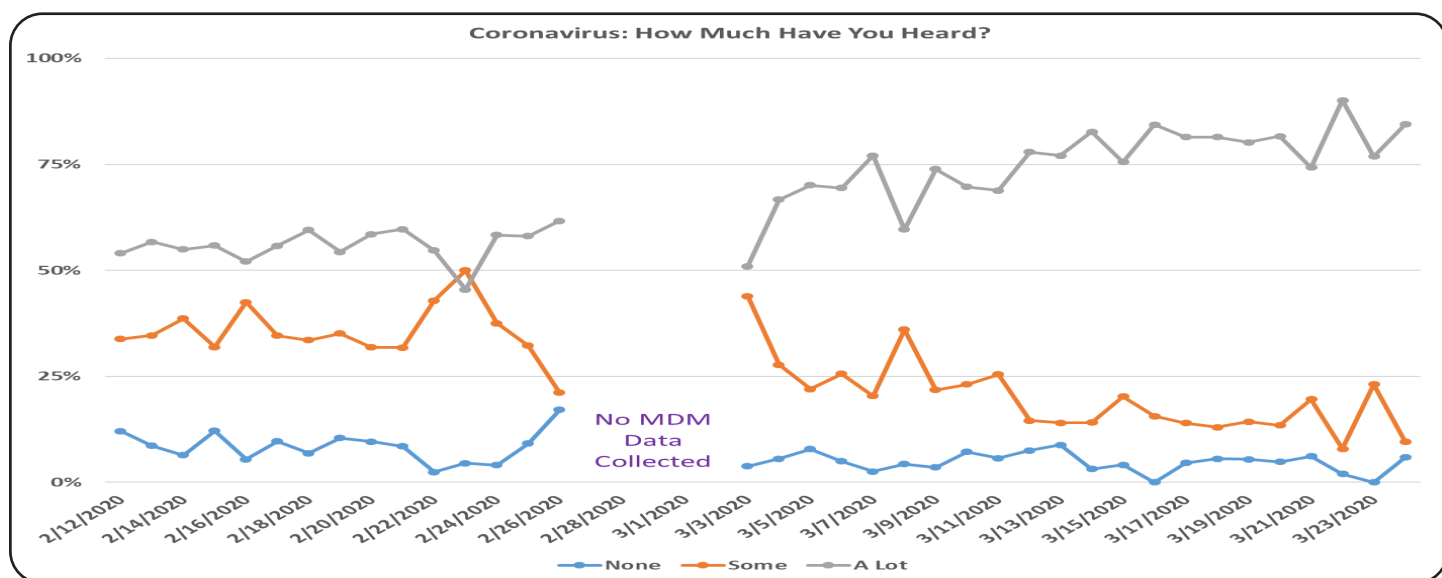


Coronavirus (COVID19) Impact

The Meat Demand Monitor (MDM) is a new project, launched in February that collects data from over 2,000 respondents each month. Given data is collected daily over an extended period for most days each month, information is available to begin providing insight on how consumer patterns are changing with the COVID19 situation. The purpose of this report is to highlight some of these developing trends given data available through March 24th.

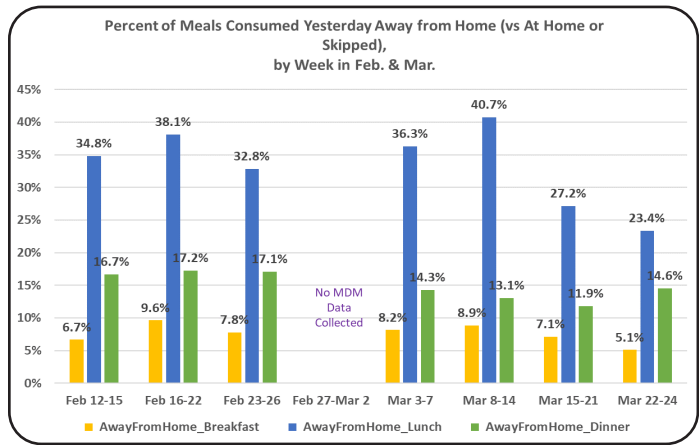
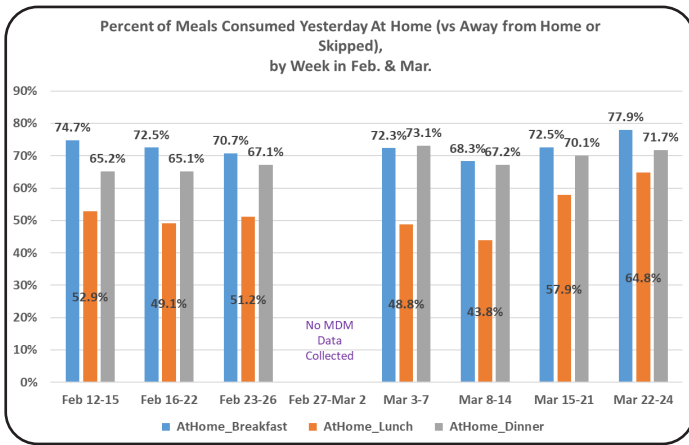
It is useful to start noting, not surprisingly, that the vast majority of residents have heard a lot about COVID19.



At-Home vs Away-from-Home Meal Frequency

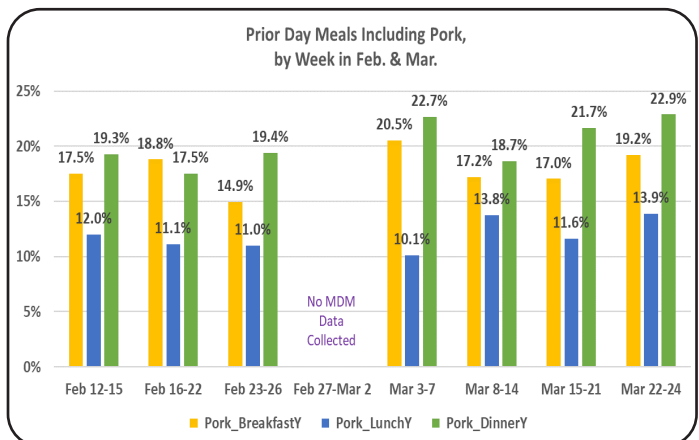
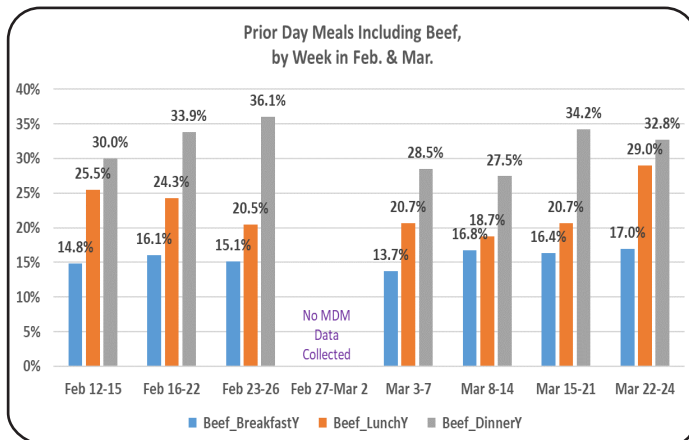
The next two figures summarize the percent of breakfast, lunch, and dinner meals consumed at home and away from home (versus skipped). The values presented are simple averages by week to help mitigate day-of-the week effects. It is readily apparent that over the February 12th – March 14th period a fairly consistent pattern held where 68-75% (7-10%) of breakfast, 44-53% (33-41%) of lunch, and 65-73% (13-17%) of dinner meals were consumed at home (away from home).

Then beginning with the March 15-21st week, rather strong changes began to develop. The percentage of all three meals consumed at home increased with the increase for lunch being most pronounced. In fact, on March 24th the percent of breakfast, lunch, and dinner meals consumed at home was the highest across the 37 individual days where MDM data is available.



Beef & Pork Meal Inclusion Frequency

Given the increase in at-home food consumption it is useful to go further and examine trends in how beef and pork are consumed, by meal over this same period. The final two charts document the ongoing heavy prevalence of both beef and pork being included in meals. Beef is regularly most frequently included in dinner meals. Meanwhile the share of respondents consuming pork the prior day has increased recently for all three meals.



Conclusion

The impact of the COVID19 situation remains dynamic and important to monitor. The magnitude and duration of shifts towards at-home consumption, and prevalence of beef and pork in those meals will remain the focus of attention. In future weeks, an update of this preliminary assessment is planned.



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.**

