



 American
Meat
Science
Association

***Economic Drivers
and Market
Trends in Meat***

January 15 | 1:00 pm CST

Register Now



Glynn Tonsor, Ph.D.

Professor, Dept. Ag.
Economics

KANSAS STATE
UNIVERSITY.

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<https://agmanager.info/contributors/tonsor>

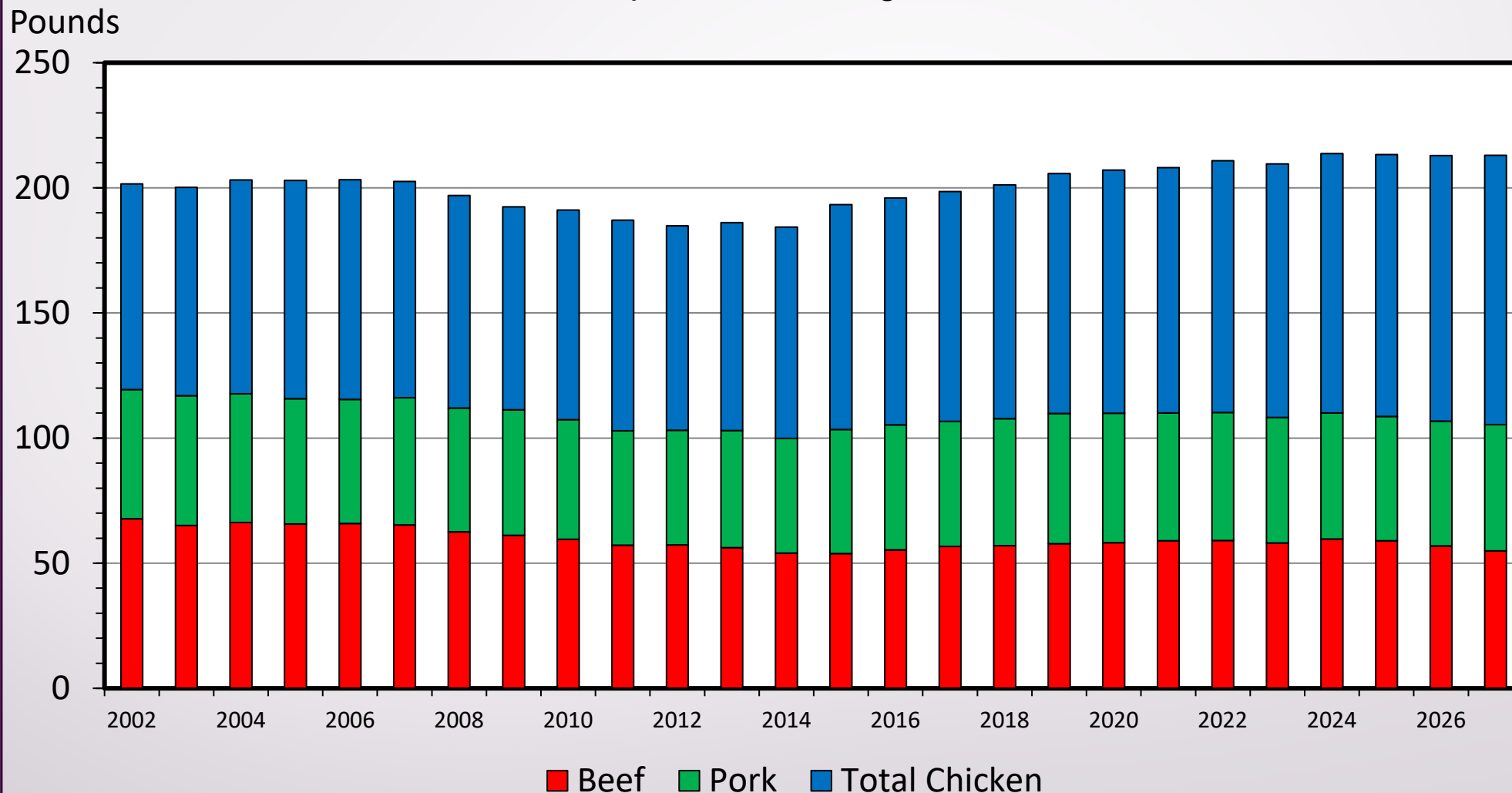
2014:
184 lbs

2025:
213 lbs
(+16% vs
2014)

2026f &
2027f:
213 lbs

US RED MEAT & POULTRY CONSUMPTION

Per Capita, Retail Weight, Annual



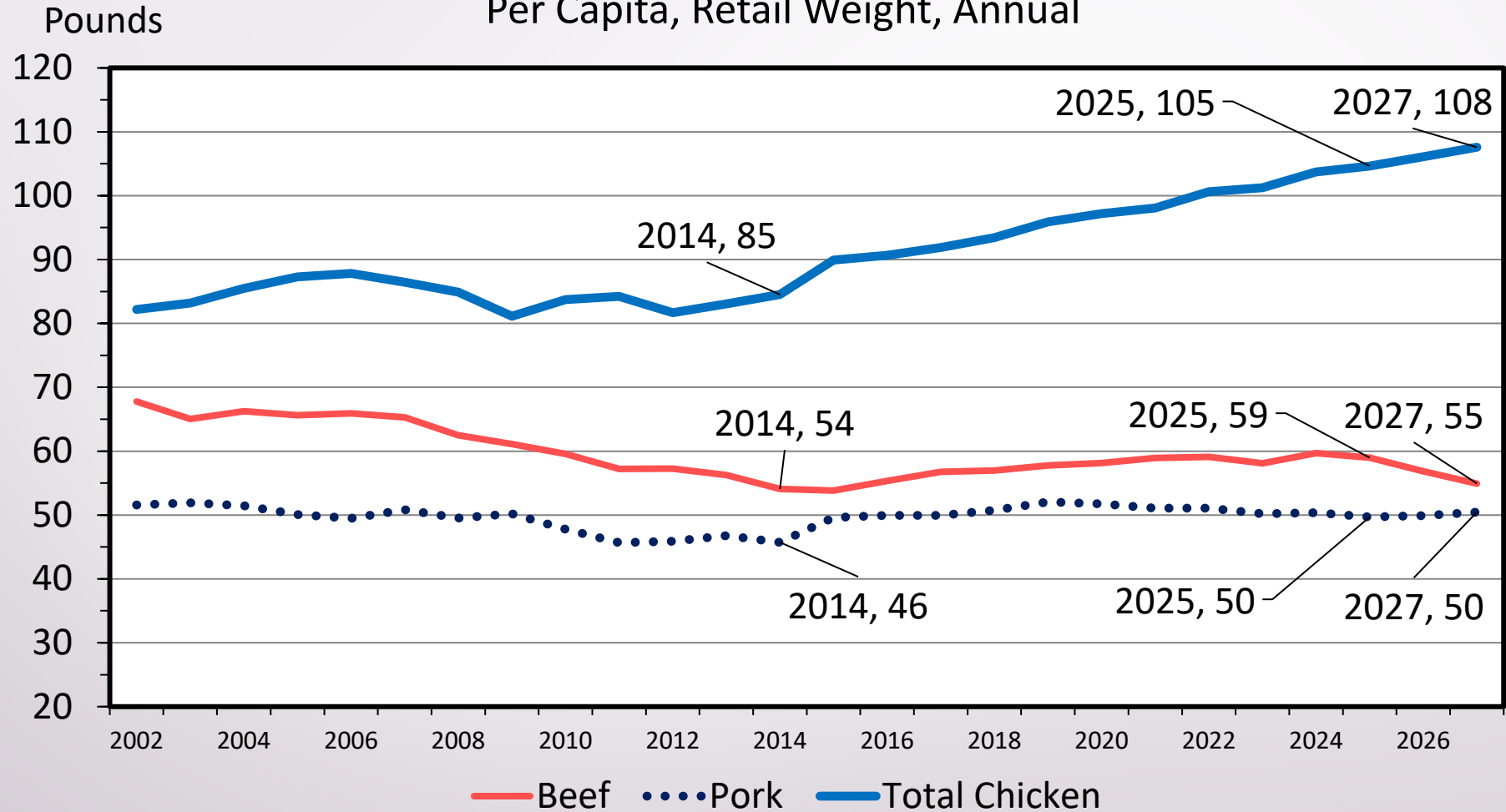
Data Source: USDA-NASS and USDA-ERS, Compiled & Analysis by LMIC

Livestock Marketing Information Center

M-C-01
12/08/25

US RED MEAT & POULTRY CONSUMPTION

Per Capita, Retail Weight, Annual



Data Source: USDA-NASS and USDA-ERS, Compiled & Analysis by LMIC

Livestock Marketing Information Center

M-C-10

12/08/25

2014:
\$670

2024:
\$984

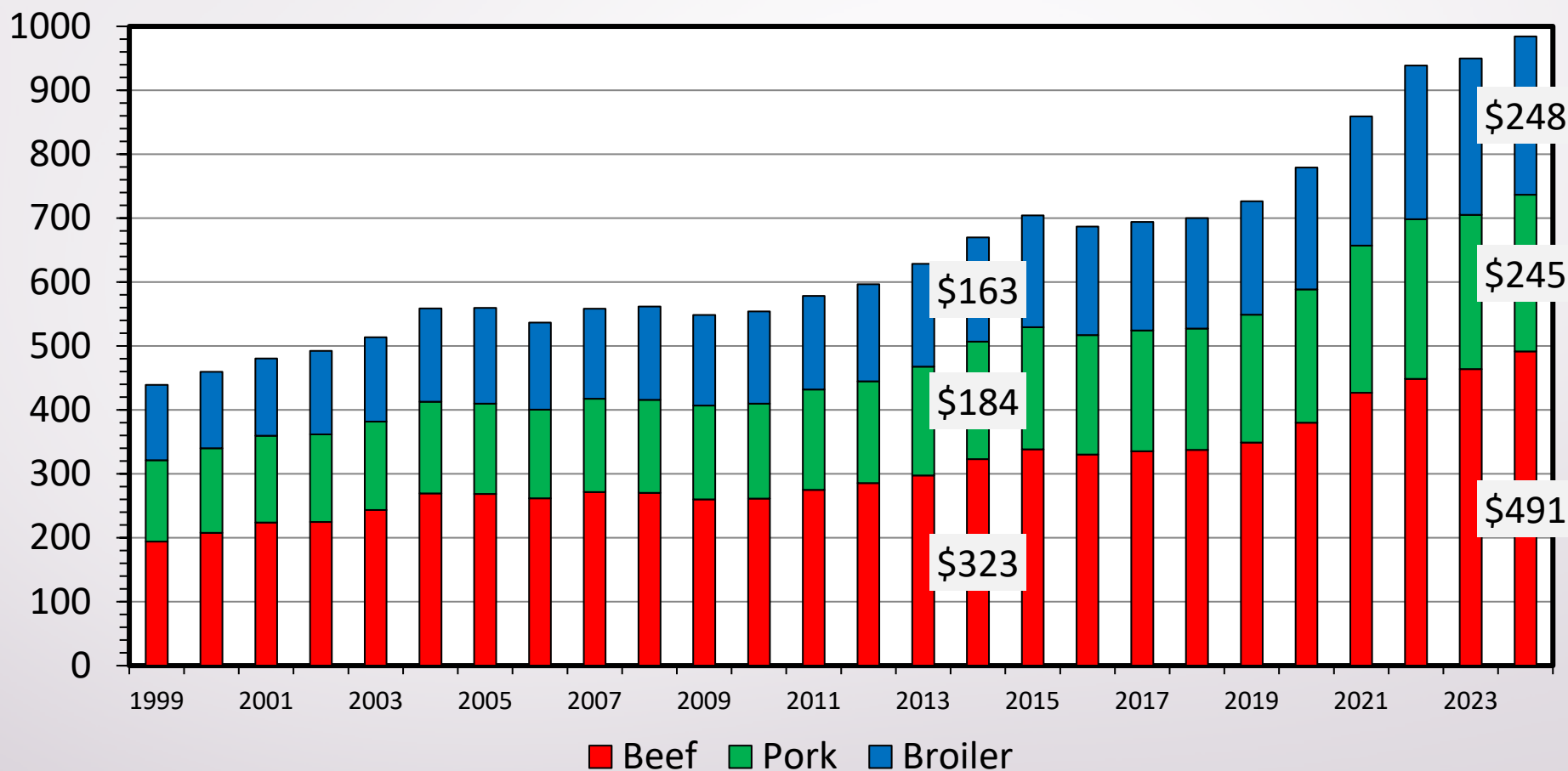
(+47% vs
2014)

CPI: +33%

US EXPENDITURES FOR MEAT & POULTRY

Per Capita, By Type of Meat, Annual

Nominal Dollars

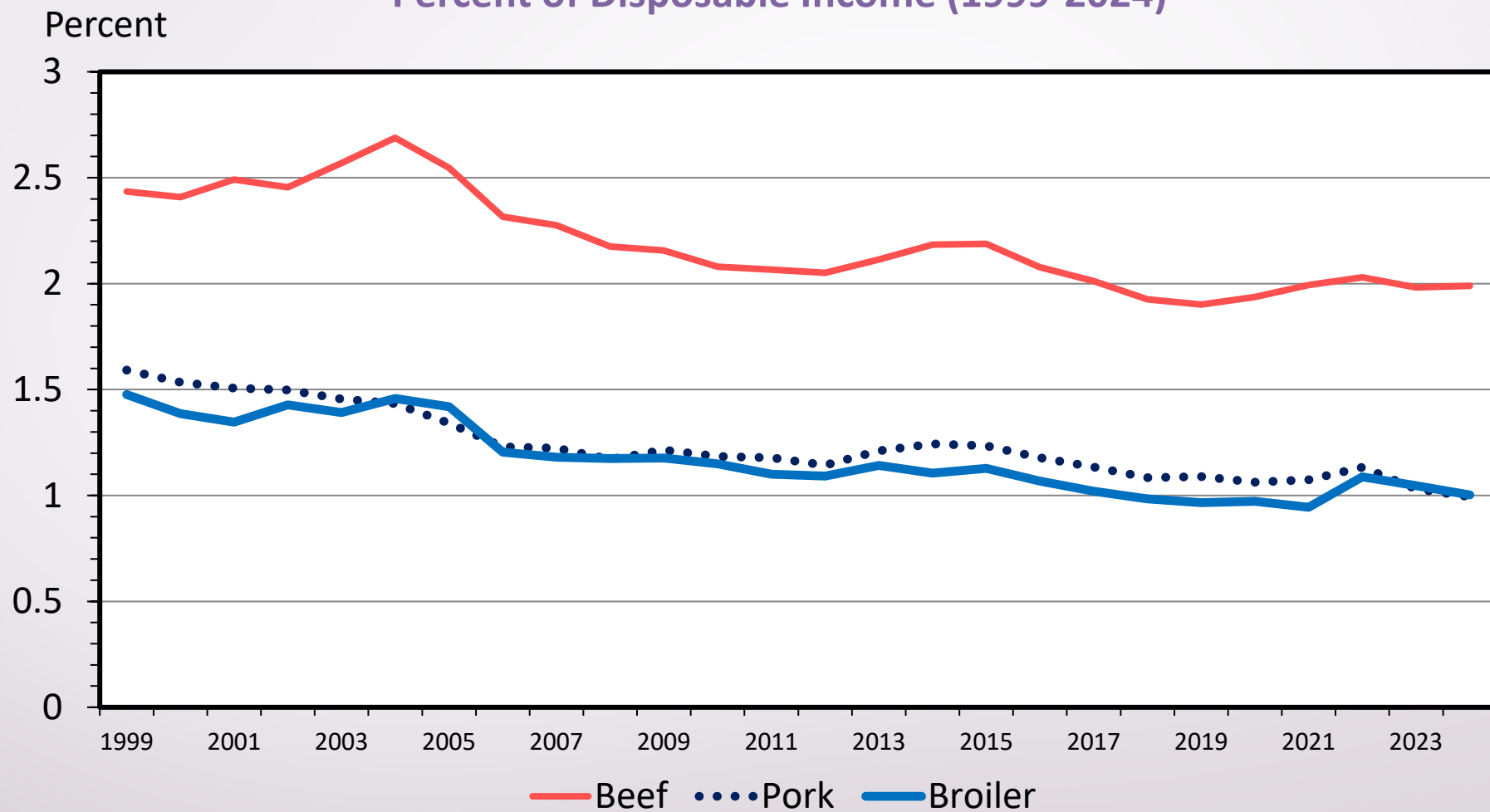


Data Source: Bureau of Economic Analysis & USDA-ERS, Compiled by LMIC
Livestock Marketing Information Center

M-C-16A
12/08/25

US EXPENDITURES FOR MEAT & POULTRY

Percent of Disposable Income (1999-2024)

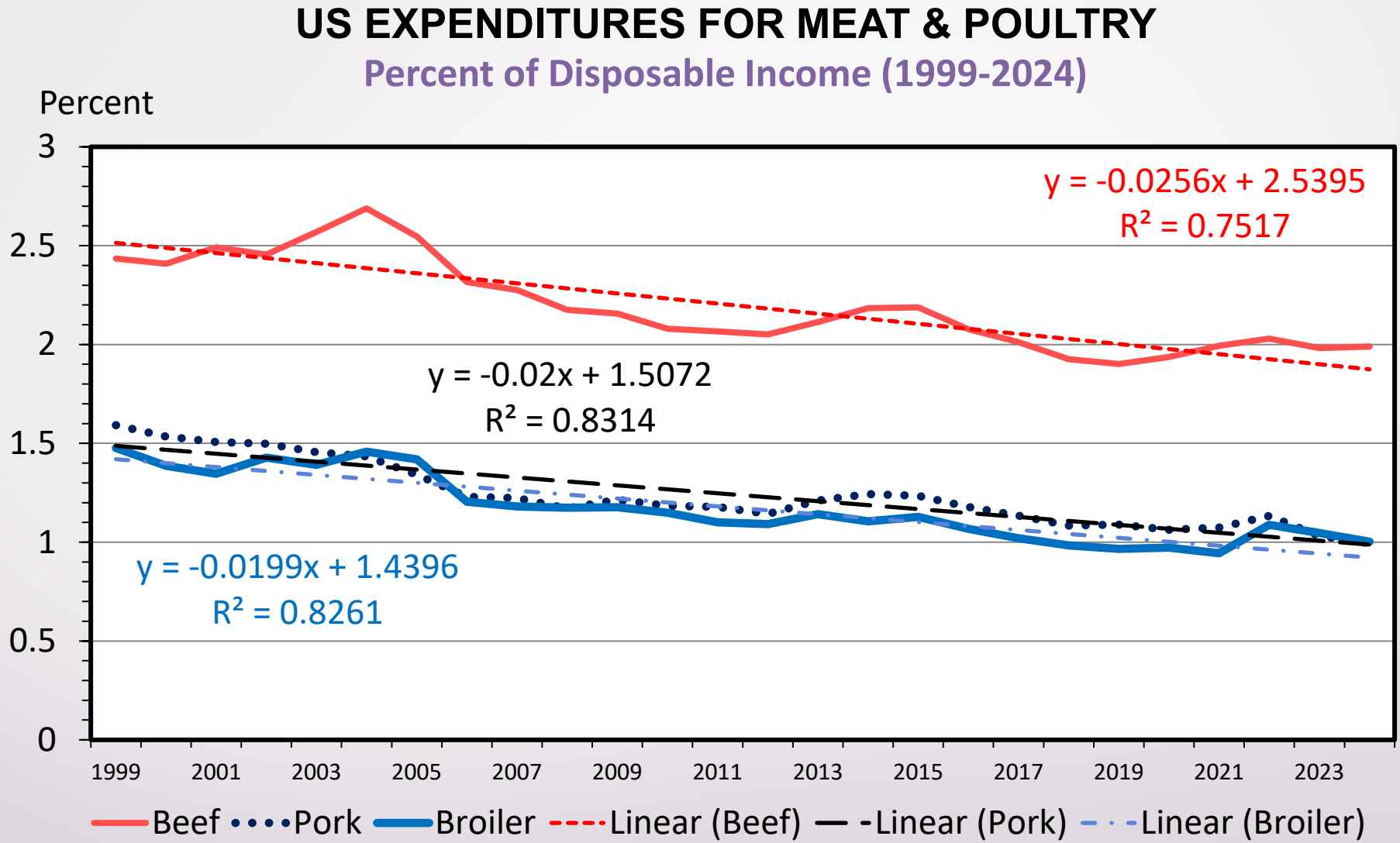


Data Source: Bureau of Economic Analysis & USDA-ERS, Compiled by LMIC
Livestock Marketing Information Center

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“Affordability
Trends”...

“It’s All
Relative”

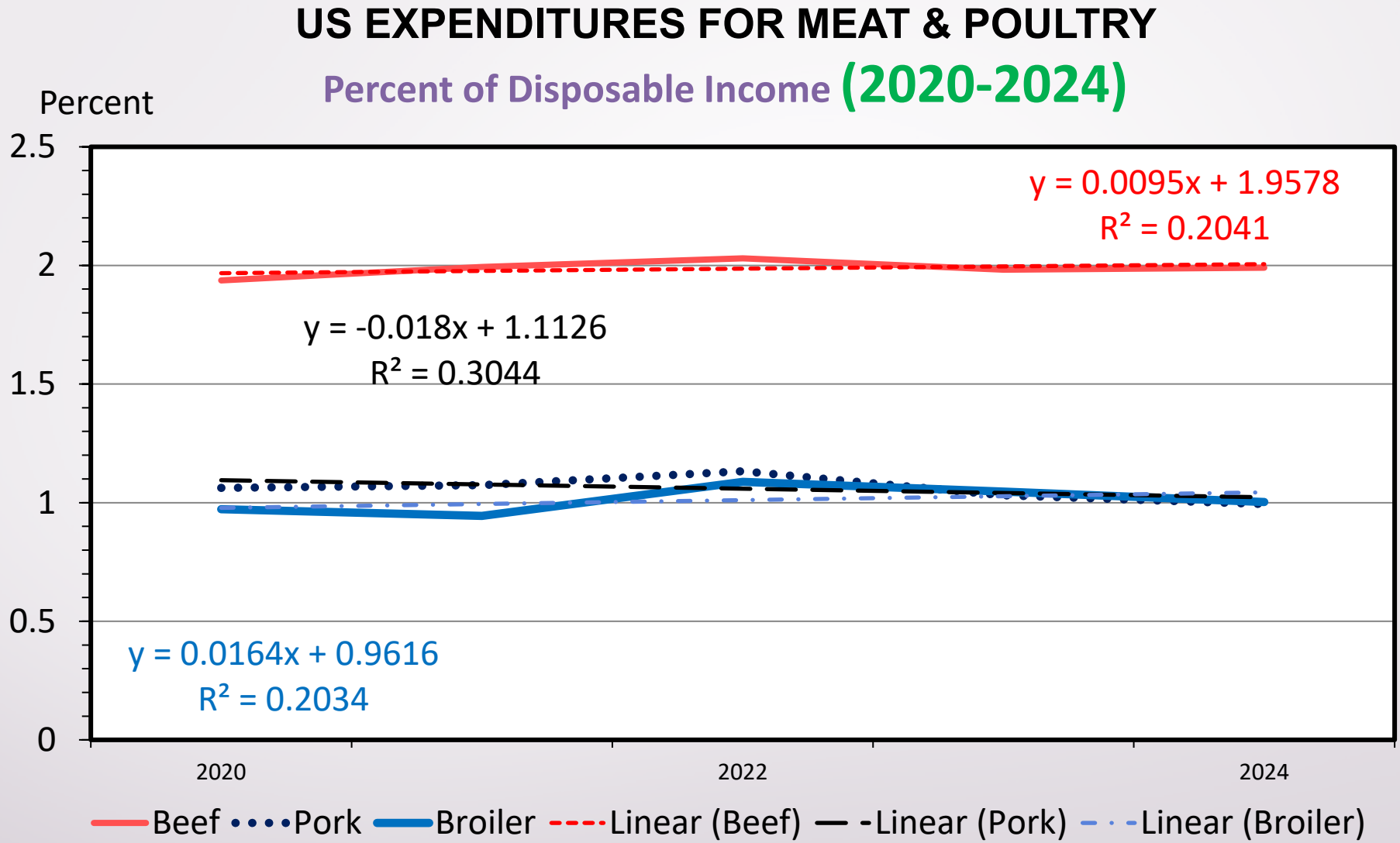


Data Source: Bureau of Economic Analysis & USDA-ERS, Compiled by LMIC
Livestock Marketing Information Center

M-C-16
12/08/25

“Affordability Trends”...

“It’s All Relative”



Data Source: Bureau of Economic Analysis & USDA-ERS, Compiled by LMIC
Livestock Marketing Information Center

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12/08/25

Meat Demand Outdoes Meat Avoidance

Meat Science 190 (2022) 108843



Contents lists available at [ScienceDirect](#)

Meat Science

journal homepage: www.elsevier.com/locate/meatsci



U.S. perspective: Meat demand outdoes meat avoidance

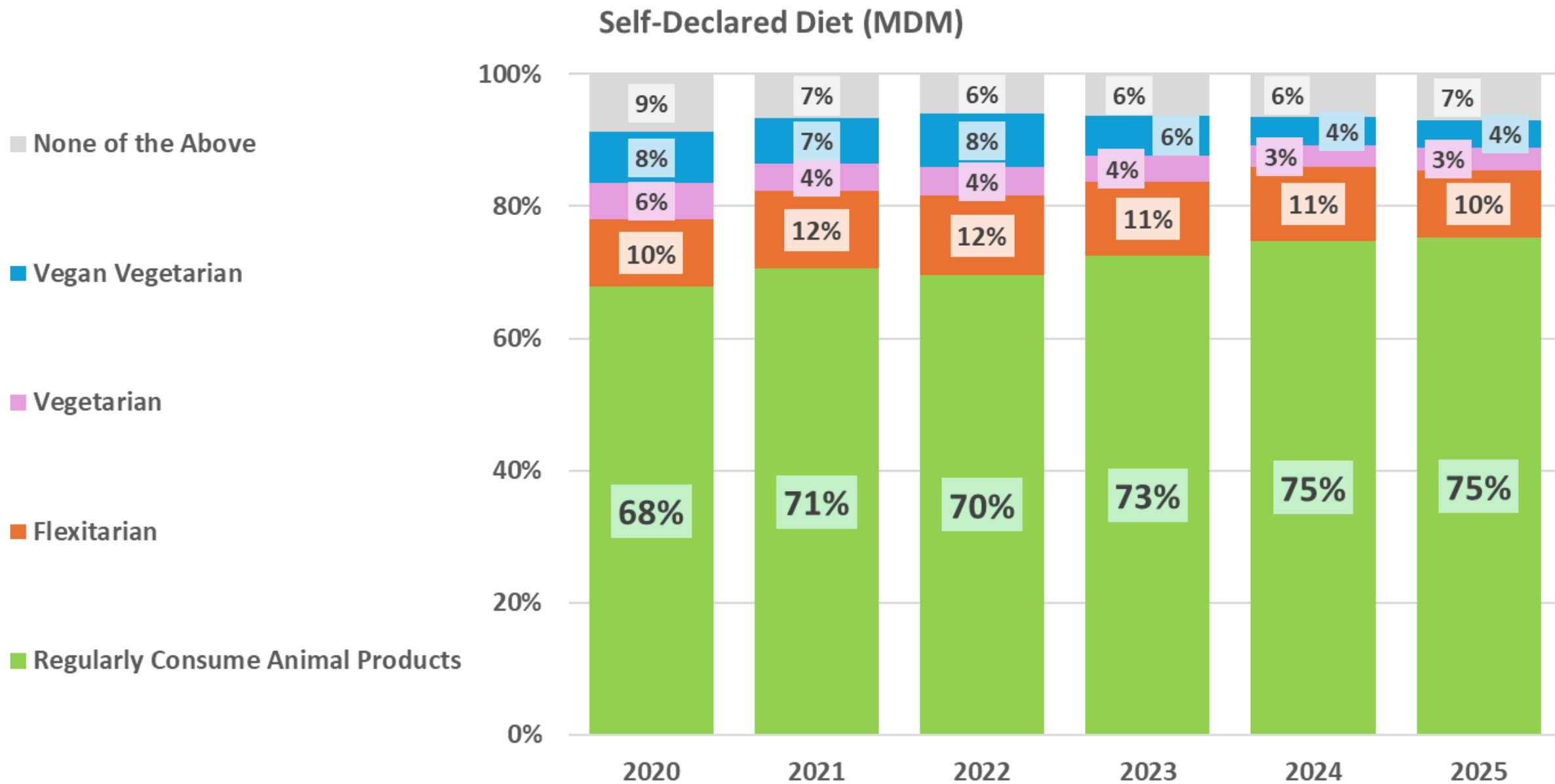
Glynn T. Tonsor^a, Jayson L. Lusk^{b,*}

^a Department of Agricultural Economics, Kansas State University, United States of America

^b Department of Agricultural Economics, Purdue University, United States of America

<https://www.sciencedirect.com/science/article/pii/S0309174022001115>

Meat Demand Monitor (MDM)





What's The Similarity Between Blue Jeans and Beef Demand?

Beef consumption and beef demand isn't the same thing. Here's an explanation.

*Demand is **NOT** Per Capita Consumption*



THE CHECKOFF ▾

THE CATTLEMEN'S BEEF BOARD ▾

HOW TO PAY YOUR CHECKOFF

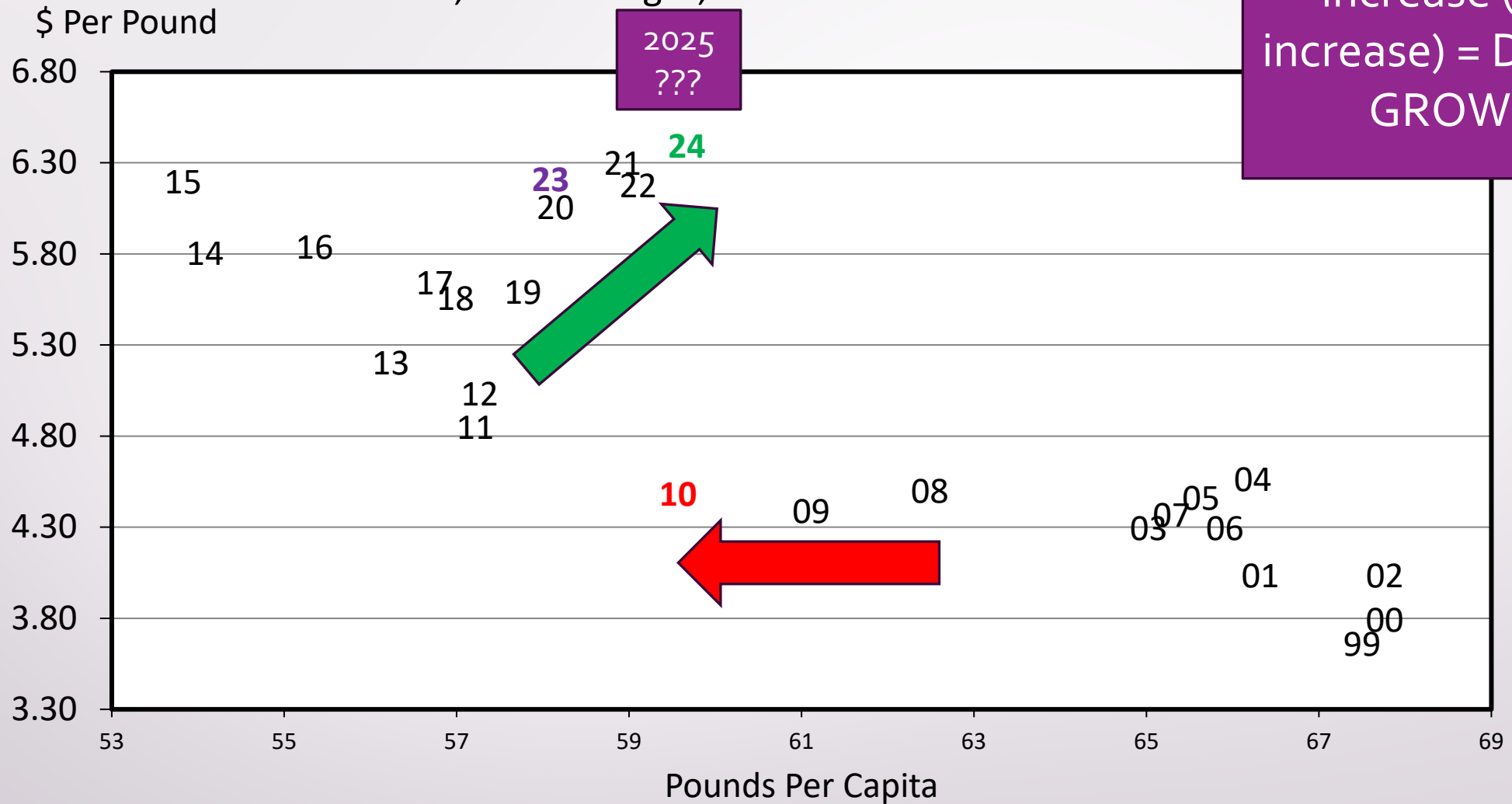
Home > The Drive > What's Demand Got to D...

What's Demand Got to Do with It?

BEEF PRICE-QUANTITY RELATIONSHIP

Annual, Retail Weight, Deflated All Fresh Retail Price

Observing real price increase (w/ lbs increase) = DEMAND GROWTH!



Data Source: Bureau of Economic Analysis & USDA-ERS, Compiled by LMIC
Livestock Marketing Information Center

C-P-65A
05/09/25

A Microeconomic Assessment of the US Retail Beef Market: Beef Demand Matters

*Brian K. Coffey (bcoffey@ksu.edu) – K-State Department of Agricultural Economics
Glynn T. Tonsor (gtonsor@ksu.edu) – K-State Department of Agricultural Economics
December 2025*

- ***"...Our demonstrative analysis attributes 14% of the 2024 to 2025 price increase to a supply decrease and 87% to an increase in consumer demand."***

<https://agmanager.info/livestock-meat/meat-demand/meat-demand-research-studies/microeconomic-assessment-us-retail-beef>



3 Factors Fueling Americans' Obsession with Protein

Whether it's pork, beef or chicken, consumers can't seem to eat enough protein. That's fueling robust demand and prices for livestock producers.



By **Tyne Morgan** • June 06, 2025 10:48 AM

3 Factors Fuel U.S. Consumers' Obsession With Protein

Whether it's pork, beef or chicken, consumers can't seem to eat enough protein. That's fueling robust demand and prices...



DROVERS/ NEWS/ INDUSTRY/ TOP STORY

Consumers Confirm Protein is In: Meat Continues to Have Its Moment on the Plate

K-State's Glynn Tonsor says the July Meat Demand Monitor revealed positive trends in meat consumption and consumer attitudes toward protein purchases.



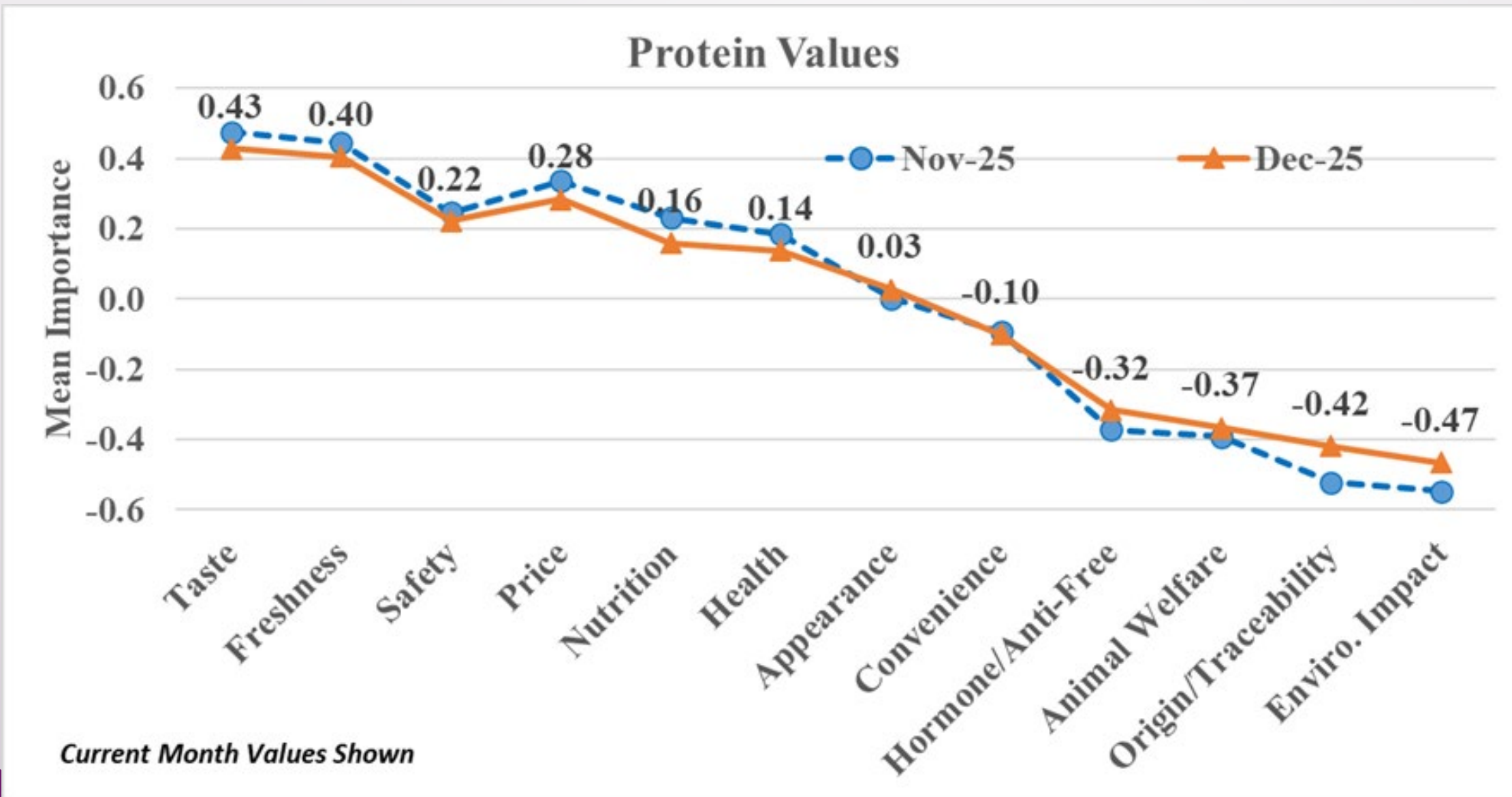
By **Angie Stump Denton** • August 12, 2025 02:21 PM

In the Cattle Markets: Meat Is Having a Moment

Glynn T. Tonsor, Ph.D., from Kansas State University breaks down the markets

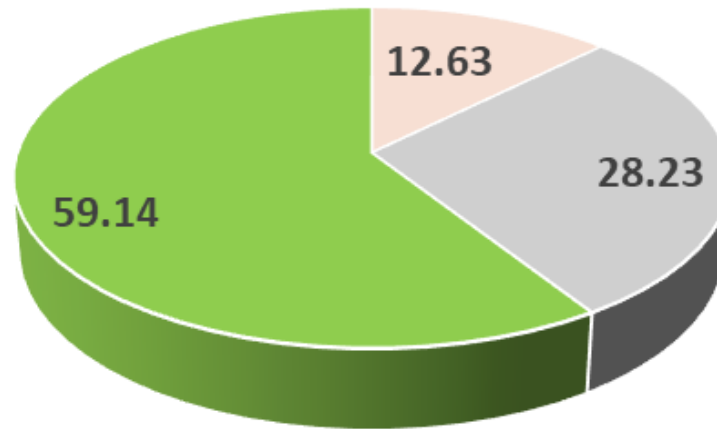
PUBLISHED ON JUNE 17, 2025

Meat is having a moment, and the craze for more protein is benefiting



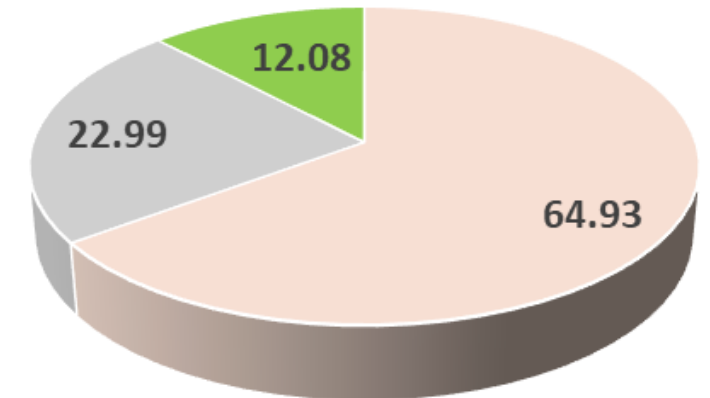
PV Taste - 2025 %s (MDM)

- Bottom 4 Importance
- Intermediate Importance
- Top 4 Importance

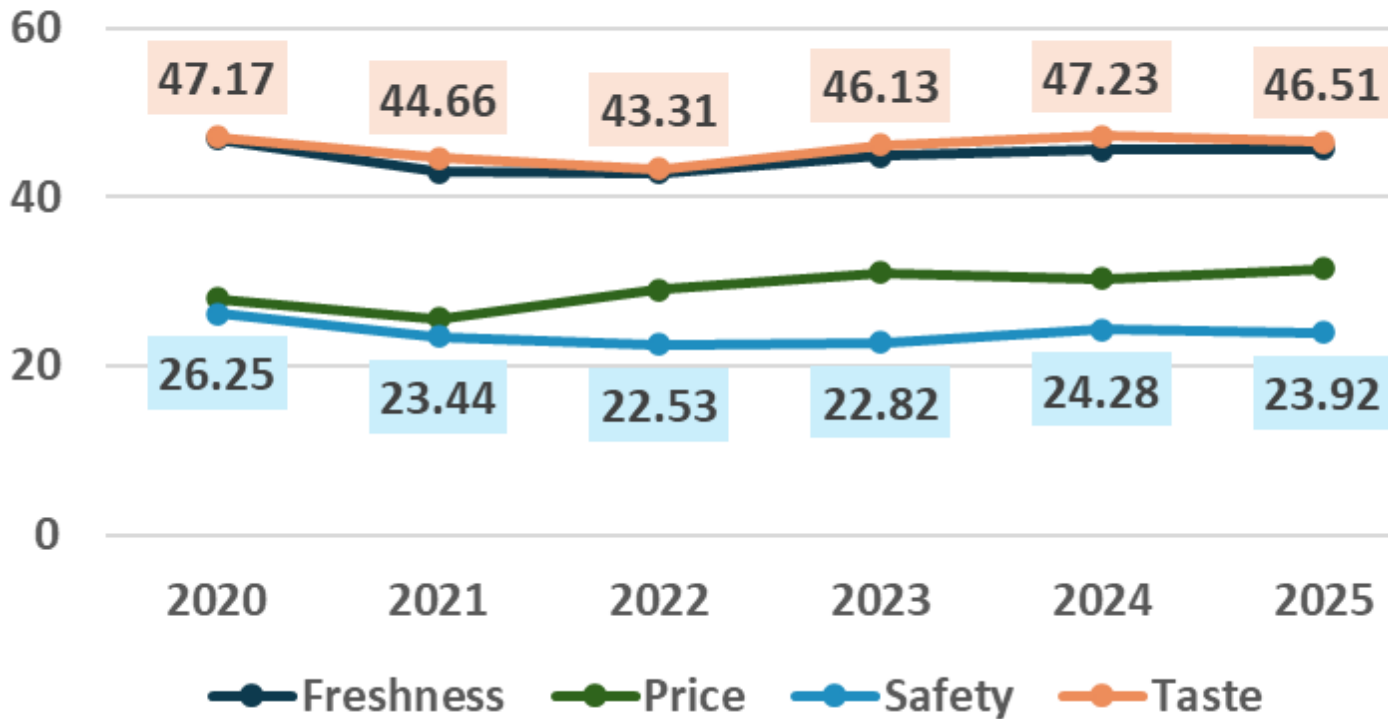


PV Environmental Impact - 2025 %s (MDM)

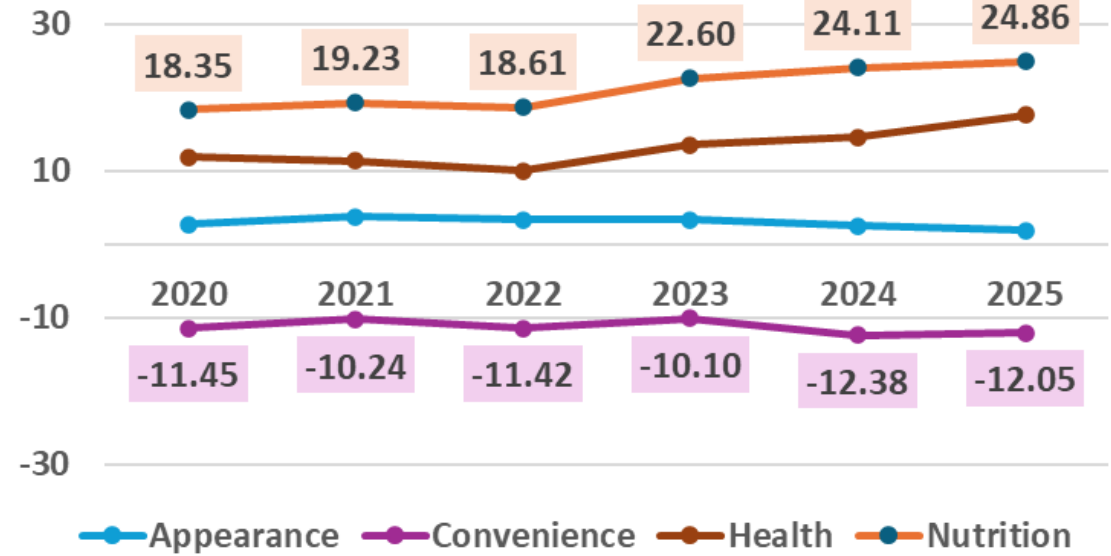
- Bottom 4 Importance
- Intermediate Importance
- Top 4 Importance



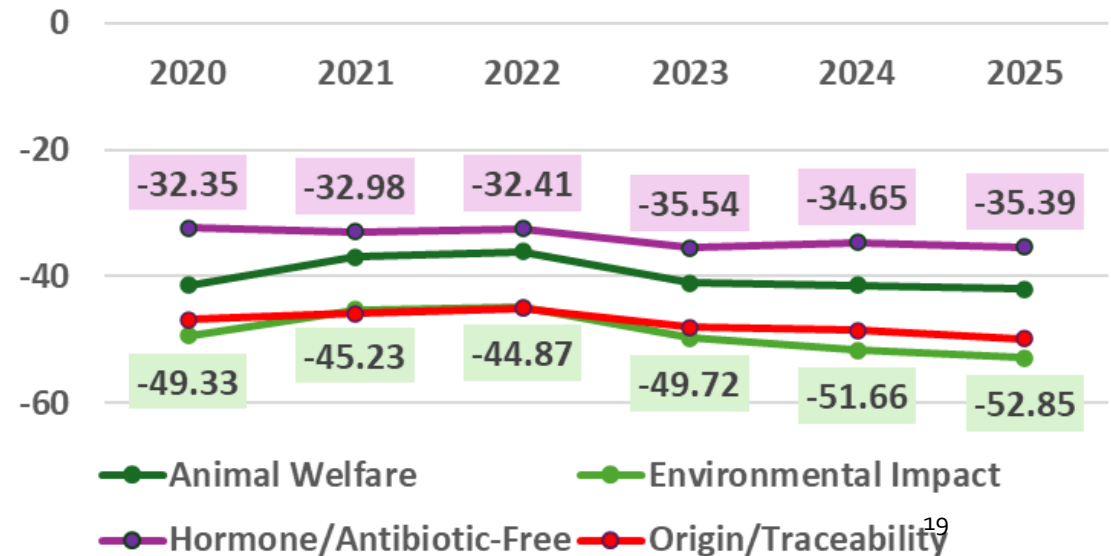
Protein Values - Top 4 (MDM)



Protein Values - Intermediate 4 (MDM)



Protein Values - Bottom 4 (MDM)



<https://agmanager.info/livestock-meat/meat-demand/monthly-meat-demand-monitor-survey-data>

GLP-1 use and protein demand

Justin D. Bina^a  , Glynn T. Tonsor^b , Timothy J. Richards^a 

Show more 

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<https://doi.org/10.1016/j.foodpol.2025.103026> 

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July 24' – June 25'
MDM Data

- 12% current GLP-1 users
- Male, 18-44 age, >\$100k income

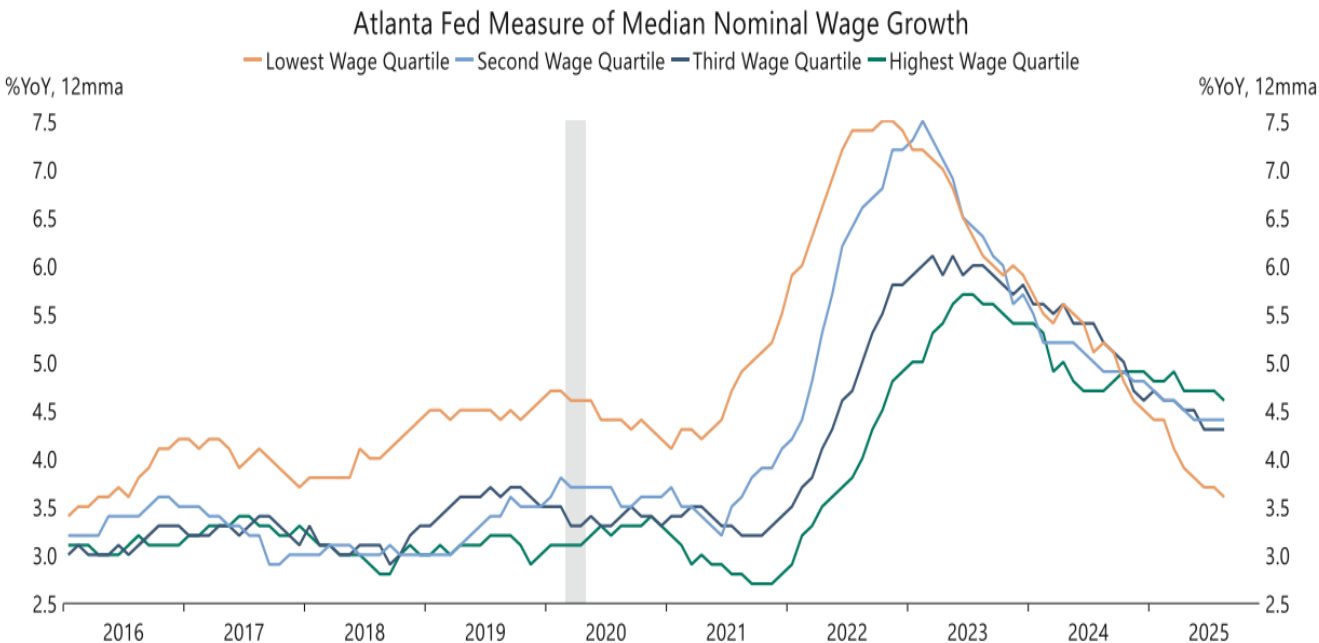
Meat Demand Impacts

- ❑ GLP-1 Users have higher WTP for most protein items
- ❑ GLP-1 Users have reduced price sensitivity for most protein items

Meat Demand Monitor (MDM)

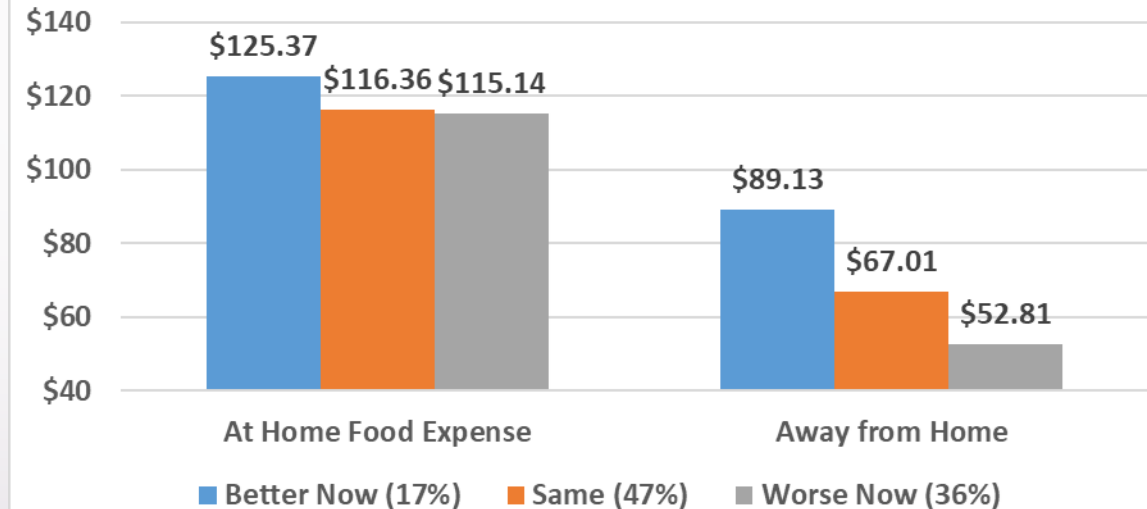
K-shaped economy for consumers

APOLLO



Sources: Federal Reserve Bank of Atlanta, Macrobond, Apollo Chief Economist

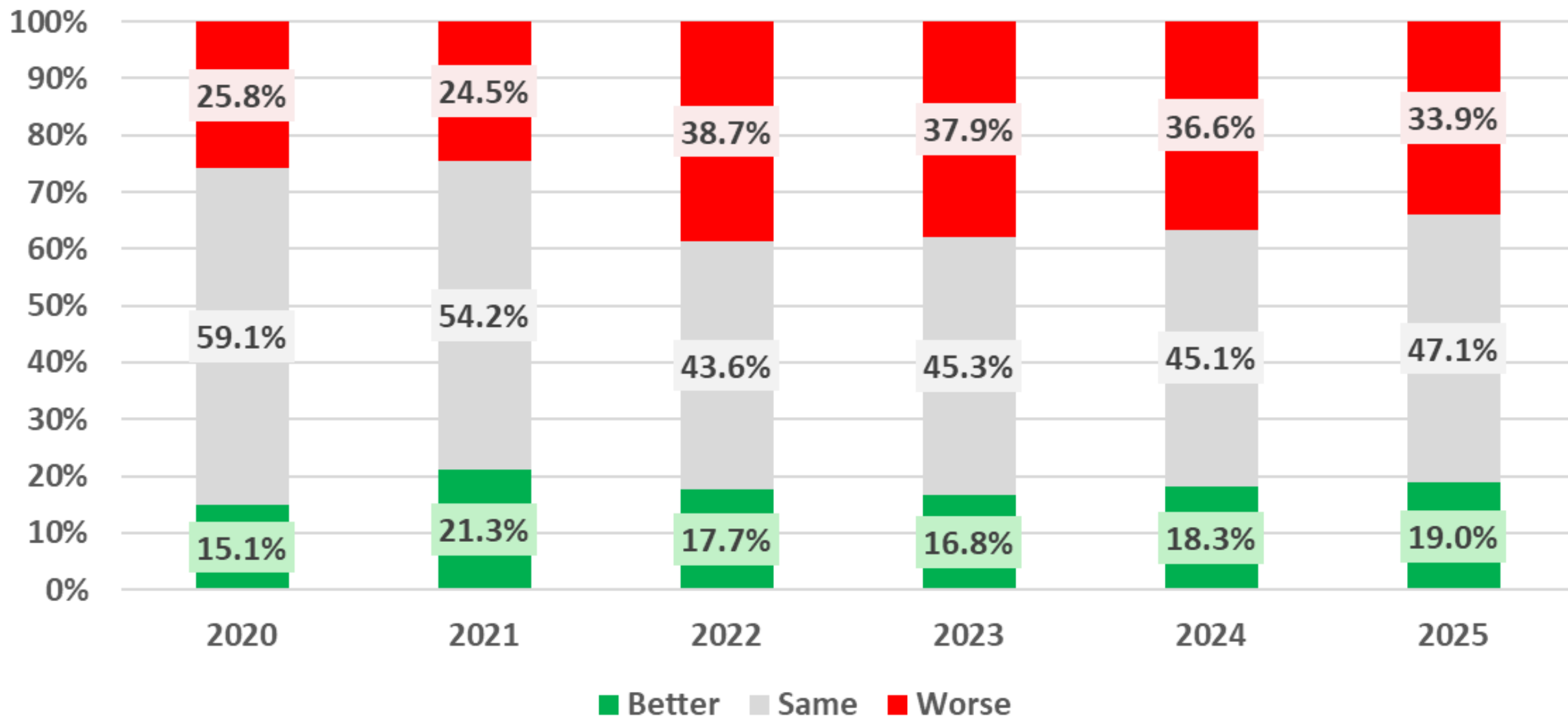
Average Weekly Food Expenses, by Financial Sentiment (Now vs One Year Ago) for Dec. 2025 (MDM)



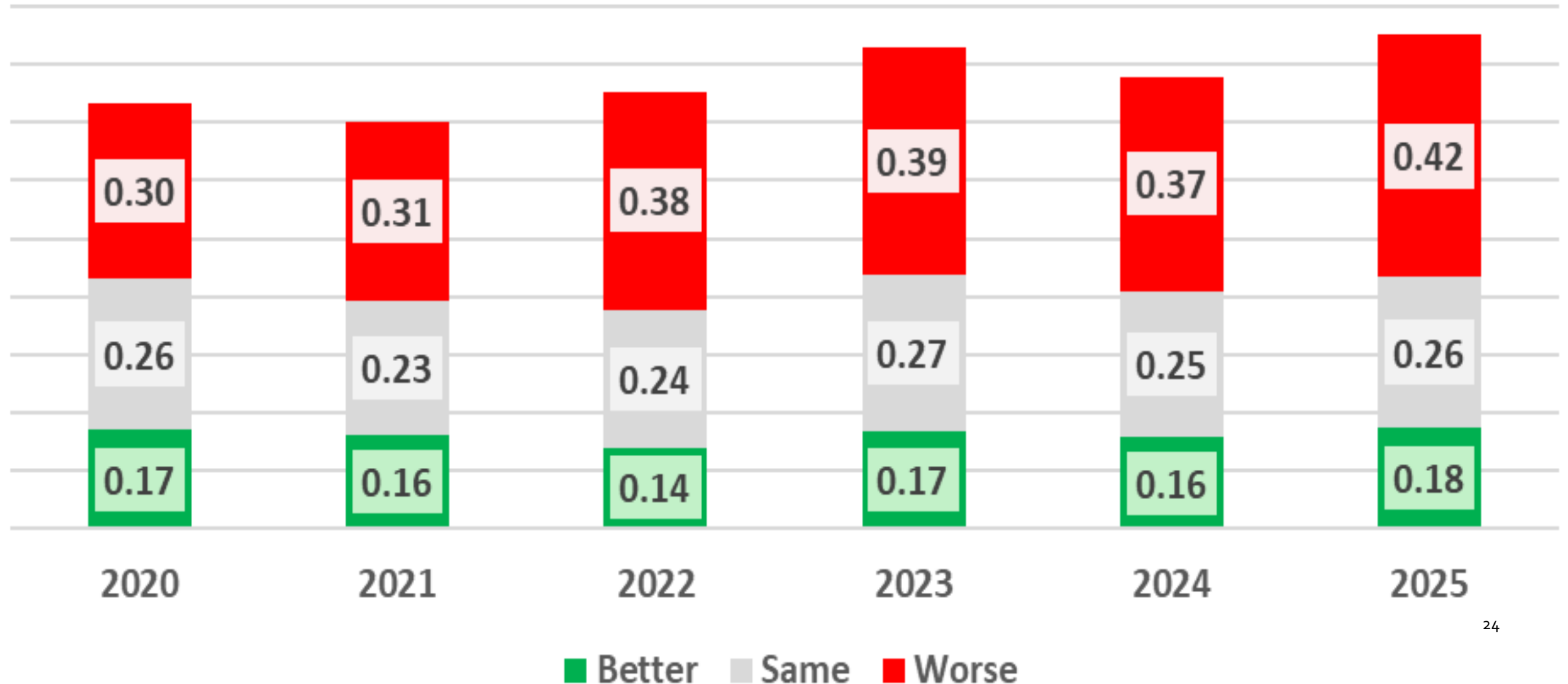
<https://www.apolloacademy.com/the-k-shaped-economy/>

<https://www.agmanager.info/livestock-meat/meat-demand/monthly-meat-demand-monitor-survey-data>

Financial Sentiment (Current Household Finances vs Last Year, MDM)



Price - Protein Values (Purchase Importance), by Financial Sentiment (Now vs Last Year, MDM)



Weekly Food Spending, by Financial Sentiment (Now vs Last Year, MDM)

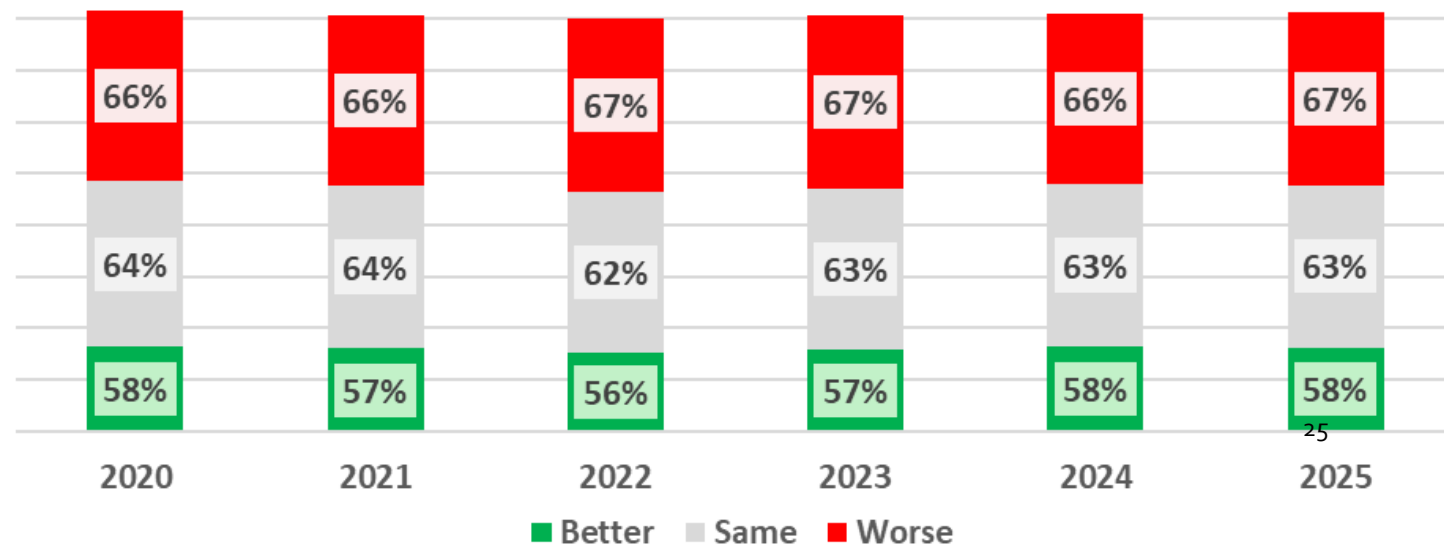
At-Home



Away-from-Home



Share of Weekly Food Spending at Home, by Financial Sentiment (Now vs Last Year, MDM)



Growing the pork pie takes volume times price

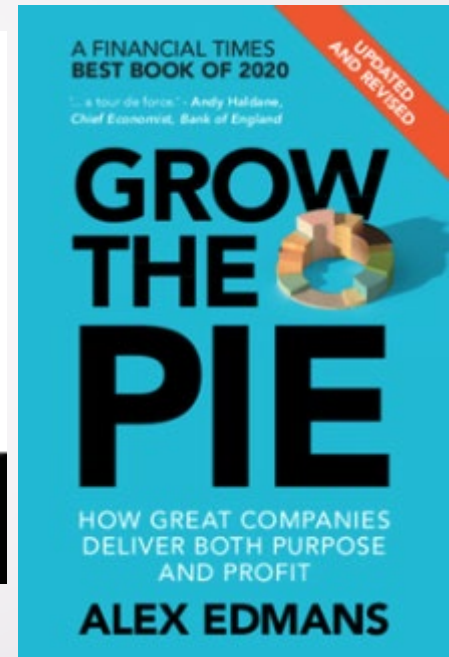
U.S. pork no longer the 'other' meat as campaign celebrates whole hog

Pork demand is critical to the live hog sector; optimism building around current pro-meat protein environment.



Ann Hess, Content Producer, National Hog Farmer
May 27, 2025

9 Min Read



Pork demand impacts the bottom line much more than producers may realize

Meat Demand Monitor finds more meat consumption frequency as household finances improve, new cor on the horizon.



Ann Hess, Content Producer, National Hog Farmer
February 25, 2025

7 Min Read



2023 Food dollar: Marketing bill (nominal)





More information available at:



This presentation will be available in PDF format at:
<http://www.agmanager.info/about/contributors/individual/tonsor.asp>

Host of additional industry resources are cross-linked as well