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
Sep-24 WTP ($/lb)	$17.45	$8.61	$6.82	$5.71	$8.28	$8.44	$9.33	$2.88	
Market Share	8%	24%	12%	8%	26%	3%	4%	7%	7%
Oct-24 WTP ($/lb)	$17.68	$8.70	$7.22	$5.58	$8.55	$8.46	$9.56	$2.94	
Market Share	8%	24%	13%	7%	26%	2%	5%	7%	7%

FOOD SERVICE	Ribeye Steak	Beef Ham-burger	Pork Chop	Baby Back Ribs	Chicken Breast	Plant-Based Patty	Shrimp	Salmon	Something Else
Sep-24 WTP ($/meal)	$27.18	$20.46	$16.33	$19.00	$18.37	$12.60	$17.97	$19.50	
Market Share	15%	26%	5%	10%	14%	3%	12%	9%	5%
Oct-24 WTP ($/meal)	$27.42	$20.68	$16.56	$19.24	$18.86	$12.95	$18.43	$19.77	
Market Share	15%	26%	4%	10%	15%	3%	13%	8%	5%

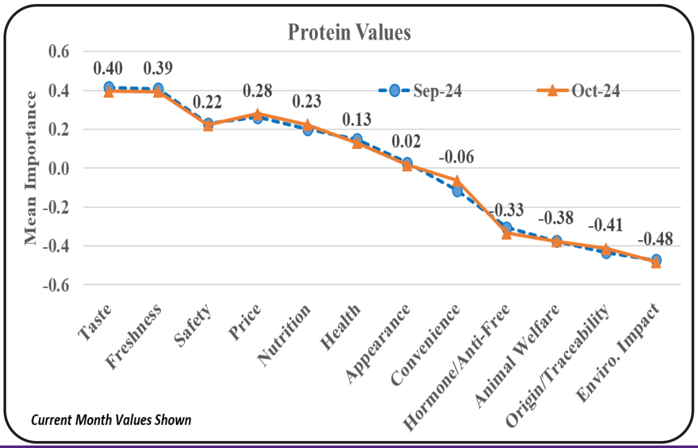
Willingness-to-pay (WTP) increased for seven evaluated Retail products in October compared to September. WTP increased for all evaluated Food Service dinner meals in October.

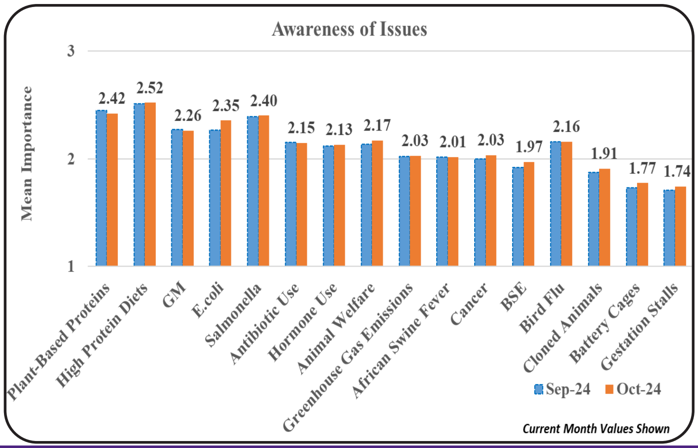
The combined beef and pork projected market shares for October are 32% and 20%, respectively at the grocery store and 41% and 14% at the restaurant.

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 40% more considering Taste a top-4 factor (of 12 examined) than considering Taste a bottom-4 purchasing factor. Similarly, 48% 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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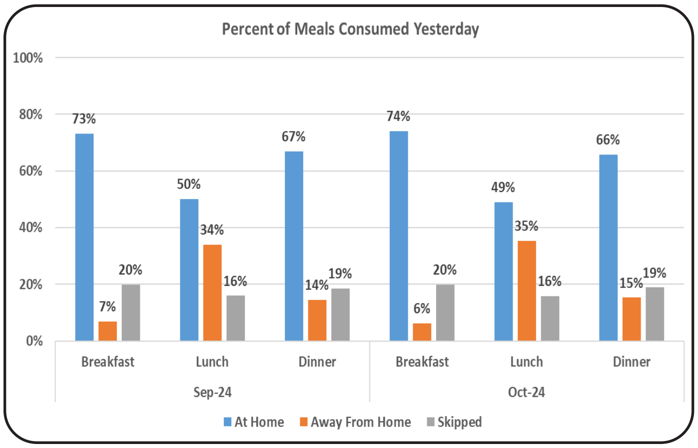
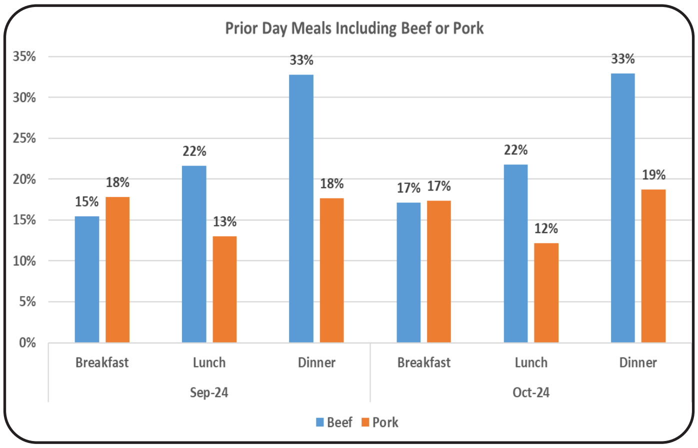
Prior Day Meals: Location & Protein Consumption Frequency

Respondents indicate 74%, 49%, and 66% consumed breakfast, lunch, and dinner at home in October with both lunch and dinner being slightly lower than in September. In October, 17%, 22%, and 33% had beef their prior day breakfast, lunch, and dinner. Pork was included in 17%, 12%, and 19% of these meals.

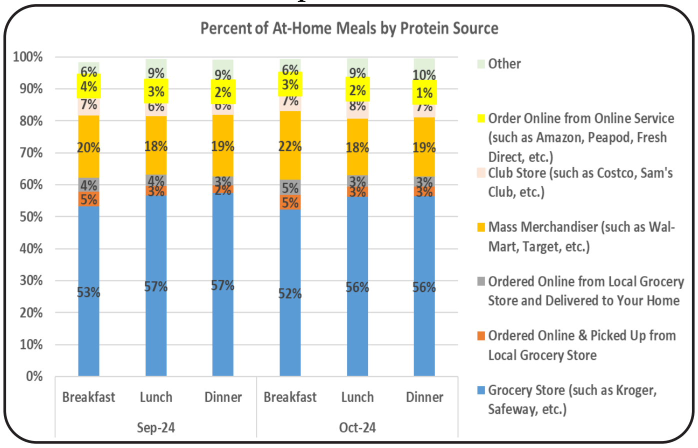


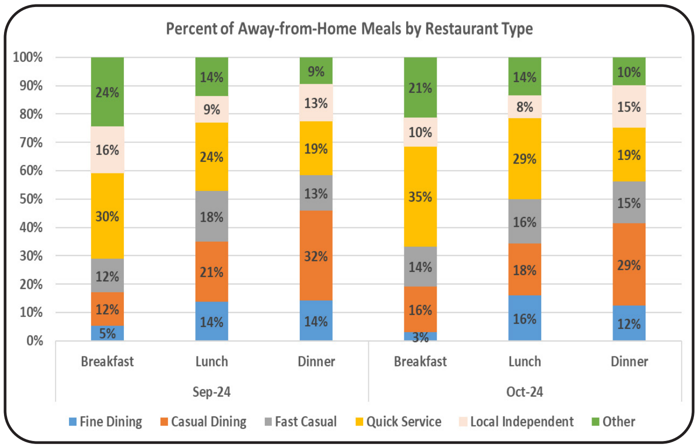


Prior Day Meals: At-Home Protein Source & Restaurant Type

In October, the protein source for at-home meals was predominantly Grocery Stores. Combined, Club Stores and Mass Merchandisers were source for 29%, 26%, and 26% of breakfast, lunch, and dinner meals.

Meals consumed away-from-home vary in prevalence. Quick Service (McDonalds, Subway, Chick-fil-A, etc.) holds the largest share for breakfast and lunch meals while Casual Dining (Applebee's, Olive Garden, Outback, etc.) led for dinner. Combined, Casual Dining, Fast Casual (Panera, Chipotle, Panda Express, etc.), and Quick Service comprise 66%, 63%, and 63% of breakfast, lunch, and dinner meals in October.





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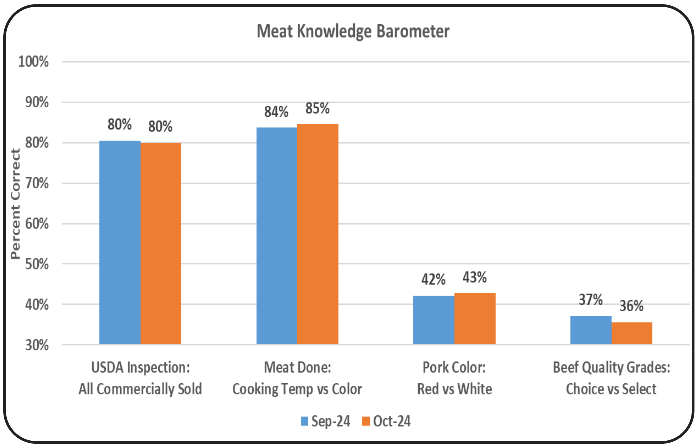
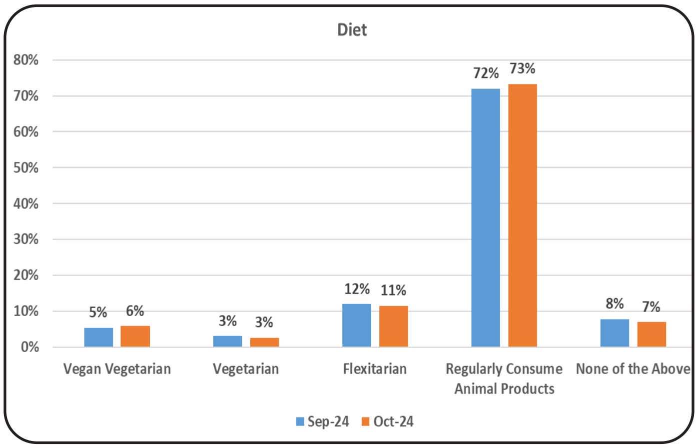
Additional MDM Project details are available at: https://www.agmanager.info/

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 October, 73% 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.

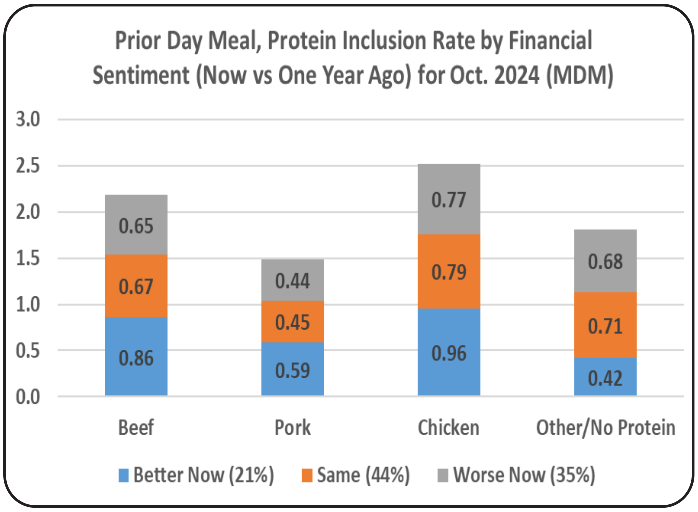


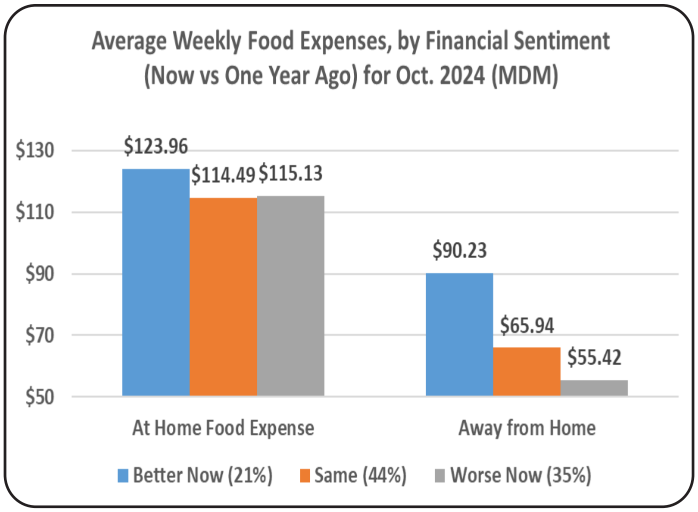


Ad Hoc Questioning

In October, 21% of respondents indicated their household finances were better than last year continuing recent, albeit limited, improvement in financial sentiment. Those reporting improving finances are much more likely to report having beef, pork, or chicken the prior day.

Arguably the largest adjustment in food demand from household financial differences continues to be by market channel. Those reporting improving finances than last year spend 27% and 39% more on food away-from-home than those reporting same (44%) or declining (35%) finances, respectively.





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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