

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
May-21 WTP (\$/lb)	\$17.25	\$8.36	\$6.83	\$5.70	\$8.19	\$9.37	\$9.46	\$2.70	
Market Share	8%	22%	13%	8%	24%	4%	5%	7%	8%
Jun-21 WTP (\$/lb)	\$16.99	\$7.86	\$6.82	\$5.37	\$7.94	\$8.61	\$9.55	\$2.66	
Market Share	8%	22%	14%	8%	26%	3%	5%	7%	8%

FOOD SERVICE	Ribeye Steak	Beef Hamburger	Pork Chop	Baby Back Ribs	Chicken Breast	Plant-Based Patty	Shrimp	Salmon	Something Else
May-21 WTP (\$/meal)	\$25.86	\$20.78	\$15.39	\$19.04	\$18.98	\$14.41	\$19.11	\$19.58	
Market Share	12%	23%	5%	10%	15%	6%	14%	9%	6%
Jun-21 WTP (\$/meal)	\$27.21	\$20.70	\$15.56	\$18.76	\$18.67	\$13.28	\$18.82	\$19.14	
Market Share	15%	24%	5%	10%	15%	5%	14%	8%	6%

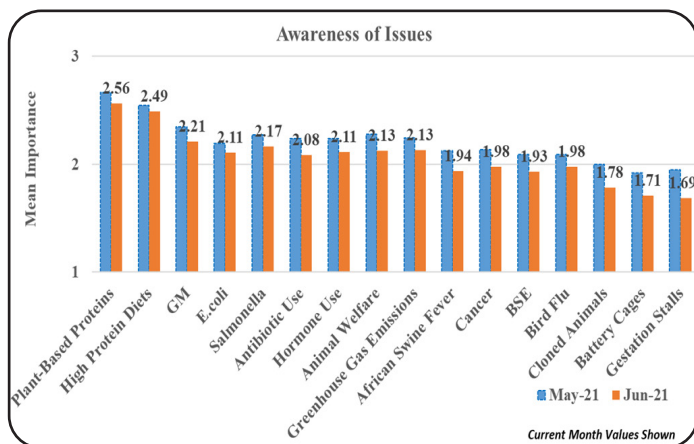
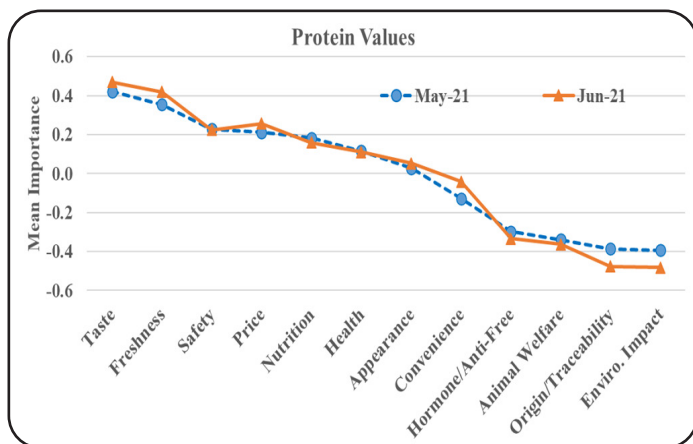
Willingness-to-pay (WTP) decreased for seven evaluated Retail products in June compared to May. WTP decreased for six evaluated Food Service meals.

The combined beef and pork projected market shares for May are 30% and 21%, respectively at the grocery store and 38% and 15% at the restaurant.

Protein Values & Issues Awareness

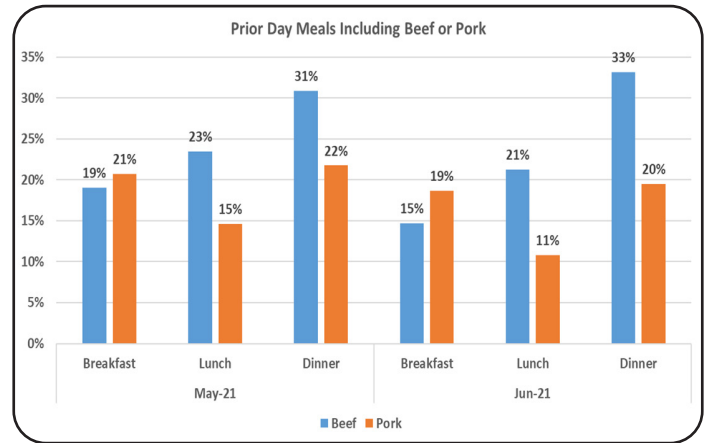
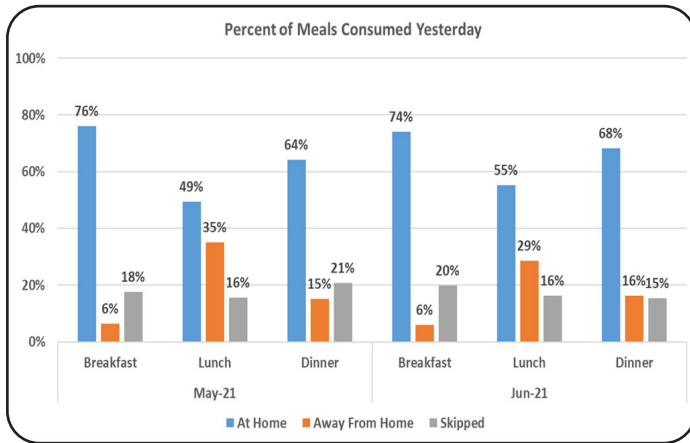
Taste, Freshness, Safety, and Price remain most important when purchasing protein. Convenience increased most in importance while Origin/Traceability decreased most from last month.

Plant-based Proteins, High Protein Diets, and Genetically modified foods are the topics heard or read most about.



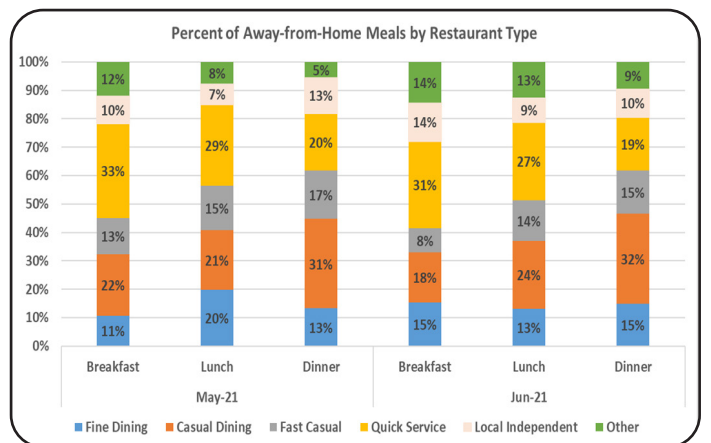
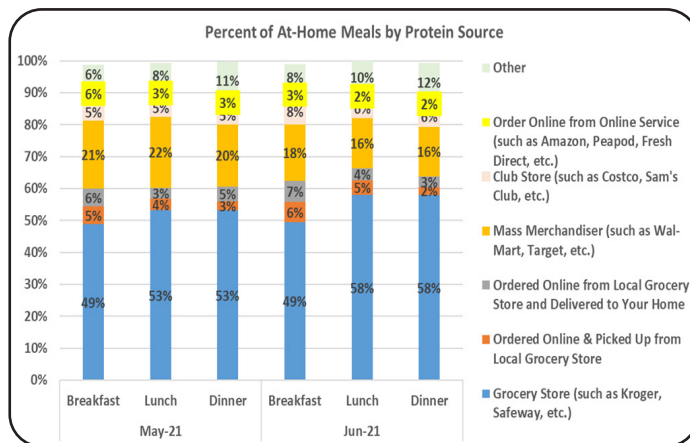
Prior Day Meals: Location & Protein Consumption Frequency

Respondents indicate 74%, 55%, and 68% consumed breakfast, lunch, and dinner at home in June. In June, 15%, 21%, and 33% had beef their prior day breakfast, lunch, and dinner. Pork was included in 19%, 11%, and 20% of these meals.



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

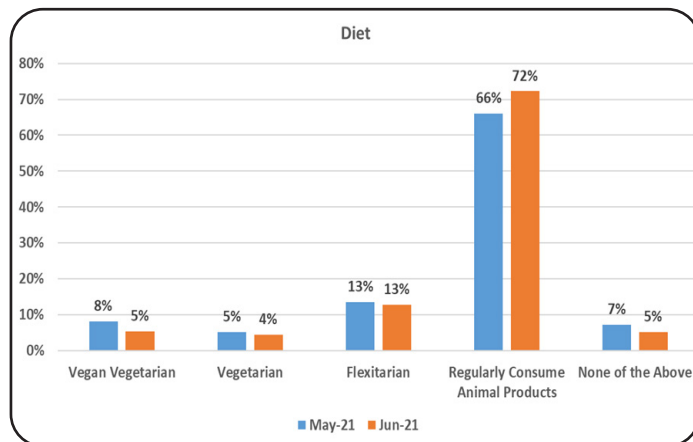
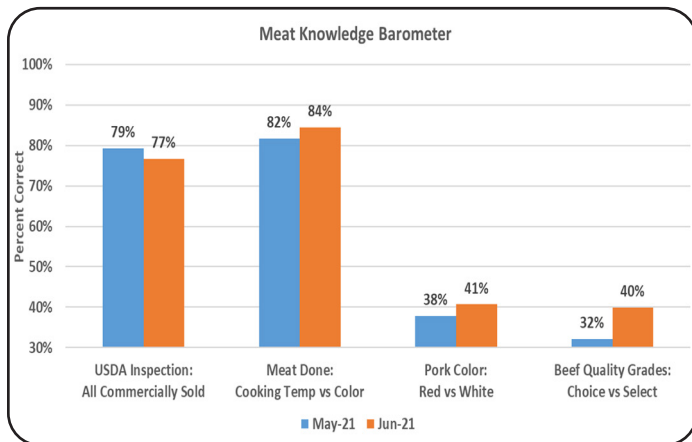
In June, the protein source for at-home meals was predominantly Grocery Stores. Meals consumed away-from-home vary in prevalence. Quick Service holds the largest share for breakfast and lunch while Casual Dining leads for dinner. Combined, Casual Dining, Fast Casual, and Quick Service comprise 57%, 66%, and 66% of breakfast, lunch, and dinner meals in June.



Meat Knowledge & Personal Diet

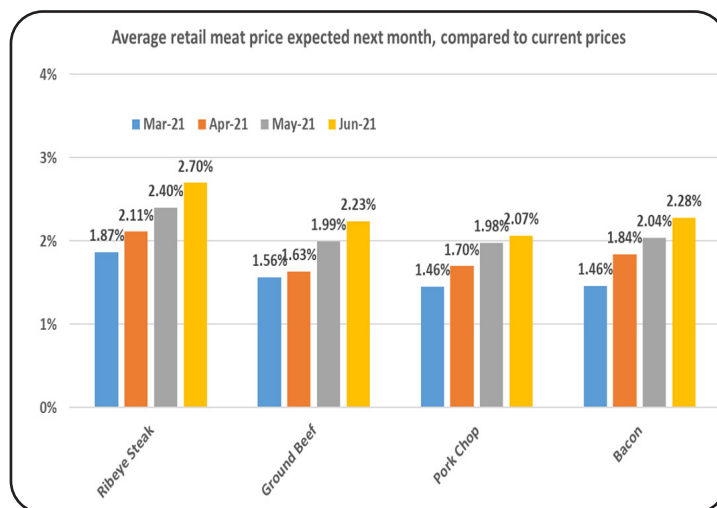
Consistent with last month, the majority of respondents correctly note USDA inspects all meat sold commercially and cooking temperature is more accurate than color in assessing if meat is “done.” Over one-half of respondents incorrectly respond to questions on pork color and beef quality grade information.

In June, 72% of respondents self-declare as regular consumers of products derived from animal products, 13% indicate they are Flexitarian/Semi-Vegetarian, and a combined 9% indicate they are either Vegan Vegetarian or Vegetarian.



Ad Hoc Questioning

The June survey repeated a question asked since March of 2021 to assess retail meat price expectations. Since March, each month consumers are indicating they expect increasing retail prices for ribeye steak, ground beef, pork chop, and bacon products. In July, consumers expect over 2% retail price increases relative to June levels. This continues to align with broader discussions around food price inflation.



For more information about this publication and others, visit AgManager.info.

K-State Agricultural Economics • 342 Waters Hall, Manhattan, KS 66506-4011 • 785-532-1504
Copyright 2021 AgManager.info, K-State Department of Agricultural Economics

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.**

