



# Insights from the Meat Demand Monitor Dashboard

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## Project Overview

- Launched February 2020 with funding support from the beef and pork checkoffs
- A monthly, national survey focused on domestic meat demand
  - Separate considerations of consumer behavior in retail and foodservice outlets



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# Project Overview

- Roughly 5,000 respondents each month (at least 2,000 useable)
- Designed to be nationally representative of the U.S. population
  - Age, education, gender, region, income, and race/ethnicity



# Project Overview

- Core topics include:
  - WTP (retail and foodservice)
  - Prior day consumption
  - Importance of product characteristics
- Other topics include: awareness of issues, price expectations, diet, etc....



# Extending the Purpose

- Core purpose is to assess domestic meat demand at national level
- Important differences exist in consumers across geographic space...and likely change over time
  - Short run: risk preferences/economic security during a pandemic, product availability
  - Long run: interstate flow of population, demographic makeup of regions



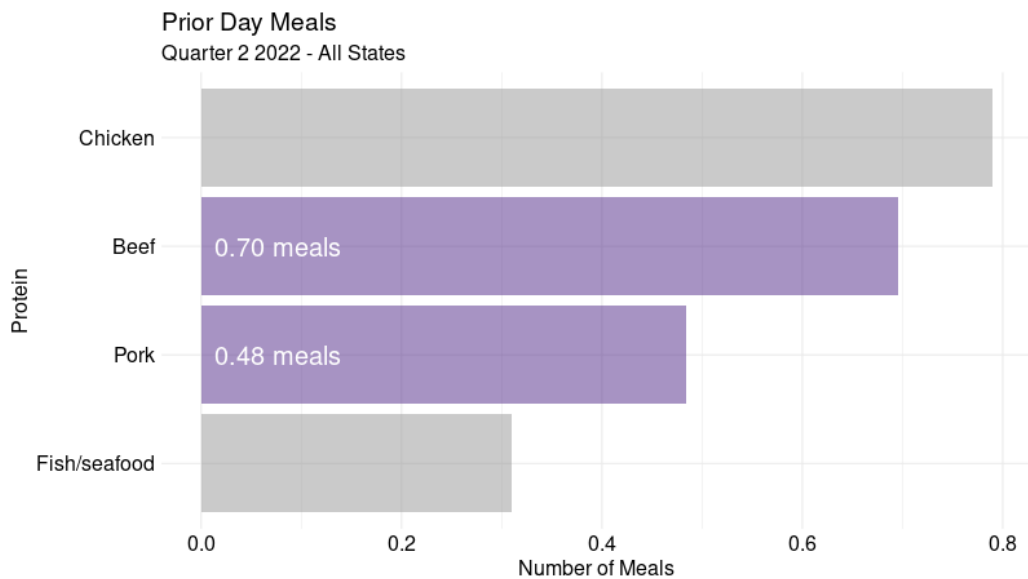
# Extending the Purpose

- Meat Demand Monitor Dashboard
  - Publicly available web application
  - Showcases national and state-level MDM results
  - Provides important insights on geographic differences in consumer behavior
  - Easily accessible, understandable summaries of data

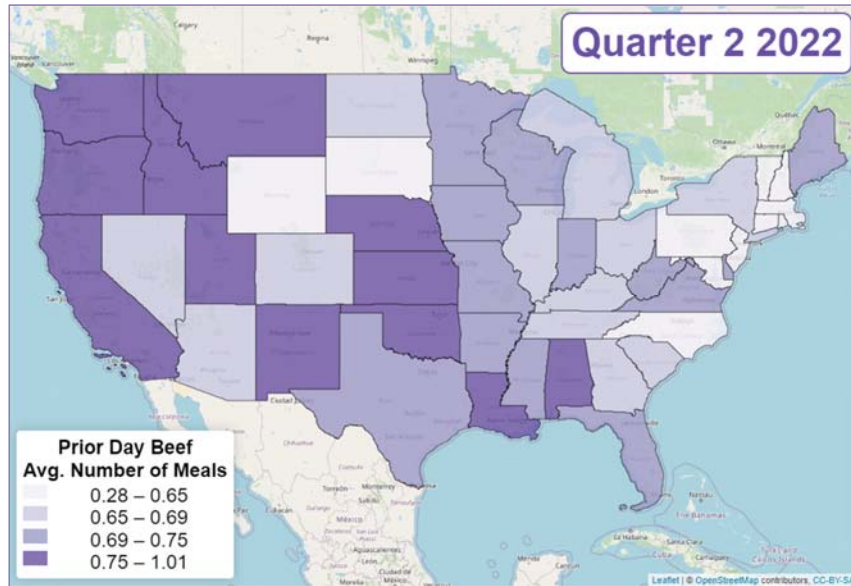
# MDM Dashboard

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

# Consumption

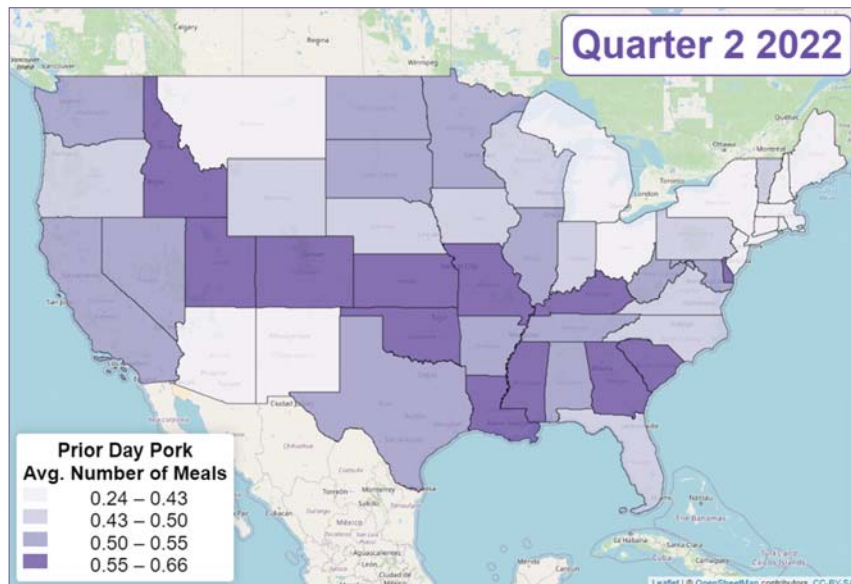


# Consumption - Beef



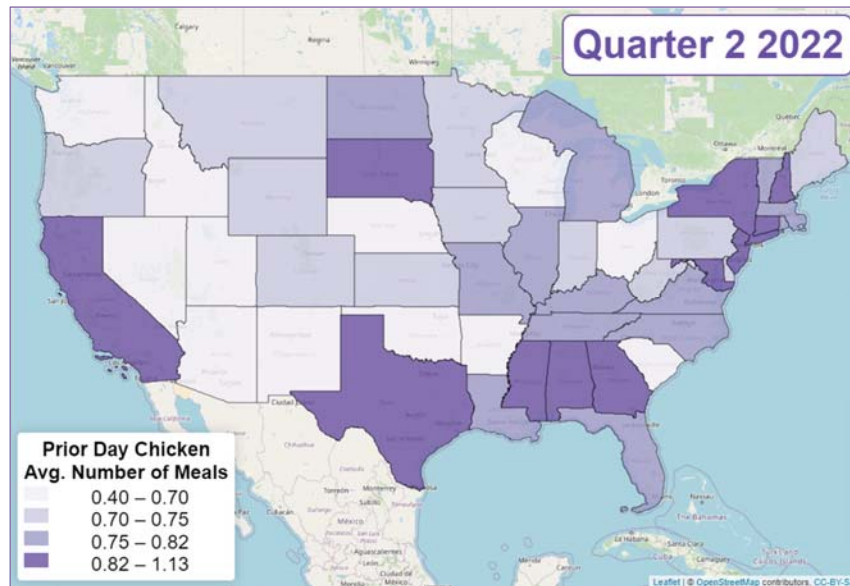
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# Consumption - Pork



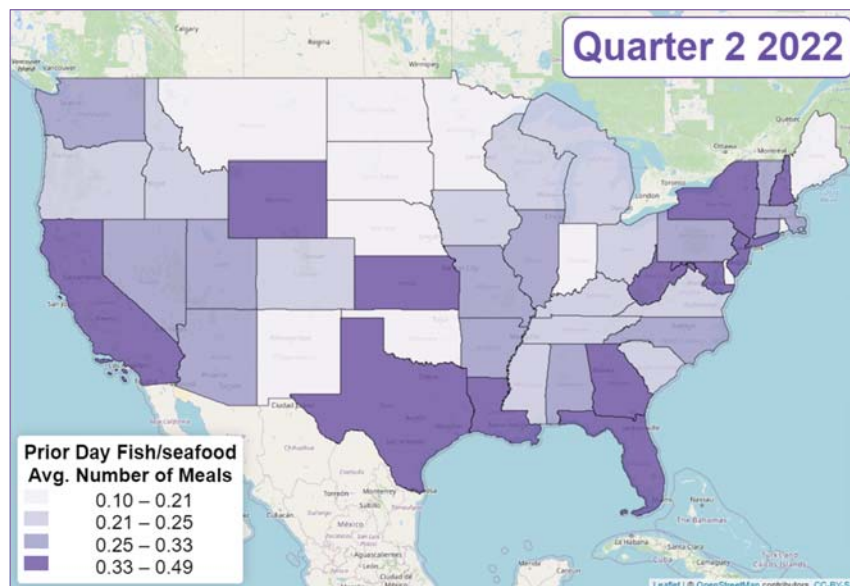
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# Consumption - Chicken



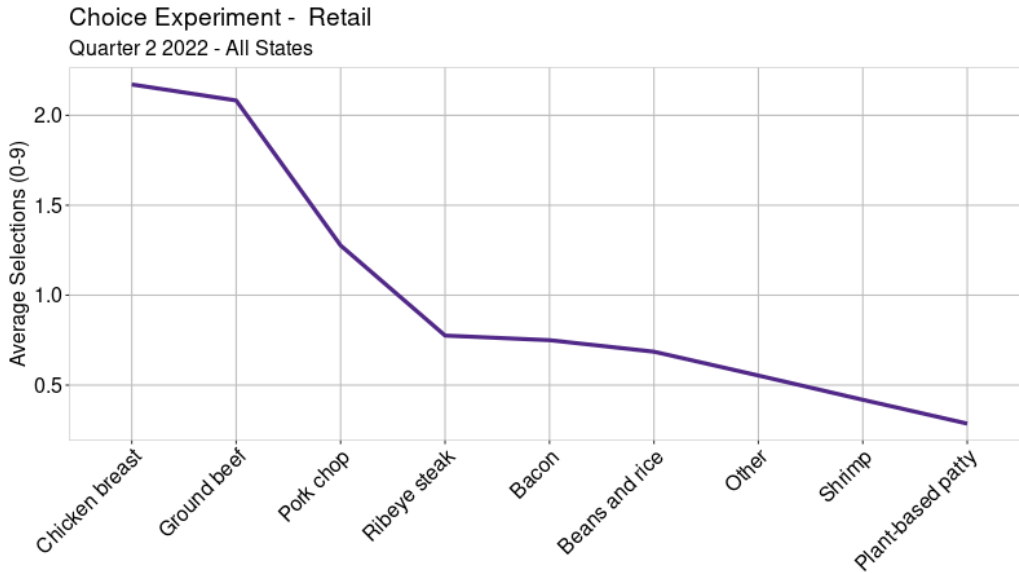
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# Consumption - Seafood

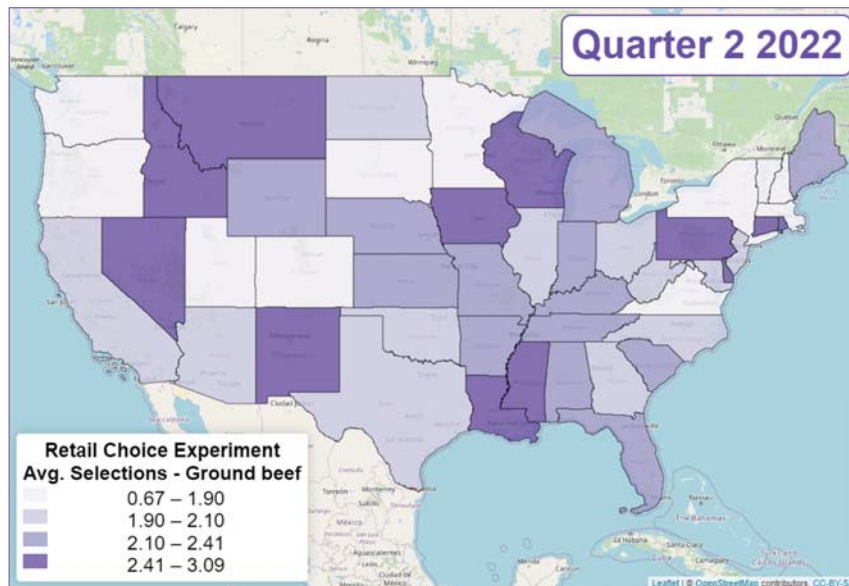


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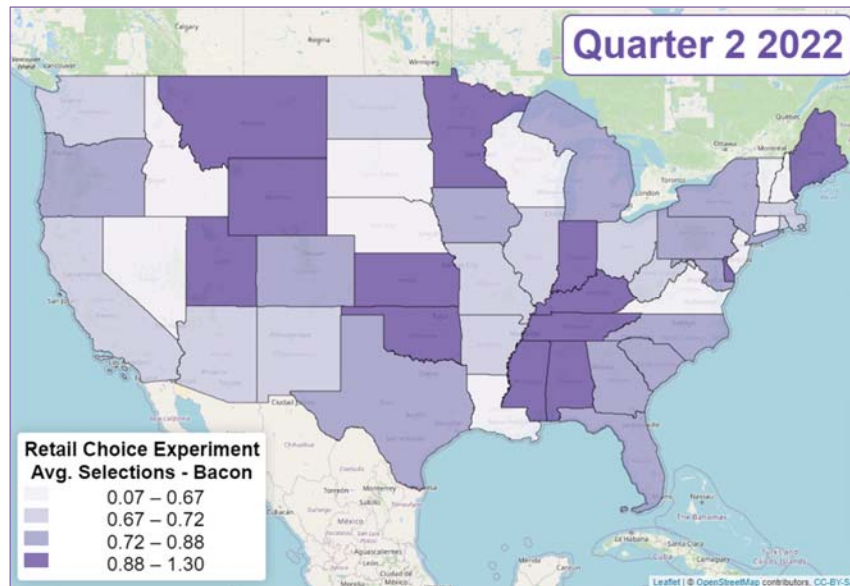
# Retail Demand



# Retail Demand – Ground Beef

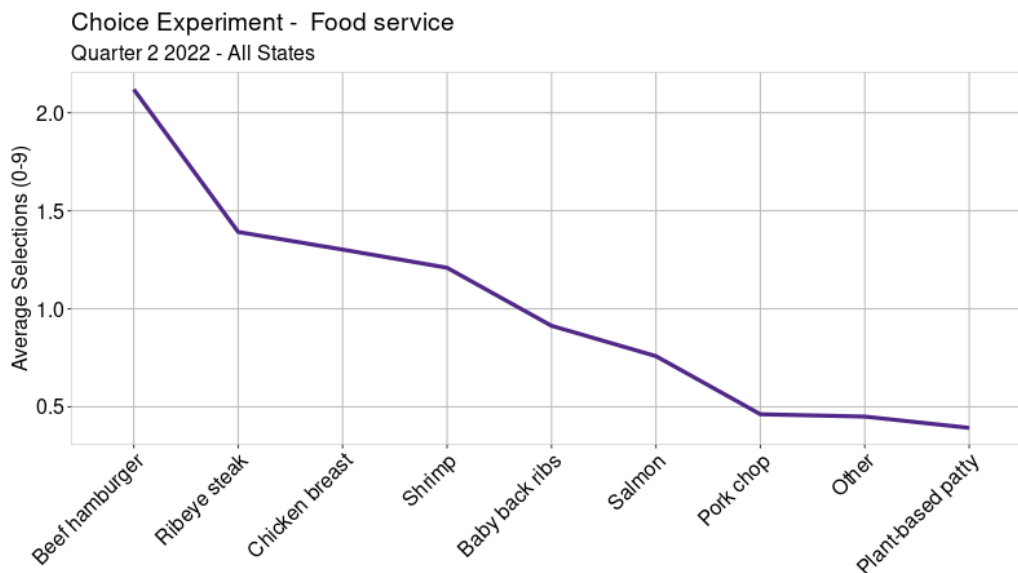


# Retail Demand – Bacon



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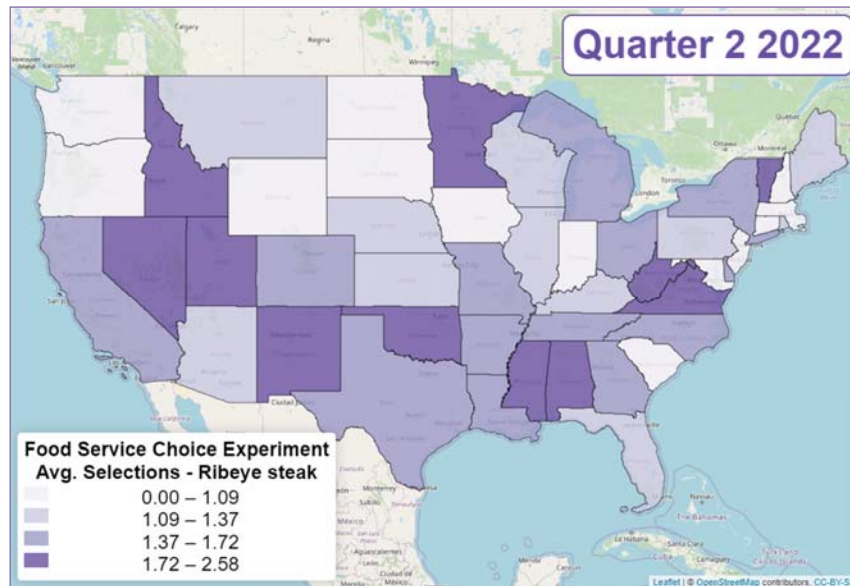
# Foodservice Demand



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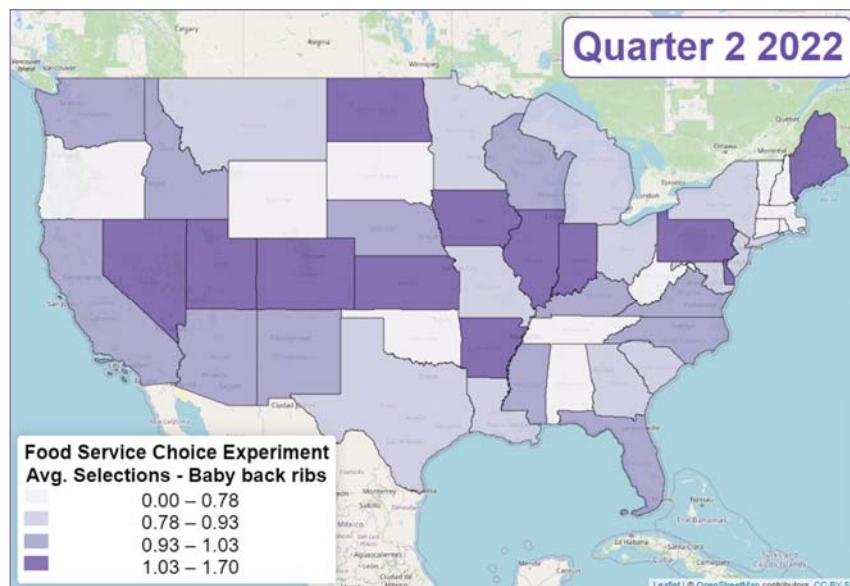


# Foodservice Demand – Ribeye



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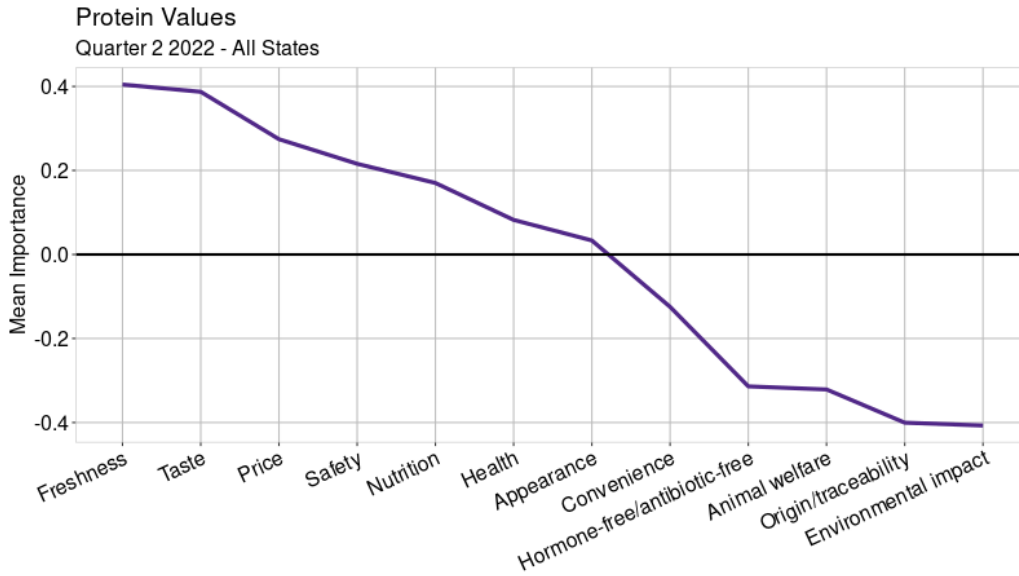
# Foodservice Demand – Ribs



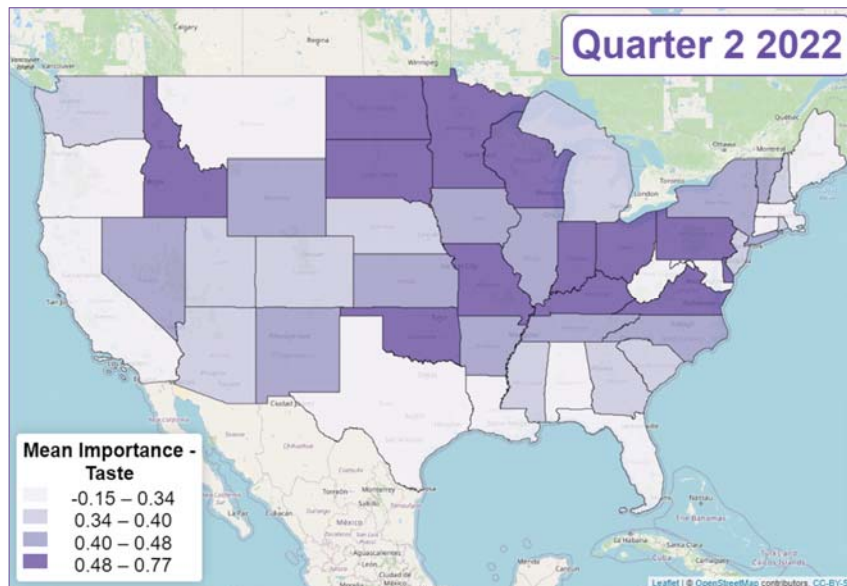
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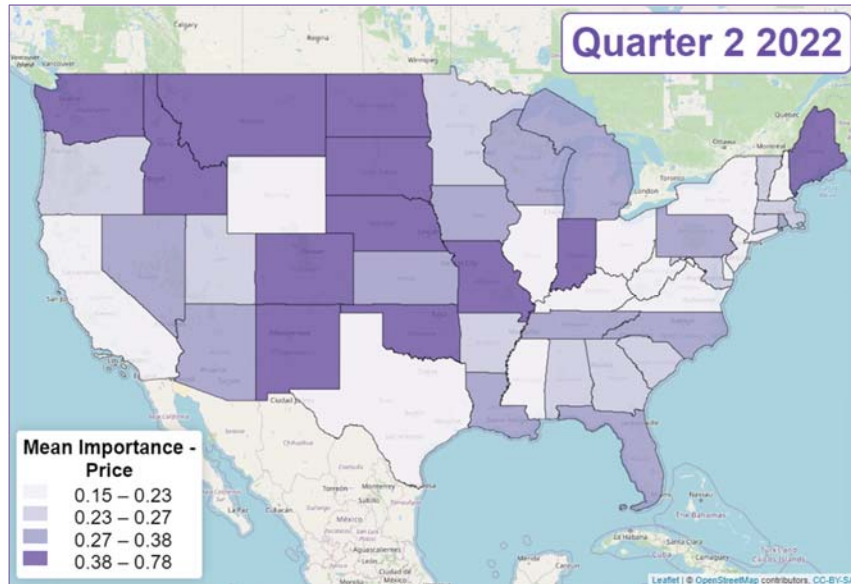
# Protein Values



# Protein Values - Taste

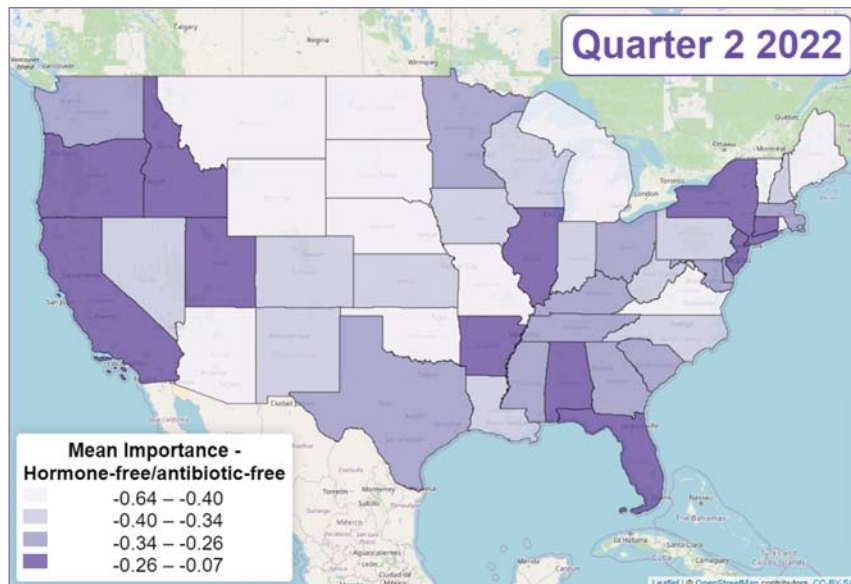


# Protein Values - Price



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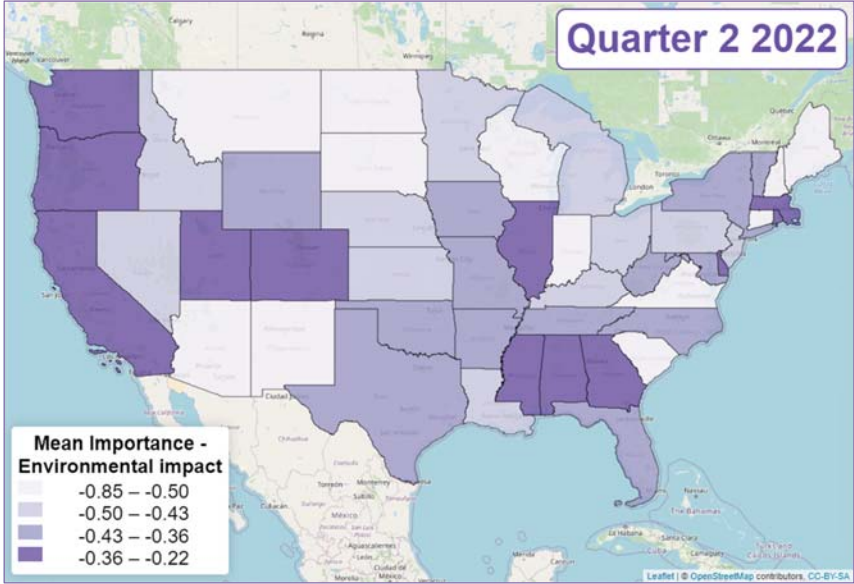
# Protein Values – Horm./Anti.-Free



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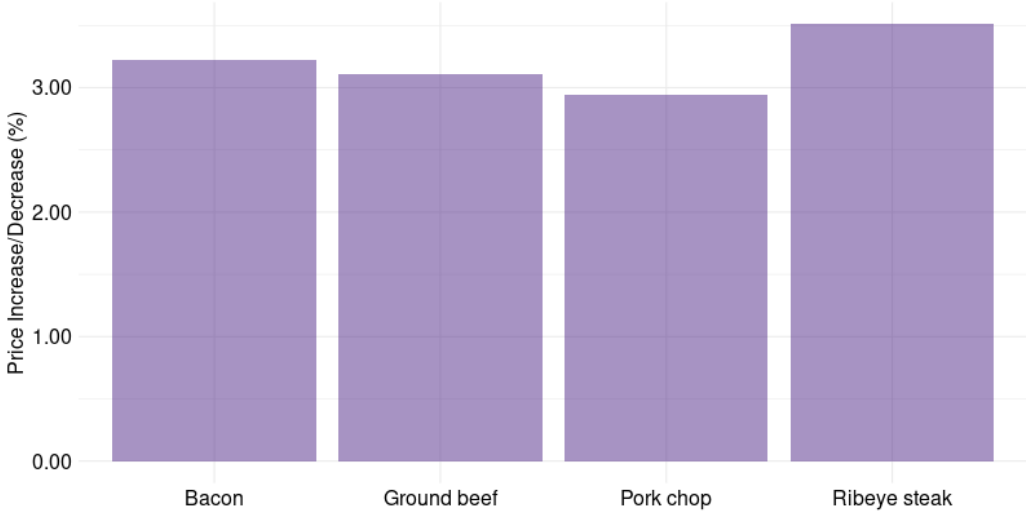


# Protein Values – Environ. Impact



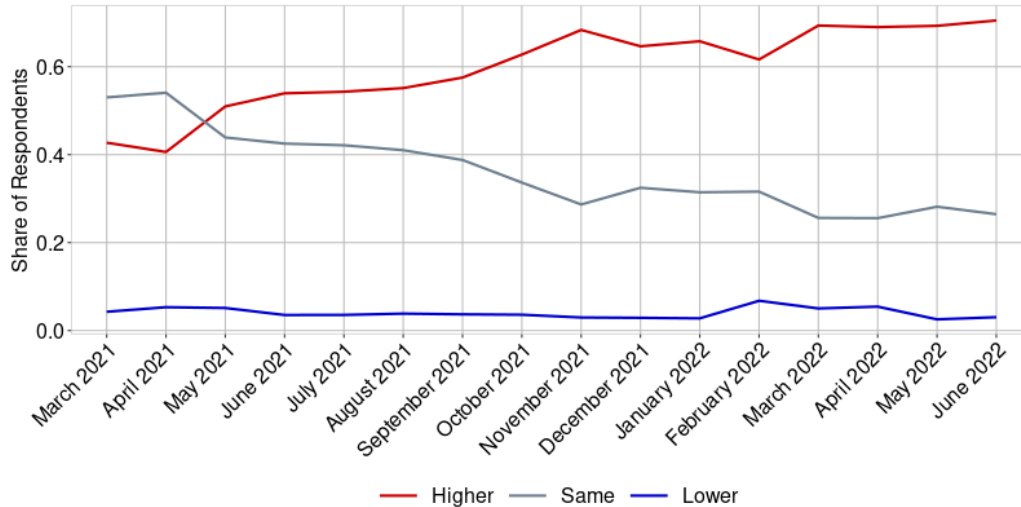
# Price Expectations (next month)

Expected Price Change  
Quarter 2 2022 - All States



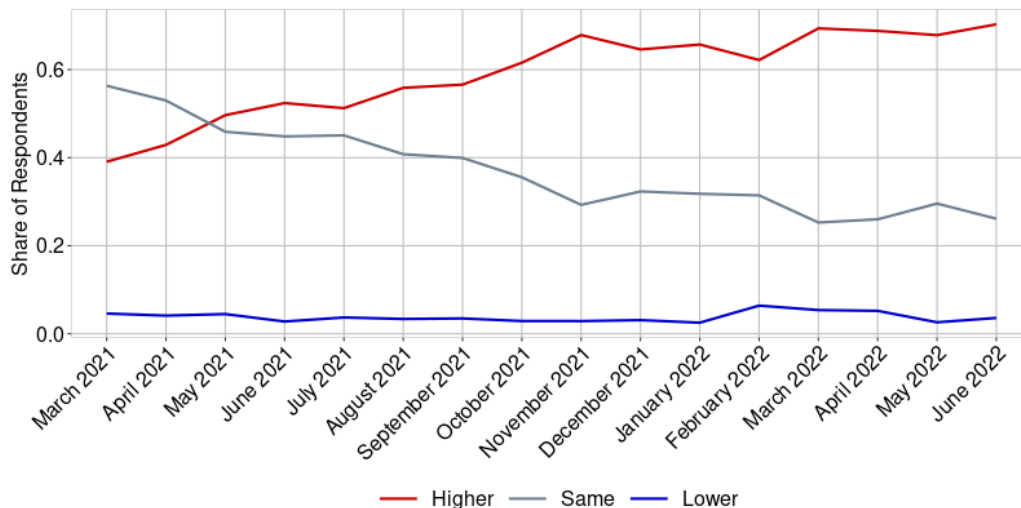
# Price Expectations (next month)

Expected Price Movement - Ground beef  
Quarter 2 2022 - All States



# Price Expectations (next month)

Expected Price Movement - Bacon  
Quarter 2 2022 - All States





## Use of MDM Data

- Research
  - Trends in meat consumption
    - <https://doi.org/10.1016/j.meatsci.2022.108843>
  - Meat vs. plant-based protein demand
    - <https://doi.org/10.1002/aep.13287>
  - Consumer behavior during COVID-19
    - <https://www.mdpi.com/2076-2615/11/4/1040/htm#>
  - Use of economic impact payments on food spending



## Use of MDM Data

- Government testimony
  - Kansas Legislature: House Agriculture Committee Testimony
  - U.S. Senate: Hearing on “Examining Markets, Transparency, and Prices from Cattle Producer to Consumer”



## Take Aways

- Chicken and seafood consumption concentrated in SE and coasts
- Higher demand in retail for chicken breast and ground beef
- Higher demand in foodservice for beef hamburger
- Seafood and plant-based protein demand comparatively low in both outlets



## Take Aways

- Consumers value taste and price more than hormone/anti-free and environmentally conscience
- Expected ~3% increases in next month's prices across variety of meat items



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