

2026 Global Hog Industry Virtual Conference

May 20, 2026

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[https://agmanager.info/contributors
/tonsor](https://agmanager.info/contributors/tonsor)



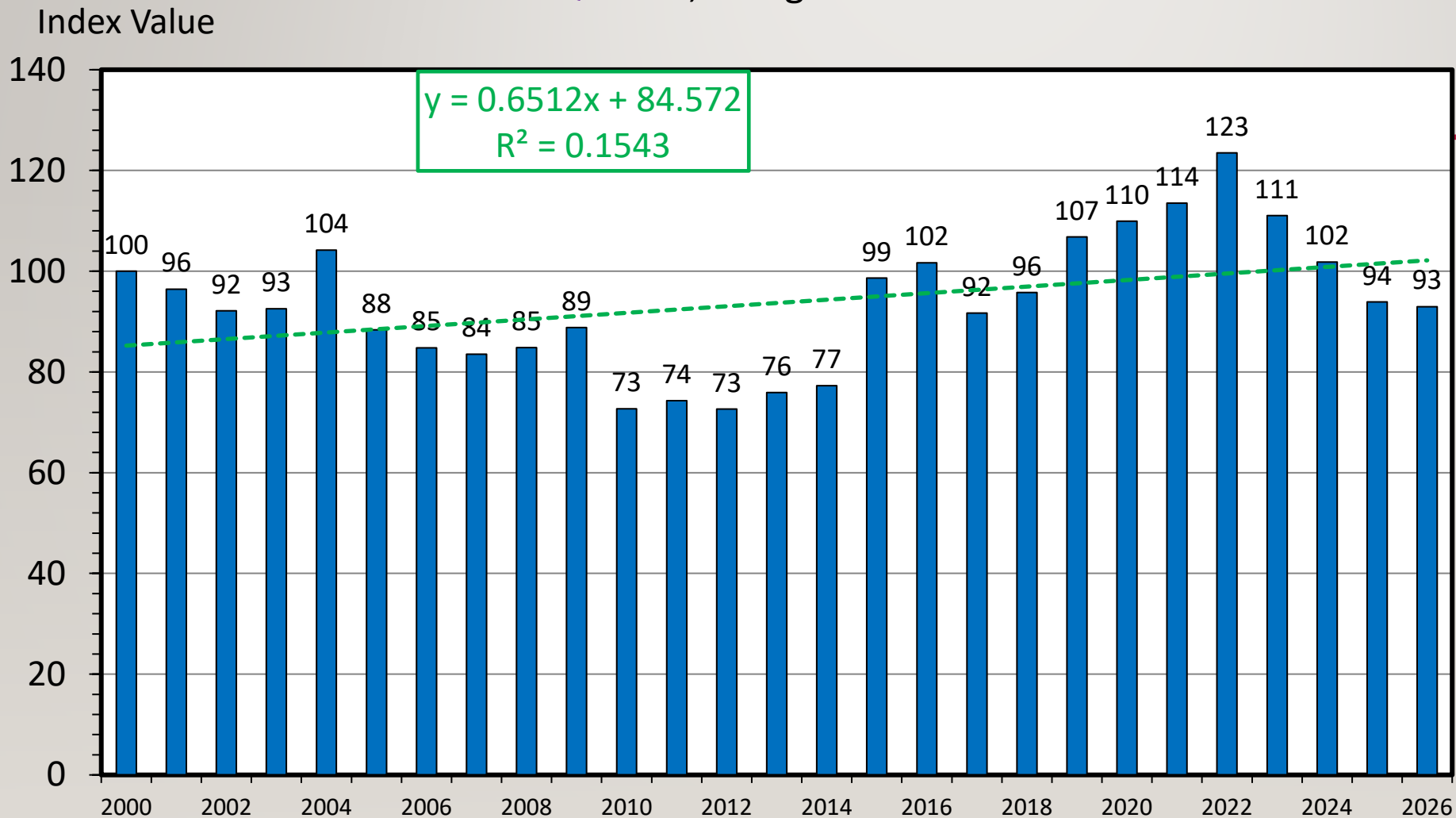
**National
Hog Farmer.**

RETAIL PORK DEMAND INDEX

First Quarter, Using CPI 2000=100

Q1.2026

-1% vs Q1.25



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

Livestock Marketing Information Center

Appendix C: Primal Cutout Weighting/Yields for Composite Cutout

Primal Yield to Carcass	
Loin	25.17%
Butt	10.16%
Picnic	11.37%
Sparerib	4.81%
Ham	24.59%
Belly	16.28%
Jowl	1.45%
Neck Bones	1.69%
Tails	0.15%
Front Feet	0.92%
Hind Feet	1.23%
Cut Loss	2.18%

1st 20 Calendar Weeks (26' vs 25'), National Weekly Pork FOB - Comprehensive

Carcass	1.4%	Load Count	-0.5%
Loin	3.6%		
Ham	-1.5%		
Belly	-3.8%		
Picnic	3.0%		
Butt	7.4%		
Rib	14.6%		

CPI: +2.7%

USDA Agricultural Marketing Service
U.S. DEPARTMENT OF AGRICULTURE



User's Guide to USDA's Pork Carcass Cutout

What is it?

- <https://www.ams.usda.gov/sites/default/files/media/LMRPorkCutoutHandout.pdf>

Top 10 Prior-Day Pork Items: Meat Demand Monitor

Full Period · By Year · By Income

AT A GLANCE

203,427

weighted respondent-months
Feb 2020 – April 2026

100,076

weighted pork meal-occasions
across all years

15

pork item types tracked
ranked here by inclusion share

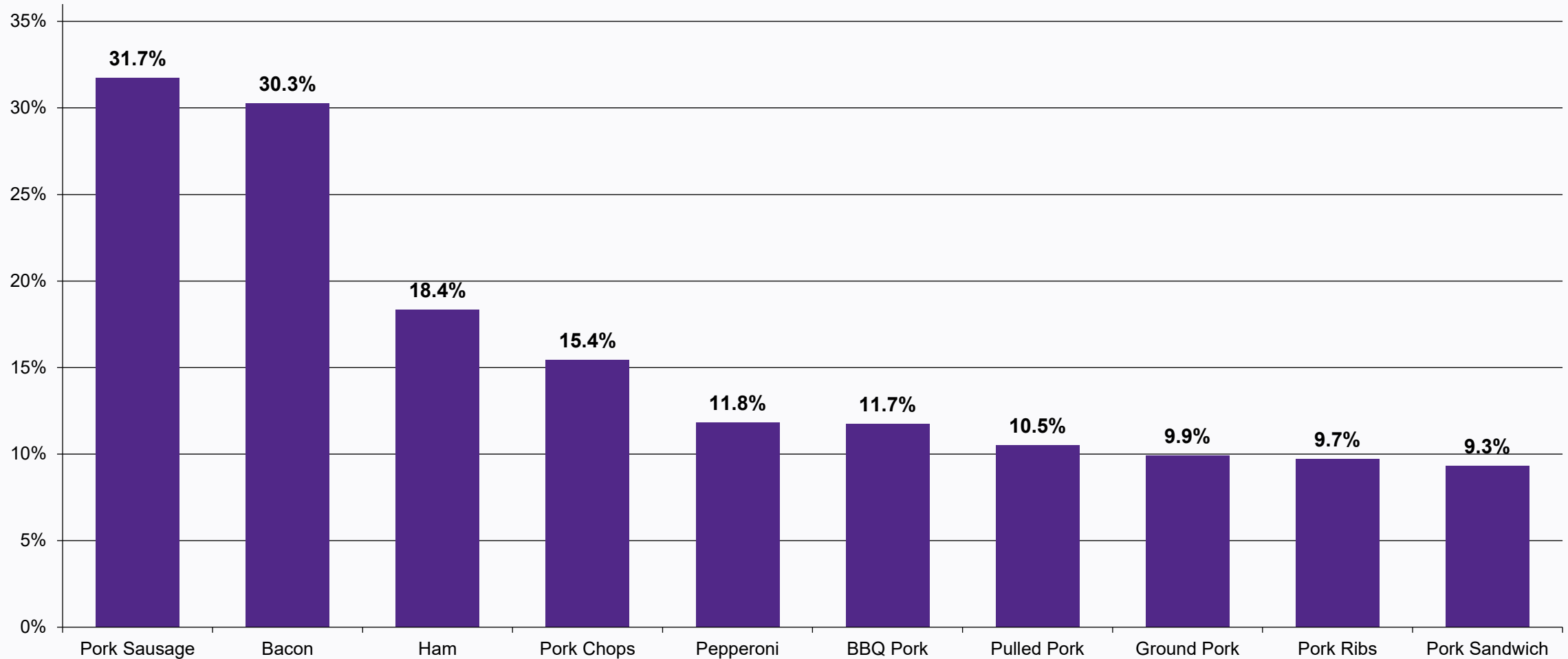
11

HHincome brackets analyzed
Under \$20k → \$200k+

DENOMINATOR: weighted prior-day pork meal-occasions. Multi-item meals allowed.

Top 10 Pork Items — Full Period (Feb 2020 – Apr 2026, MDM)

Share of weighted prior-day pork meal-occasions including each item



Sausage and Bacon dominate. The gap to #3 (Ham, 18.4%) is over 12 percentage points.

BOTTOM LINE: Sausage (31.7%) and Bacon (30.3%) are roughly 2× the next item.

Take-Home Synthesis (MDM) – Pork Meal Inclusion Frequency

What the top-10 pork rankings reveal across time and income

FULL PERIOD

1. **Pork Sausage** 31.7%
2. **Bacon** 30.3%
3. **Ham** 18.3%
4. **Pork Chops** 15.4%
5. **Pepperoni** 11.8%
6. **BBQ Pork** 11.7%
7. **Pulled Pork** 10.5%
8. **Ground Pork** 9.9%
9. **Pork Ribs** 9.7%
10. **Pork Sandwich** 9.3%

BY CALENDAR YEAR

Top-4 rock-stable.

Sausage > Bacon > Ham > Chops every year, 2020–2026.

Sausage gap widening.

Lead over Bacon grew from <1 pt (2020) to 1.5 pts (2026).

Ham declining slightly.

Share fell from 19.7% (2020) to 17.4% (2026).

BY INCOME BRACKET

Top 3 universal.

Sausage, Bacon, Ham lead in every bracket.

Income shifts the rest.

Premium dinner cuts climb sharply with income.

Belly jumps the most.

4.6% → 17.0% from HHinc=2 to HHinc=8 (3.7×).

BBQ and Roast nearly triple.

Both ~3× higher in top brackets.

Low-income = concentrated.

Sausage+Bacon+Ham ≈ 80% of meal-occasions.

High-income = more diversified.

Same 3 items < 70%; remainder spreads across 12 items.

BOTTOM LINE: Pork's basket is stable across time but shifts toward premium cuts as income rises.

2026 vs Prior Years

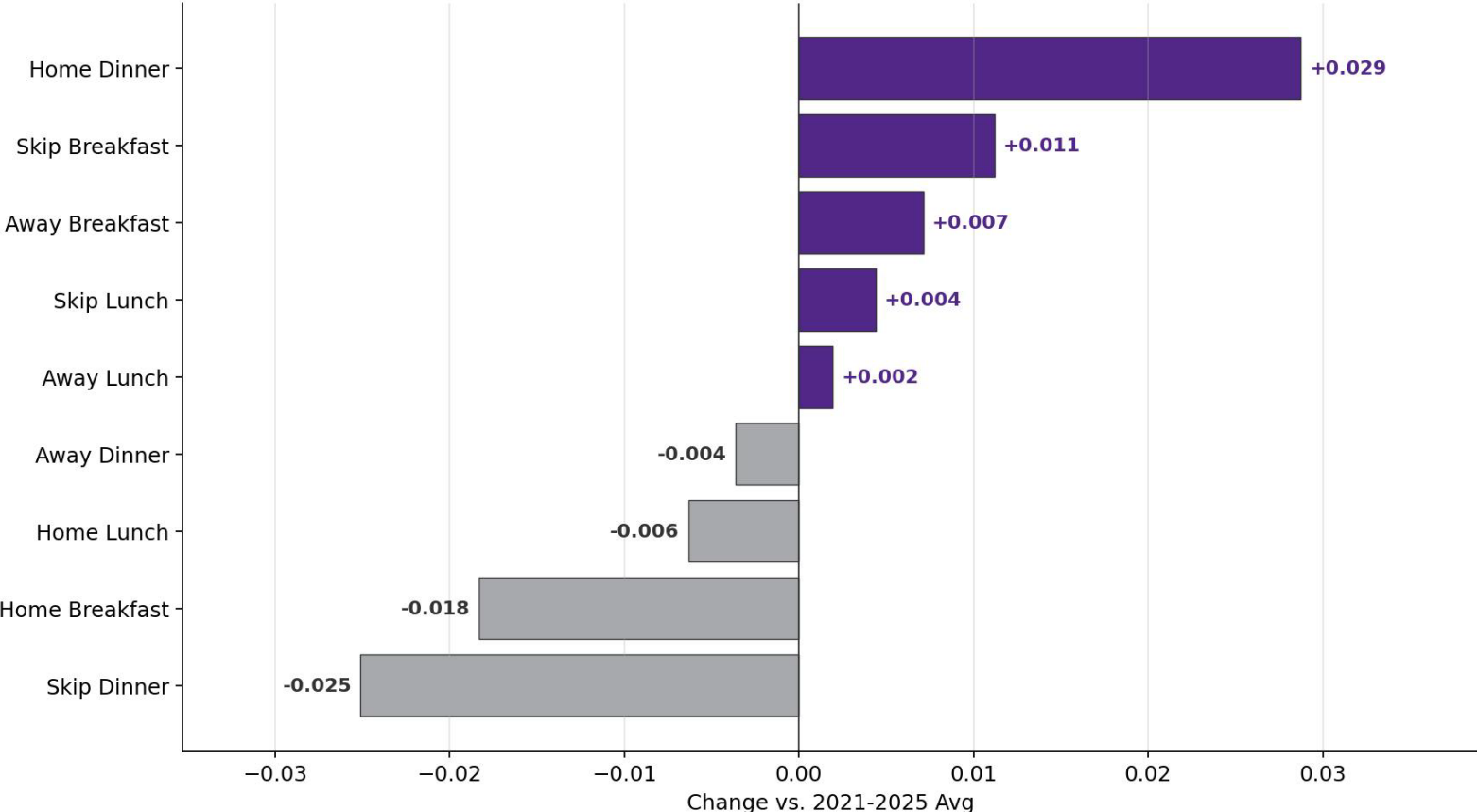
Comparing January-April 2026 Consumer Survey Data

Focus: Prior-Day Pork Consumption • Protein Values • Meal Location

Meal Location: Dinner Moves Home

At-home dinner up +2.9 pp; skipped dinner down -2.5 pp

Meal Location Shares: 2026 vs 2021-2025 Avg



What it means

Dinner spending is shifting from foodservice back into the home kitchen.

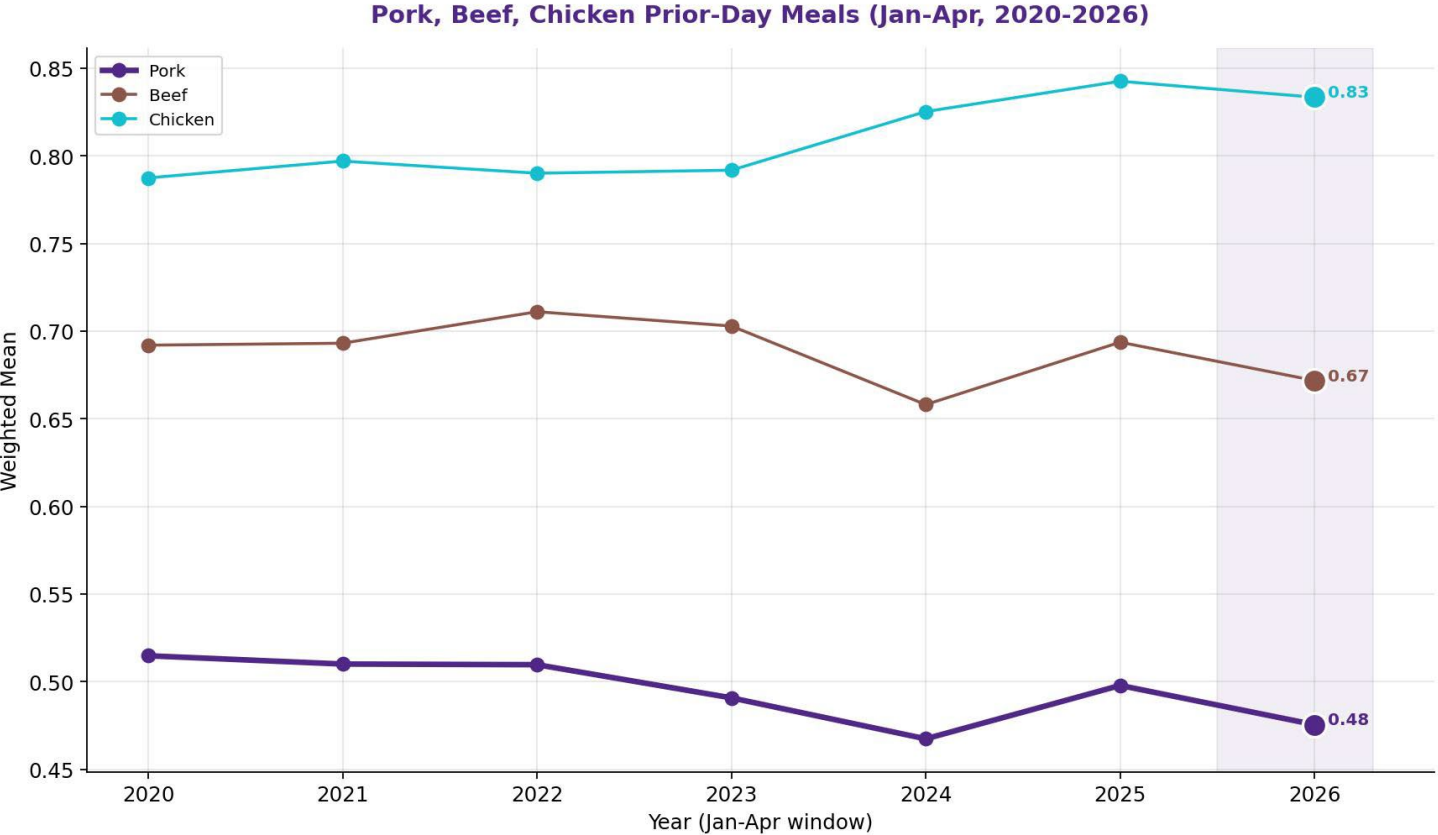
Skipped dinners are also down — Americans are eating dinner, just at home.

Breakfast pattern is more mixed: away-from-home breakfast up +0.7 pp, at-home breakfast down -1.8 pp, skipped breakfast up +1.1 pp.

Lunch is essentially flat across all locations.

Pork Consumption Frequency: Modestly Softer in 2026

Decline concentrated at the dinner occasion



What changed

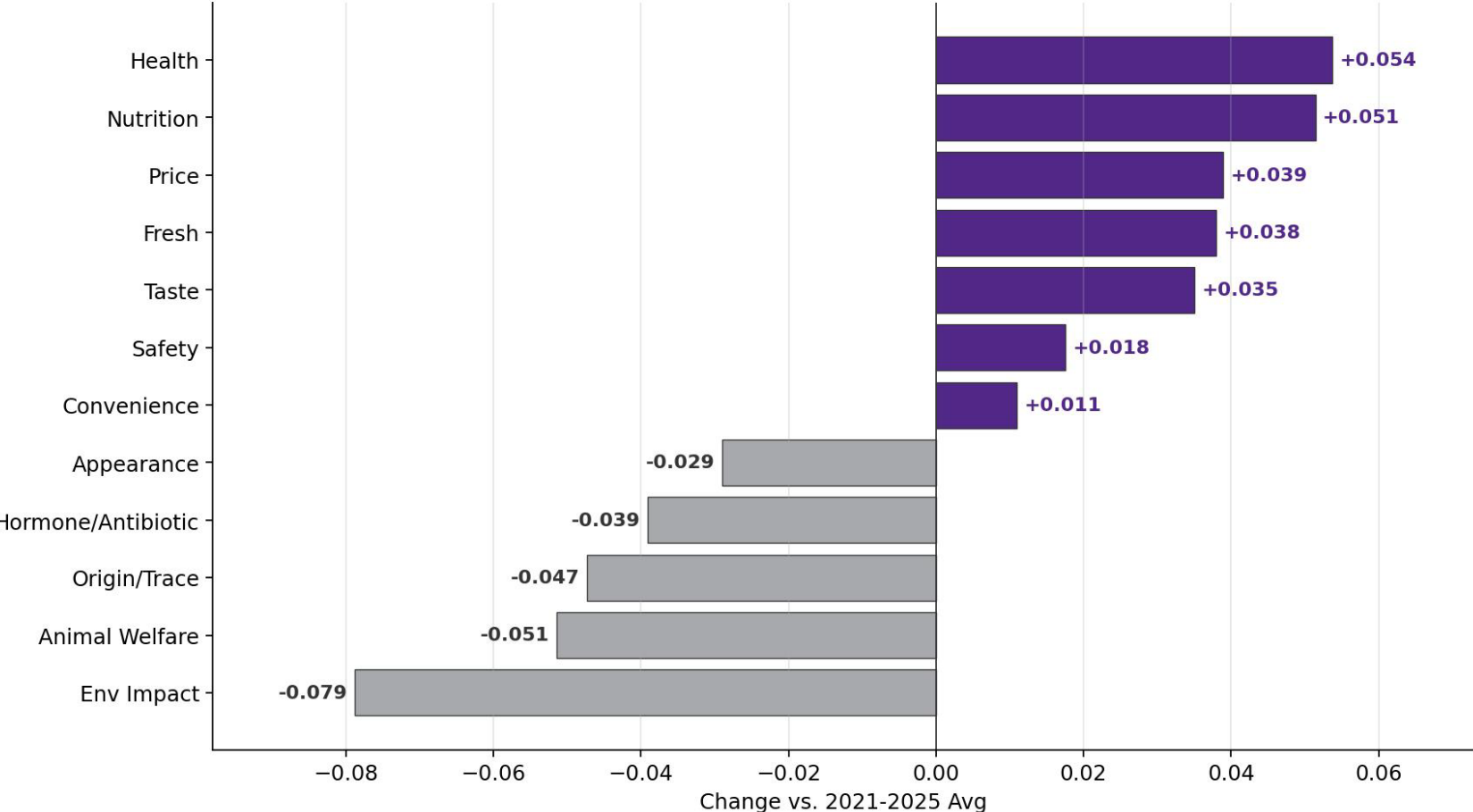
Pork yesterday-meals	0.475	-3.97% vs 5-yr avg
Pork at Breakfast	0.186	+0.23% (flat)
Pork at Lunch	0.116	-1.29% (flat)
Pork at Dinner	0.174	-9.67% vs 5-yr avg
Beef yesterday-meals	0.674	-2.89%
Chicken yesterday-meals	0.834	+2.98%

Pork is losing dinner frequency share to chicken

Protein Values: A Clear 2026 Rebalancing

Core attributes (Health, Nutrition, Price, Fresh, Taste) UP & Credence claims (Env, Animal Welfare, Origin, Hormone) DOWN

Protein Values: 2026 (Jan-Apr) vs 2021-2025 Same-Months Average



GAINING importance

- Health +0.054
- Nutrition +0.051
- Price +0.039
- Fresh +0.038
- Taste +0.035
- Safety +0.018

LOSING importance

- Env Impact -0.079
- Animal Welfare -0.051
- Origin/Trace -0.047
- Hormone/Antibiotic -0.039
- Appearance -0.029
- (Convenience flat)

KANSAS STATE

Department of
Agricultural Economics

Feb. 2026 Summary Report

MDM: Meat Demand Monitor

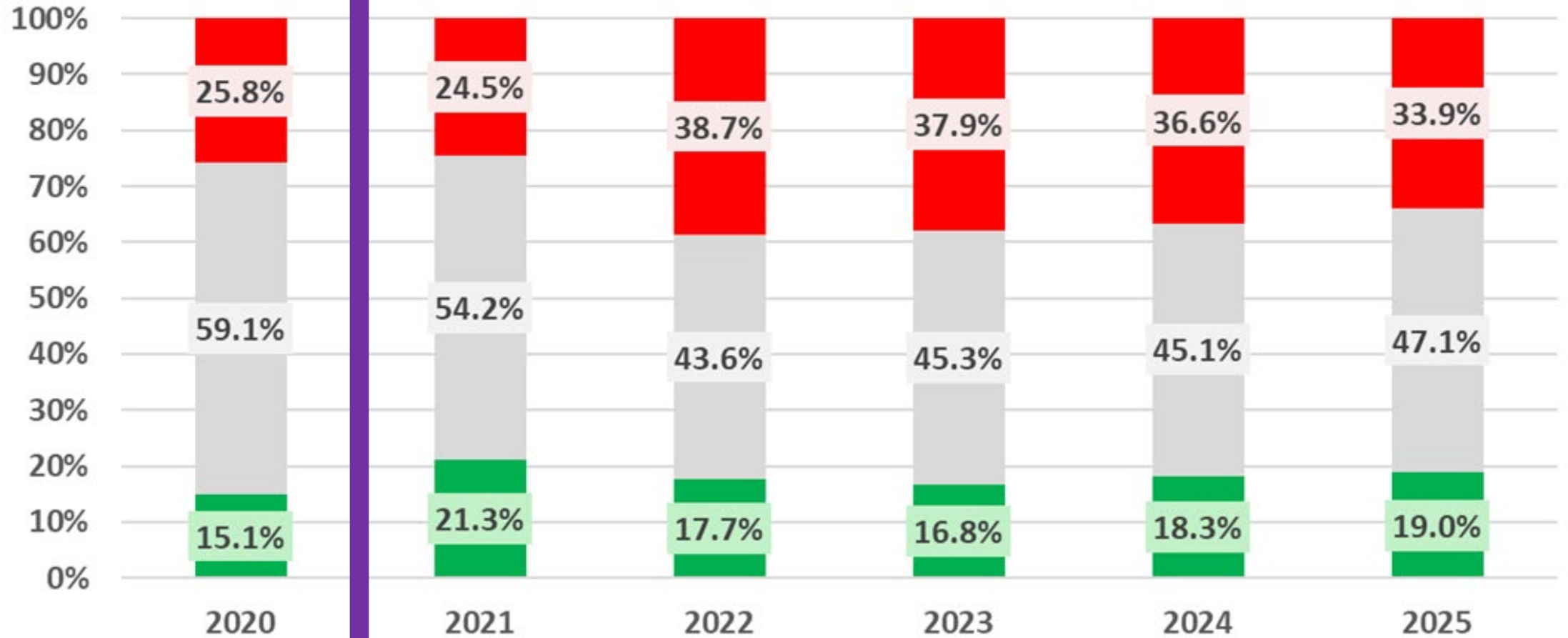
The MDM tracks U.S. consumer preferences, views, and demand for meat with separate analysis for retail and food service channels. MDM is a monthly online survey with a sample of over 2,000 respondents reflecting the national population.

Feb. 2020 - Dec. 2025 Summary Report

The Meat Demand Monitor (MDM) project was launched in February 2020 collecting data from over 2,000 (over 3,000 in more recent years) U.S. residents each month. The applied survey is designed to be nationally representative and consistent with U.S. Census estimates of population composition. Interested readers can also view the [MDM Project Methodology](#) resource for additional documentation. The MDM project is funded in-part by the beef and pork checkoff programs with a primary objective of tracking U.S. consumer preferences, views, and demand for meat. Everything from this project is completely and transparently available via [AgManager.info](#). This report provides a series of summary details and trends on nearly six years data spanning from Feb. 2020 to Dec. 2025. The resulting rich, household-level data from over 190,000 survey respondents are used here providing a host of findings to enhance understanding and hopefully improve decision-making.

<https://www.agmanager.info/livestock-meat/meat-demand/monthly-meat-demand-monitor-survey-data/meat-demand-monitor-february-0>

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



CPI:
+1.2%

CPI:
+4.7%

CPI:
+8.0%

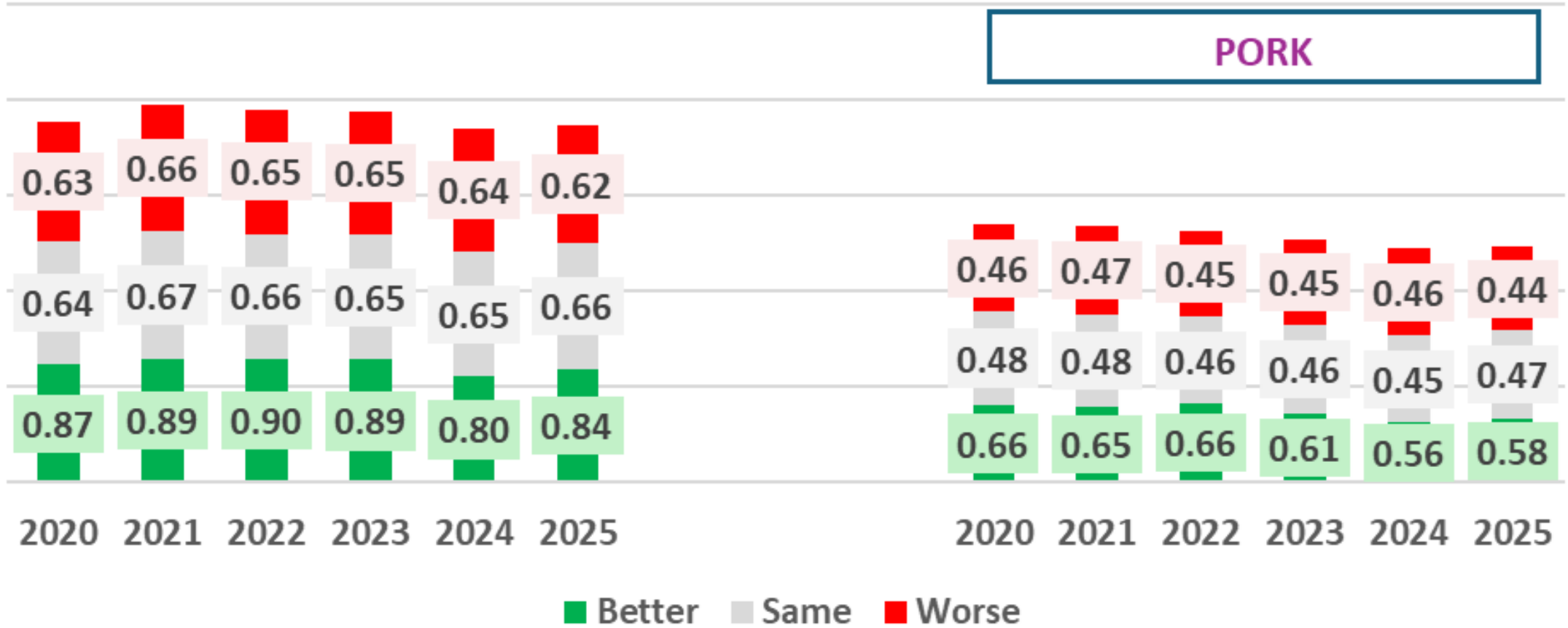
CPI:
+4.1%

CPI:
+2.9%

CPI:
+2.6%

■ Better ■ Same ■ Worse


Beef & Pork Prior Day Meal Inclusion, by Financial Sentiment (Now vs Last Year, MDM)



A FINANCIAL TIMES
BEST BOOK OF 2020

'... a tour de force.' - Andy Haldane,
Chief Economist, Bank of England

GROW THE PIE



HOW GREAT COMPANIES
DELIVER BOTH PURPOSE
AND PROFIT

ALEX EDMANS

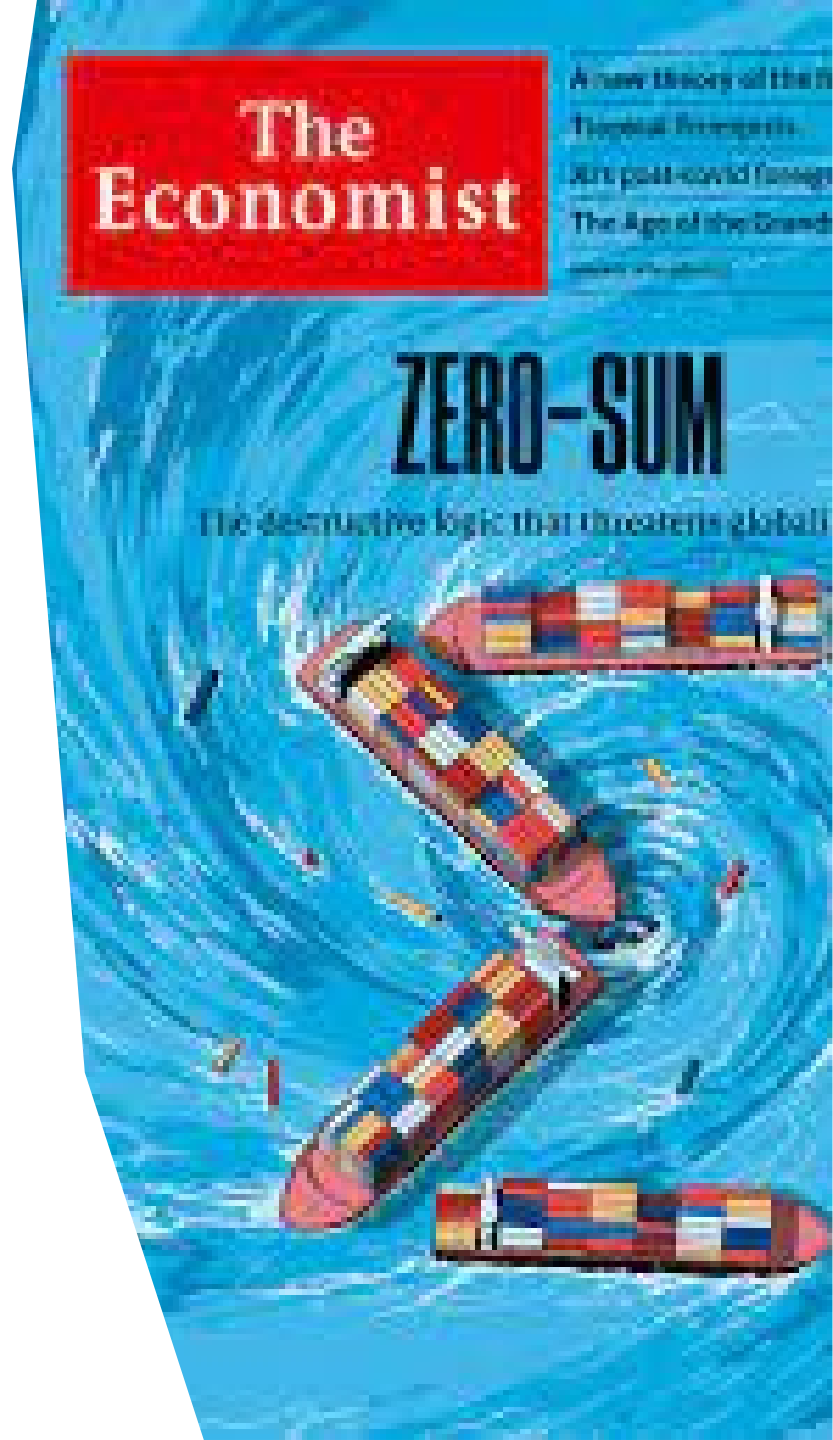
Mindset & Incentives

The
Economist

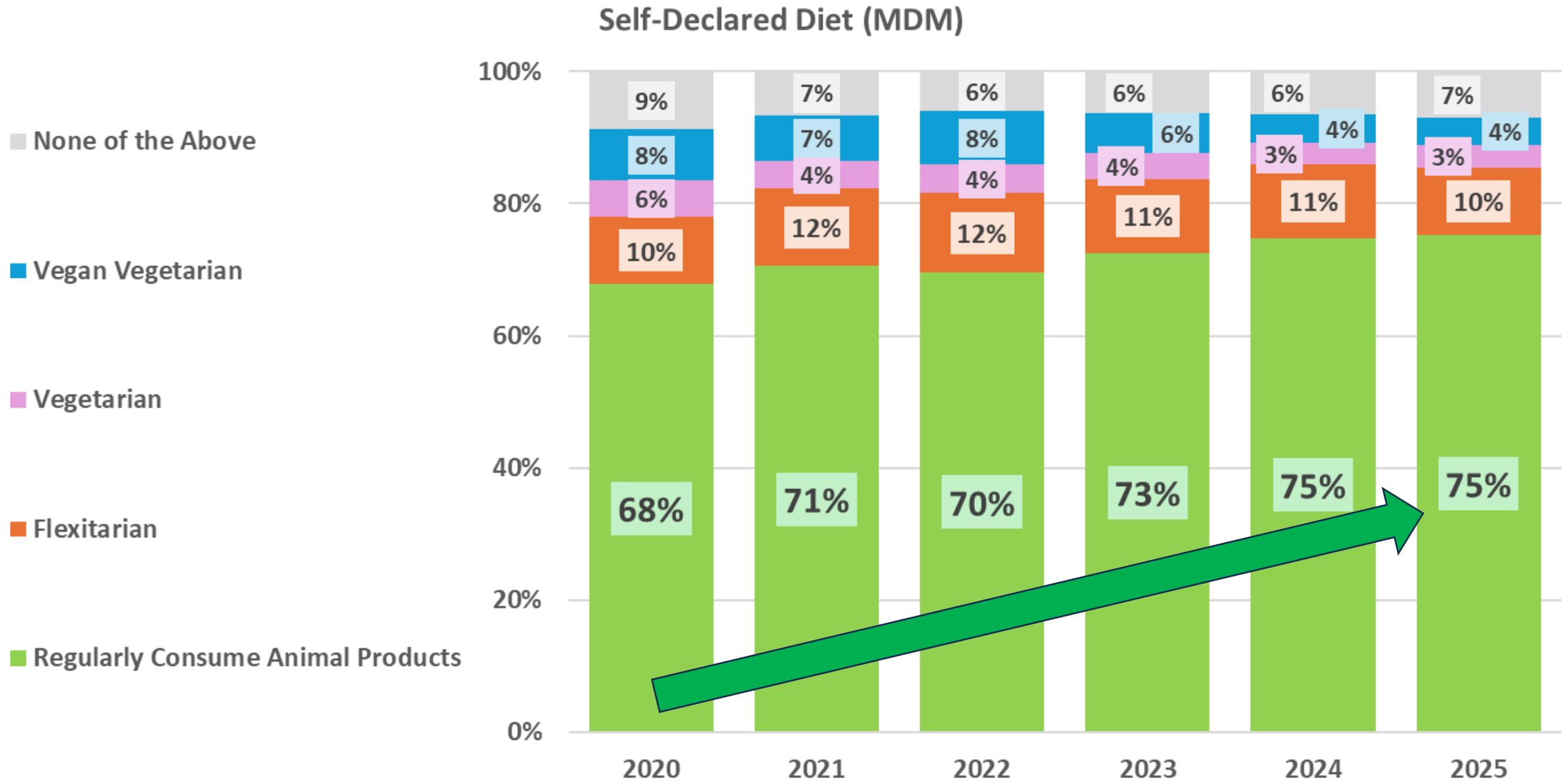
A new theory of the firm
Trump's foreign policy
Are post-covid foreign
The Age of the Grand

ZERO-SUM

The destructive logic that threatens global

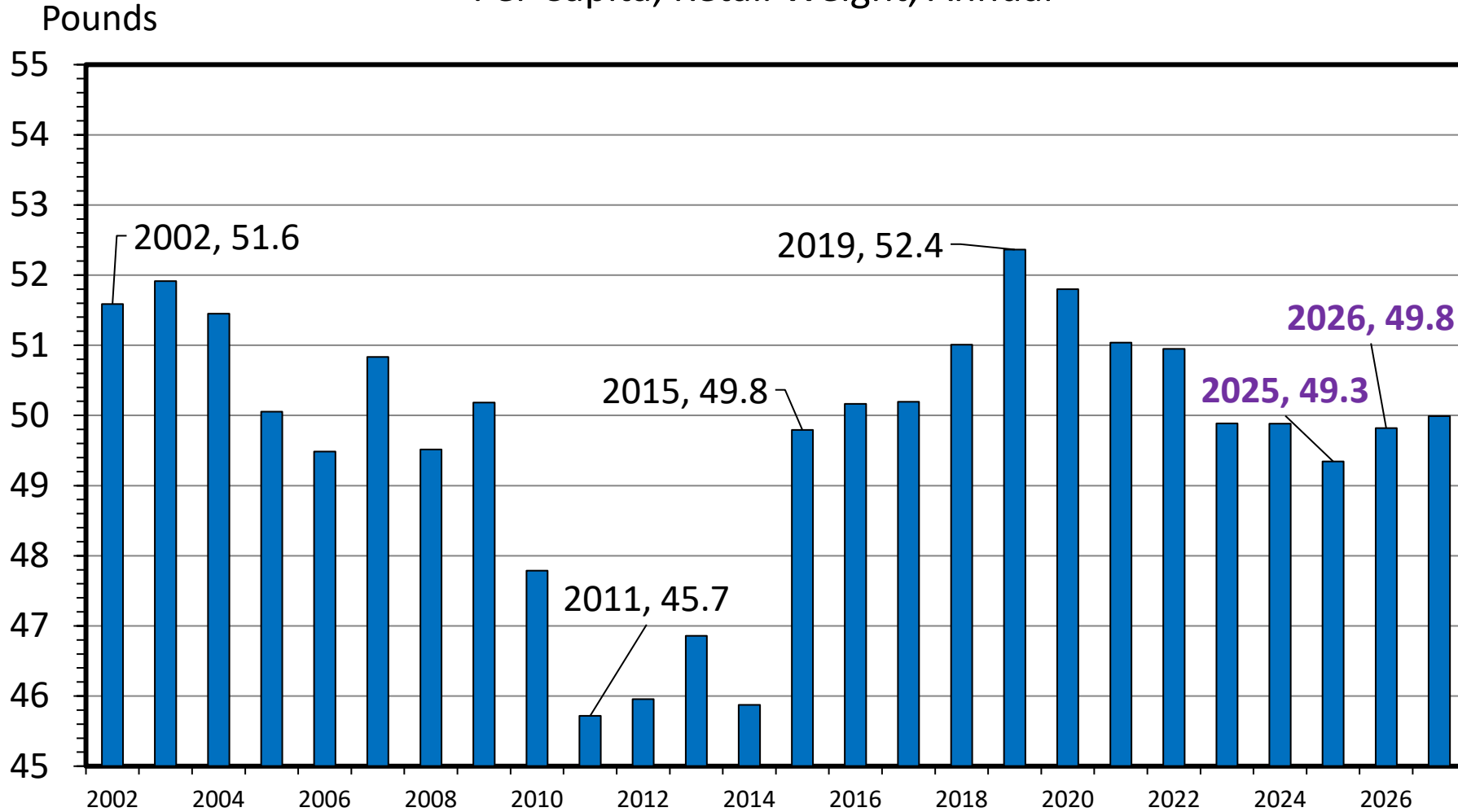


Meat Demand Monitor (MDM)



US PORK CONSUMPTION

Per Capita, Retail Weight, Annual



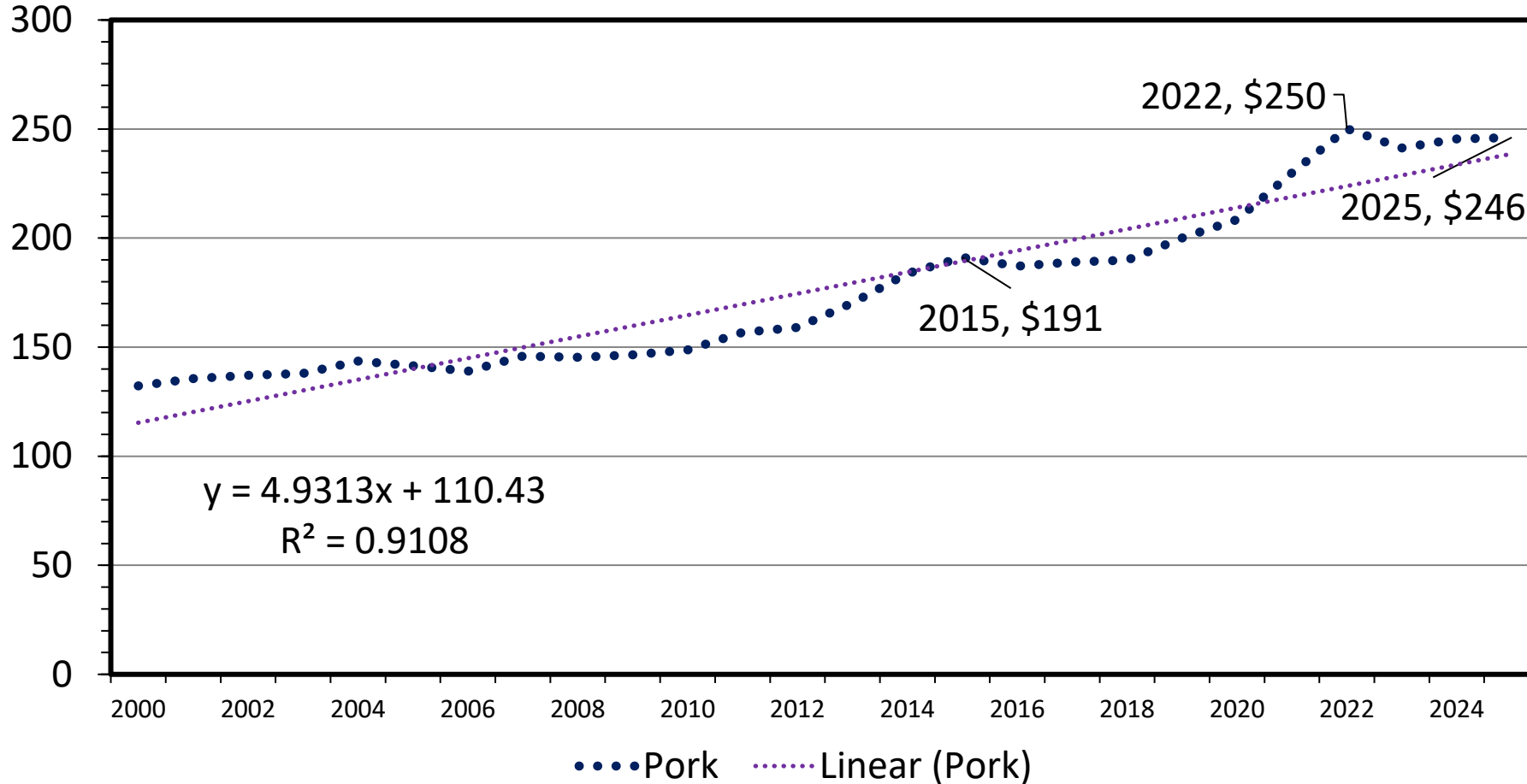
Quantity metric

No Price/Value
component

US EXPENDITURES FOR PORK

Per Capita, Annual

Nominal Dollars



Expenditure =
Quantity * Price

“Size of the pie” &
start of industry’s
\$ resources ...

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

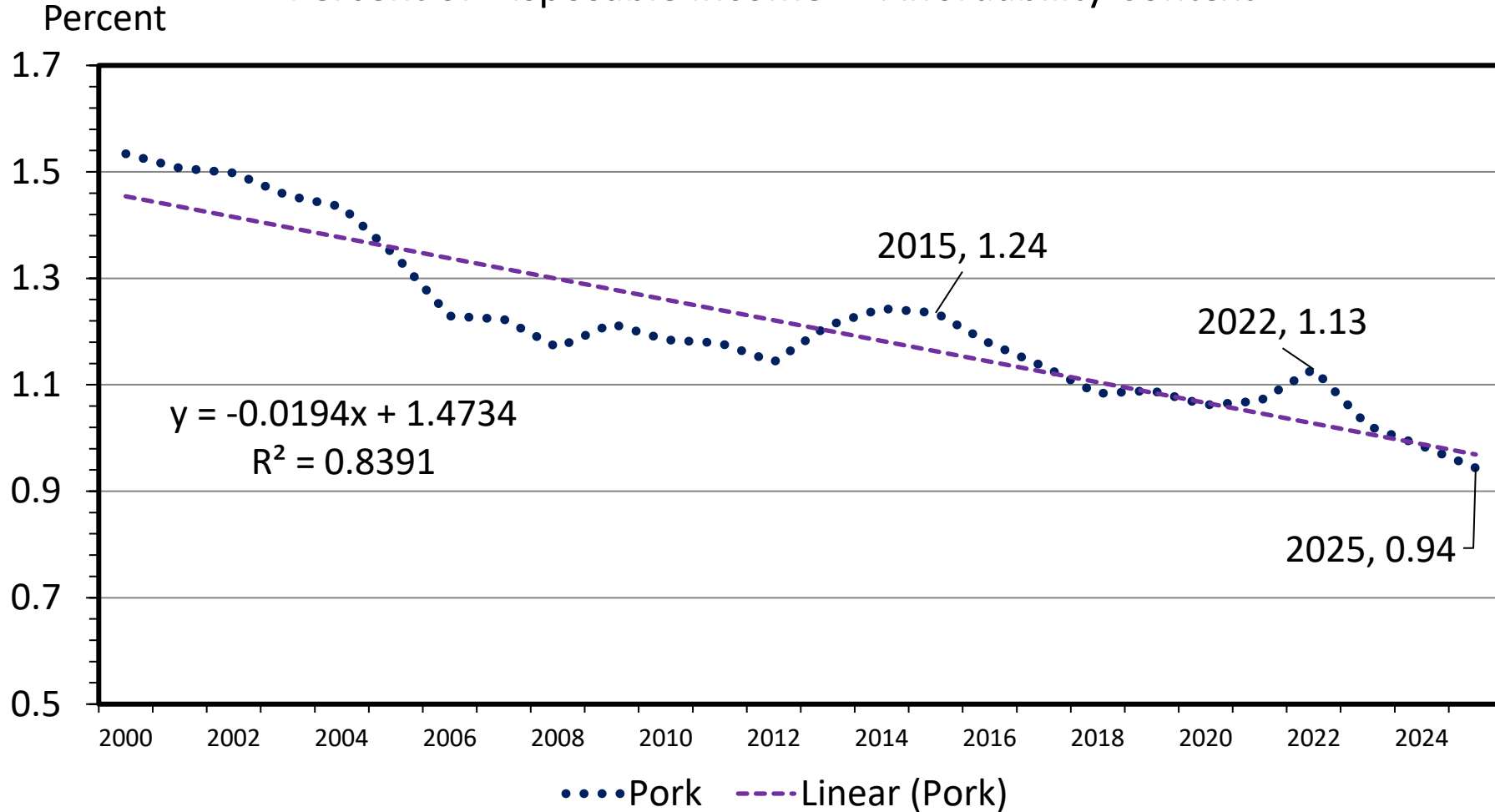
Livestock Marketing Information Center

M-C-16B

05/12/26

US EXPENDITURES FOR PORK

Percent of Disposable Income – “Affordability Context”



Expenditure =
Quantity * Price

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

Livestock Marketing Information Center

M-C-16
05/12/26

Growing the pork pie takes volume times price

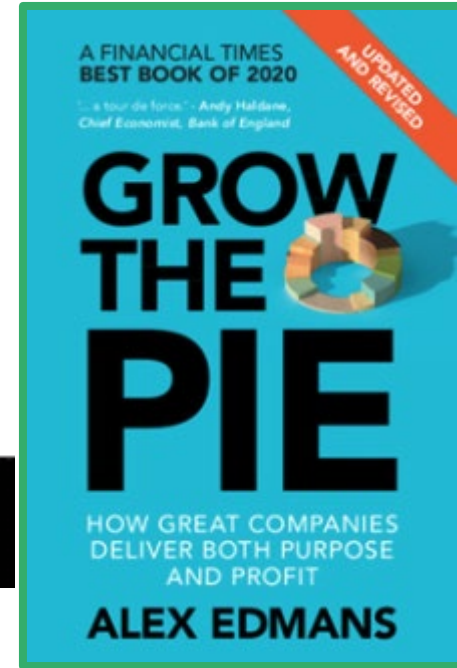
U.S. pork no longer the 'other' meat as campaign celebrates whole hog

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 concerns on the horizon.



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

7 Min Read



More information available at:



This presentation will be available in PDF format at:

<http://www.agmanager.info/about/contributors/individual/tonsor.asp>

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