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.

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
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 Ham-burger	Pork Chop	Baby Back Ribs	Chicken Breast	Plant-Based Patty	Shrimp	Salmon	Something Else
Jun-24	WTP ($/meal)	$27.58	$20.63	$15.89	$18.93	$18.74	$13.30	$18.48	$20.04	
	Market Share	16%	25%	4%	10%	15%	4%	13%	9%	5%
Jul-24	WTP ($/meal)	$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%

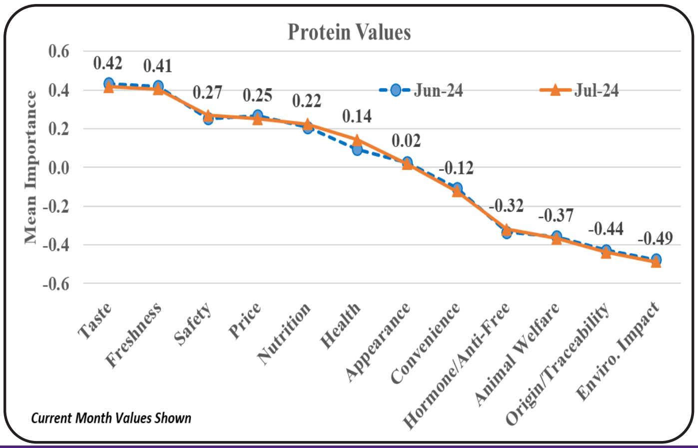
Willingness-to-pay (WTP) decreased for six evaluated Retail products in July compared to June. WTP increased for five evaluated Food Service dinner meals in July.

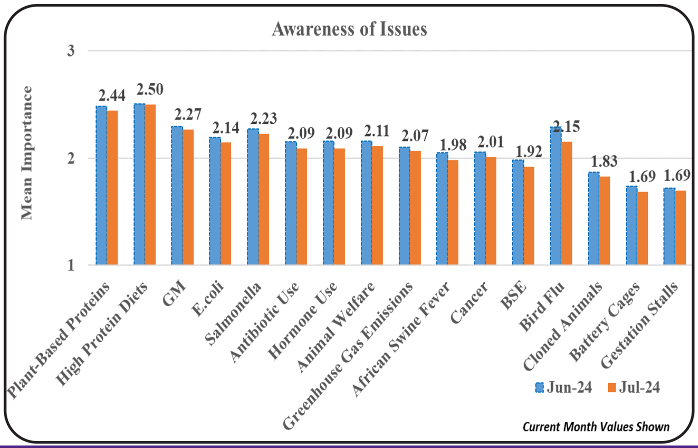
The combined beef and pork projected market shares for July are 32% and 21%, respectively at the grocery store and 41% and 15% at the restaurant.

Protein Values & Issues Awareness

Taste, Freshness, Price, and Safety remain most important when purchasing protein. To guide interpretation of these zero-sum values, there are 42% more considering Taste a top-4 factor (of 12 examined) than considering Taste a bottom-4 purchasing factor. Similarly, 49% more consider Environmental Impact a bottom-4 factor than consider Environmental Impact a top-4 purchasing factor.

Plant-based Proteins and High Protein Diets remain topics heard or read most about.





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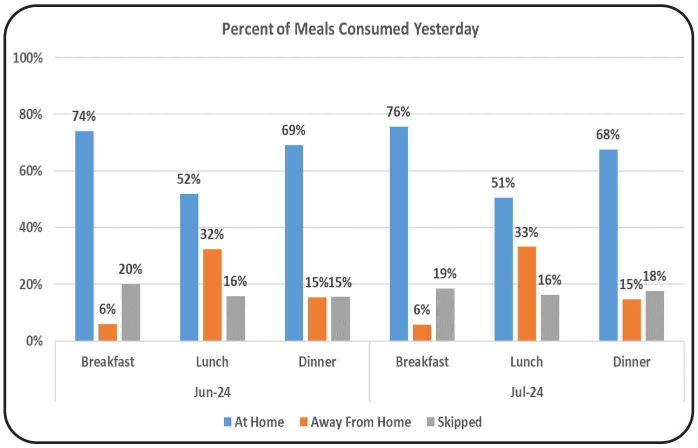
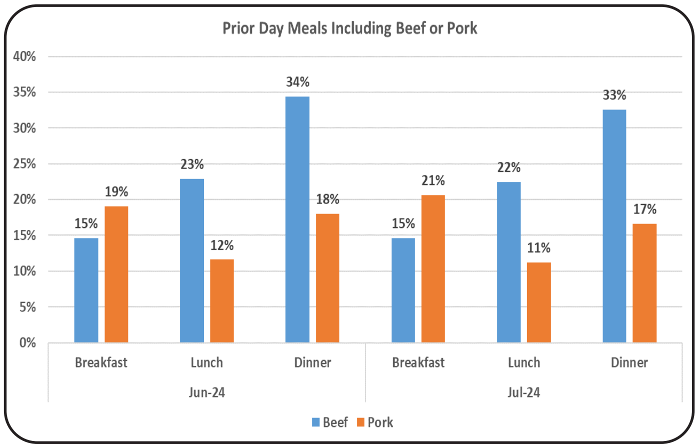
Prior Day Meals: Location & Protein Consumption Frequency

Respondents indicate 76%, 51%, and 68% consumed breakfast, lunch, and dinner at home in July with breakfast meal rates increasing from June. In July, 15%, 22%, and 33% had beef their prior day breakfast, lunch, and dinner. Pork was included in 21%, 11%, and 17% of these meals.

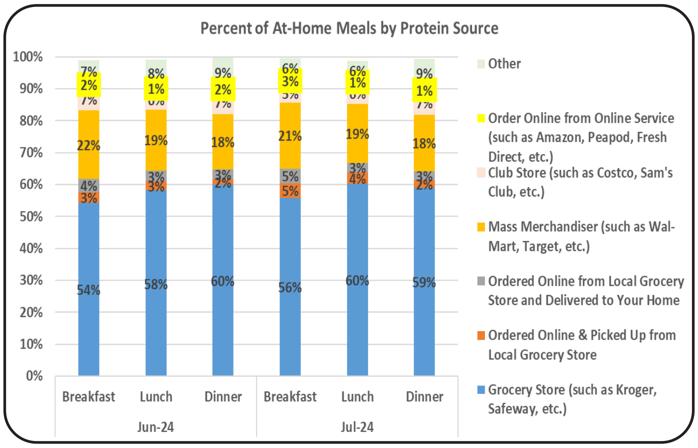


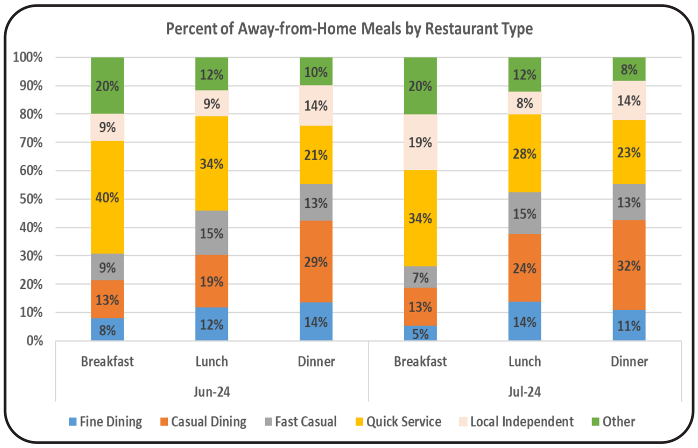


Prior Day Meals: At-Home Protein Source & Restaurant Type

In July, the protein source for at-home meals was predominantly Grocery Stores. Combined, Club Stores and Mass Merchandisers were source for 26%, 25%, and 25% 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 55%, 66%, and 67% of breakfast, lunch, and dinner meals in June.





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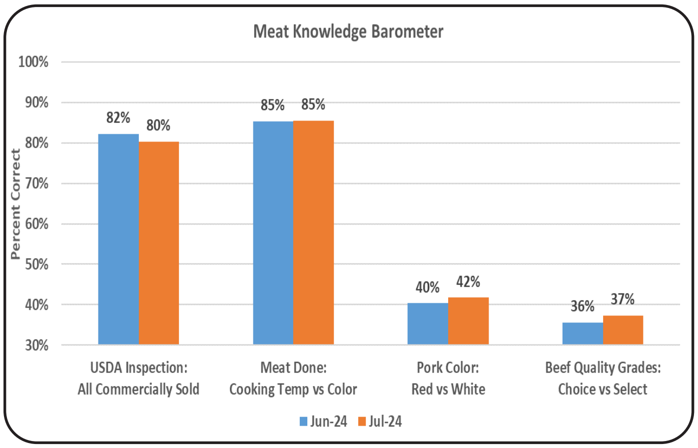
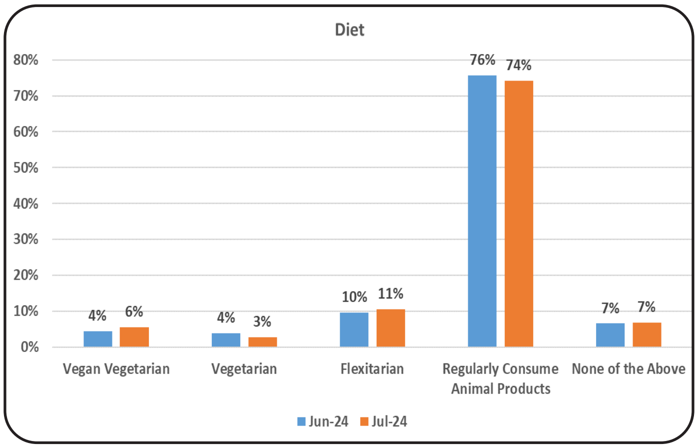
Additional MDM Project details are available at: https://www.agmanager.info/

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 July, 74% of respondents self-declare as regular consumers of products derived from animal products, 11% indicate they are Flexitarian/Semi-Vegetarian, and a combined 8% indicate they are either Vegan Vegetarian or Vegetarian.

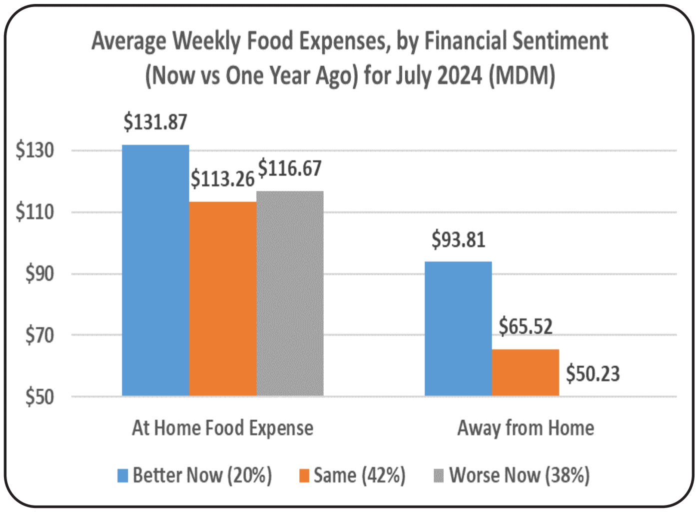




Ad Hoc Questioning

In July 20% indicated their household finances are better than one year ago. While additional enhancement is welcomed, this 20% prevalence is an increase from rates of 17% in April and 15% in January.

Consistent with past months, a main impact of varying financial sentiment is where and how much is spent on food. Narrowly, the minority (20% in July) signaling improving finances spend more at-home on food and especially spend more away-from-home relative to those reporting stable (42% in July) or declining (38% in July) household finances. This shift in market-channel spending remains worthy of elevated attention.



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

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