

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 |
|--------------------|--------------|-------------|-----------|--------|----------------|-------------------|--------|----------------|----------------|
| Jan-23 WTP (\$/lb) | \$17.64 | \$8.79 | \$7.56 | \$5.96 | \$8.57 | \$8.07 | \$9.02 | \$3.08 | |
| Market Share | 8% | 24% | 14% | 8% | 26% | 2% | 4% | 7% | 7% |
| Feb-23 WTP (\$/lb) | \$17.09 | \$8.39 | \$6.69 | \$5.68 | \$8.26 | \$7.94 | \$8.58 | \$2.74 | |
| Market Share | 8% | 23% | 13% | 8% | 26% | 3% | 4% | 7% | 8% |

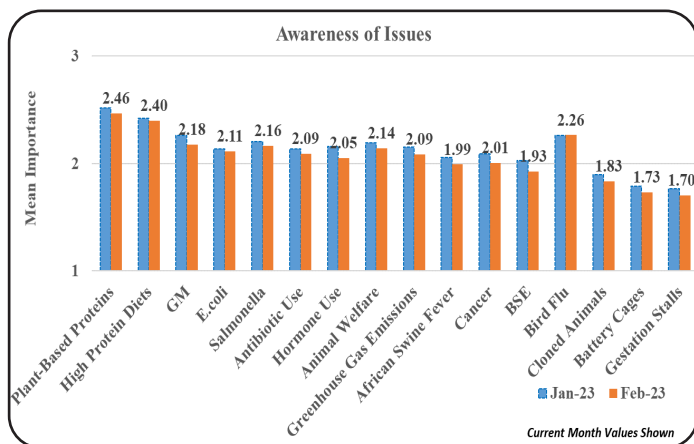
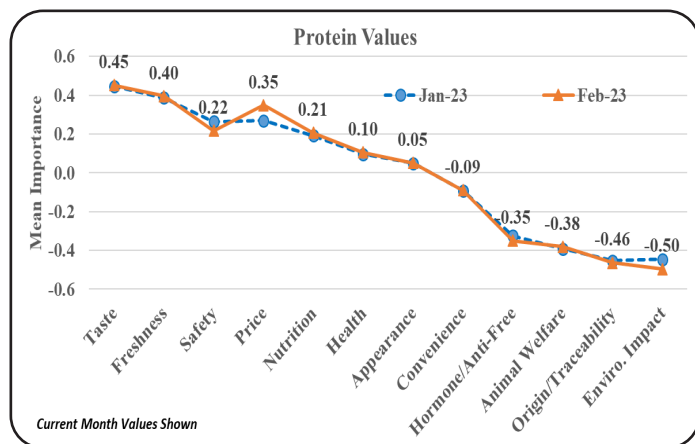
| FOOD SERVICE | Ribeye Steak | Beef Hamburger | Pork Chop | Baby Back Ribs | Chicken Breast | Plant-Based Patty | Shrimp | Salmon | Something Else |
|----------------------|--------------|----------------|-----------|----------------|----------------|-------------------|---------|---------|----------------|
| Jan-23 WTP (\$/meal) | \$26.61 | \$19.62 | \$15.33 | \$18.83 | \$18.25 | \$13.10 | \$18.46 | \$19.30 | |
| Market Share | 15% | 23% | 4% | 11% | 15% | 4% | 14% | 9% | 6% |
| Feb-23 WTP (\$/meal) | \$25.50 | \$18.94 | \$14.77 | \$18.10 | \$17.30 | \$13.45 | \$17.22 | \$18.21 | |
| Market Share | 14% | 26% | 4% | 10% | 15% | 4% | 13% | 8% | 6% |

Willingness-to-pay (WTP) decreased for all evaluated Retail products, in February compared to January. WTP also decreased for all evaluated Food Service meals except Plant-Based Patty. Demand for all examined retail products and food service dinner meals was lower in February of 2023 than in February of 2022.

The combined beef and pork projected market shares for February are 31% and 21%, respectively at the grocery store and 40% and 14% at the restaurant.

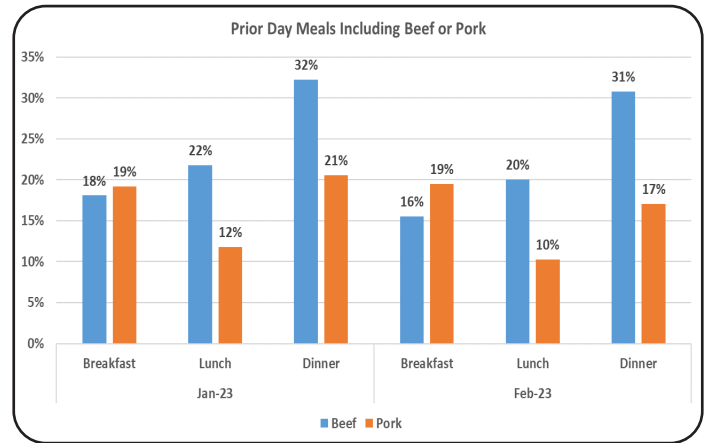
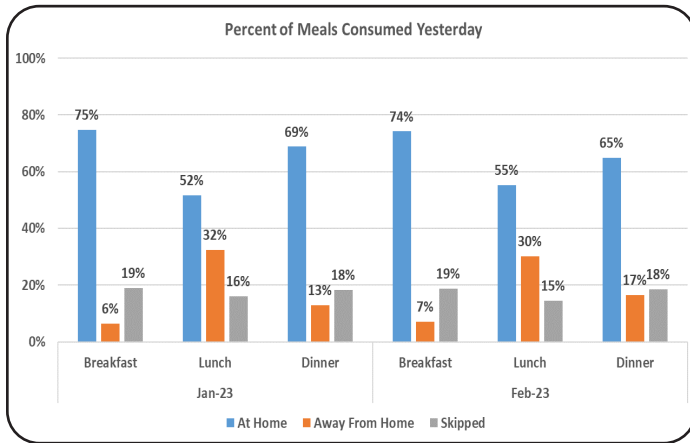
Protein Values & Issues Awareness

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



Prior Day Meals: Location & Protein Consumption Frequency

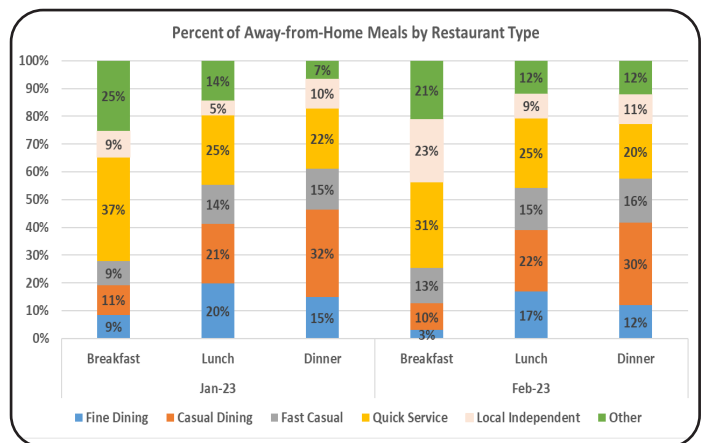
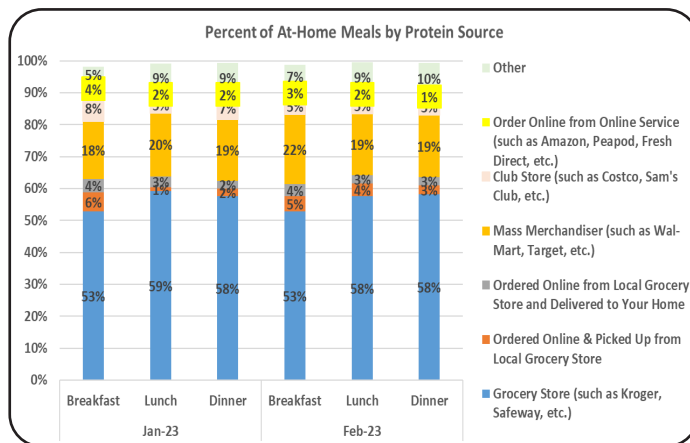
Respondents indicate 74%, 55%, and 65% consumed breakfast, lunch, and dinner at home in February. In February, 16%, 22%, and 31% had beef their prior day breakfast, lunch, and dinner. Pork was included in 19%, 10%, and 17% of these meals.



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

In February, the protein source for at-home meals was predominantly Grocery Stores. Combined, Club Stores and Mass Merchandisers were source for 27%, 24%, and 24% of breakfast, lunch, and dinner meals.

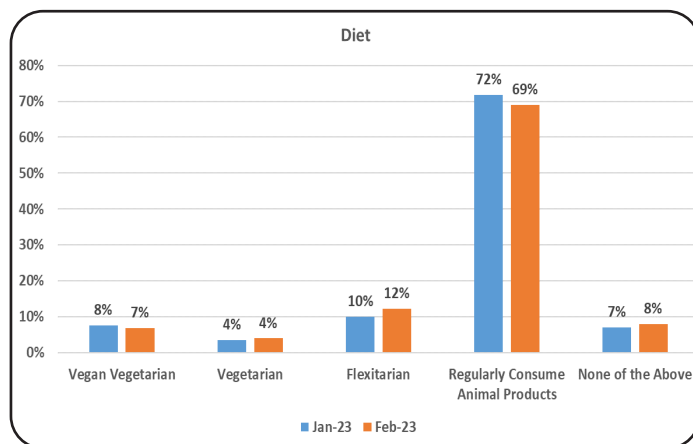
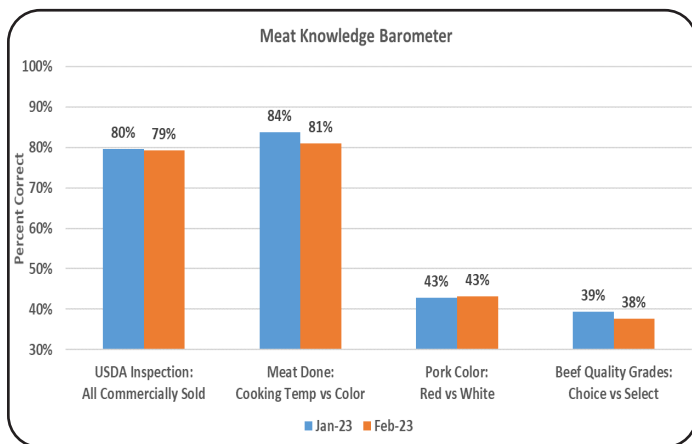
Meals consumed away-from-home vary in prevalence. Quick Service holds the largest share for breakfast and lunch meals while Casual Dining led for dinner. Combined, Casual Dining, Fast Casual, and Quick Service comprise 53%, 63%, and 65% of breakfast, lunch, and dinner meals in February.



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.

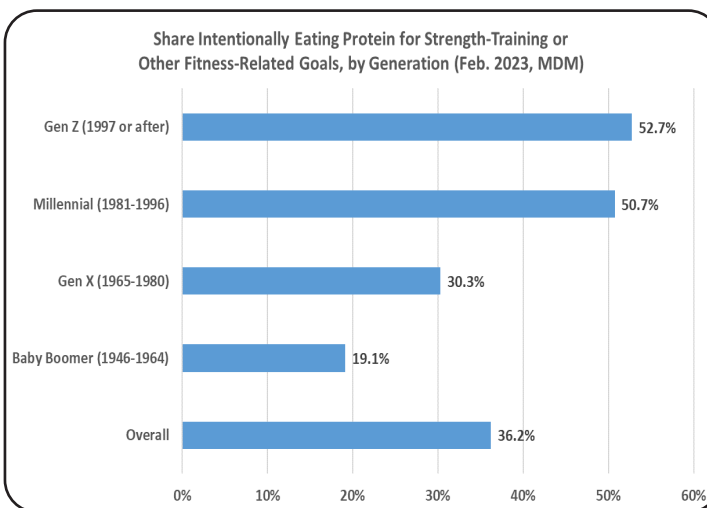
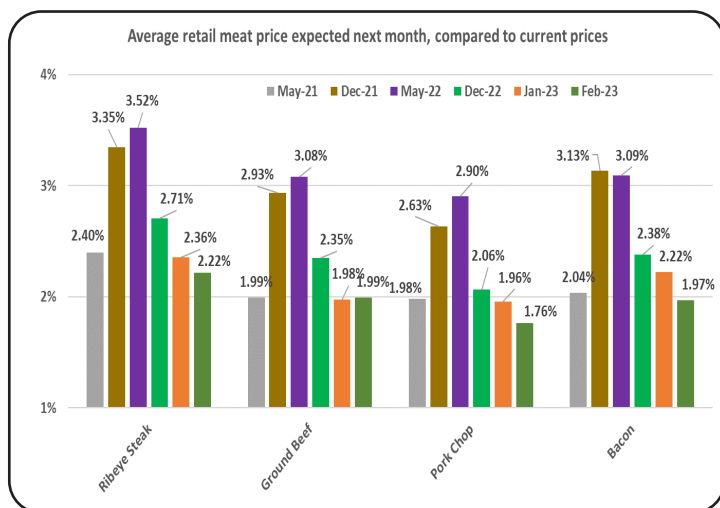
In February, 69% of respondents self-declare as regular consumers of products derived from animal products, 12% indicate they are Flexitarian/Semi-Vegetarian, and a combined 11% indicate they are either Vegan Vegetarian or Vegetarian.



Ad Hoc Questioning

Consistent with observations as 2022 concluded, resident expectations regarding future meat prices continue to moderate. In March, residents expect increases of 2% (or less) in retail ground beef, pork chop, and bacon prices.

Examining a question last reported in November of 2022 reveals the role of strength-training or other fitness-related goals are increasing in importance when residents make protein purchasing decisions. What stands out is over one-half of Millennial (1981-1996) and Gen Z (1997 or after) respondents indicate protein consumption is part of their efforts in meeting personal health goals - a point worthy of ongoing monitoring.



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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>

The MDM Project is funded in-part by the Beef Checkoff and the Pork Checkoff.



**Funded in part by
the Beef Checkoff.**

