Species, & Source
 - Protein-Species (i.e. breakfast: at-home, pork-bacon)



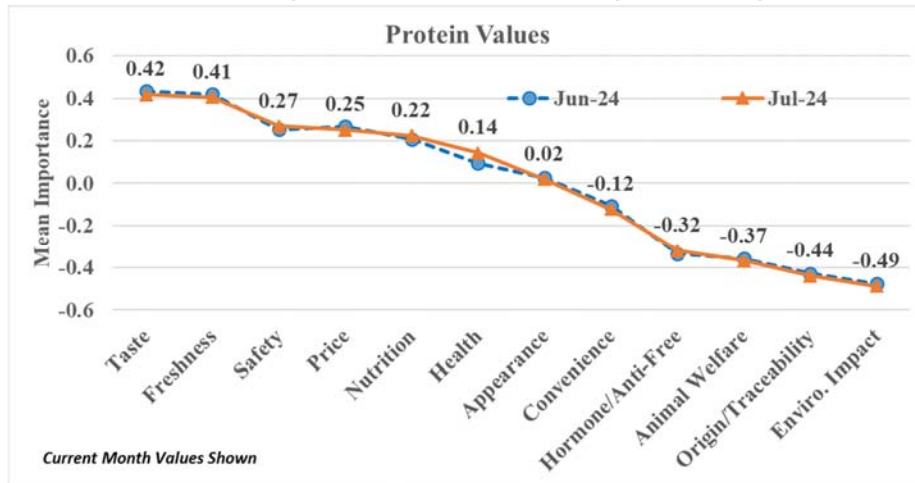
Broad Overview of Survey Sections

- Prior Day Recall
 - Protein-Species-Source (i.e. breakfast: at-home, pork-bacon, **bought from Grocery**)



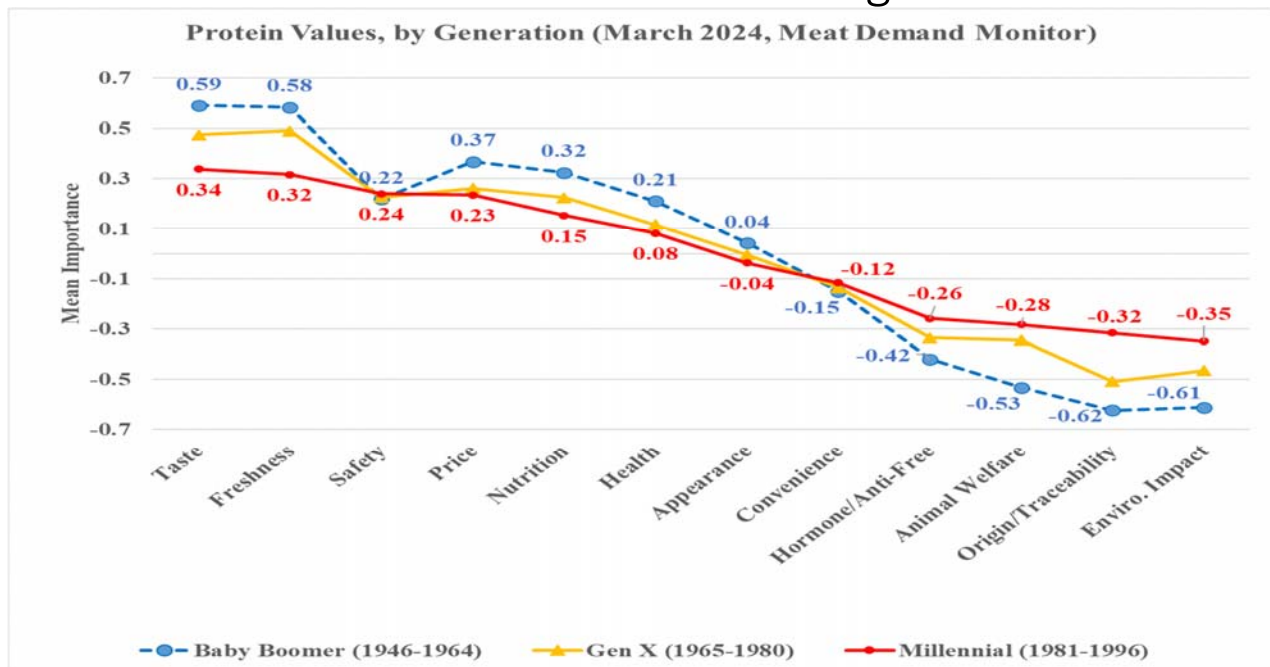
Broad Overview of Survey Sections

- Protein Values
 - Most/Least important factors in protein purchasing decision



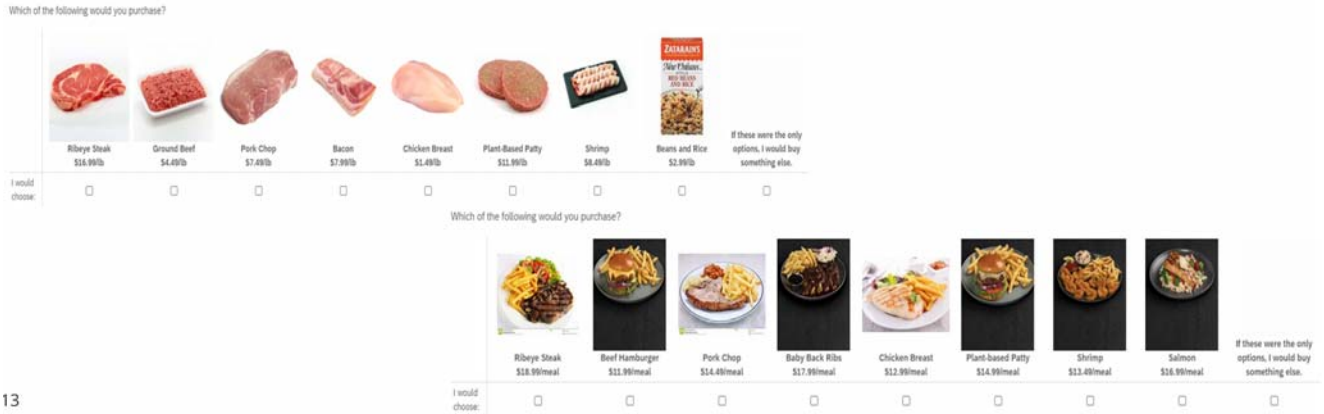
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Protein Values – What Drives Purchasing?



Broad Overview of Survey Sections

- Choice Experiment: Design
 - ½ Retail & ½ Dinner-Meal, Food Service
 - 9 questions each (27 in complete design for each market channel)



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Broad Overview of Survey Sections

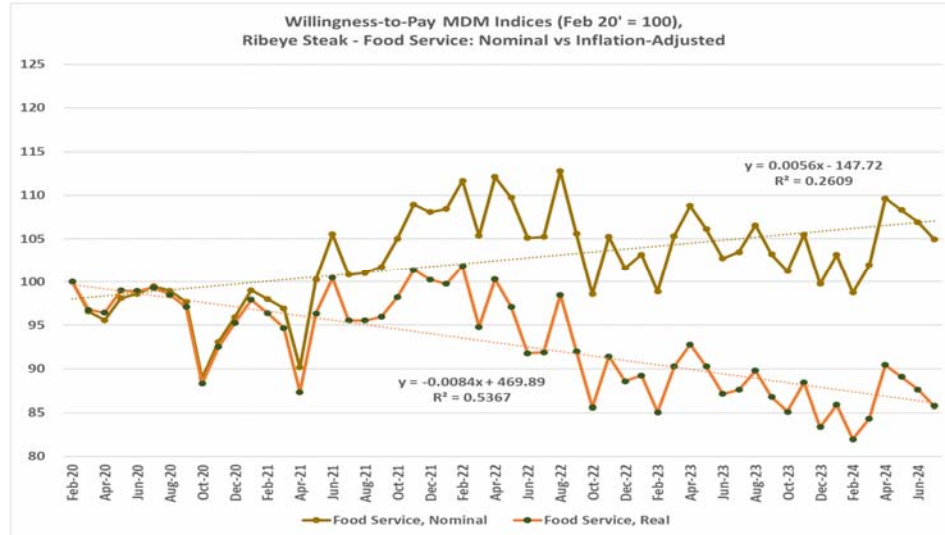
- Choice Experiment: Mean WTP Estimates

RETAIL		Ribeye Steak	Ground Beef	Pork Chop	Bacon	Chicken Breast	Plant-Based Patty	Shrimp	Beans and Rice	Something Else
Jun-24	WTP (\$/lb)	\$ 18.07	\$ 9.11	\$ 7.62	\$ 6.50	\$ 8.87	\$ 7.21	\$ 9.19	\$ 3.74	
	Market Share	9%	24%	14%	9%	26%	2%	4%	8%	6%
Jul-24	WTP (\$/lb)	\$ 17.75	\$ 8.41	\$ 7.01	\$ 5.88	\$ 8.29	\$ 8.36	\$ 9.51	\$ 3.18	
	Market Share	9%	24%	13%	8%	27%	2%	4%	7%	7%
FOOD SERVICE		Ribeye Steak	Beef Hamburger	Pork Chop	Baby Back Ribs	Chicken Breast	Plant-Based Patty	Shrimp	Salmon	Something Else
Jun-24	WTP (\$/lb)	\$ 27.58	\$ 20.63	\$15.89	\$ 18.93	\$ 18.74	\$ 13.30	\$ 18.48	\$20.04	
	Market Share	16%	25%	4%	10%	15%	4%	13%	9%	5%
Jul-24	WTP (\$/lb)	\$ 27.07	\$ 20.97	\$16.41	\$ 19.17	\$ 18.55	\$ 13.35	\$ 18.81	\$19.65	
	Market Share	14%	26%	5%	10%	14%	4%	14%	8%	5%

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Broad Overview of Survey Sections

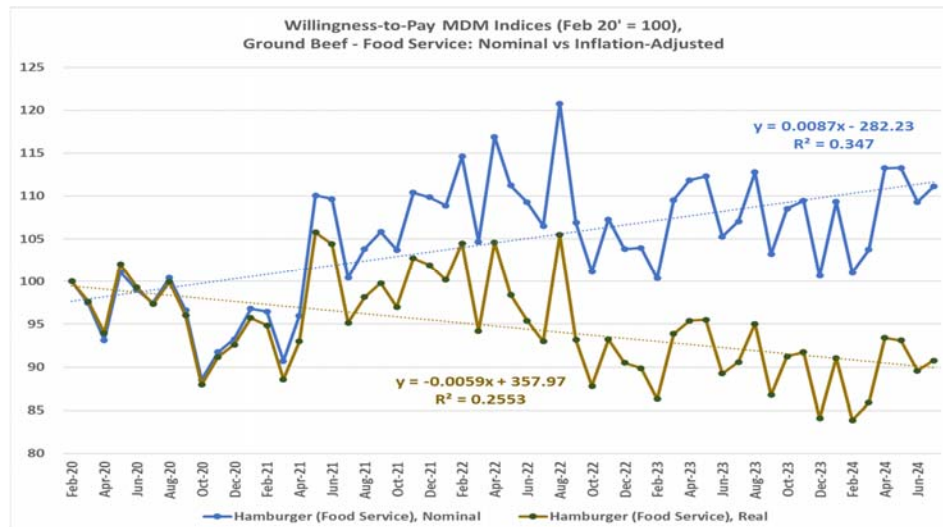
WTP Trend Examples



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Broad Overview of Survey Sections

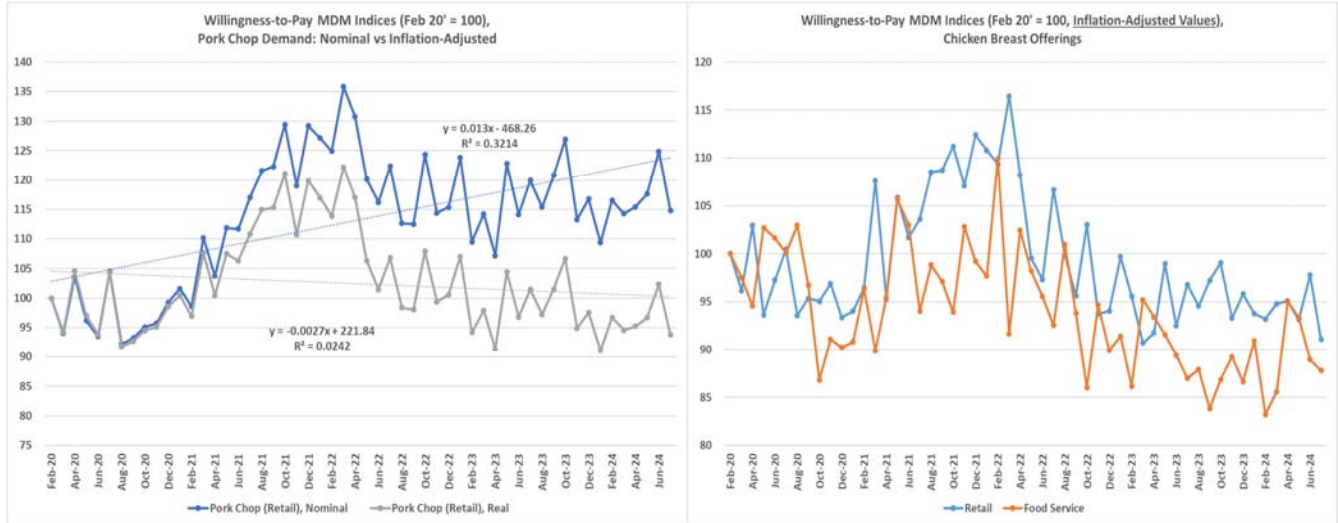
WTP Trend Examples



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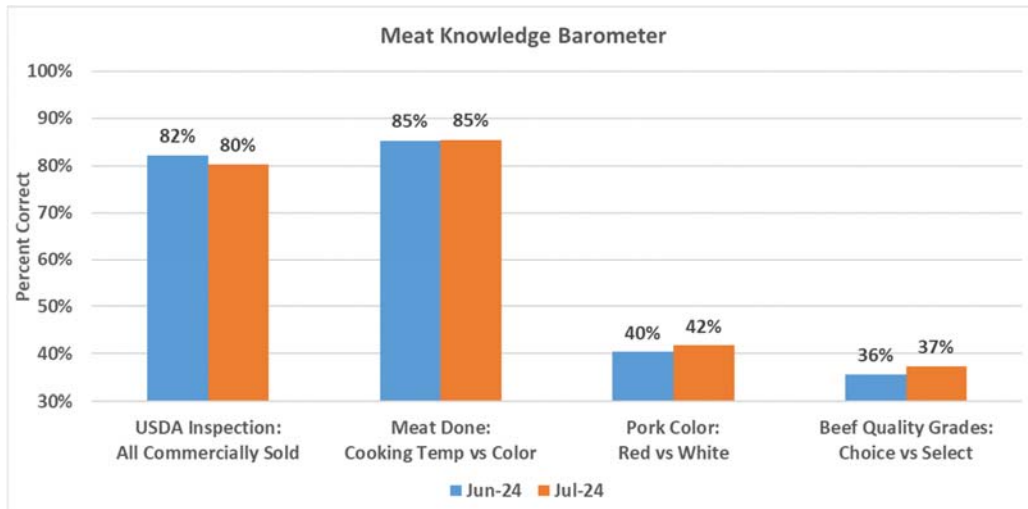
Broad Overview of Survey Sections

WTP Trend Examples - NOT Unique to Beef



Broad Overview of Survey Sections

Consumer Knowledge



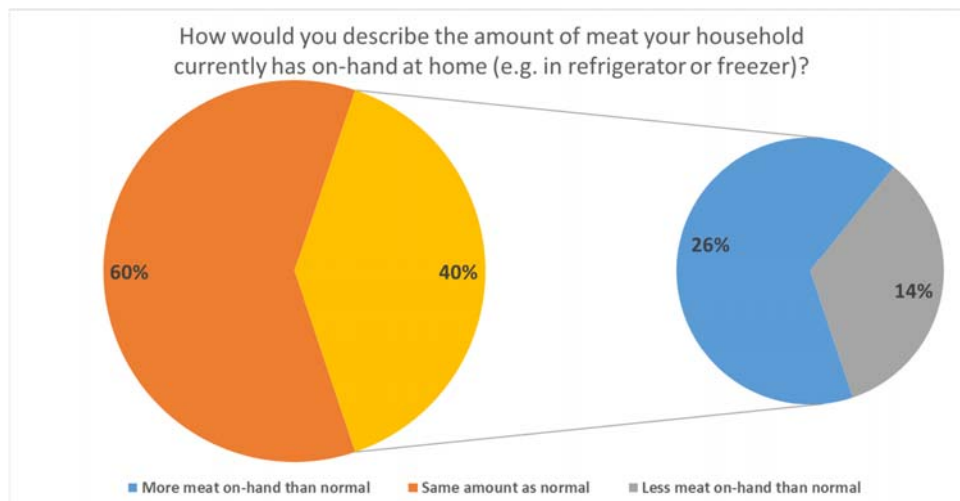
Broad Overview of Survey Sections

- “Ad Hoc” Section – Varies by Month
 - Several COVID-19, pandemic-oriented questions
 - Open-ended (how many would you buy) retail question
 - Retail price expectations vs last month

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Broad Overview of Survey Sections

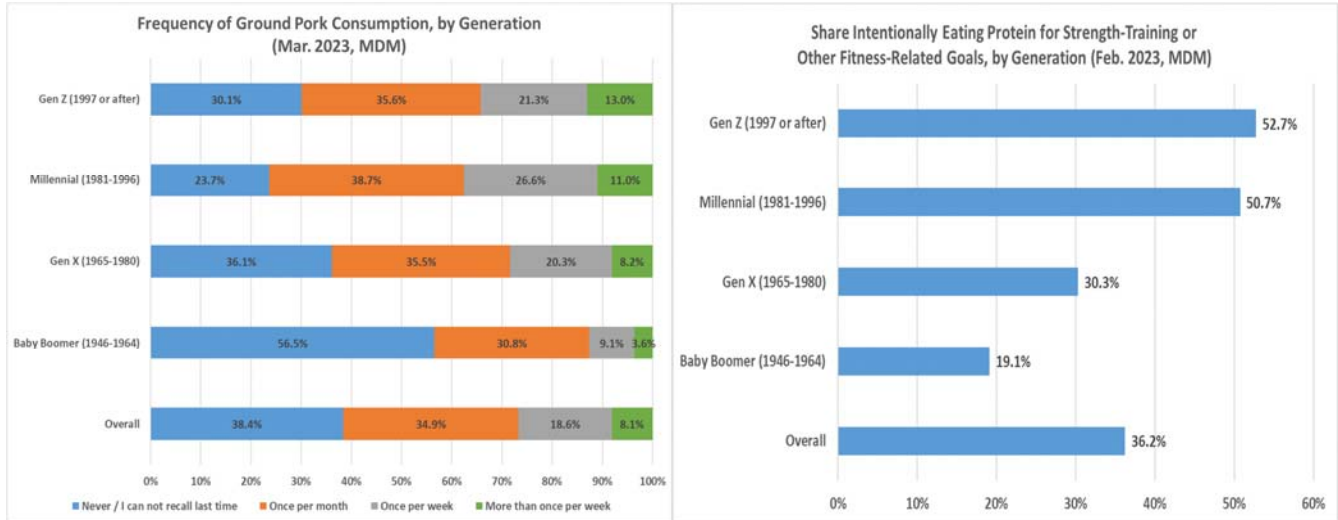
- Ad Hoc Section: May 2020 Example



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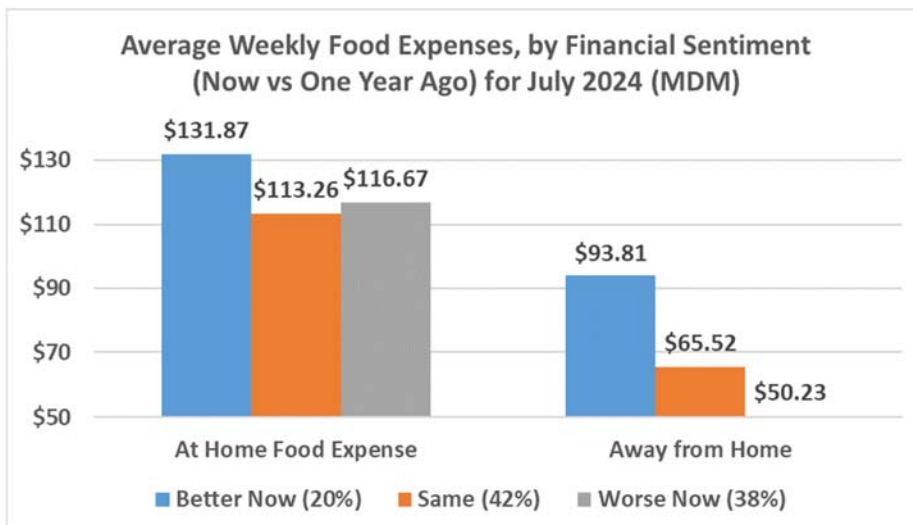
Broad Overview of Survey Sections

Ad Hoc Section: Generational Insights, Q1-2023



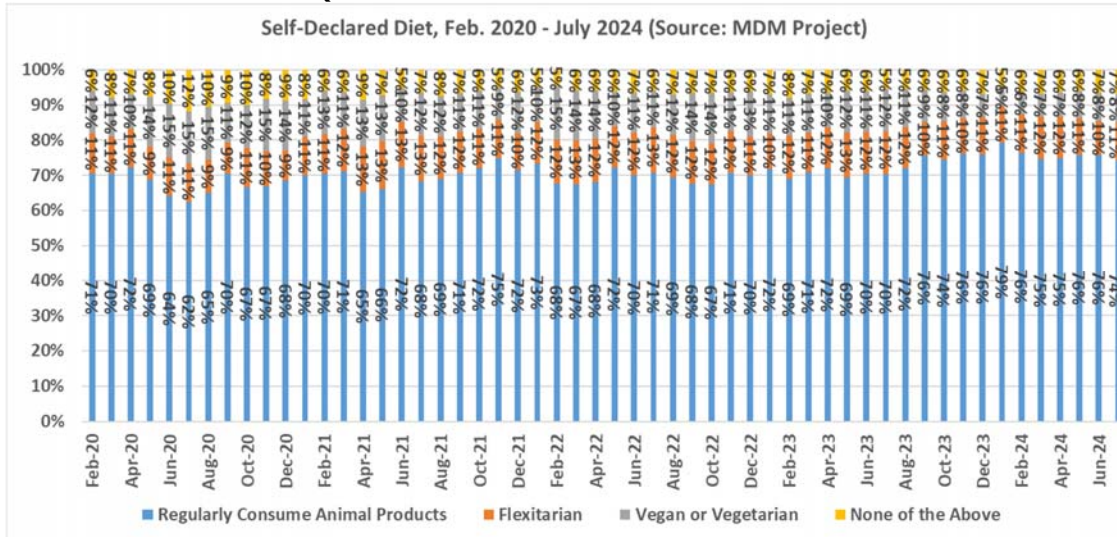
Broad Overview of Survey Sections

Ad Hoc Section: July 2024 Example



Broad Overview of Survey Sections

■ Socio-Economic Questions



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Media Partnering



- ✓ **AOA (MIKE PEARSON/JESSE ALLEN HOST)**
 - ✓ GT monthly interview w/ latest MDM info
 - ✓ 1 million live listeners each interview;
 - ✓ + 200k via Sirius Rural Radio
 - ✓ 5,500 AoA podcast downloads each month
- ✓ **USFR (TYNE MORGAN HOST)**
 - ✓ 500,000 listeners/video viewers each interview
 - ✓ 5-10,000 on each AgDay website post
- ✓ **#MDM TWEETS (@TONSORGLYNN)**
 - ✓ Jan-Sep 23': > 30,000 impressions
- ✓ **AGMANAGER.INFO**
 - ✓ >20,000 page views to-date of MDM page

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EXAMPLES OF HIGH-IMPACT

ACADEMIC ARTICLES, THESES, & DISSERTATIONS

- 8 peer-reviewed articles so far
- 1 KSU M.S. Thesis (Taylor, 2021) & 2 KSU Ph.D Dissertations (Anderson, 2023; Bina, 2024)
- MDM data currently being used in multiple active research projects

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EXAMPLES OF HIGH-IMPACT

WASHINGTON POST

Half cows, entire pigs: Families are buying meat in bulk to save money

Rising meat prices — up 11 percent from last year — are leading many to change purchasing and consumption habits

By Nikki Blanton
March 21, 2023 at 4:00 p.m.



https://www.washingtonpost.com/business/2023/08/27/inflation-meat-prices/?utm_medium=social&utm_source=twitter&utm_campaign=wp_main



International Meat Secretariat

<https://www.agweb.com/news/business/taxes-and-finance/us-now-officially-recession?>

Is the U.S. Now Officially in a Recession?



U.S. Farm Report 10/29/22 - Roundtable 1

By TYNE MORGAN October 28, 2022

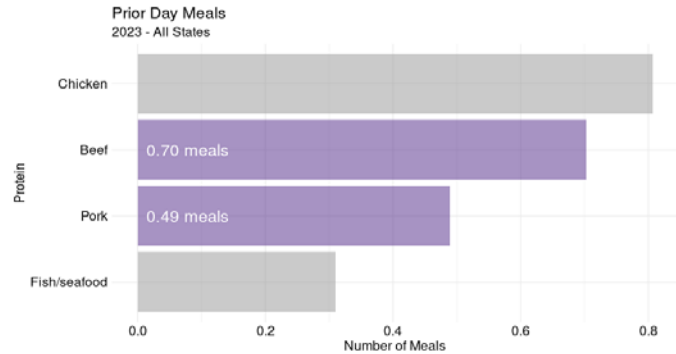
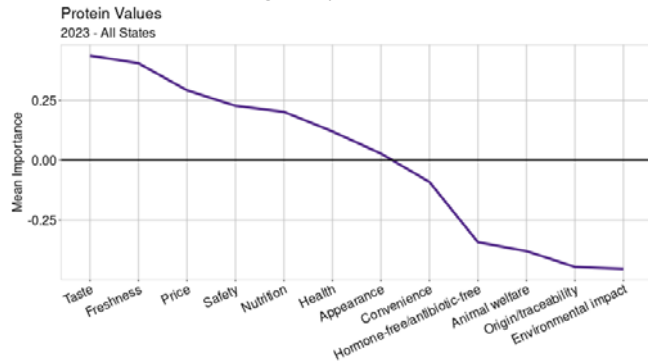


State-Level Dashboard (Justin Bina)

<https://ksmeatdemandmonitor.shinyapps.io/MDMapp/>

✓ UNITED STATES

- ✓ 33,135 respondents in 2023
 - ✓ Mean \$73.4k household income
 - ✓ Mean \$115 (\$68) at-home (away-from-home) weekly food expenditures
 - ✓ 72% regularly consume meat, 11% flexitarian, 10% veg or veg, 6% other

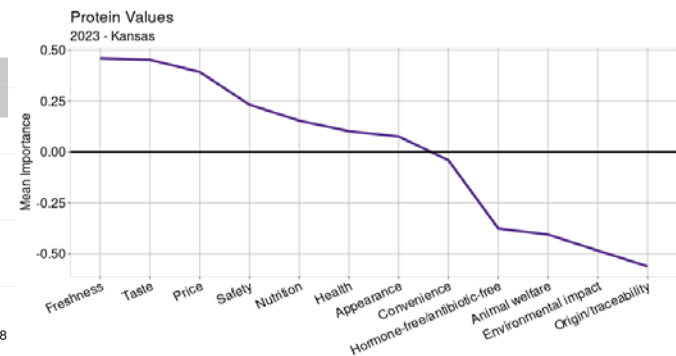
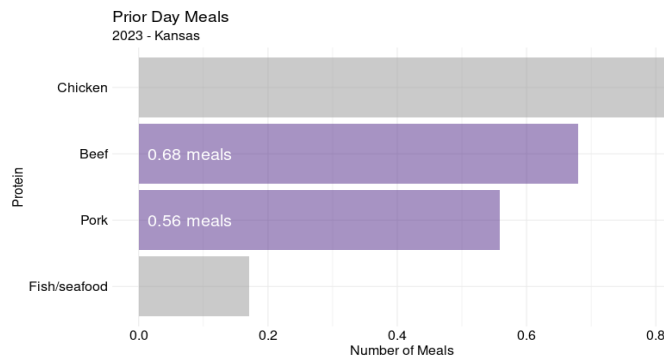


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✓ **KANSAS** (2.4 MILLION, 0.9% OF U.S. POPULATION)

- ✓ 317 respondents in 2023
 - ✓ Mean \$63k household income
 - ✓ Mean \$105 (\$65) at-home (away-from-home) weekly food expenditures
 - ✓ 74% regularly consume meat, 13% flexitarian, 6% veg or veg, 7% other

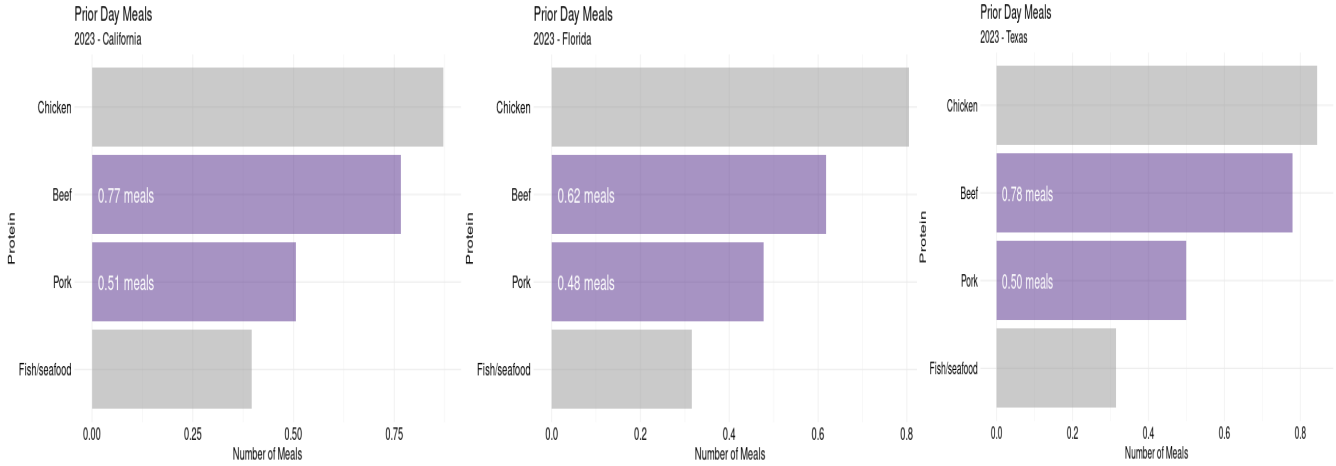


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✓ **CA, FL, & TX (COMBINE > 27% OF UNITED STATES POPULATION)**

✓ 3,494 CA; 2,582 FL; & 2,853 TX respondents in 2023

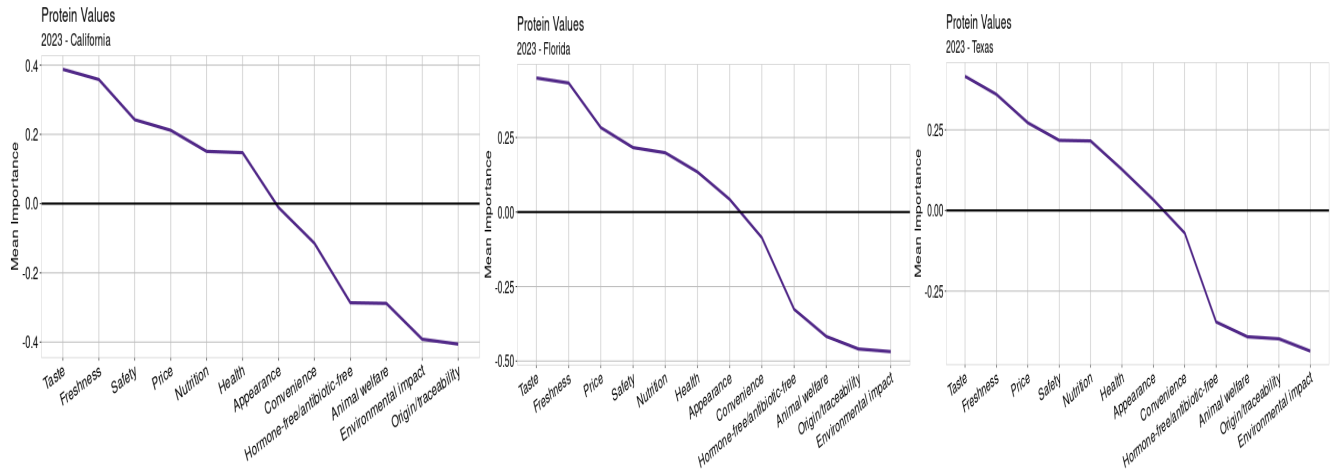


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Thank you!

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WATCH FOR: #MDM

31 **MDM Project Webpage** <https://www.agmanager.info/livestock-meat/meat-demand/monthly-meat-demand-monitor-survey-data>

Meat Demand Monitor: Financial Sentiment Matters

KANSAS STATE
Department of
Agricultural Economics
Feb. 2024 Special Report

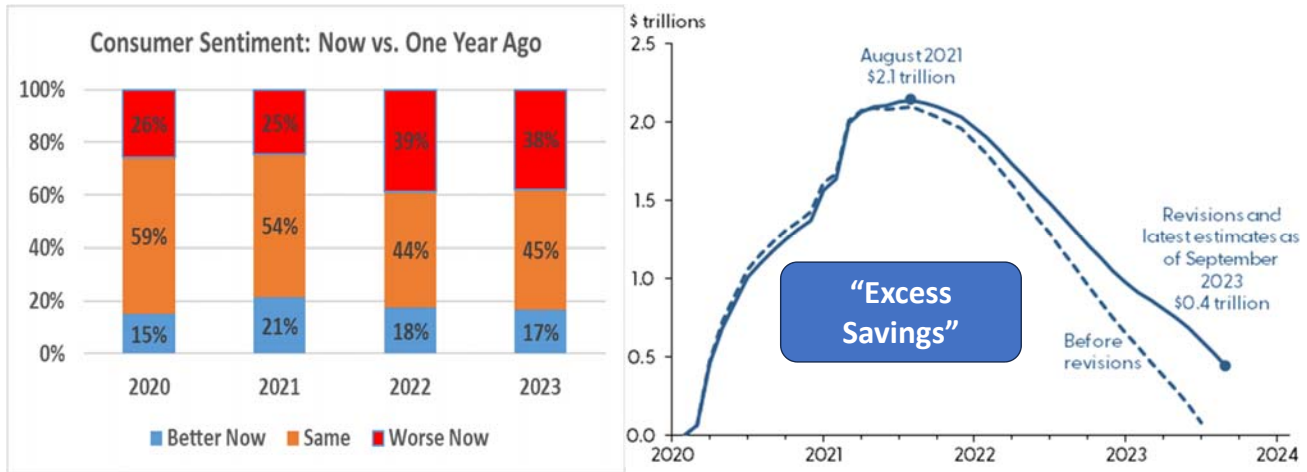
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The MDM tracks U.S. consumer preferences, views, and demand for meat with separate analysis for retail and food service channels. MDM is a monthly online survey with a sample of over 2,000 respondents reflecting the national population.

U.S. Meat Demand Update & Role of Financial Sentiment: 2020-2023

<https://www.agmanager.info/livestock-meat/meat-demand/monthly-meat-demand-monitor-survey-data/us-meat-demand-update-and-role>

Meat Demand Monitor: Financial Sentiment Matters



<https://www.frbsf.org/research-and-insights/blog/sf-fed-blog/2023/11/08/data-revisions-and-pandemic-era-excess-savings/>

Meat Demand Monitor: Financial Sentiment Matters

Percentage Change in Inflation-Adjusted Retail Willingness to Pay vs. Prior Year, by Year and Financial Sentiment Subset											
Year	Diet Subset	Ribeye	Ground Beef	Pork Chop	Bacon	Chicken Breast	Plant-Based Patty	Shrimp	Beans and Rice	Respondents	Share of Respondents
2021	Better Now	12.72%	27.24%	36.05%	53.52%	33.15%	36.29%	37.32%	160.49%	3,148	21.60%
2021	Same	1.74%	5.02%	6.86%	13.08%	4.50%	5.01%	3.17%	33.79%	7,857	53.90%
2021	Worse Now	2.61%	5.58%	7.86%	18.22%	2.58%	-4.64%	-1.04%	37.29%	3,572	24.50%
2022	Better Now	12.63%	29.26%	33.48%	38.54%	30.94%	19.30%	13.39%	35.44%	3,075	17.68%
2022	Same	-4.56%	2.71%	0.84%	0.08%	2.48%	-4.02%	-6.56%	15.50%	7,614	43.78%
2022	Worse Now	-11.77%	-9.91%	-8.06%	-11.82%	-9.23%	-13.06%	-9.94%	-7.60%	6,703	38.54%
2023	Better Now	-13.89%	-16.97%	-18.83%	-32.47%	-21.30%	-31.01%	-23.51%	-23.52%	2,815	17.17%
2023	Same	-8.20%	-7.51%	-8.35%	-10.48%	-8.73%	-13.48%	-6.43%	-12.31%	7,356	44.87%
2023	Worse Now	-4.92%	-7.36%	-8.51%	-6.30%	-7.33%	-9.39%	-5.72%	-8.20%	6,223	37.96%

Meat Demand Monitor: Financial Sentiment Matters

Percentage Change in Inflation-Adjusted Food Service Willingness to Pay vs. Prior Year, by Year and Financial Sentiment Subset											
<i>Year</i>	<i>Diet Subset</i>	<i>Ribeye</i>	<i>Hamburger</i>	<i>Pork Chop</i>	<i>Babyback Ribs</i>	<i>Chicken Breast</i>	<i>Plant-Based Patty</i>	<i>Shrimp</i>	<i>Salmon</i>	<i>Respondents</i>	<i>Share of Respondents</i>
2021	Better Now	-0.24%	6.77%	9.97%	4.41%	4.15%	20.75%	1.02%	3.39%	3,073	20.94%
2021	Same	1.83%	4.10%	4.96%	1.10%	2.20%	0.28%	1.67%	2.04%	7,998	54.51%
2021	Worse Now	-0.28%	-3.52%	2.65%	-4.39%	-6.75%	-3.58%	-5.27%	-2.85%	3,602	24.55%
2022	Better Now	17.03%	21.91%	28.11%	21.94%	26.88%	24.09%	22.28%	16.66%	3,105	17.74%
2022	Same	-3.31%	0.87%	-0.60%	-3.59%	-0.41%	-1.24%	-2.35%	-1.72%	7,614	43.49%
2022	Worse Now	-6.89%	-6.88%	-6.62%	-6.79%	-4.86%	-15.29%	-6.01%	-7.32%	6,787	38.77%
2023	Better Now	-13.39%	-13.09%	-16.20%	-15.74%	-16.11%	-17.75%	-12.01%	-11.64%	2,702	16.50%
2023	Same	-8.82%	-10.00%	-9.54%	-9.59%	-10.39%	-9.31%	-10.60%	-7.02%	7,481	45.68%
2023	Worse Now	-5.82%	-2.59%	-5.72%	-4.45%	-5.16%	-2.93%	-5.11%	-6.07%	6,194	37.82%