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-22	WTP ($/lb)	$17.19	$8.52	$7.09	$6.10	$8.29	$8.98	$9.16	$2.93	
	Market Share	8%	24%	13%	9%	25%	3%	4%	7%	7%
Jul-22	WTP ($/lb)	$17.82	$9.11	$7.47	$6.65	$9.08	$8.95	$9.65	$3.36	
	Market Share	8%	23%	13%	9%	26%	3%	4%	7%	6%

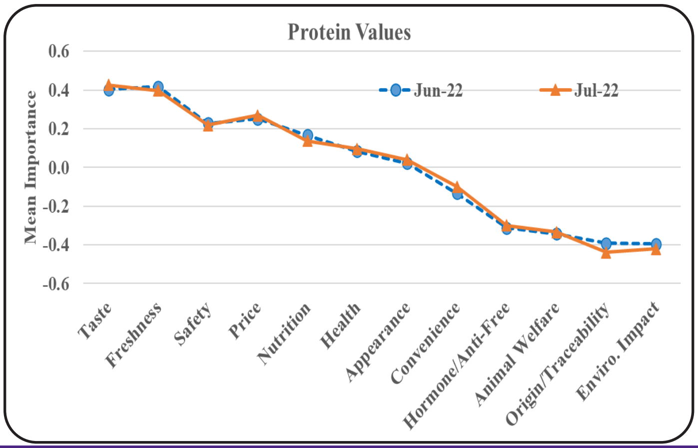
FOOD SERVICE		Ribeye Steak	Beef Ham-burger	Pork Chop	Baby Back Ribs	Chicken Breast	Plant-Based Patty	Shrimp	Salmon	Something Else
Jun-22	WTP ($/meal)	$27.11	$20.63	$16.38	$19.26	$18.89	$13.55	$18.33	$19.58	
	Market Share	14%	24%	5%	10%	15%	4%	13%	9%	5%
Jul-22	WTP ($/meal)	$27.14	$20.11	$15.86	$18.48	$18.29	$12.91	$18.15	$19.19	
	Market Share	15%	23%	5%	10%	15%	4%	13%	9%	6%

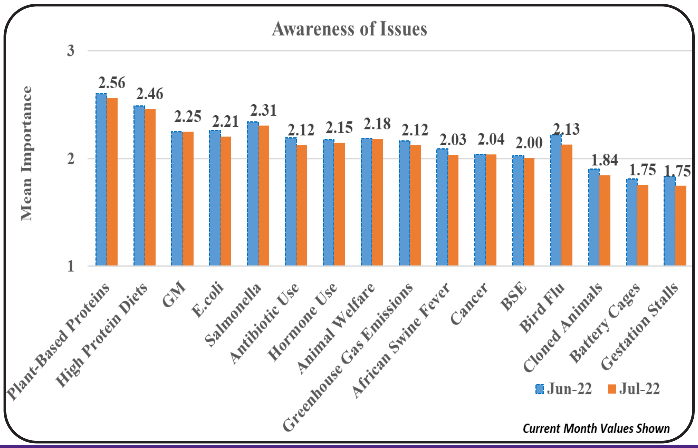
Willingness-to-pay (WTP) increased for seven evaluated Retail products in July compared to June, including each included beef and pork product. Meanwhile, WTP decreased for seven evaluated Food Service meals. Combined this indicates weakening consumer demand in food service channels and some improvement in retail demand perhaps reflecting seasonal grilling. This is also broadly consistent with increased general discussion around consumers being more conservative in their spending.

The combined beef and pork projected market shares for July are 31% and 22%, respectively at the grocery store and 39% and 15% at the restaurant.

Protein Values & Issues Awareness

Taste, Freshness, Safety, and Price remain most important when purchasing protein. Plant-based Proteins and High Protein Diets remain topics heard or read most about.





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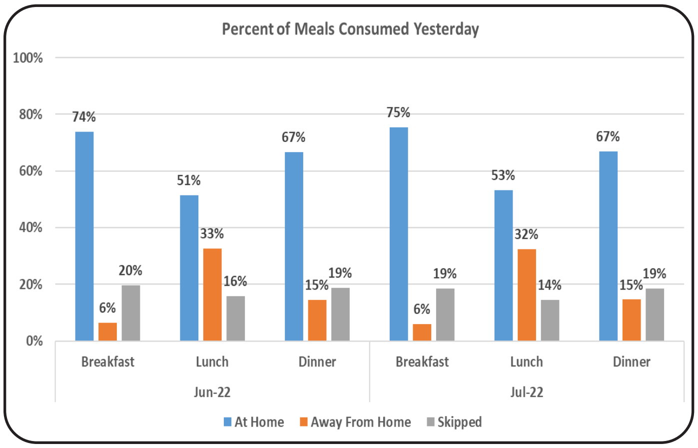
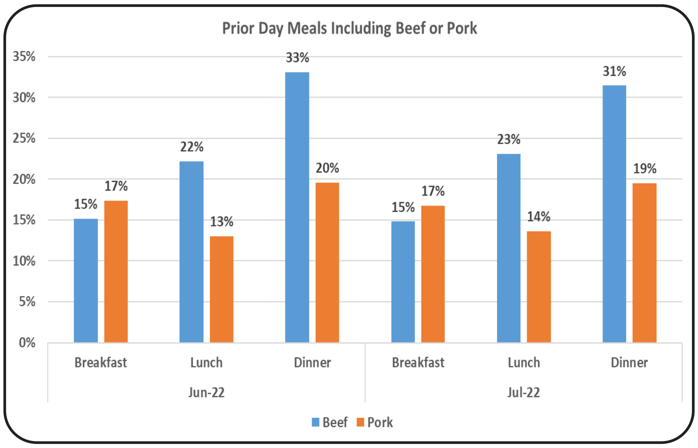
Prior Day Meals: Location & Protein Consumption Frequency

Respondents indicate 75%, 53%, and 67% consumed breakfast, lunch, and dinner at home in July with each value being on par or higher than in June indicating more at home meal consumption in July.

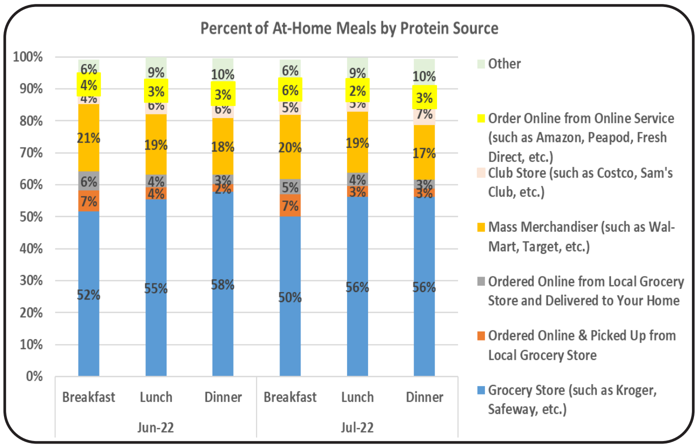
In July, 15%, 23%, and 33% had beef their prior day breakfast, lunch, and dinner. Pork was included in 17%, 14%, and 19% of these meals.

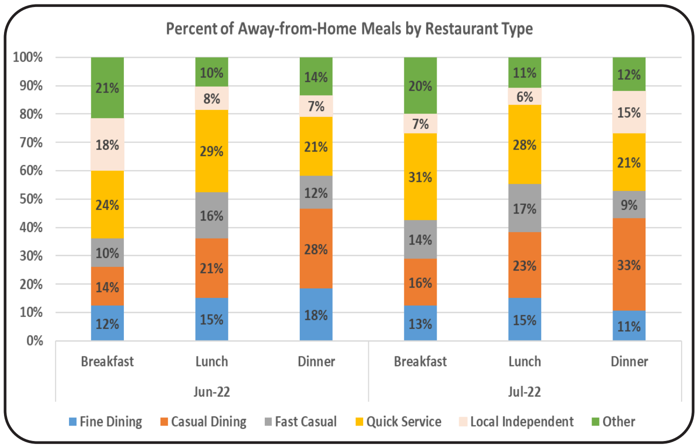




Prior Day Meals: At-Home Protein Source & Restaurant Type

In July, the protein source for at-home meals was predominantly Grocery Stores. Meals consumed away-from-home vary in prevalence. Quick Service holds the largest share for breakfast and lunch while Casual Dining leads for dinner. Combined, Casual Dining, Fast Casual, and Quick Service comprise 61%, 68%, and 63% of breakfast, lunch, and dinner meals in July.





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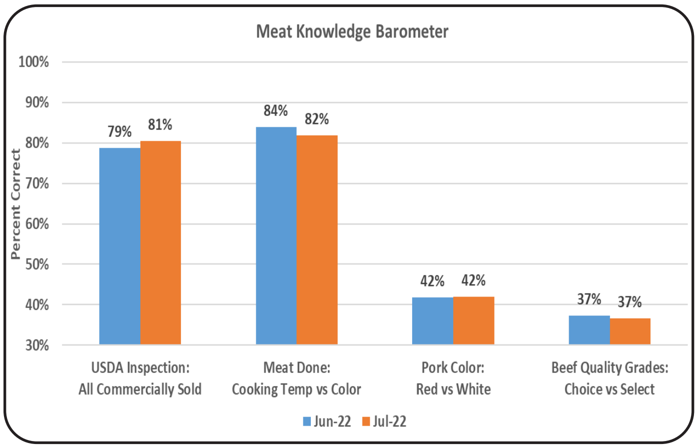
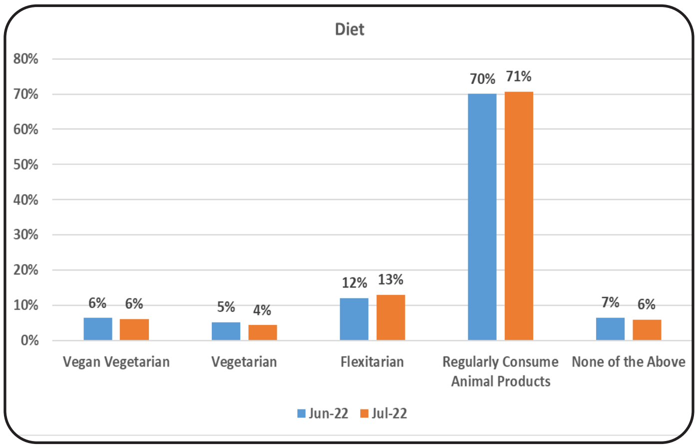
Additional MDM Project details are available at: https://www.agmanager.info/

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, 71% of respondents self-declare as regular consumers of products derived from animal products, 13% indicate they are Flexitarian/Semi-Vegetarian, and a combined 10% indicate they are either Vegan Vegetarian or Vegetarian.

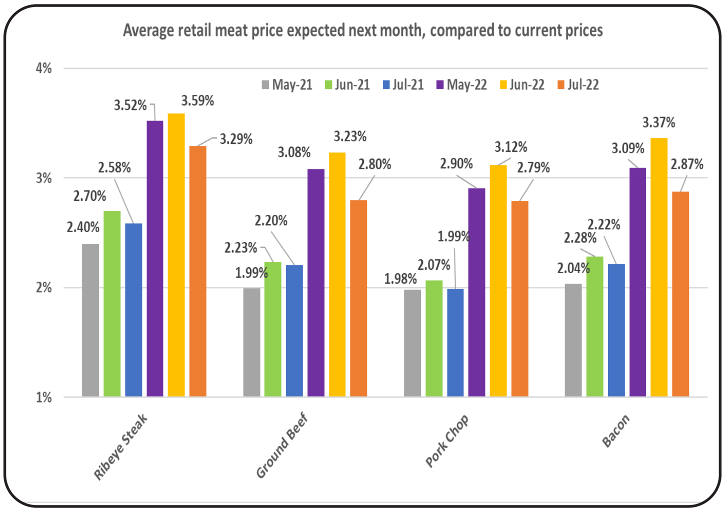


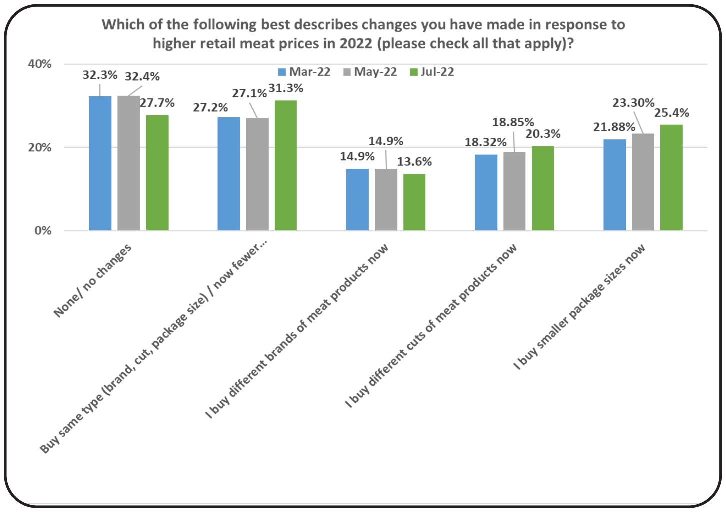


Ad Hoc Questioning

Consumers continue to expect higher retail meat prices next month and these price expectations remain well above one-year ago expectations consistent with ongoing inflation discussions. However, expected price levels did moderate slightly compared to expectations in June.

Another question was repeated asking how consumers have responded to higher retail meat prices in 2022. Fewer respondents are indicating no changes. Among those indicating changes, a growing number (31%) are reducing the volume of items purchased while being steadfast in product type (brand, cut, and package size), buying different cuts (20%), or buying smaller packages now (25%).





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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