



Kansas Livestock Association

CONVENTION
& Expo

***CONSUMER
TRENDS
FORUM:
BEEF DEMAND
DEEP DIVE***

Dr. Glynn T. Tonsor

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LinkedIn/X-Twitter: [@TonsorGlynn](#)

[http://www.agmanager.info/about/contributors/
individual/tonsor.asp](http://www.agmanager.info/about/contributors/individual/tonsor.asp)

Per Capita Consumption (PCC)

- = [Domestic Production + Imports – Exports + Cold Storage Change] / U.S. Population
- Measure of available meat supplies presumed to disappear via U.S. consumption
 - So a proxy estimate for domestic consumption
- Just volumes (lbs & people) in PCC derivation (no \$ consideration)

Demand is NOT Per Capita Consumption

Cow Calf Weekly
Your news, anywhere, anytime.

BEEF

GET IT NOW!



MARKETING > OUTLOOK

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

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

Burt Rutherford | Sep 19, 2013

LMIC

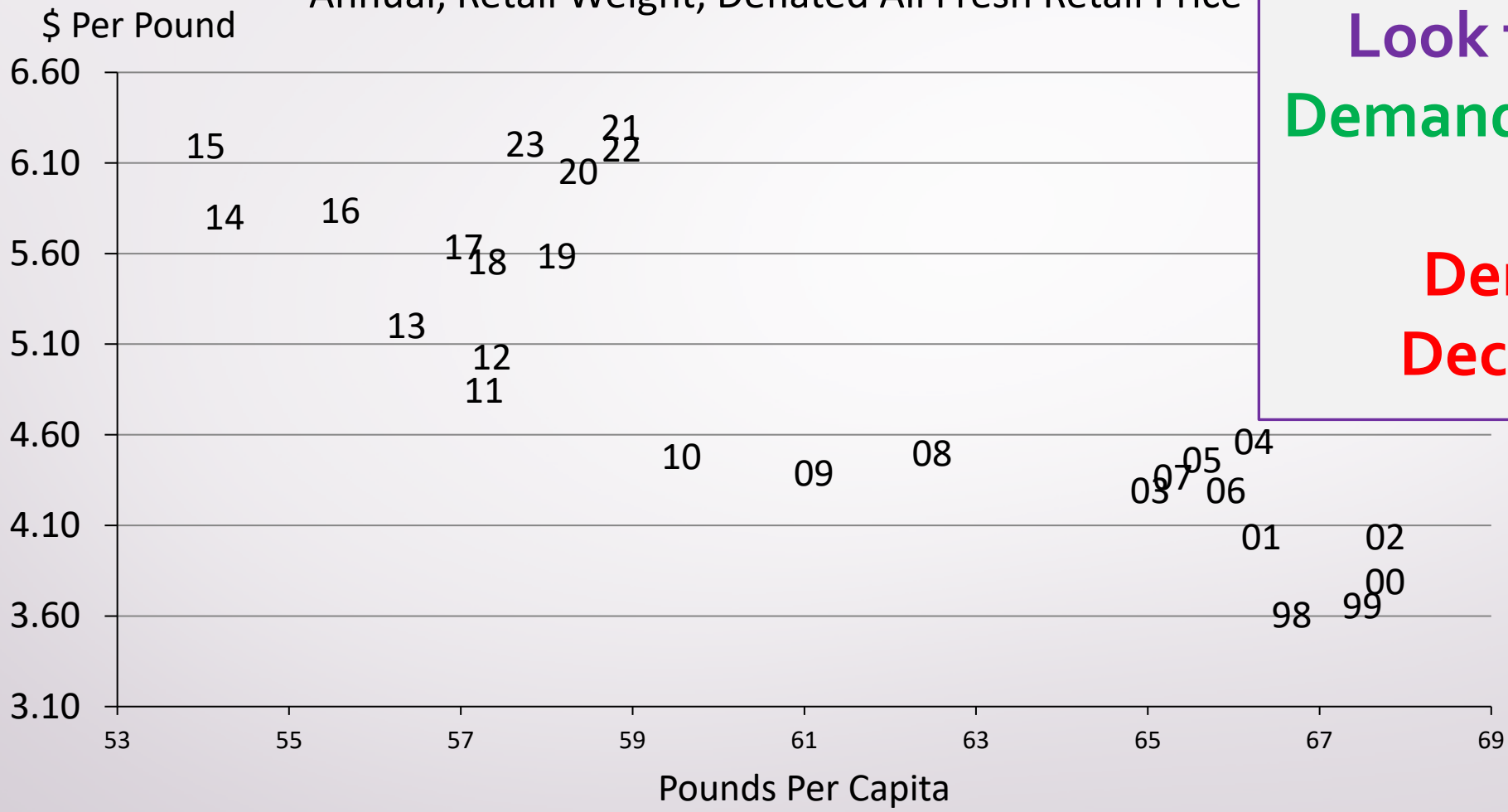
2024: 58.5 lbs

2025: 56.5 lbs

2026: 54.7 lbs

BEEF PRICE-QUANTITY RELATIONSHIP

Annual, Retail Weight, Deflated All Fresh Retail Price



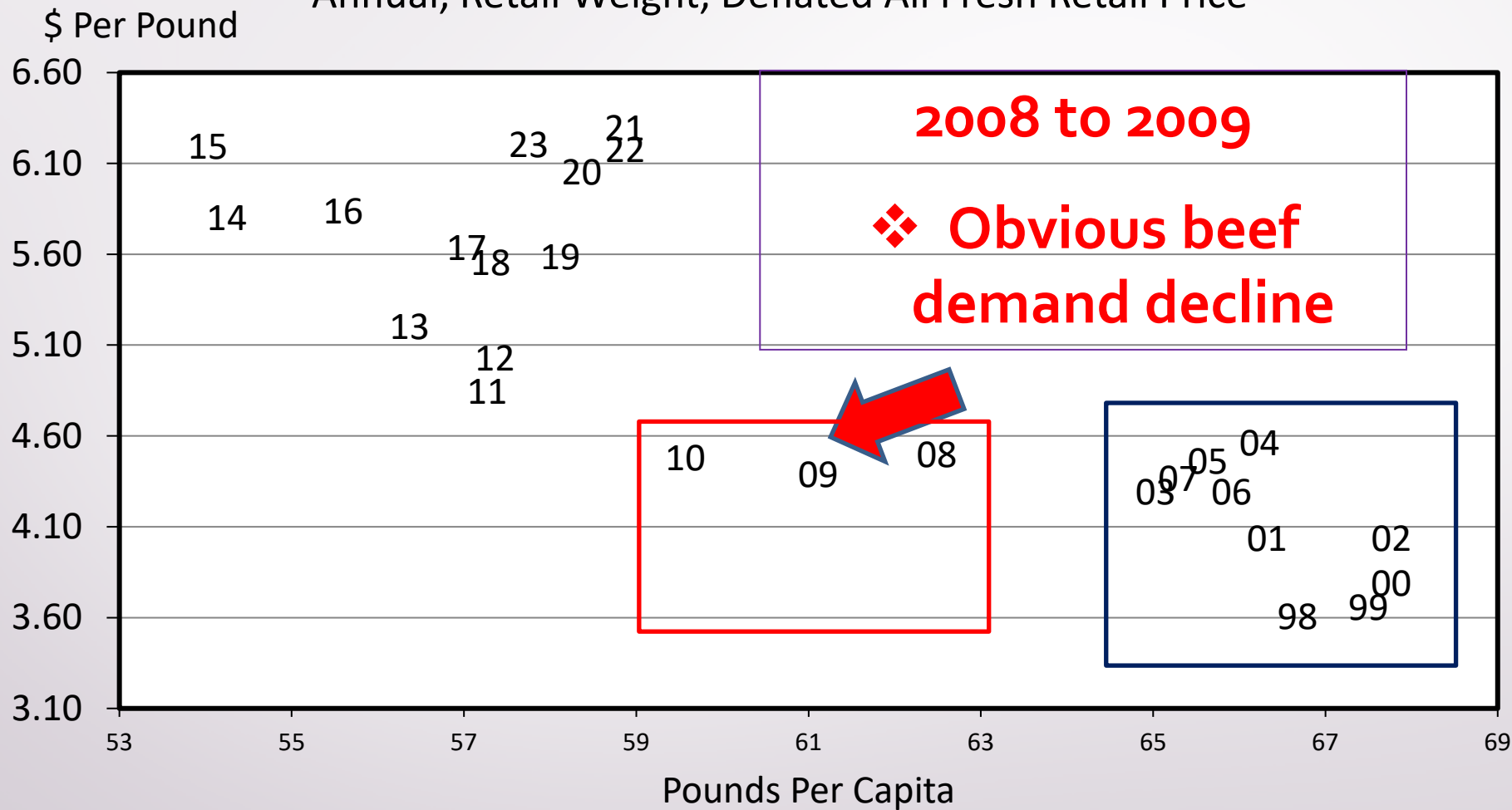
Scatterplot
Lessons:
Look for Clear
Demand Increases
or
Demand
Decreases

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

C-P-65A
 04/04/24

BEEF PRICE-QUANTITY RELATIONSHIP

Annual, Retail Weight, Deflated All Fresh Retail Price



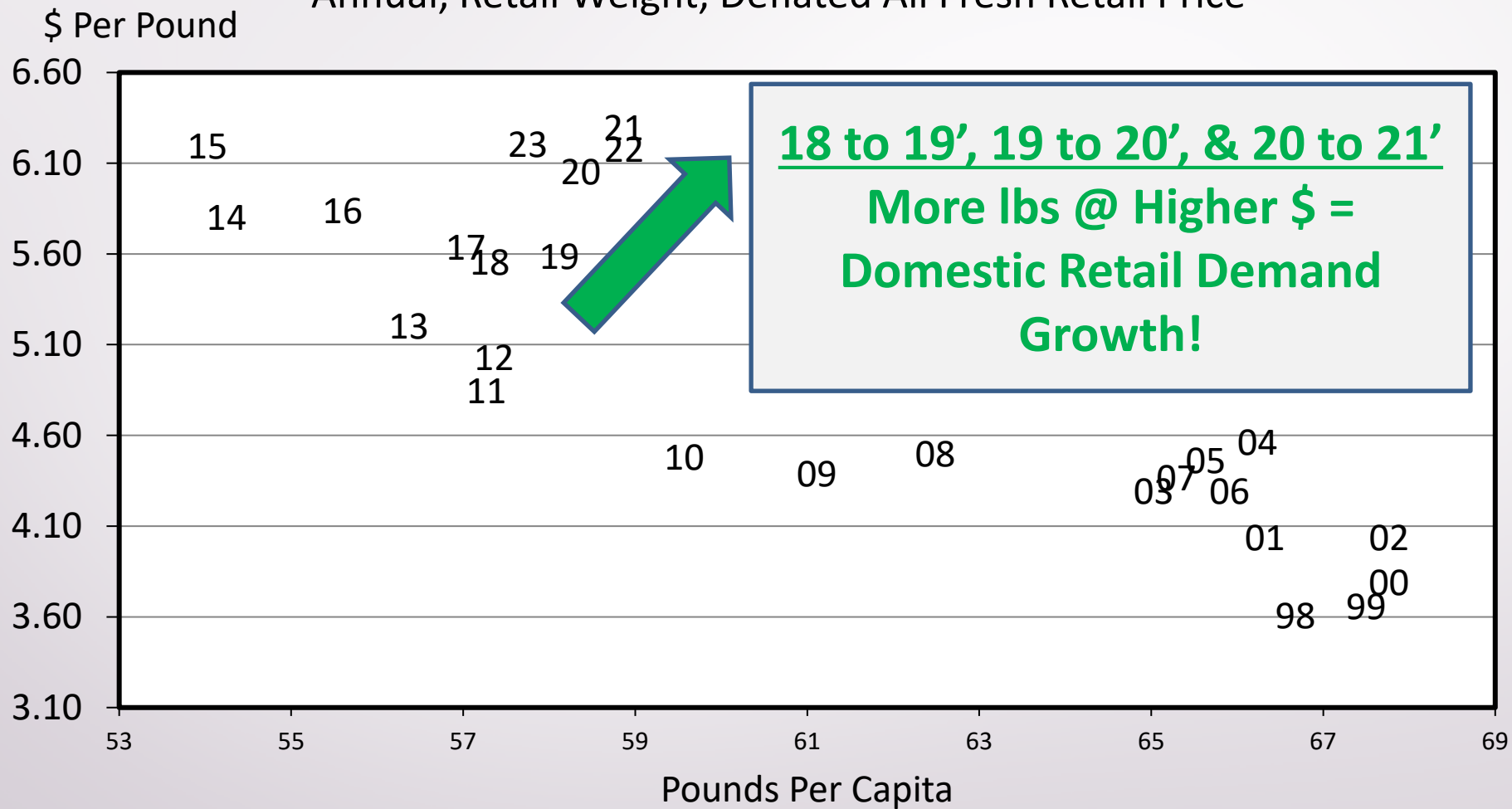
Data Source: Bureau of Economic Analysis & USDA-ERS, Compiled by LMIC

Livestock Marketing Information Center

C-P-65A
04/04/24

BEEF PRICE-QUANTITY RELATIONSHIP

Annual, Retail Weight, Deflated All Fresh Retail Price



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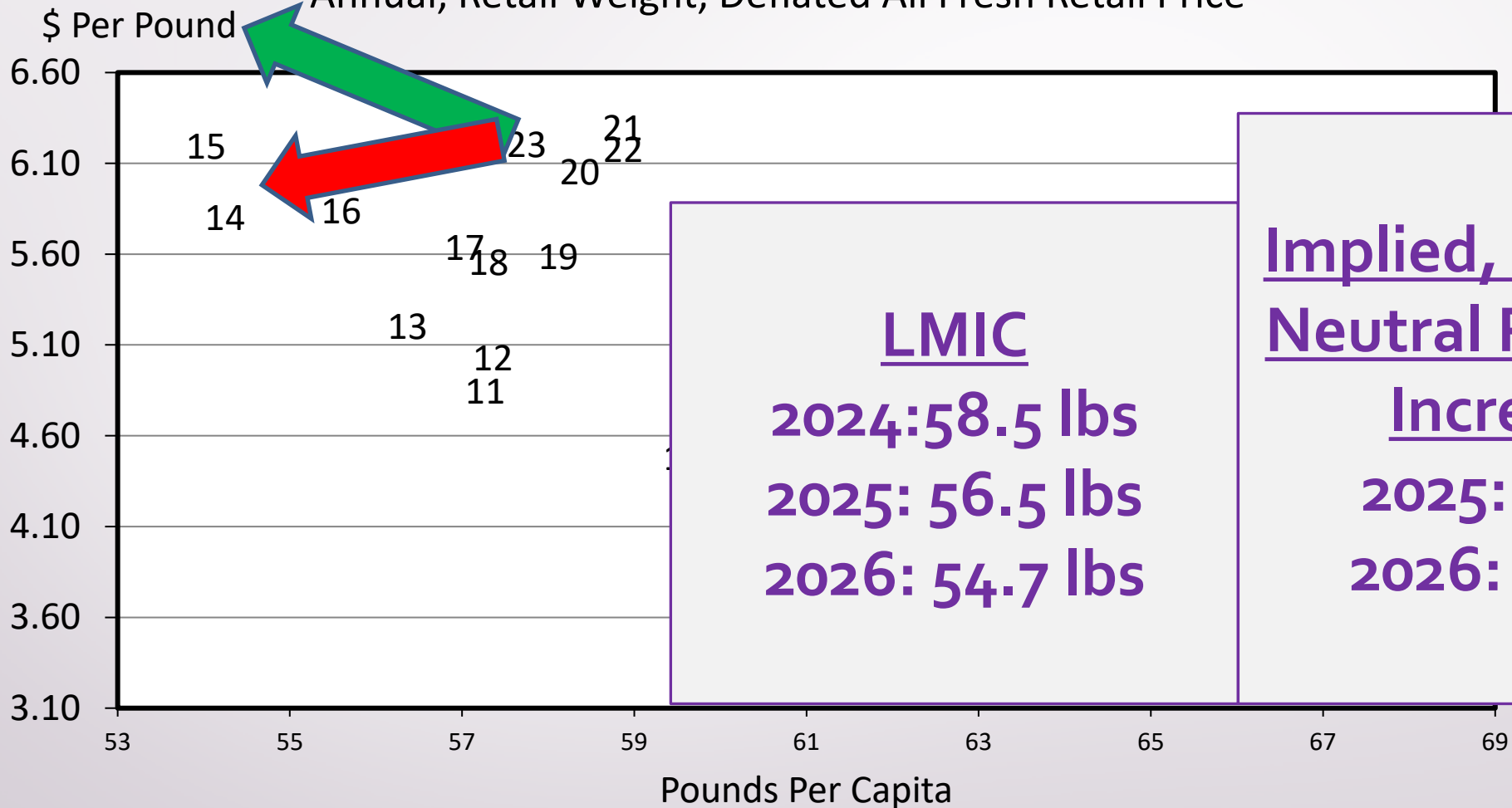
Livestock Marketing Information Center

C-P-65A
04/04/24

FUTURE?

BEEF PRICE-QUANTITY RELATIONSHIP

Annual, Retail Weight, Deflated All Fresh Retail Price



LMIC
2024: 58.5 lbs
2025: 56.5 lbs
2026: 54.7 lbs

Implied, Demand-Neutral Real Price Increases
2025: +7.1%
2026: +6.7%

Host of Meat Demand Resources on AgManager.info

Livestock & Meat Marketing
Home / Livestock & Meat / Meat Demand

KANSAS STATE UNIVERSITY | Agricultural Economics

Meat Demand

Sign up for weekly email updates.

K-State College of Agriculture Links

- AgKansitions and Kansas LandLink
- Agronomy
- Animal Science
- Kansas Ag Mediation Service (KAMS)

Extension Agent Link

Livestock & Meat

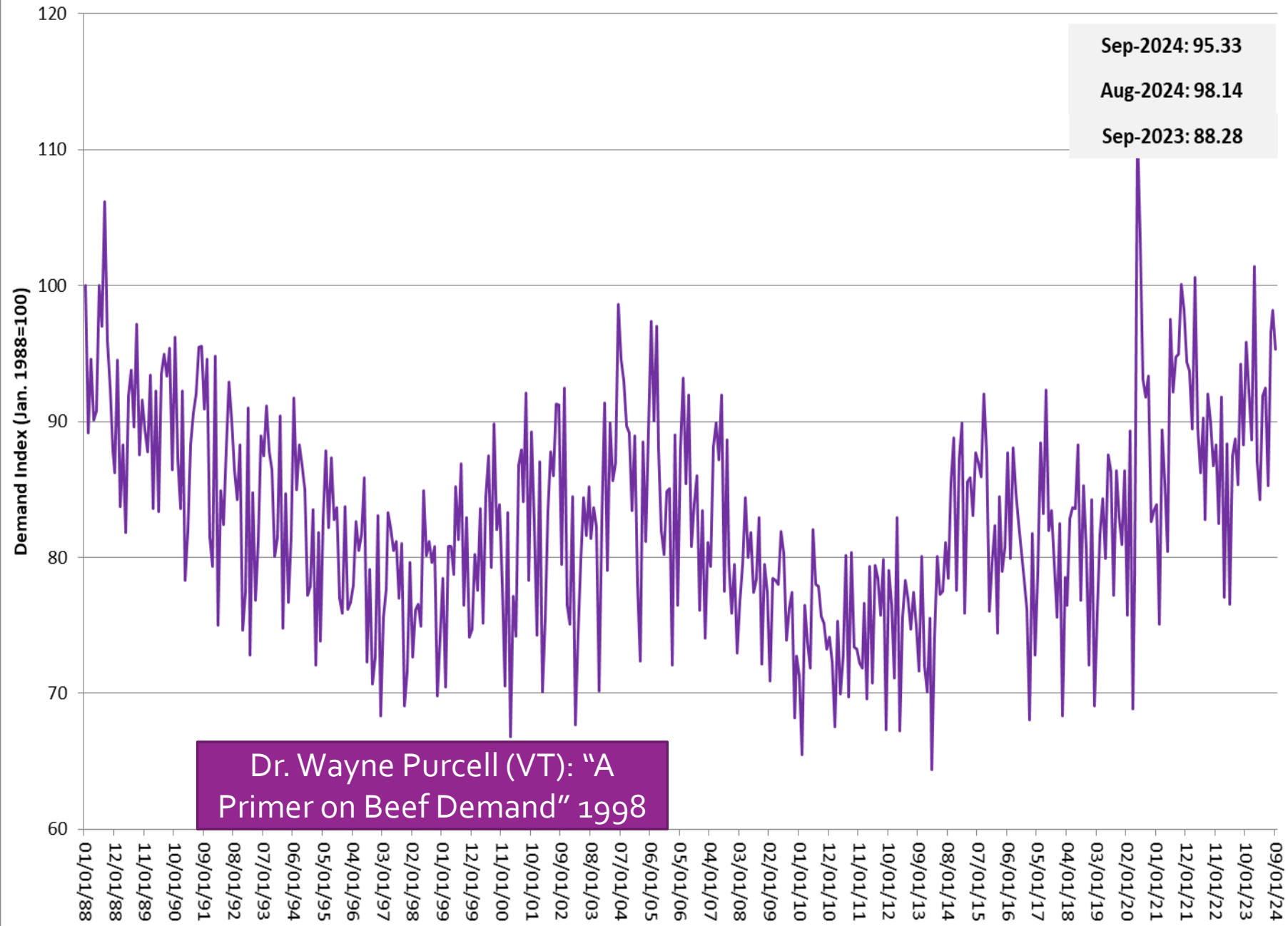
- Cattle Finishing Returns
- Meat Demand**

Meat Demand

- Maps - Meat Demand
- Meat Demand Research Studies
- Monthly Domestic Meat Demand Indices [USDA/BLS Data]
- Monthly Export Meat Demand Indices [USDA/BLS Data]
- Monthly Meat Demand Monitor [Survey Data]
 - Monthly Meat Demand Monitor (Prior Years)

<https://www.agmanager.info/livestock-meat/meat-demand>

Monthly Domestic, All-Fresh Retail Beef Demand Index, Jan. 1988-present



Dr. Wayne Purcell (VT): "A Primer on Beef Demand" 1998

Sep-2024: 95.33
 Aug-2024: 98.14
 Sep-2023: 88.28

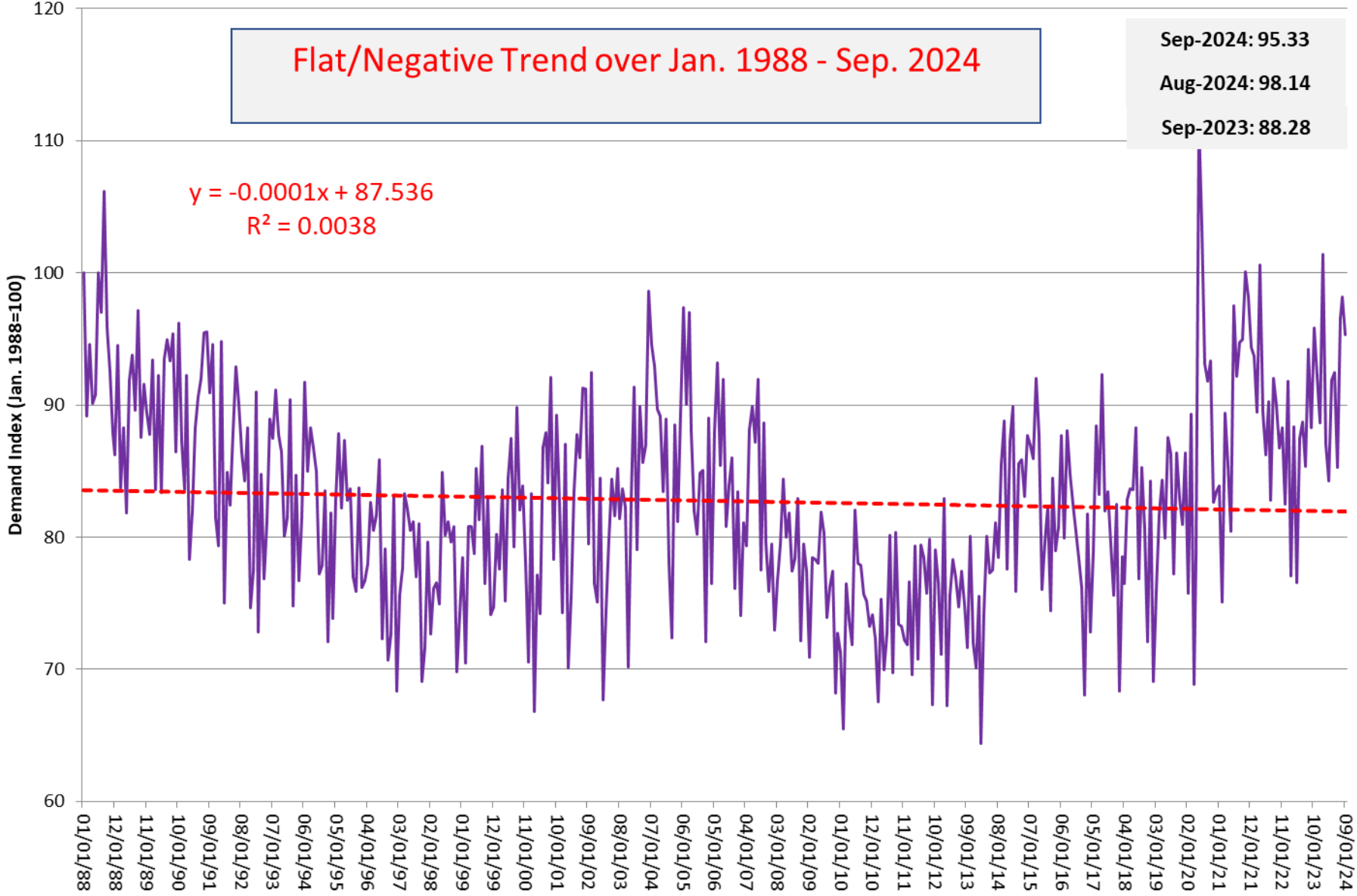
Index =
 Observed Per Cap.
 Cons. (PCC)
 / Expected PCC

Expected PCC reflects
 -0.479 own-price
 elasticity assumption

Demand Peaked in
 June 20 @ 111

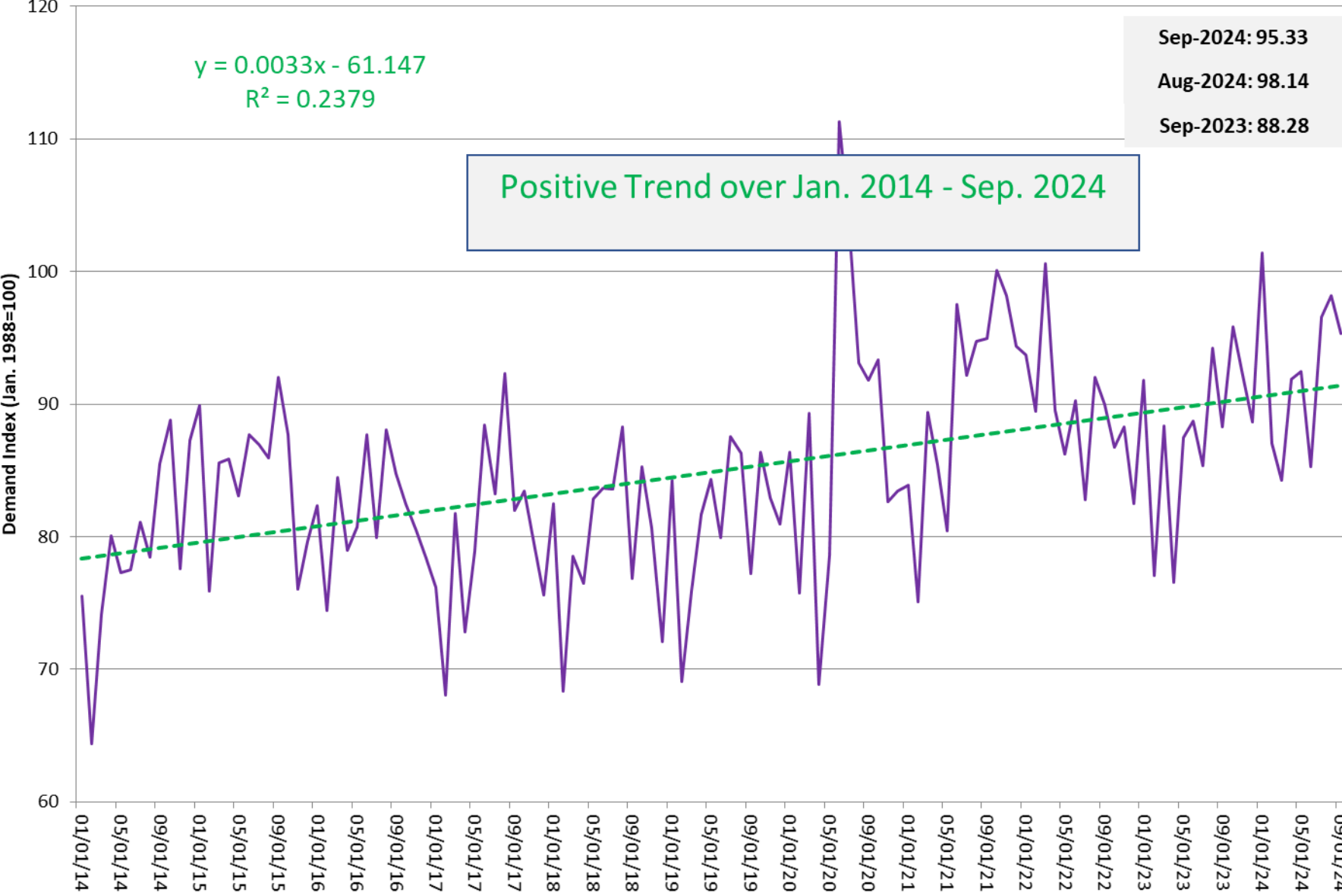
 7 of 1st 9 months of
 2024 > 2023

Monthly Domestic, All-Fresh Retail Beef Demand Index, Jan. 1988-present



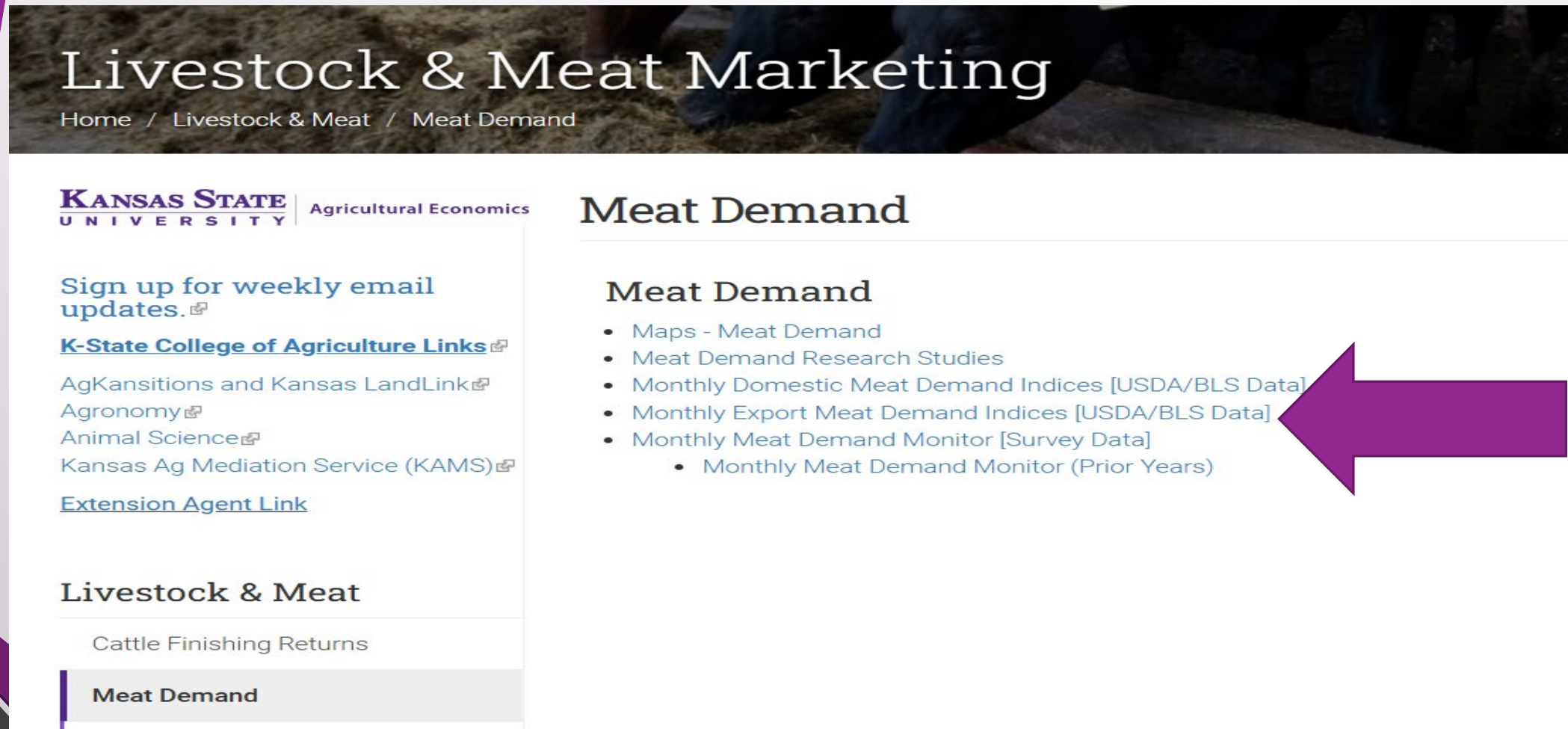
Source: Glynn T. Tonsor, Kansas State University

Monthly Domestic, All-Fresh Retail Beef Demand Index, Jan. 1988-present



Source: Glynn T. Tonsor, Kansas State University

Host of Meat Demand Resources on AgManager.info





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Meat Demand


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Livestock & Meat

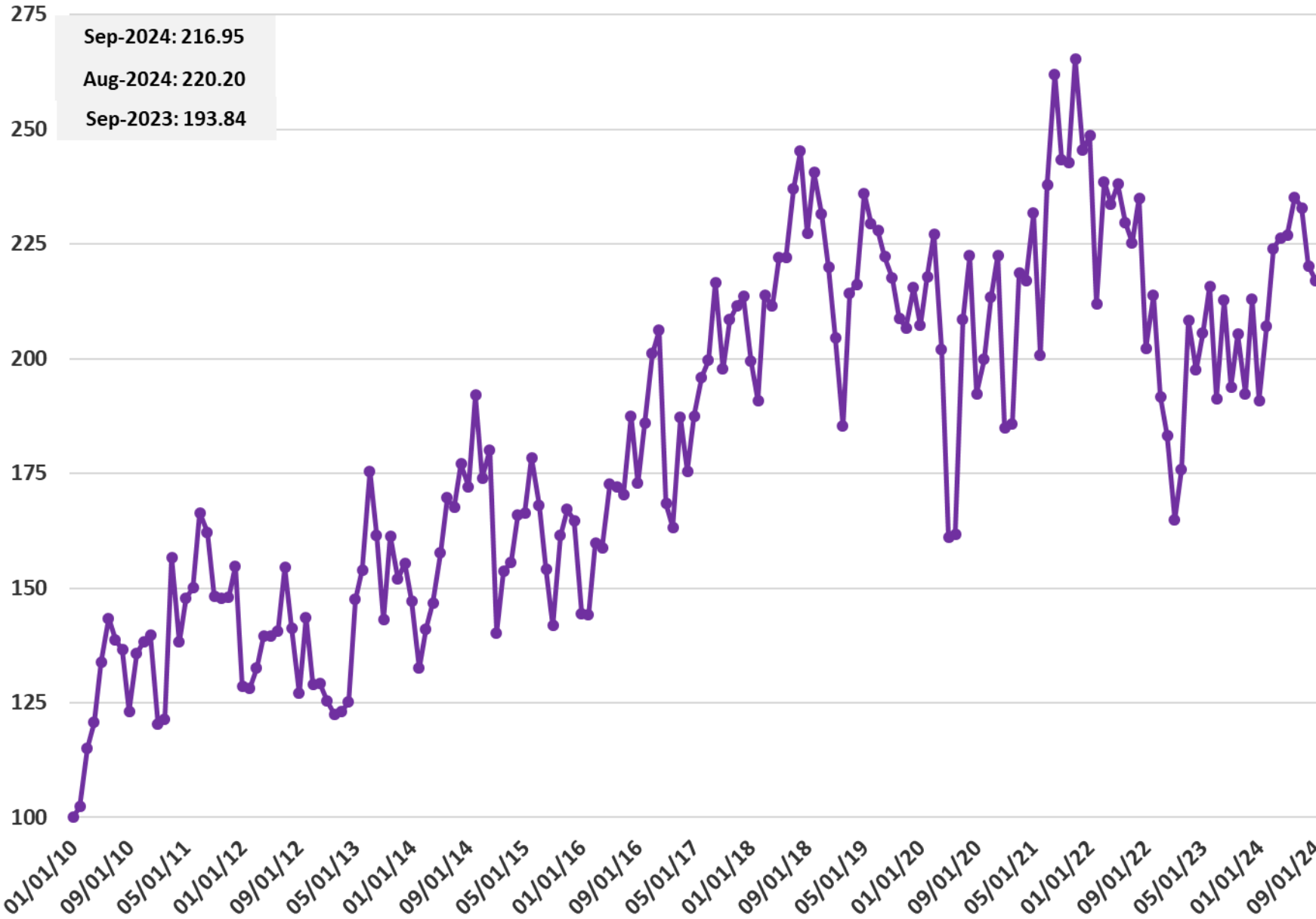
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Meat Demand

- [Maps - Meat Demand](#)
- [Meat Demand Research Studies](#)
- [Monthly Domestic Meat Demand Indices \[USDA/BLS Data\]](#)
- [Monthly Export Meat Demand Indices \[USDA/BLS Data\]](#)
- [Monthly Meat Demand Monitor \[Survey Data\]](#)
 - [Monthly Meat Demand Monitor \(Prior Years\)](#)

<https://www.agmanager.info/livestock-meat/meat-demand>

Monthly U.S. Beef, Export Demand Index, Jan. 2010 (base) - present

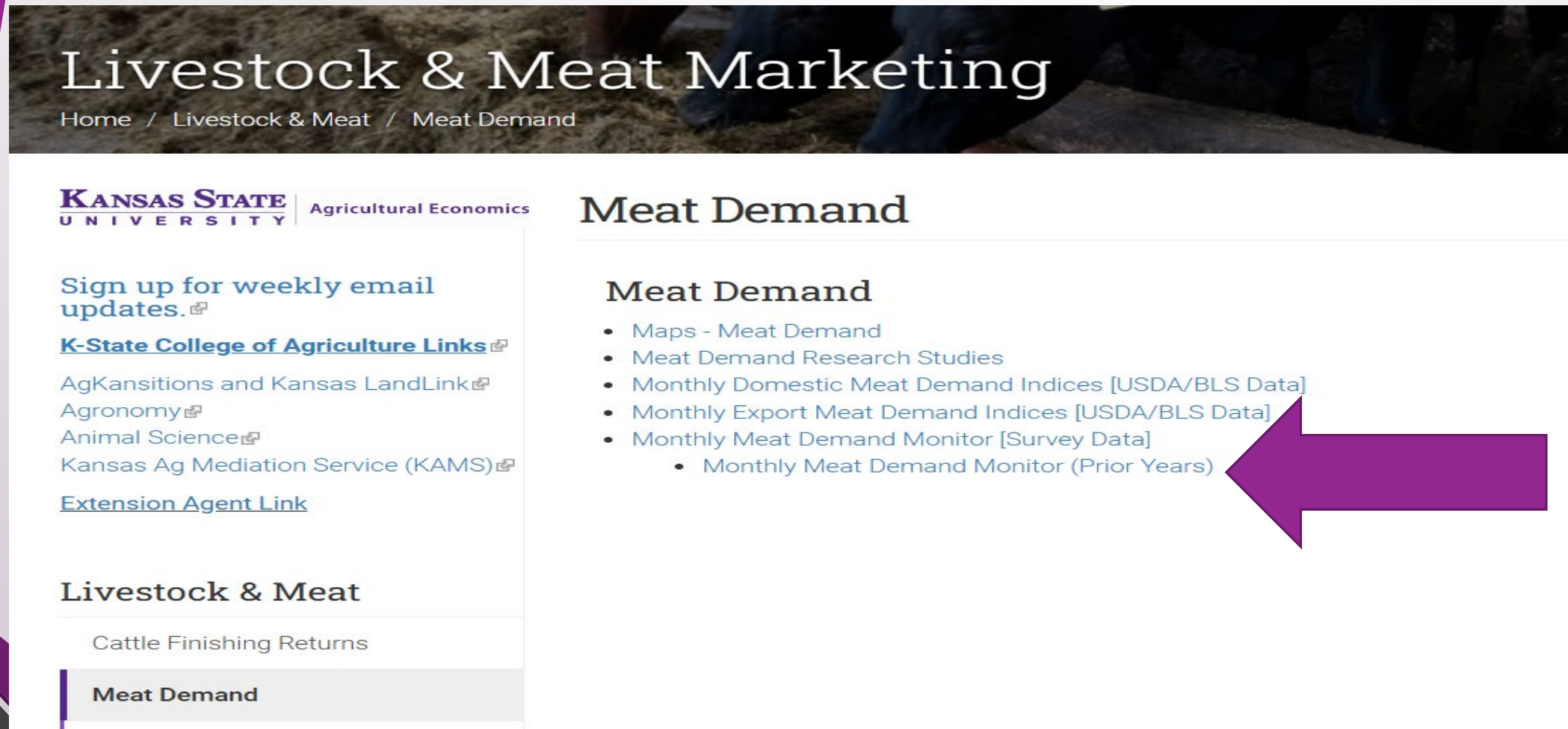


Demand Peaked in
Nov 21 @ 265

All 9 months in 2024 >
2023

Recent "lows" in May
2020 & Jan 2023

Host of Meat Demand Resources on AgManager.info





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Meat Demand


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Livestock & Meat

- Cattle Finishing Returns
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Meat Demand

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- [Monthly Meat Demand Monitor \[Survey Data\]](#)
 - [Monthly Meat Demand Monitor \(Prior Years\)](#)



<https://www.agmanager.info/livestock-meat/meat-demand>

Monthly Meat Demand Monitor, Methods, and Supporting Information

Home / Livestock & Meat / Meat Demand / Monthly Meat Demand Monitor [Survey Data]

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Livestock & Meat

[Projected Feeder Cattle Prices](#)

[Cattle Finishing Returns](#)

[Meat Demand](#)

[Meat Demand Research Studies](#)

[Monthly Domestic Meat Demand Indices \[USDA/BLS Data\]](#)

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Monthly Meat Demand Monitor [Survey Data]

Add to Favorites



The Meat Demand Monitor (MDM) project is funded in-part by the beef checkoff and the pork checkoff. Monthly reports and supporting documentation are available here.



Monthly Meat Demand Monitor

Title	Author	Date	Downloads
Meat Demand Monitor - August 2020	Tonsor	September 4, 2020	Downloads
Meat Demand Monitor - July 2020	Tonsor	August 4, 2020	Downloads
Meat Demand Monitor - February-June 2020 Summary Report	Tonsor	July 27, 2020	Downloads
Meat Demand Monitor - June 2020	Tonsor	July 2, 2020	Downloads
Meat Demand Monitor - May 2020	Tonsor	May 29, 2020	Downloads
Meat Demand Monitor - Coronavirus (COVID-19) Impact on U.S. Meat Demand:	Tonsor	May 12, 2020	Downloads

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

Meat Demand Monitor (MDM) Overview

1-STOP LOCATION FOR U.S. MEAT DEMAND TRENDS & INFORMATION

- Monthly surveys & experiments > 2,000 U.S. residents
 - ❖ >1,000 food service, restaurant focused
 - ❖ >1,000 retail, grocery-store focused
- Systematic economic modeling of consumer meat demand, preference, and behavior

FUNDING PARTNERSHIP & TIMING

- Fully launched Feb. 2020
 - Jointly funded by Beef & Pork Checkoffs
 - Current Beef Checkoff support scheduled to end September 2025
 - Pork Checkoff under annual renewal

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



Funded by the Beef Checkoff.

All MDM outputs, procedures, & data fully available on KSU's AgManager.info website

Monthly Meat Demand Monitor, Methods, and Supporting Information

Home / Livestock & Meat / Meat Demand / Monthly Meat Demand Monitor [Survey Data]

KANSAS STATE UNIVERSITY Agricultural Economics

Monthly Meat Demand Monitor [Survey Data] [Add to Favorites](#)

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Livestock & Meat

Projected Feeder Cattle Prices

Cattle Finishing Returns

Meat Demand

Meat Demand Research Studies

Monthly Domestic Meat Demand Indices [USDA/BLS Data]

Monthly Export Meat Demand Indices [USDA/BLS Data]

Monthly Meat Demand Monitor [Survey Data]

Monthly Meat Demand Monitor (Prior Years)

Production Economics

Marketing Charts

CLPER Newsletter

Monthly Meat Demand Monitor

Title	Author	Date	Downloads
Meat Demand Monitor - January 2022	Tonsor	January 28, 2022	Downloads
Multi-Month Summary Report: July-December 2021	Tonsor Lusk	January 13, 2022	Downloads
Meat Demand Monitor - December 2021	Tonsor	January 6, 2022	Downloads
Meat Demand Monitor - November 2021	Tonsor	December 3, 2021	Downloads

Methods and Supporting Information

Title	Author	Date	Downloads
2022 Raw Data - MDM For 2021 data, click HERE	Tonsor	February 2, 2022	Downloads
For 2020 data, click HERE			
Monthly Survey - January 2022	Tonsor	January 31, 2022	Downloads

- ✓ **SHORT MONTHLY REPORTS & APPROVED TWEETS/LINKEDIN POSTS (#MDM)**
- ✓ **RAW DATA**
- ✓ **SURVEY INSTRUMENTS & UNDERLYING PROCEDURE DOCS**
- ✓ **ACADEMIC PAPERS USING MDM**
- ✓ **LINKS TO EXAMPLE MEDIA USE**



Funded by the Beef Checkoff.

Broad Activity Flow

- Ongoing data collection (~1st 25 days of each month)
 - KSU's Qualtrics & Dynata/Samplify
- Monthly base analysis
 - USDA approval on 4-page report & Tweets/LinkedIn posts
 - AoA live interview summary
- Periodic USFR coverage & other 1-off Assessments



Broad Overview of Survey Sections

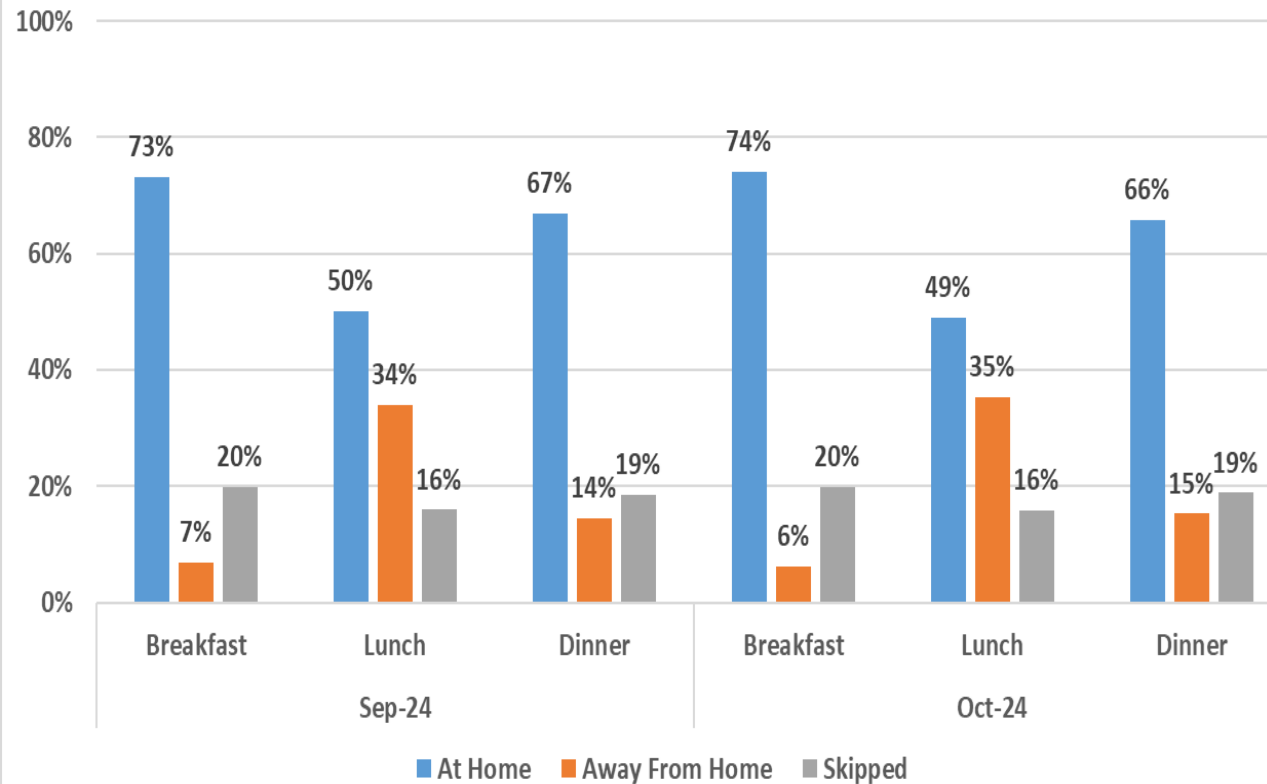
- Prior Day Recall
- Protein Values
- Choice Experiment
- Consumer Knowledge
- Ad Hoc Section
- Socio-Economic Questions



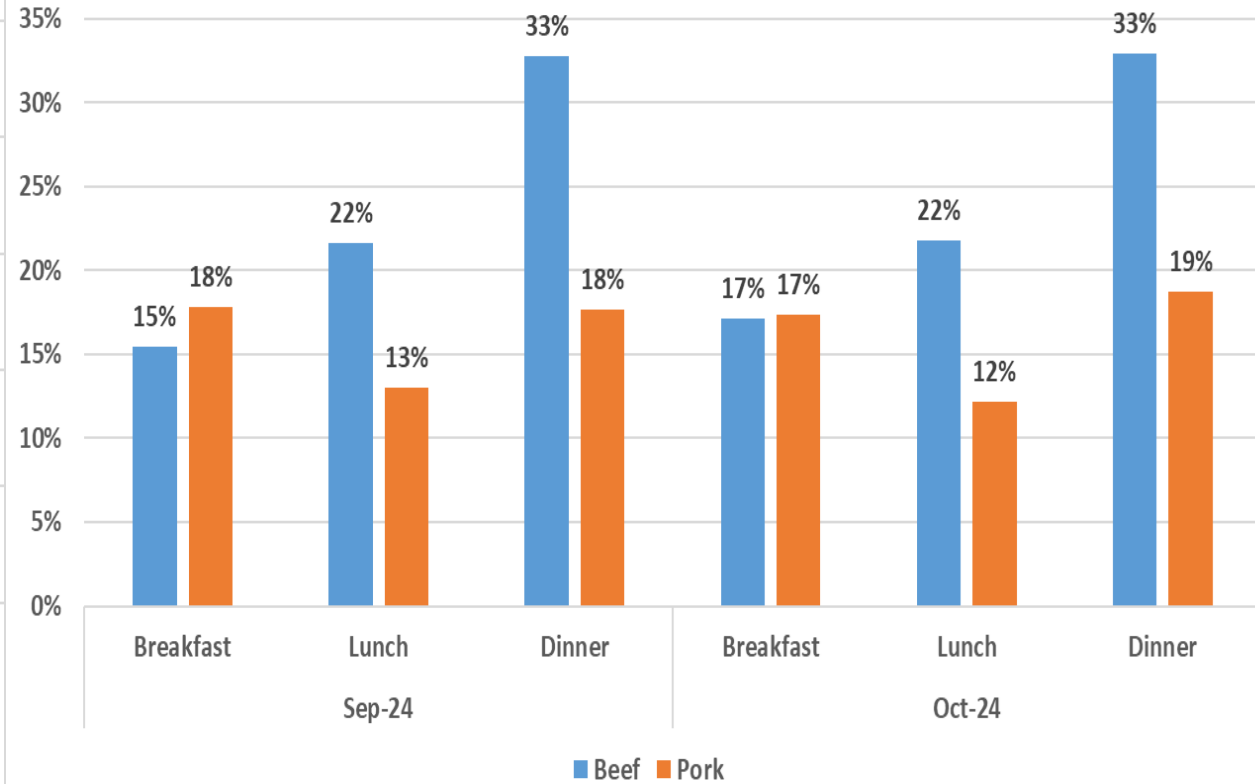
Broad Overview of Survey Sections

Prior Day Recall

Percent of Meals Consumed Yesterday



Prior Day Meals Including Beef or Pork



Broad Overview of Survey Sections

Prior Day Recall

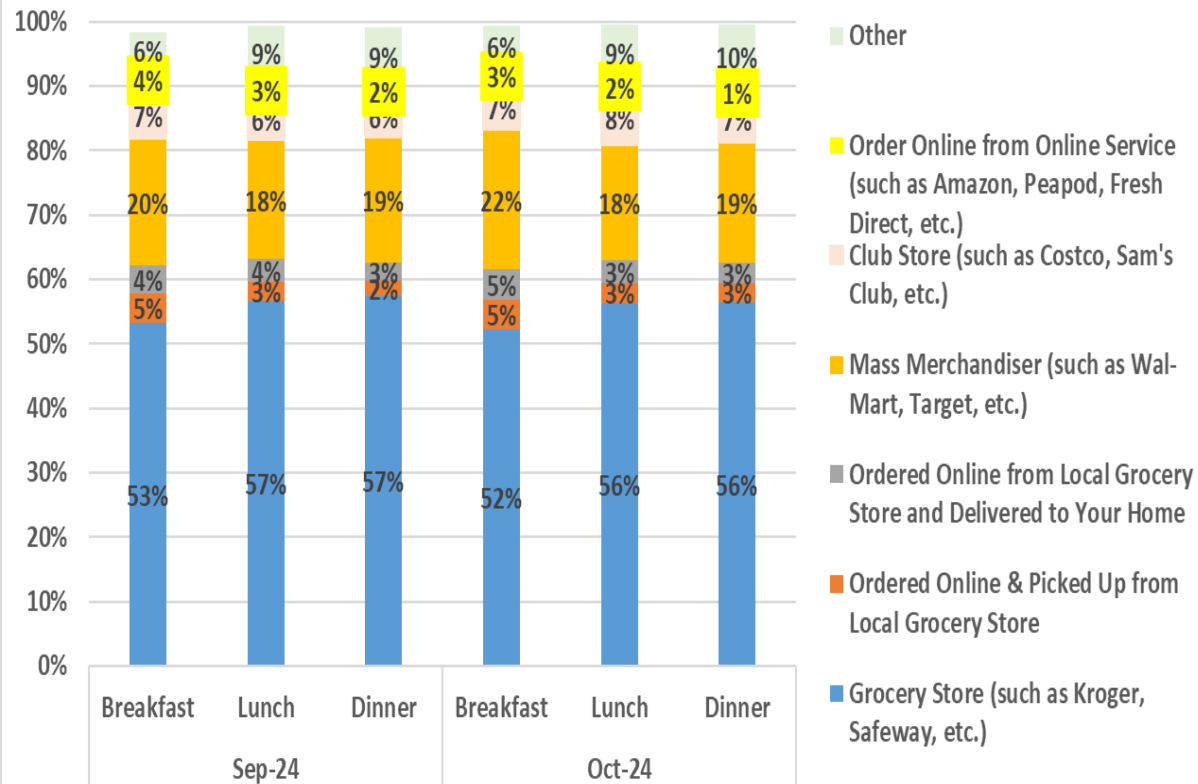
FD: Ruth's Chris, Capital Grille, Morton's Steakhouse

CD: Applebee's, Olive Garden, Outback

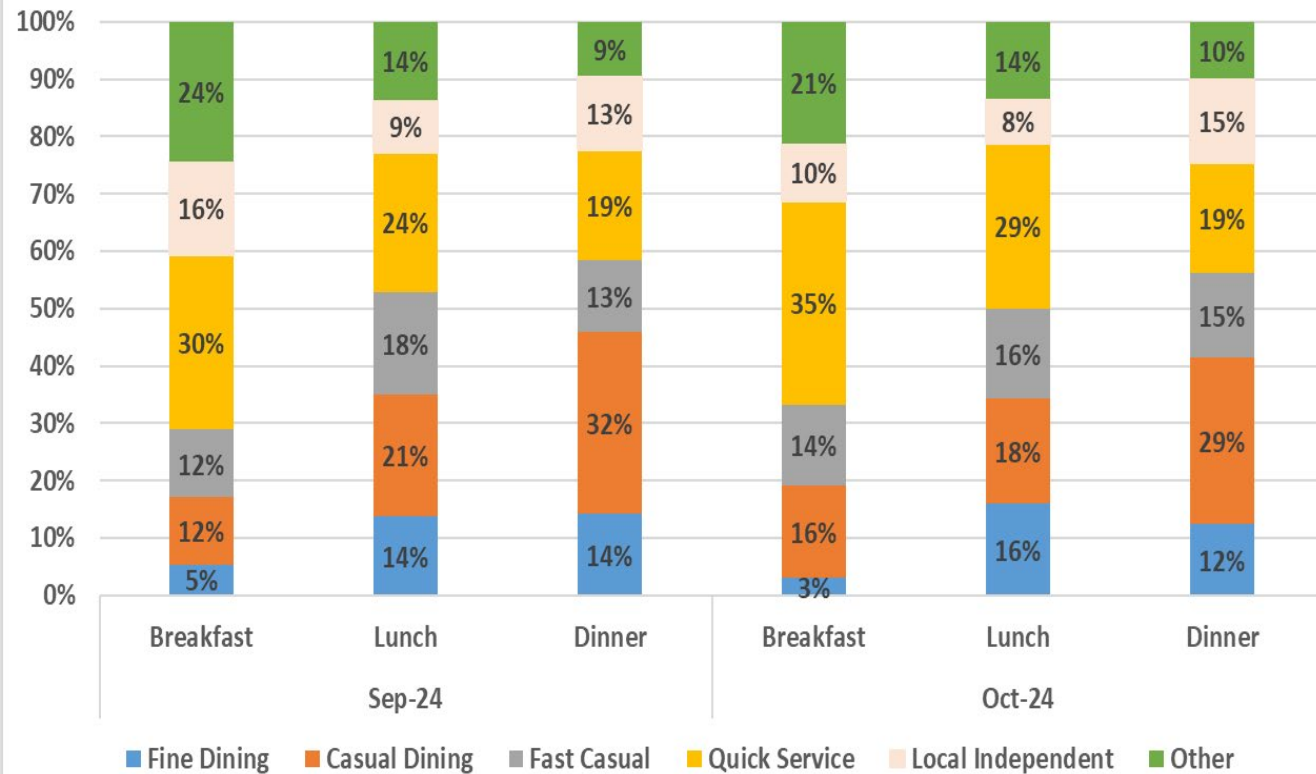
FC: Panera, Chipotle, Panda Express

QSR: McDonalds, Subway, Chick-fil-A

Percent of At-Home Meals by Protein Source



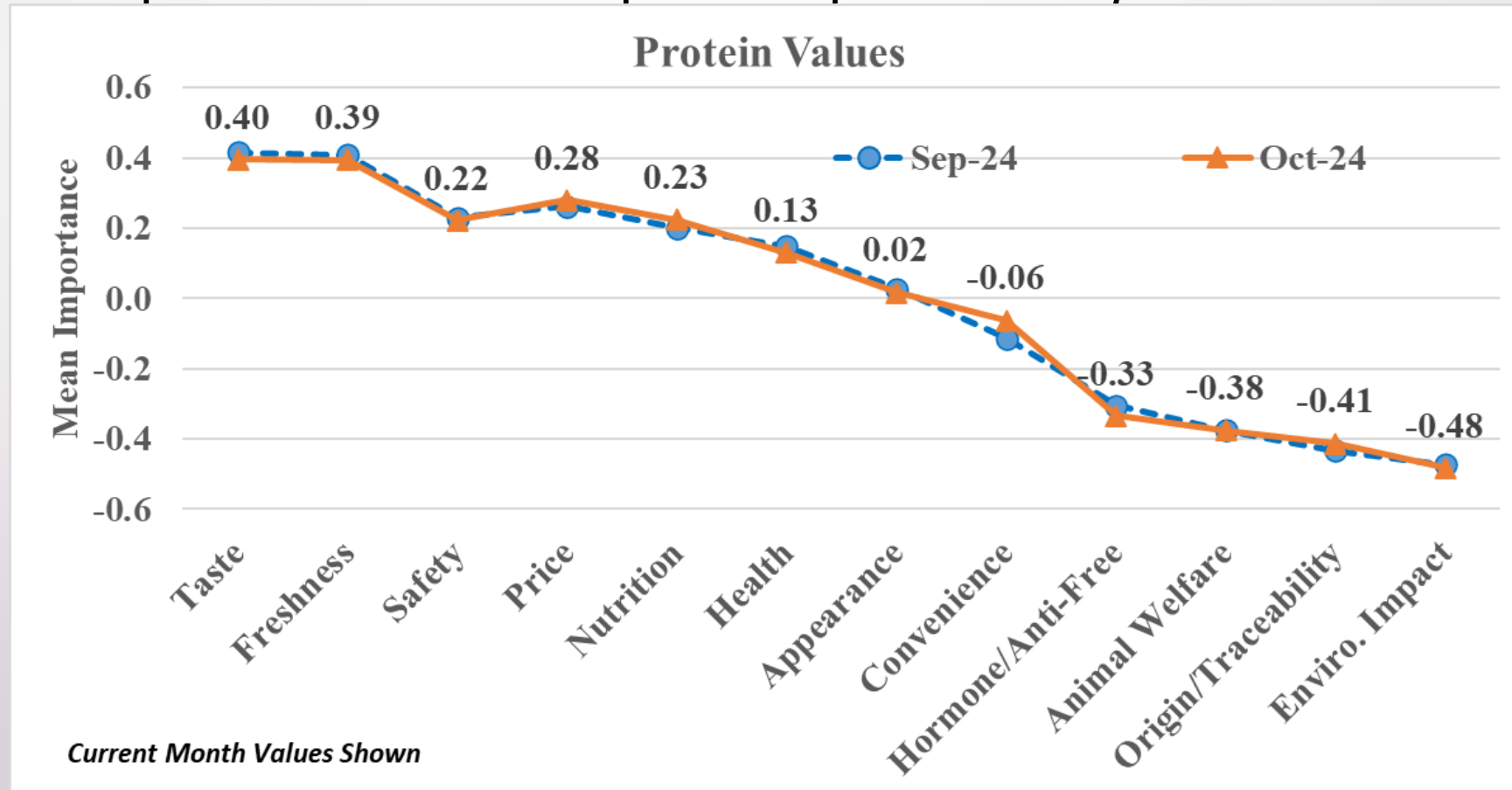
Percent of Away-from-Home Meals by Restaurant Type



Broad Overview of Survey Sections

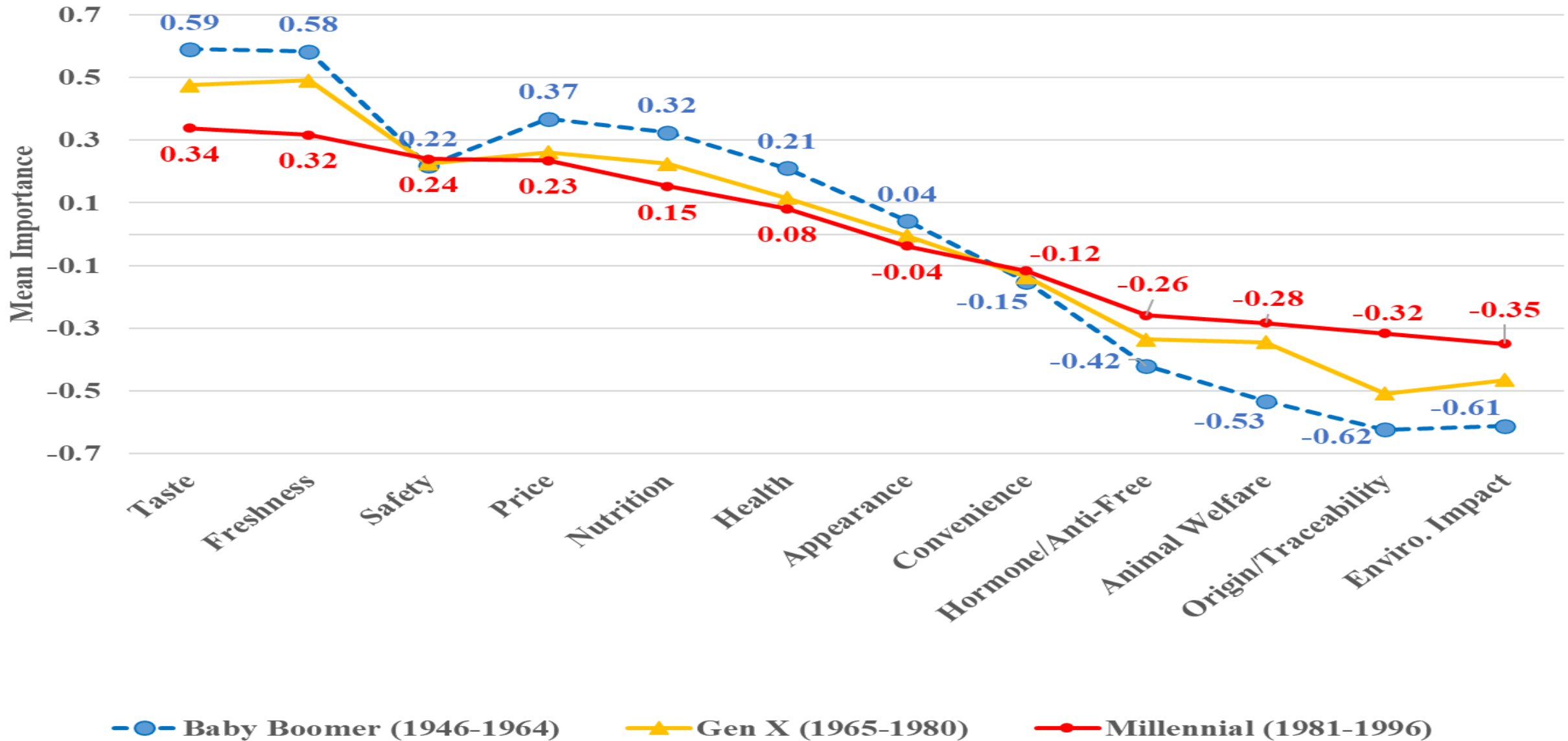
Protein Values

- Most/Least important factors in protein purchasing decision



Protein Values – What Drives Purchasing?

Protein Values, by Generation (March 2024, Meat Demand Monitor)



Broad Overview of Survey Sections

Choice Experiment: Mean WTP Estimates

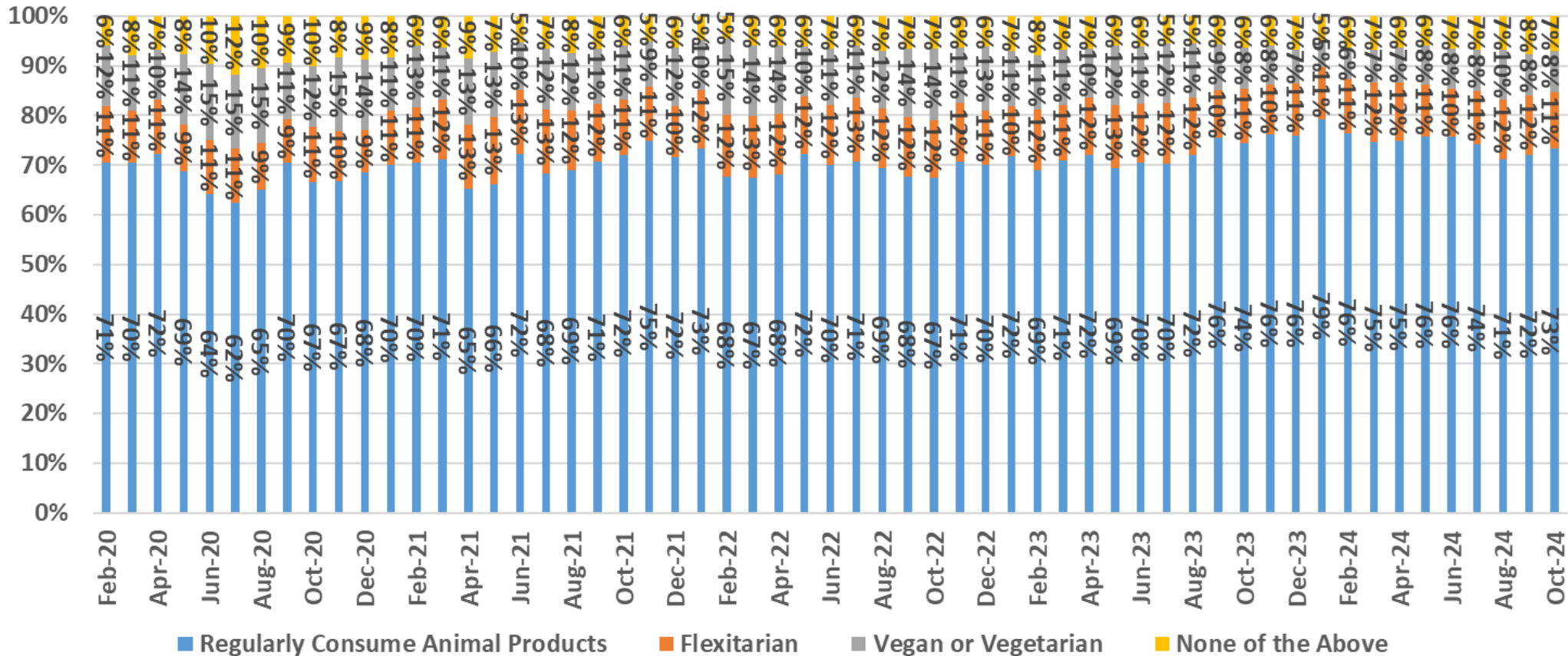
RETAIL		Ribeye Steak	Ground Beef	Pork Chop	Bacon	Chicken Breast	Plant-Based Patty	Shrimp	Beans and Rice	Something Else
Sep-24	WTP (\$/lb)	\$ 17.45	\$ 8.61	\$ 6.82	\$ 5.71	\$ 8.28	\$ 8.44	\$ 9.33	\$ 2.88	
	Market Share	8%	24%	12%	8%	26%	3%	4%	7%	7%
Oct-24	WTP (\$/lb)	\$ 17.68	\$ 8.70	\$ 7.22	\$ 5.58	\$ 8.55	\$ 8.46	\$ 9.56	\$ 2.94	
	Market Share	8%	24%	13%	7%	26%	2%	5%	7%	7%
FOOD SERVICE		Ribeye Steak	Beef Hamburger	Pork Chop	Baby Back Ribs	Chicken Breast	Plant-Based Patty	Shrimp	Salmon	Something Else
Sep-24	WTP (\$/lb)	\$ 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 (\$/lb)	\$ 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%



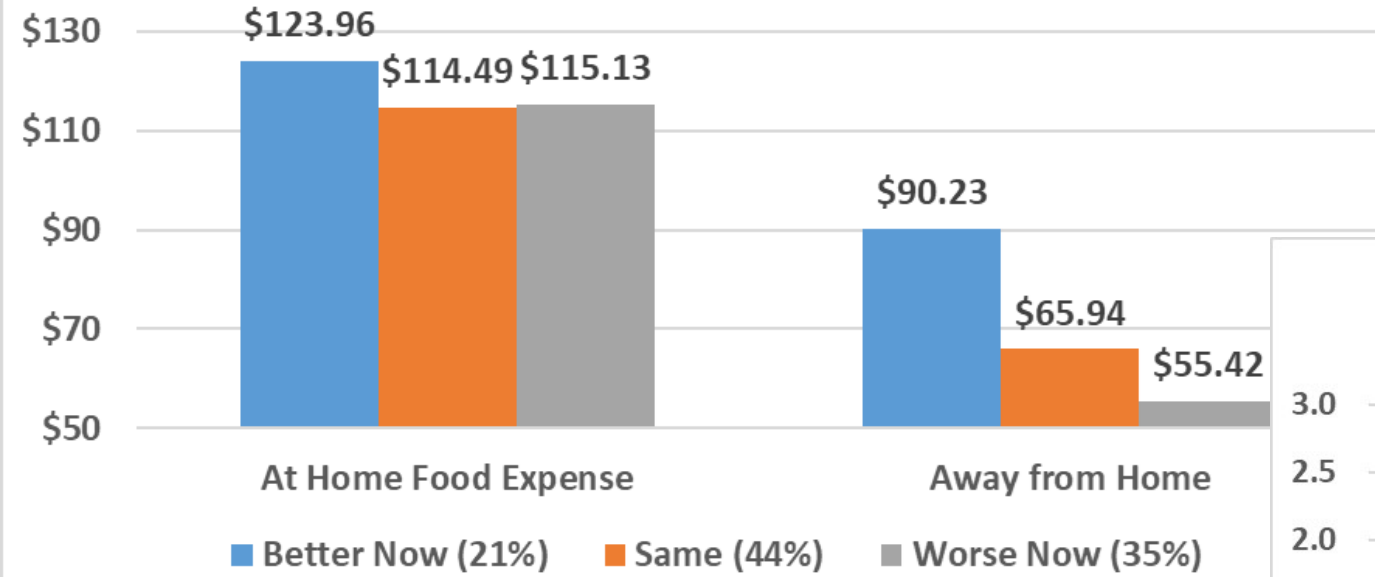
Broad Overview of Survey Sections

■ Socio-Economic Questions: Self-Declared Diet

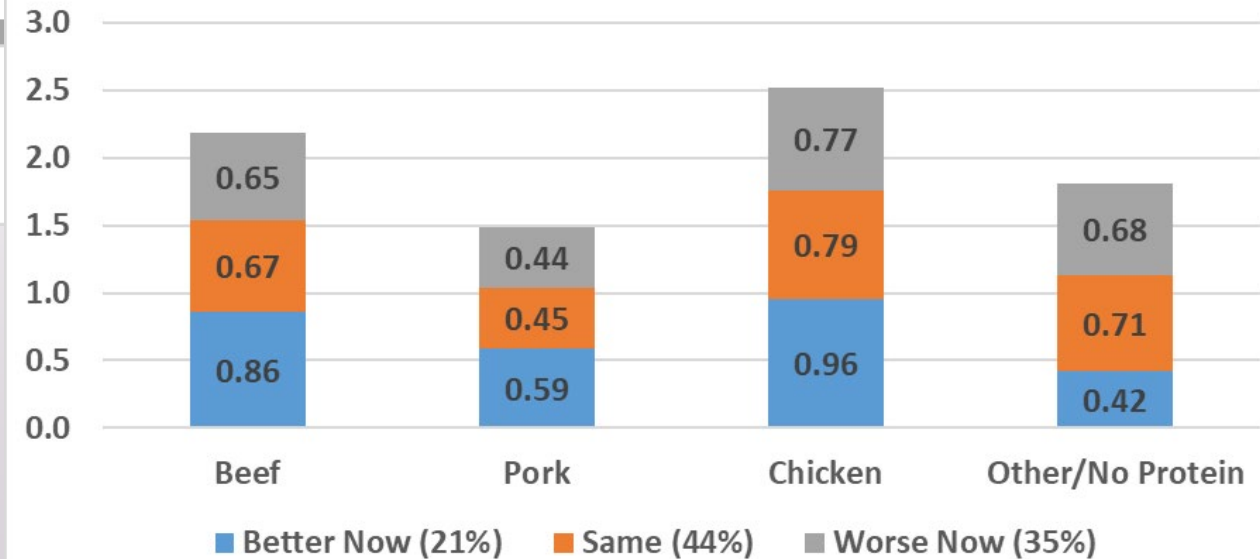
Self-Declared Diet, Feb. 2020 - Oct. 2024 (Source: MDM Project)



Average Weekly Food Expenses, by Financial Sentiment (Now vs One Year Ago) for Oct. 2024 (MDM)



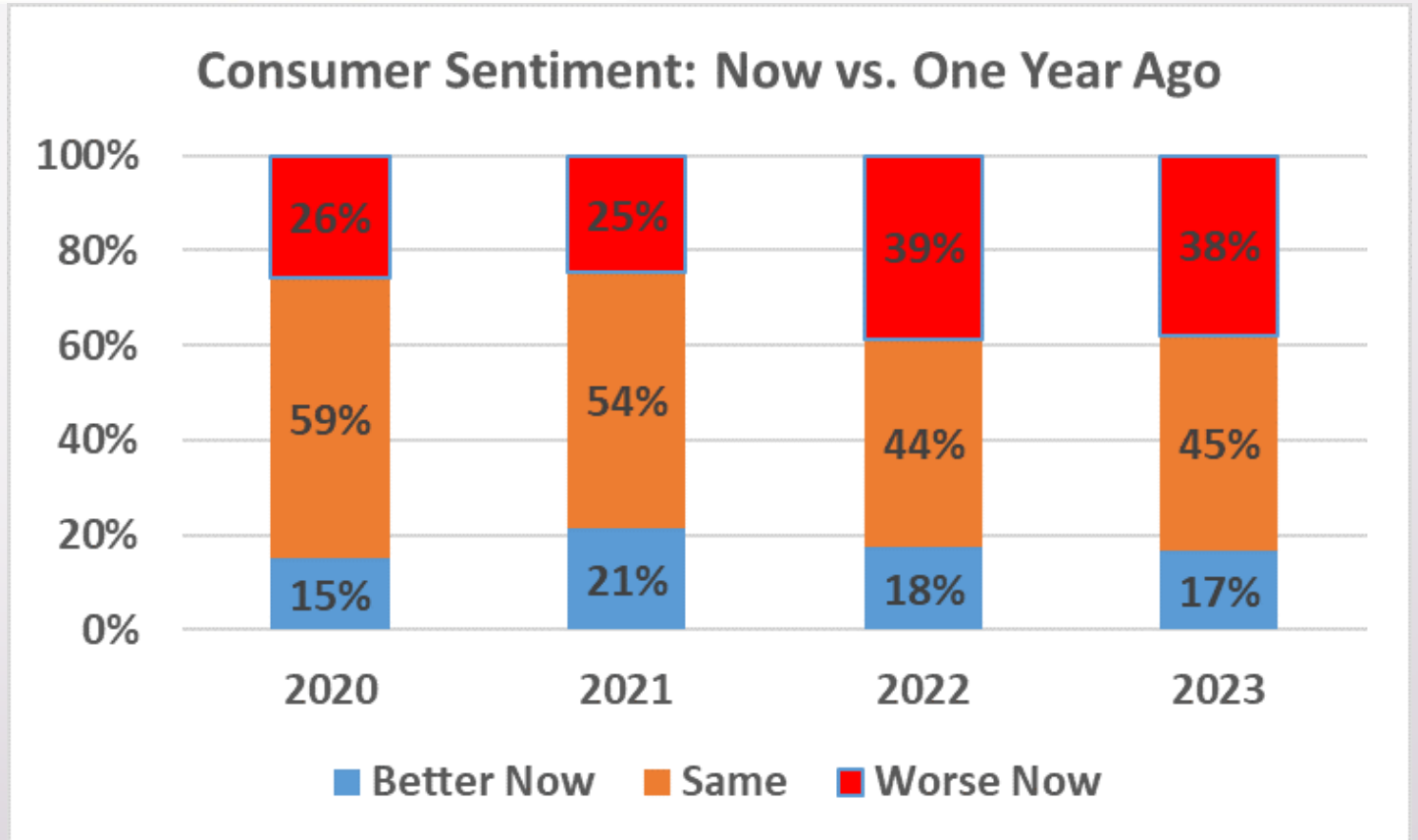
Prior Day Meal, Protein Inclusion Rate by Financial Sentiment (Now vs One Year Ago) for Oct. 2024 (MDM)



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.

U.S. Meat Demand Update & Role of Financial Sentiment: 2020-2023

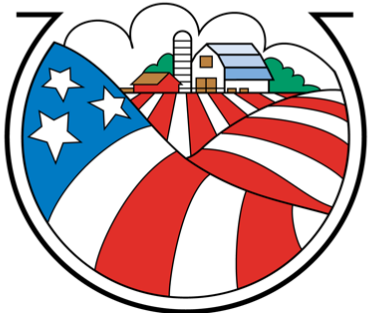


<https://www.agmanager.info/livestock-meat/meat-demand/monthly-meat-demand-monitor-survey-data>

Media Partnering



**U.S. FARM
REPORT™**



✓ AOA (MIKE PEARSON/JESSE ALLEN HOST)

- ✓ GT monthly interview w/ latest MDM info
- ✓ 1 million live listeners each interview;
 - ✓ + 200k via Sirius Rural Radio
- ✓ 5,500 AoA podcast downloads each month

✓ USFR (TYNE MORGAN HOST)

- ✓ 500,000 listeners/video viewers each interview

✓ #MDM TWEETS & LINKEDIN POSTS (@TONSORGLYNN)

✓ AGMANAGER.INFO

- ✓ >20,000 page views to-date of MDM page



Funded by the Beef Checkoff.

EXAMPLES OF HIGH-IMPACT

ACADEMIC ARTICLES, THESES, & DISSERTATIONS

- 9 peer-reviewed articles so far
- 1 KSU M.S. Thesis (Taylor, 2021) & 2 KSU Ph.D Dissertations (Anderson, 2023; Bina, 2024)
- MDM data currently being used in multiple active research projects



EXAMPLES OF HIGH-IMPACT

ACADEMIC ARTICLES, THESES, & DISSERTATIONS

Meat Science 190 (2022) 108843



Contents lists available at [ScienceDirect](https://www.sciencedirect.com)

Meat Science

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



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

<https://onlinelibrary.wiley.com/doi/epdf/10.1002/aepp.13287>

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

Received: 6 August 2021

Accepted: 17 April 2022

DOI: 10.1002/aepp.13287

FEATURED ARTICLE



WILEY

Benchmarking US consumption and perceptions of beef and plant-based proteins

Hannah Taylor¹ | Glynn T. Tonsor² | Jayson L. Lusk³ |
Ted C. Schroeder²

EXAMPLES OF HIGH-IMPACT

The Washington Post
Democracy Dies in Darkness

ECONOMY

Half cows, entire pigs: Families are buying meat in bulk to save money

Rising meat prices — up 11 percent from last year — are leading many to change purchasing and consumption habits

By Abha Bhattarai
August 27, 2022 at 6:00 a.m. EDT



<https://www.agweb.com/news/business/taxes-and-finance/us-now-officially-recession?>

Is the U.S. Now Officially in a Recession?



U.S. Farm Report 10/29/22 - Roundtable 1

By TYNE MORGAN October 28, 2022



International Meat Secretariat

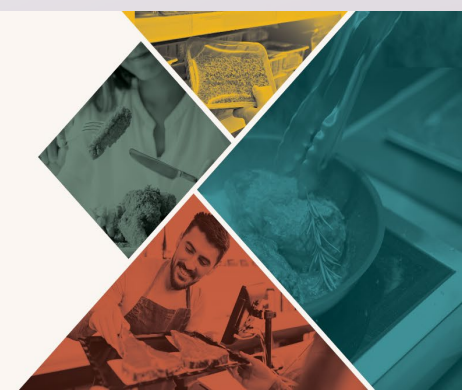


2024
INTERNATIONAL SUMMIT:
The SOCIETAL
ROLE of
MEAT &
LIVESTOCK

What the SCIENTIFIC EVIDENCE says



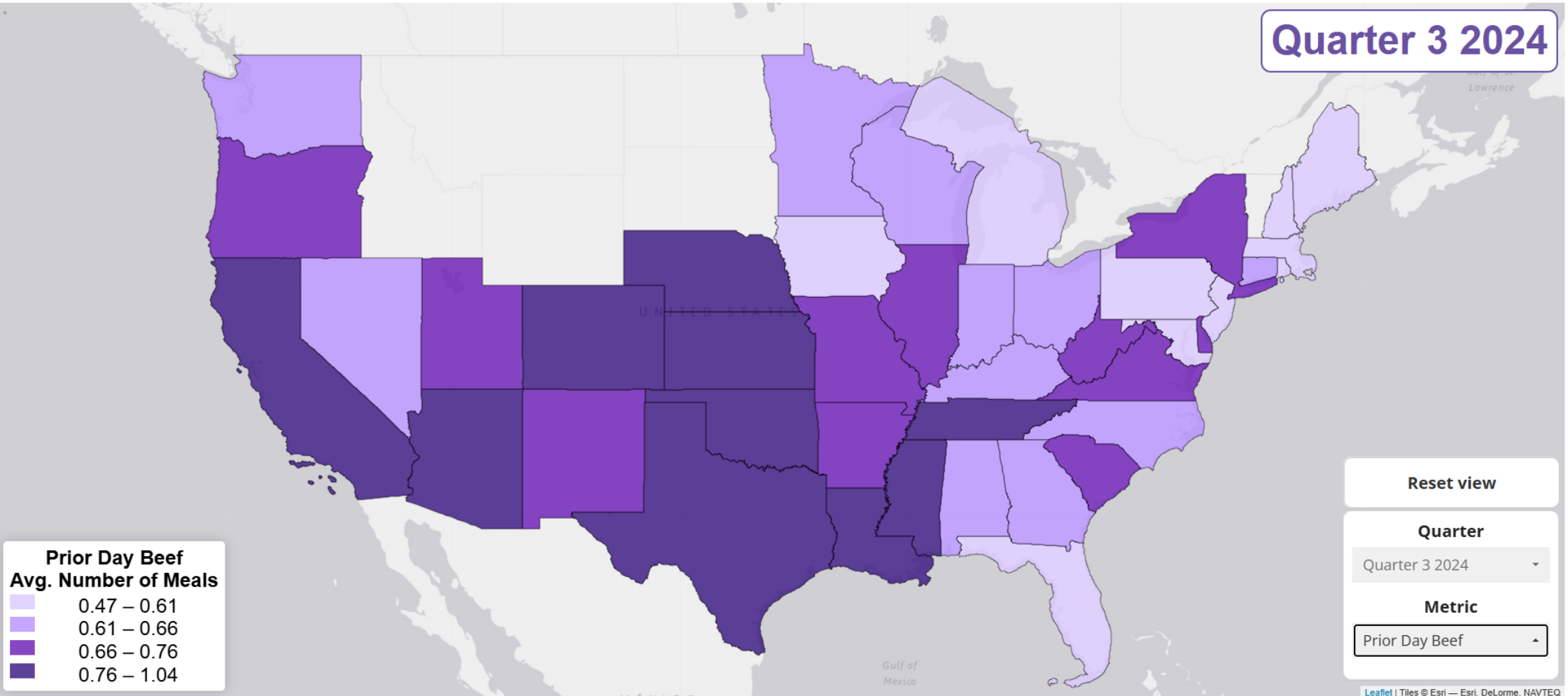
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MARCH 18-20, 2024
GAYLORD OPRYLAND • NASHVILLE, TN



State-Level Dashboard (Justin Bina)

<https://ksmeatdemandmonitor.shinyapps.io/MDMapp/>

Quarter 3 2024



NE (n=55)
= 1.04

RI (n=41)
= 0.47

Reset view

Quarter
Quarter 3 2024

Metric
Prior Day Beef

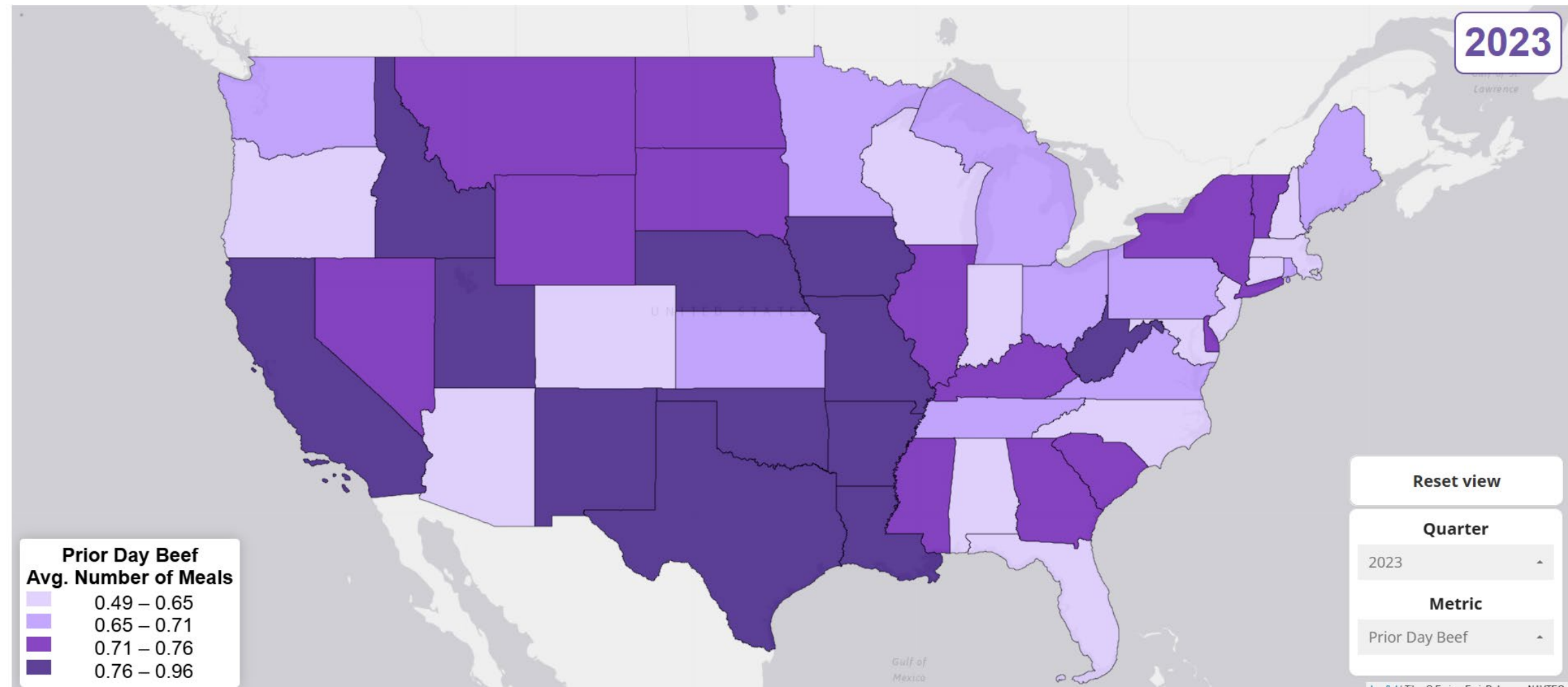


Funded by the Beef Checkoff.

State-Level Dashboard (Justin Bina)

<https://ksmeatdemandmonitor.shinyapps.io/MDMapp/>

Meat Demand Monitor [Home](#) [State Summaries](#) [Quarterly Insight](#) [Supporting Information](#)



Alaska
(n=66) =
0.96

NE
(n=226) =
0.91

NH
(n=132) =
0.49



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State-Level Dashboard (Justin Bina)

<https://ksumeatdemandmonitor.shinyapps.io/MDMapp/>

■ UNITED STATES

- 33,135 respondents in 2023
- Mean \$73.4k household income
- Mean \$115 (\$68) at-home (away-from-home) weekly food expenditures
- 72% regularly consume meat, 11% flexitarian, 10% veg or veg, 6% other

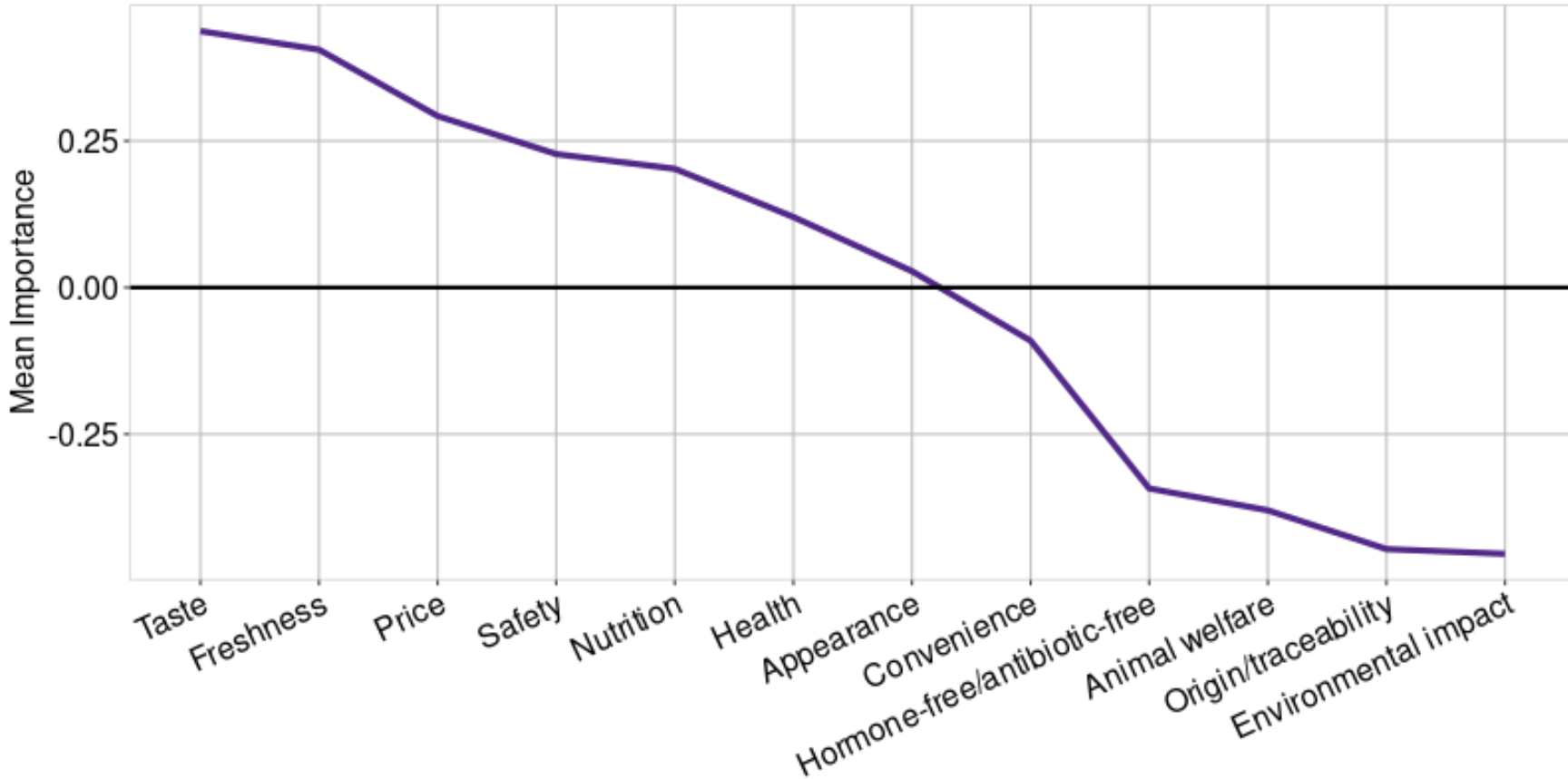


Funded by the Beef Checkoff.

State-Level Dashboard (Justin Bina)

<https://ksmeatdemandmonitor.shinyapps.io/MDMapp/>

Protein Values
2023 - All States



Taste: PV= 0.44
58% Top-4 vs 14%
Bottom-4

Price: PV= 0.29
49% Top-4 vs 20%
Bottom-4

Taste is 1.5 times as
important as Price

State-Level Dashboard (Justin Bina)

<https://ksmeatdemandmonitor.shinyapps.io/MDMapp/>

- **KANSAS (2.4 MILLION, 0.9% OF U.S. POPULATION)**
 - 317 respondents in 2023
 - Mean \$63k household income
 - Mean \$105 (\$65) at-home (away-from-home) weekly food expenditures
 - 74% regularly consume meat, 13% flexitarian, 6% veg or veg, 7% other



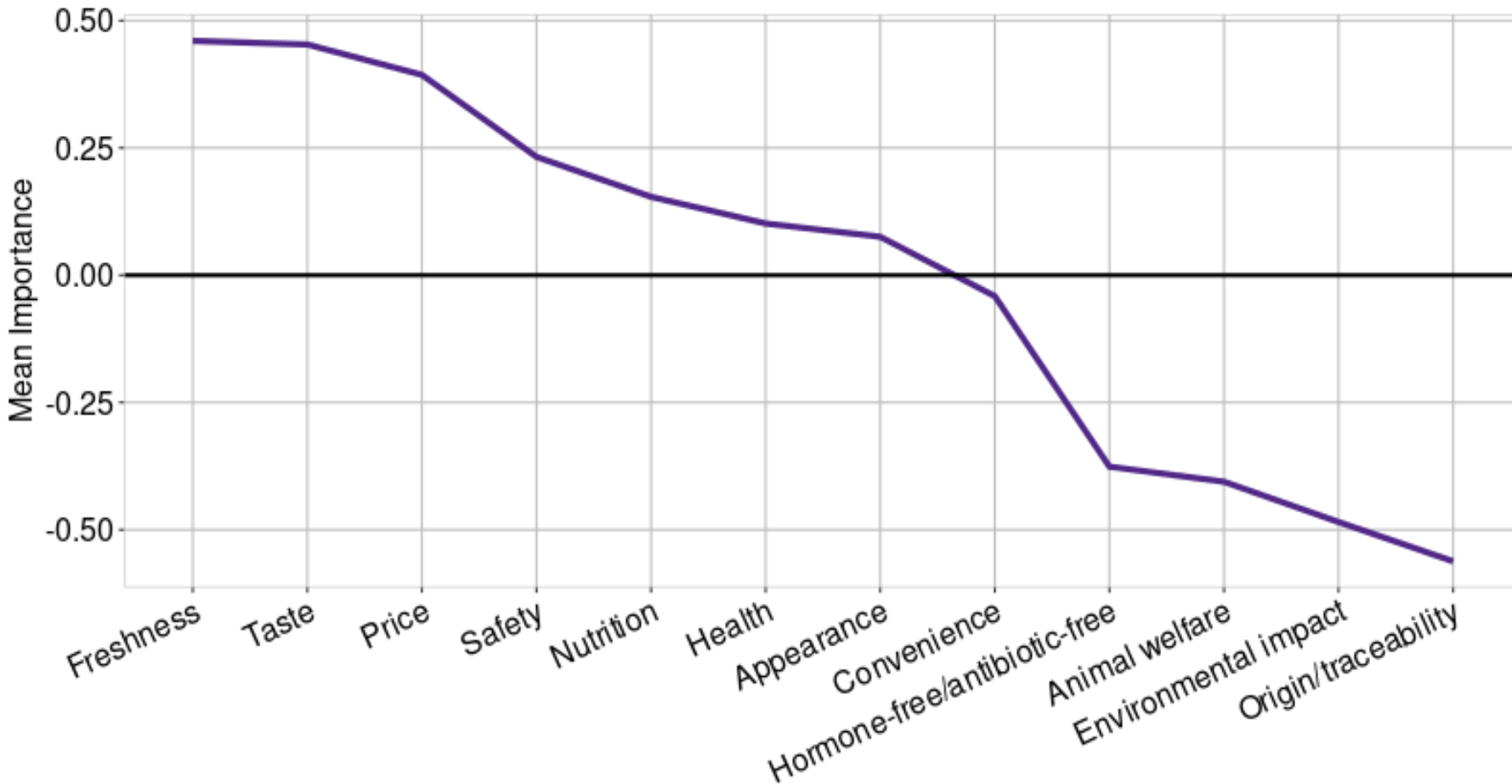
Funded by the Beef Checkoff.

State-Level Dashboard (Justin Bina)

<https://ksmeatdemandmonitor.shinyapps.io/MDMapp/>

Protein Values

2023 - Kansas



Taste: PV= 0.45
59% Top-4 vs 14%
Bottom-4

Price: PV= 0.40
55% Top-4 vs 15%
Bottom-4

Taste is 1.15 times as
important as Price

Two Quick Insights from the Meat Demand Monitor (MDM) Project

Glynn Tonsor

Sept. 18, 2024

Virtual BEEF Experience


<https://www.beefmagazine.com/livestock-management/join-us-for-the-virtual-beef-experience>



Meat Demand Monitor: Who's Buying Big in Beef?

Justin D. Bina, Glynn T. Tonsor¹

Kansas State University, Department of Agricultural Economics – July 2024



<https://www.agmanager.info/livestock-meat/meat-demand/monthly-meat-demand-monitor-survey-data/meat-demand-monitor-who%E2%80%99s-buying>

MDM: Who's Buying Big in Beef?

- Per capita beef consumption (disappearance) measures can both be accurate and incomplete
- Willits-Smith, A., Odinga, H., O'Malley, K., & Rose, D. (2023). *Demographic and Socioeconomic Correlates of Disproportionate Beef Consumption Among US Adults in an Age of Global Warming*. *Nutrients*, 15(17), 3795. <https://doi.org/10.3390/nu15173795>
 - Used Centers for Disease Control and Prevention's National Health and Nutrition Examination Survey data
 - Found that **12% of respondents (majority male) consumed one-half of beef**



MDM: Who's Buying Big in Beef?

- Justin Bina & Glynn Tonsor re-examine concentration of beef consumption using MDM data
 - **Used 2nd quarter, 2024 data on prior day beef consumption (0-3 meal count frequency)**
 - Nationally, on average 0.70 prior day meals included beef
 - 0.82 for males vs 0.58 for females
 - 0.92 for those 18-24 years old vs 0.49 for those 65 and older



MDM: Who's Buying Big in Beef?

- Nationally, on average 0.70 prior day meals included beef
 - 0.73 for those with household incomes under \$60k vs 0.66 for those over \$60k
 - Those with lower incomes shift to ground beef (from steak) rather than exit beef to other proteins
 - Deep dive into gender/age/income cohorts
 - Females aged 55 and older generally consume beef less frequently
 - Males aged 18-54 across any income bracket consume beef more frequently

✓ Overall, take-home point of “concentrated beef consumption” aligns with Willits-Smith et al. (2023)



MDM: Research Ever-Ongoing....

KANSAS STATE

Department of
Agricultural Economics

Nov. 2024 Special Report

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.

Mar-Sep 2024 MDM %	19%	12%	7%	18%	21%	9%	13%
NPB 2023 Seg. Study %	16%	14%	8%	18%	20%	12%	11%
NPB Seg Name	Culinary Adventures	Mindful Choicemakers	Culture Celebrators	Tasty Value Seekers	Confident Meat Eaters	Simple Feeders	Meat Minimizers



Funded by the Beef Checkoff.

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Retail Demand Measure	National Average (\$/lb)	Culinary Adventures	Mindful Choicemakers	Culture Celebrators	Tasty Value Seekers	Confident Meat Eaters	Simple Feeders	Meat Minimizers
Ribeye Steak	\$ 17.63	119	114	110	88	95	91	95
Ground Beef	\$ 8.74	126	130	118	80	89	95	92
Pork Chop	\$ 7.19	131	133	119	81	96	84	75
Bacon	\$ 5.94	125	123	118	82	102	97	64
Chicken Breast	\$ 8.56	121	148	122	82	84	87	105
Plant-Based Patty	\$ 8.29	112	136	112	79	87	87	98
Shrimp	\$ 9.47	119	133	114	91	91	84	88
Beans and Rice	\$ 3.27	134	161	139	70	68	75	132



Funded by the Beef Checkoff.

Discussion Points for 2025

- Will food service demand improve if/when financial sentiment improves?
- Will we see more innovation on “beef as an ingredient” vs. center-of-the-plate?
- Will industry be ready to “defend” higher end-user beef prices?
- Will beef trade internationally get further contentious?





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

MDM: Research Ever-Ongoing....

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Measure	National Average	Culinary Adventures	Mindful Choicemakers	Culture Celebrators	Tasty Value Seekers	Confident Meat Eaters	Simple Feeders	Meat Minimizers
Baby Boomer	28.7%	71	87	71	138	125	96	82
GenX	26.6%	91	100	93	98	112	106	96
Millennial	29.0%	126	105	112	77	85	95	110
GenZ	15.7%	121	115	142	76	61	104	123
Male	48.6%	110	100	102	94	103	96	90
Married Now	45.9%	102	109	101	99	105	91	89
Kids Under 12	24.3%	134	122	115	68	86	84	101
4-Year College Degree	32.4%	113	135	108	89	72	86	115
Household Income Over \$100,000	30.2%	118	131	104	88	83	79	101
Hispanic/Latino	17.1%	131	106	144	73	70	88	119
White/Caucasian	76.9%	95	96	90	102	109	106	95
Black/African American	13.3%	121	111	119	93	75	79	112
Northeast	17.1%	104	110	99	97	92	93	106
Midwest	21.0%	87	92	87	104	120	112	88
Southeast	38.2%	97	101	101	105	99	96	99
West	23.8%	113	98	110	91	89	101	108



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Measure	National Average	Culinary Adventures	Mindful Choicemakers	Culture Celebrators	Tasty Value Seekers	Confident Meat Eaters	Simple Feeders	Meat Minimizers
Prior Day Meals, Beef	0.681	117	96	101	87	107	102	85
Prior Day Meals, Chicken	0.812	115	106	113	92	87	92	102
Prior Day Meals, Pork	0.481	117	90	98	94	115	93	77
Prior Day Meals, Fish/Seafood	0.292	131	140	117	91	61	58	114

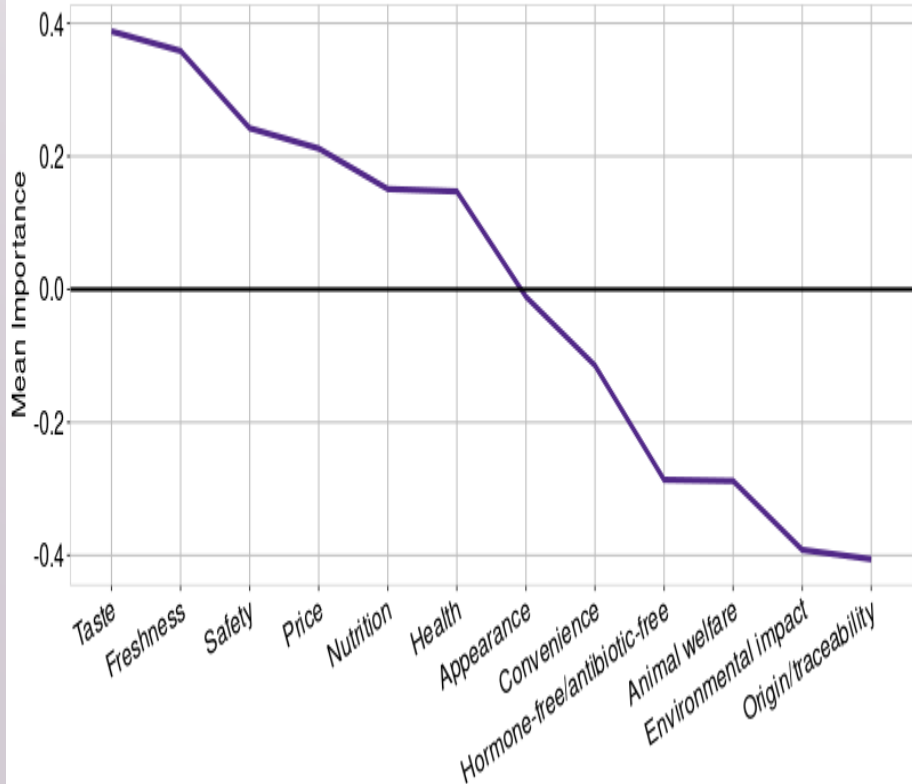


Funded by the Beef Checkoff.

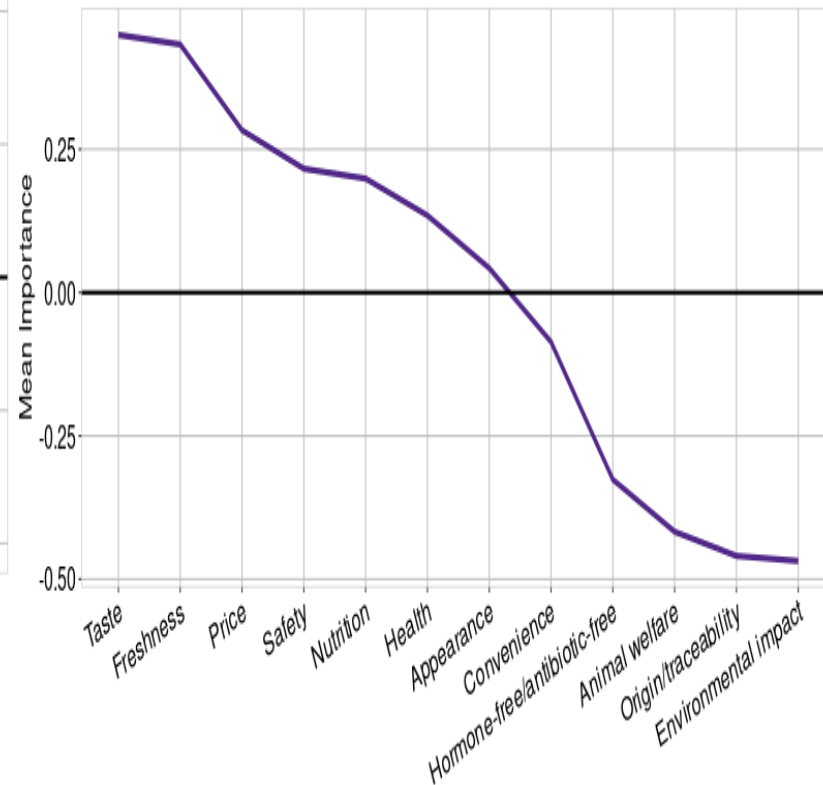
State-Level Dashboard (Justin Bina)

<https://ksmeatdemandmonitor.shinyapps.io/MDMapp/>

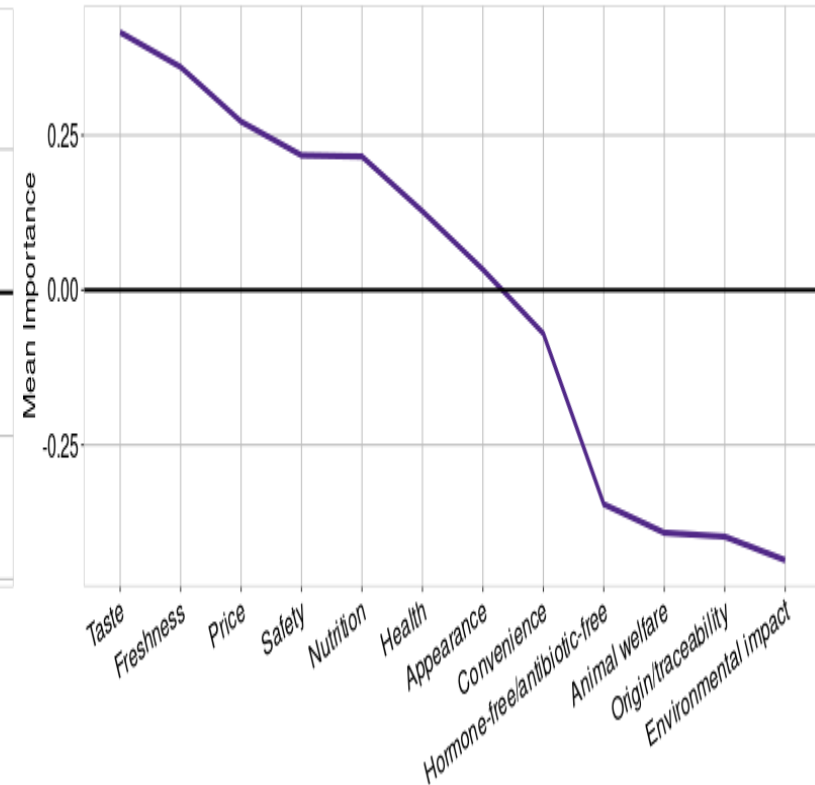
Protein Values
2023 - California



Protein Values
2023 - Florida



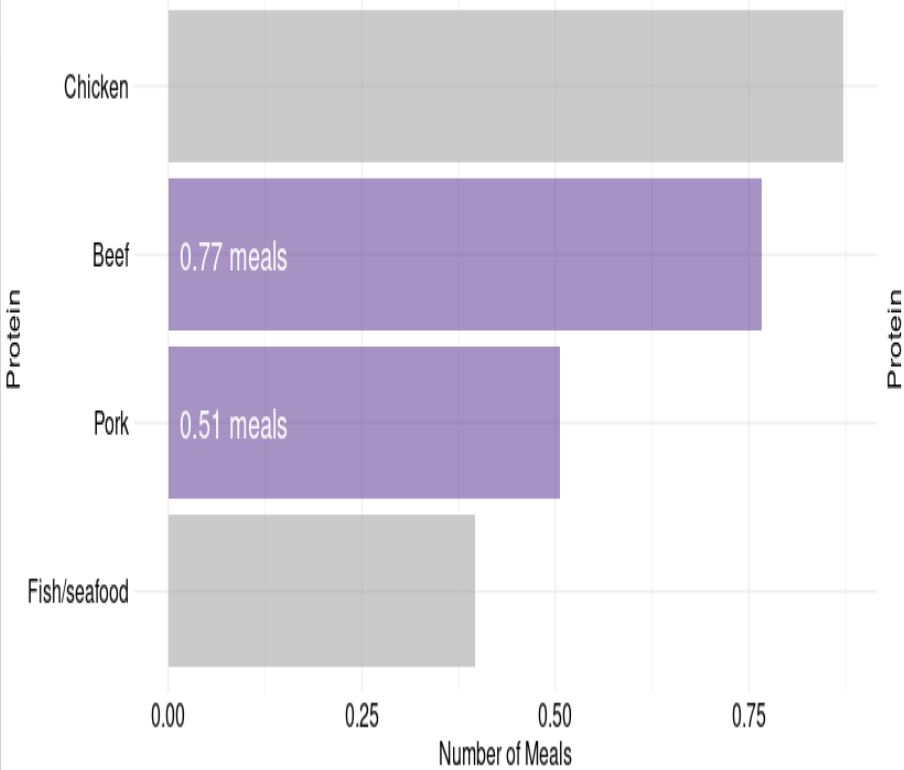
Protein Values
2023 - Texas



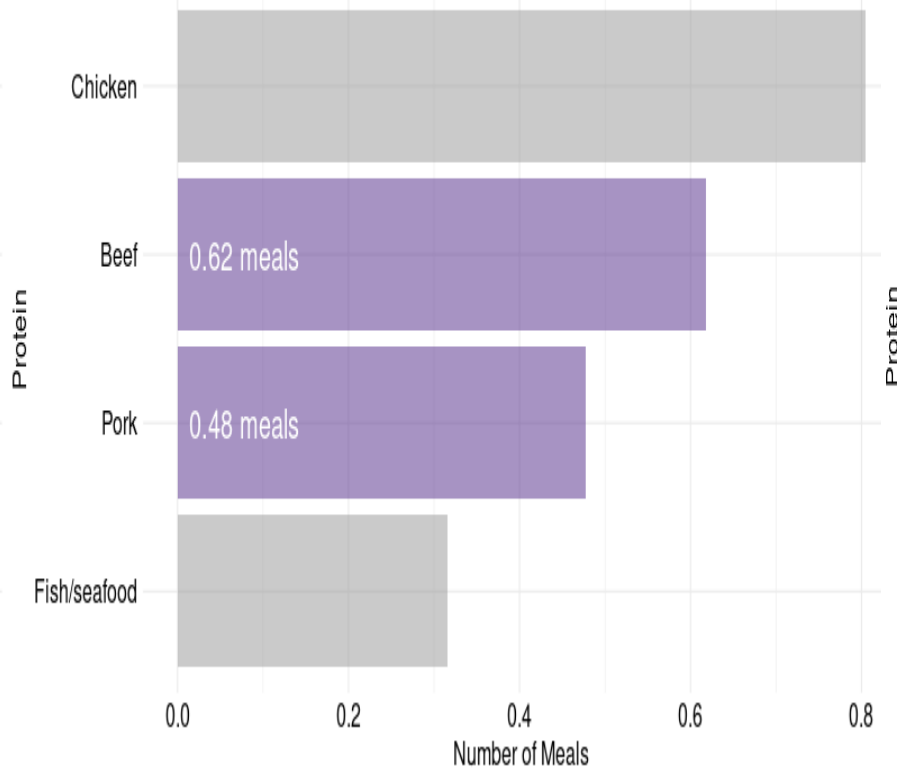
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Prior Day Meals
2023 - California



Prior Day Meals
2023 - Florida



Prior Day Meals
2023 - Texas

