16TH ANNUAL MEETING

USCA
UNITED STATES CATTLEMEN'S ASSOCIATION

DECEMBER 1-2
EMBASSY SUITES BY HILTON
600 COMMERCE STREET
FORT WORTH, TX 76102

CATTLE PRODUCER'S FORUM

Insights from the Meat Demand Monitor Project

Glynn Tonsor

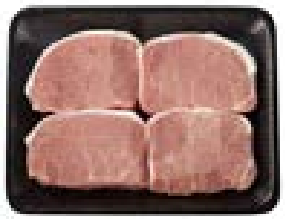
December 1, 2023

KANSAS STATE
Department of Agricultural Economics
Vol. 4, Issue 10 • Oct. 2023

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.

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



Broad MDM Overview

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

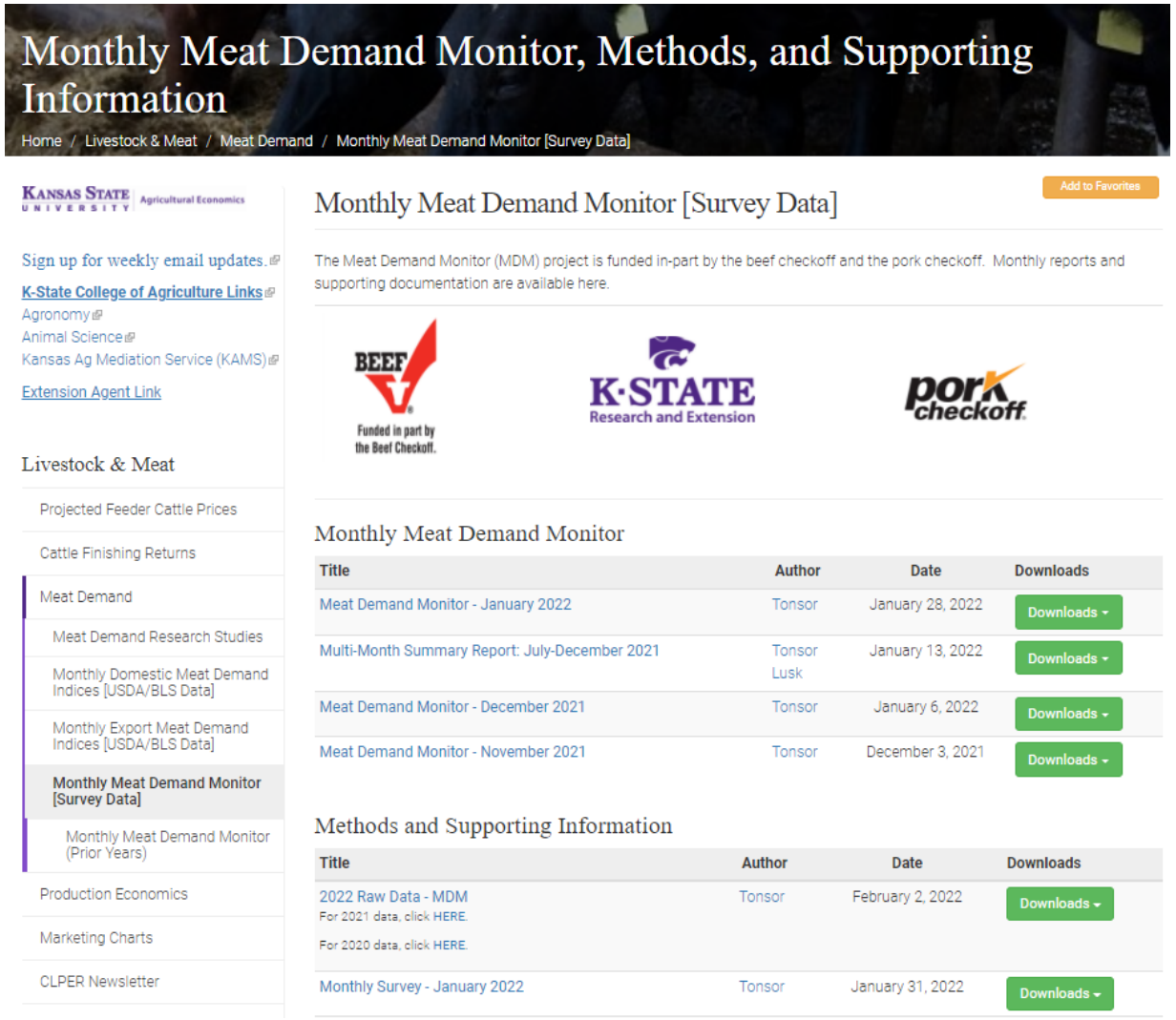
- Monthly surveys & experiments > 2,000 U.S. residents
  - ❖>1,000 food service, restaurant focused
  - ❖>1,000 retail, grocery-store focused
- Systematic economic modeling of consumer meat demand, preference, and behavior

FUNDING PARTNERSHIP & TIMING

- Fully launched Feb. 2020
  - Jointly funded by Beef & Pork Checkoffs
- Beef checkoff's initial support (AR #2012)
  - ❖3-years, ended Sept. 2022
- Currently funded under (AR #2312-R / FY23)
  - Oct. 1, 2022 – Sept. 30, 2025

BEEF
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

Sign up for weekly email updates.

K-State College of Agriculture Links

Agronomy

Animal Science

Kansas Ag Mediation Service (KAMS)

Extension Agent Link

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

Add to Favorites

Monthly Meat Demand Monitor [Survey Data]

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.

BEEF Funded in part by the Beef Checkoff.

K-STATE Research and Extension

pork checkoff

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. For 2020 data, click HERE.	Tonsor	February 2, 2022	Downloads
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
- ✓ EXAMPLE LINKS TO MEDIA USE

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

BEEF 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
  - AoA summary & NHF summary
- Periodic USFR coverage & 1-off Assessments

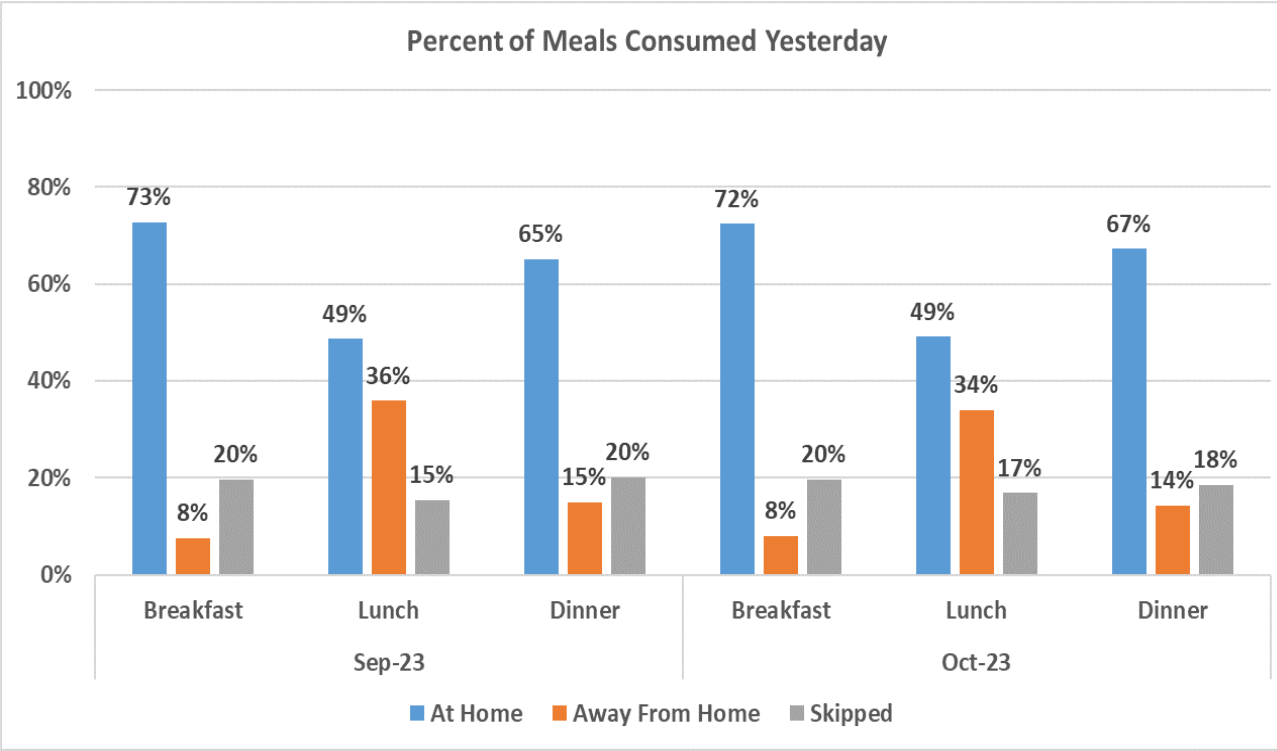
Funded by the Beef Checkoff.

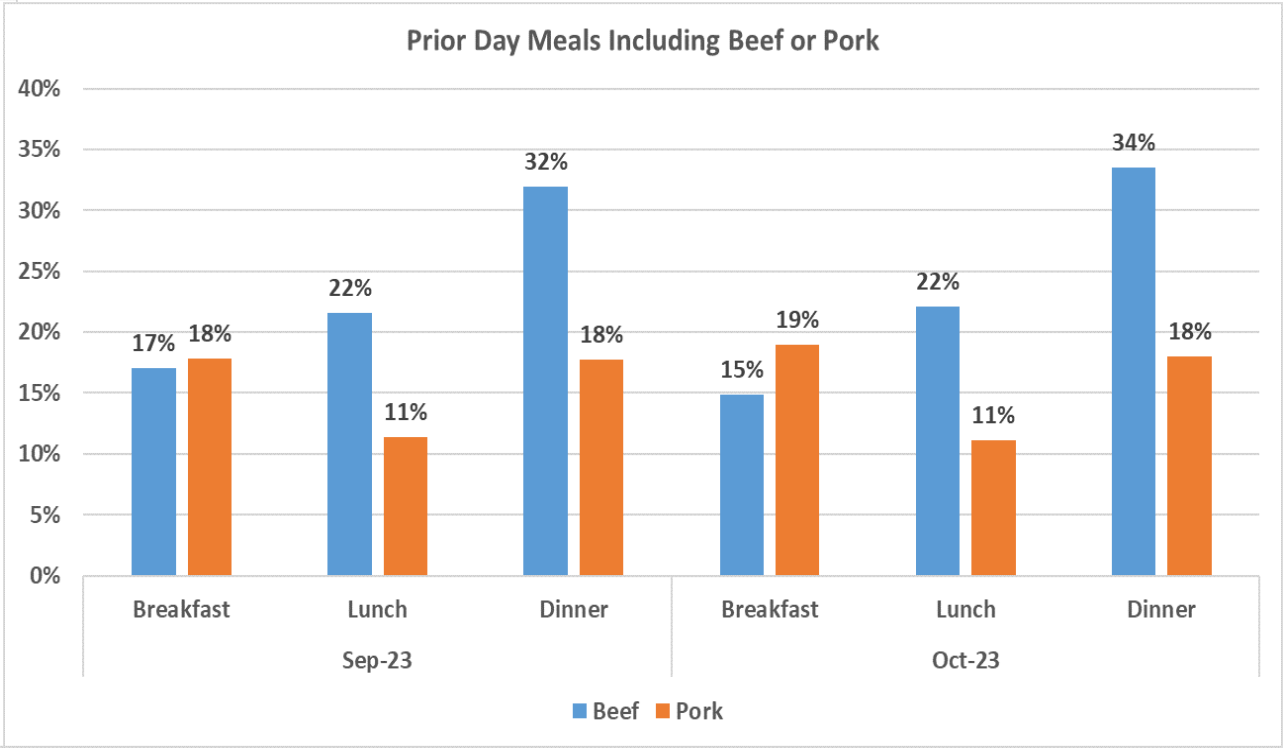
Broad Overview of Survey Sections

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

Broad Overview of Survey Sections

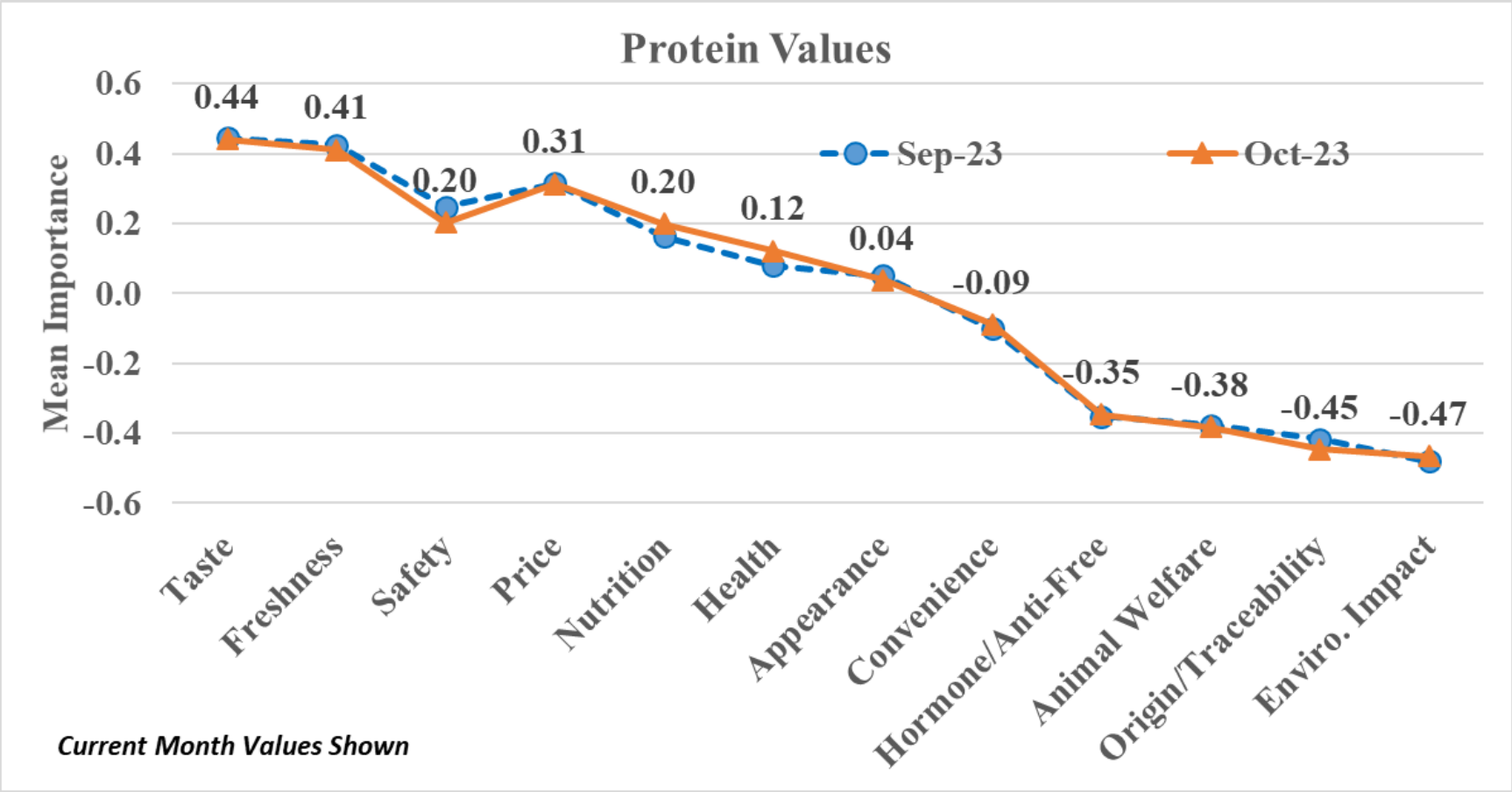
- Prior Day Recall
  - Breakfast/Lunch/Dinner
    - Location & Protein Source
      - Protein-Species (dinner: ribeye, at-home, bought from Grocery)





Broad Overview of Survey Sections

- Protein Values
  - Most/Least important factors in protein purchasing decision



Broad Overview of Survey Sections

- <u>Choice Experiment: Design</u>
  - ½ Retail & ½ Dinner-Meal, Food Service
  - 9 questions each (27 in complete design for each market channel)

Which of the following would you purchase?

	Ribeye Steak $16.99/lb	Ground Beef $4.49/lb	Pork Chop $7.49/lb	Bacon $7.99/lb	Chicken Breast $1.49/lb	Plant-Based Patty $11.99/lb	Shrimp $8.49/lb	Beans and Rice $2.99/lb	If these were the only options, I would buy something else.
I would choose:	☐	☐	☐	☐	☐	☐	☐	☐	☐

Which of the following would you purchase?

	Ribeye Steak $18.99/meal	Beef Hamburger $11.99/meal	Pork Chop $14.49/meal	Baby Back Ribs $17.99/meal	Chicken Breast $12.99/meal	Plant-based Patty $14.99/meal	Shrimp $13.49/meal	Salmon $16.99/meal	If these were the only options, I would buy something else.
I would choose:	☐	☐	☐	☐	☐	☐	☐	☐	☐

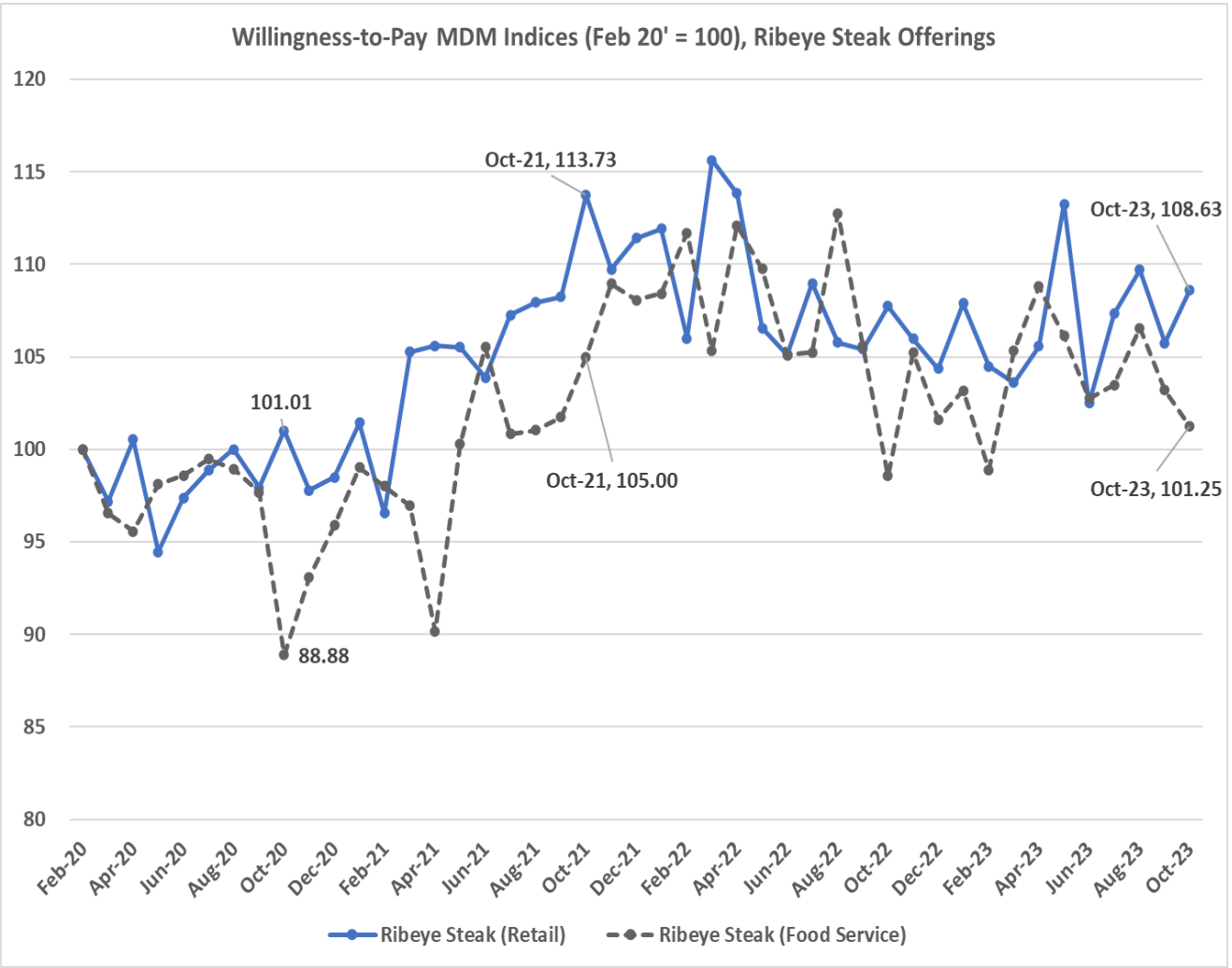
Broad Overview of Survey Sections

- Choice Experiment: Mean WTP Estimates (Nominal $/lb or $/meal)

RETAIL		Ribeye Steak	Ground Beef	Pork Chop	Bacon	Chicken Breast	Plant-Based Patty	Shrimp	Beans and Rice	Something Else
Sep-23	*WTP ($/lb)*	$ 17.29	$ 8.88	$ 7.38	$ 6.02	$ 8.60	$ 8.23	$ 9.17	$ 3.13	
	Market Share	**7%**	**25%**	**14%**	**8%**	**26%**	**2%**	**4%**	**7%**	**7%**
Oct-23	*WTP ($/lb)*	$ 17.76	$ 9.07	$ 7.75	$ 5.73	$ 8.76	$ 8.21	$ 9.22	$ 3.49	
	Market Share	**8%**	**24%**	**14%**	**7%**	**26%**	**2%**	**4%**	**8%**	**7%**
FOOD SERVICE		**Ribeye Steak**	**Beef Hamburger**	**Pork Chop**	**Baby Back Ribs**	**Chicken Breast**	**Plant-Based Patty**	**Shrimp**	**Salmon**	**Something Else**
Sep-23	*WTP ($/lb)*	$ 26.62	$ 19.49	$14.54	$ 17.53	$ 17.21	$ 12.19	$ 17.04	$18.24	
	Market Share	**16%**	**25%**	**4%**	**9%**	**14%**	**4%**	**12%**	**8%**	**7%**
Oct-23	*WTP ($/lb)*	$ 26.11	$ 20.49	$16.32	$ 18.39	$ 17.83	$ 12.71	$ 18.06	$18.88	
	Market Share	**13%**	**28%**	**5%**	**10%**	**14%**	**4%**	**13%**	**8%**	**6%**

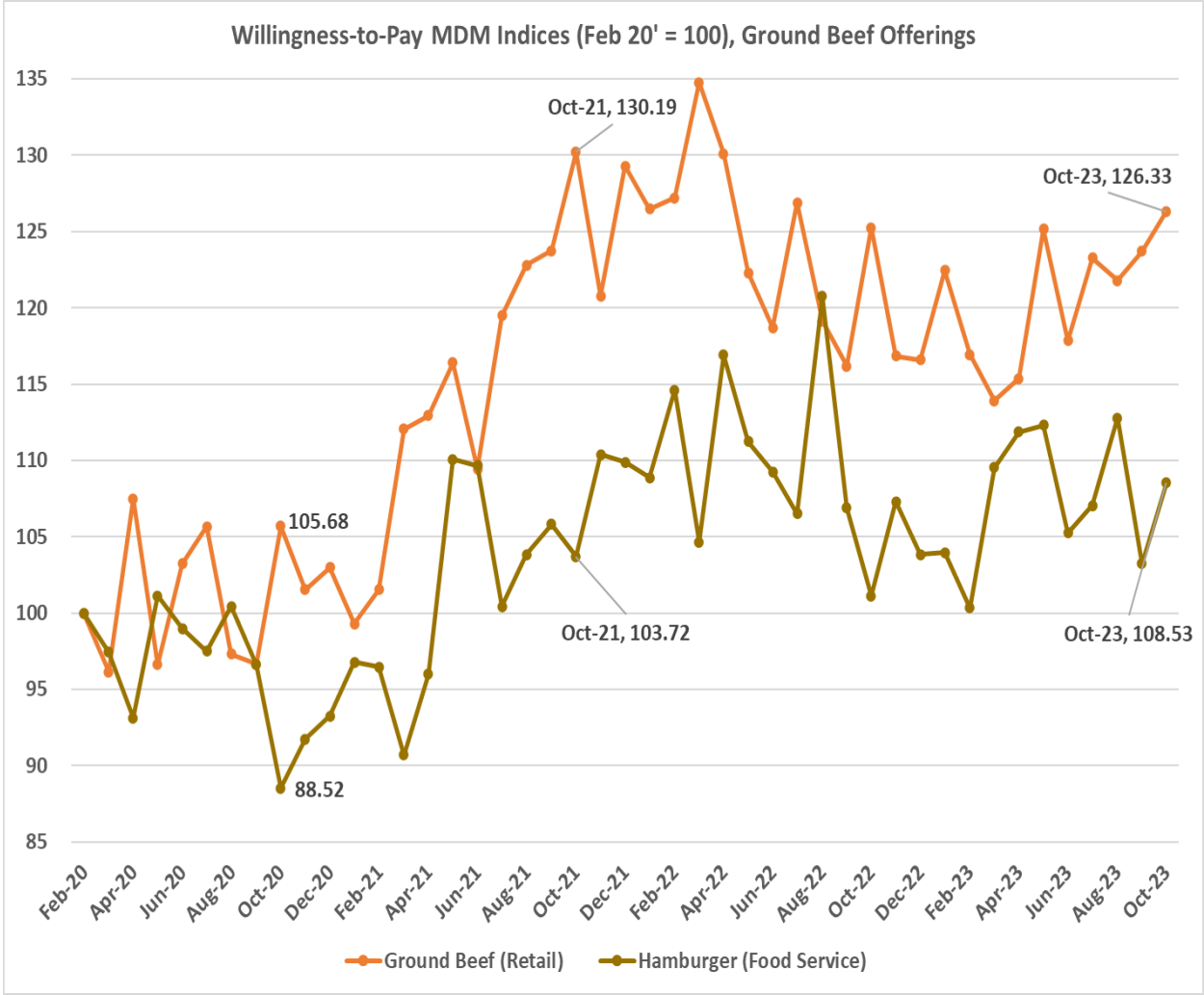
Broad Overview of Survey Sections

- Choice Experiment: Trend Examples (Nominal $/lb or $/meal)



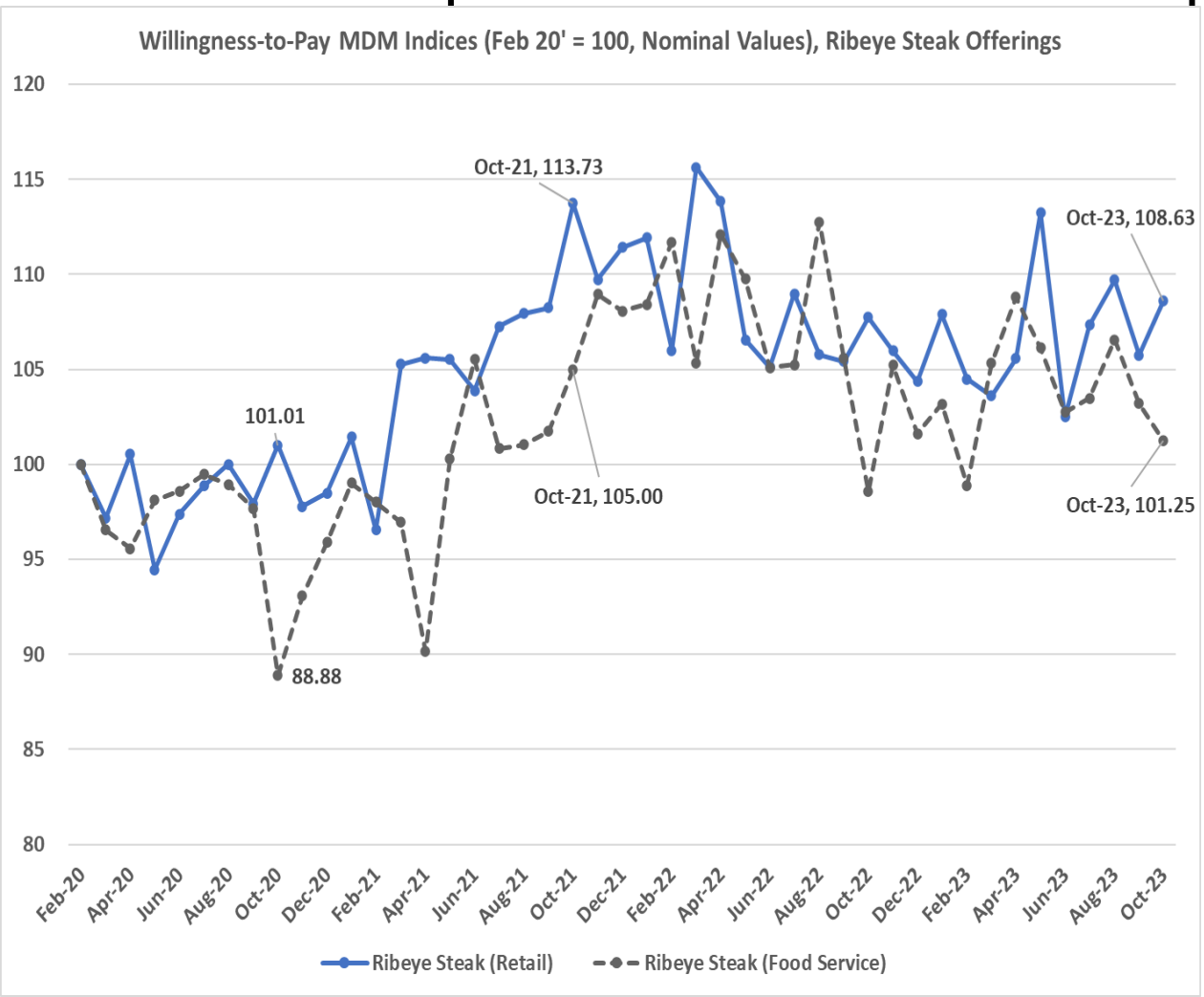
Broad Overview of Survey Sections

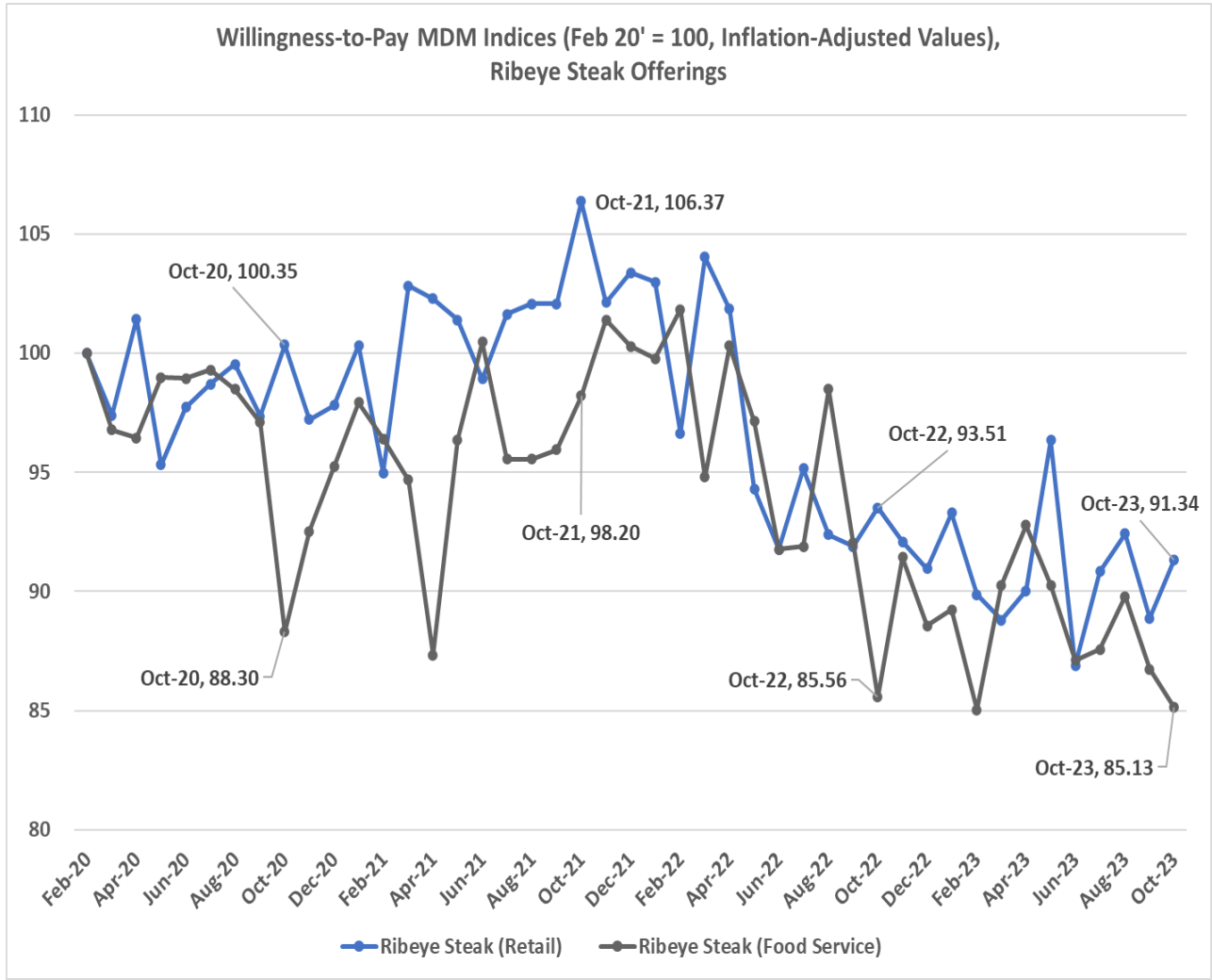
- Choice Experiment: Trend Examples (Nominal $/lb or $/meal)



Broad Overview of Survey Sections

- Choice Experiment: Trend Examples **(Nominal vs Real matters!)**





Broad Overview of Survey Sections

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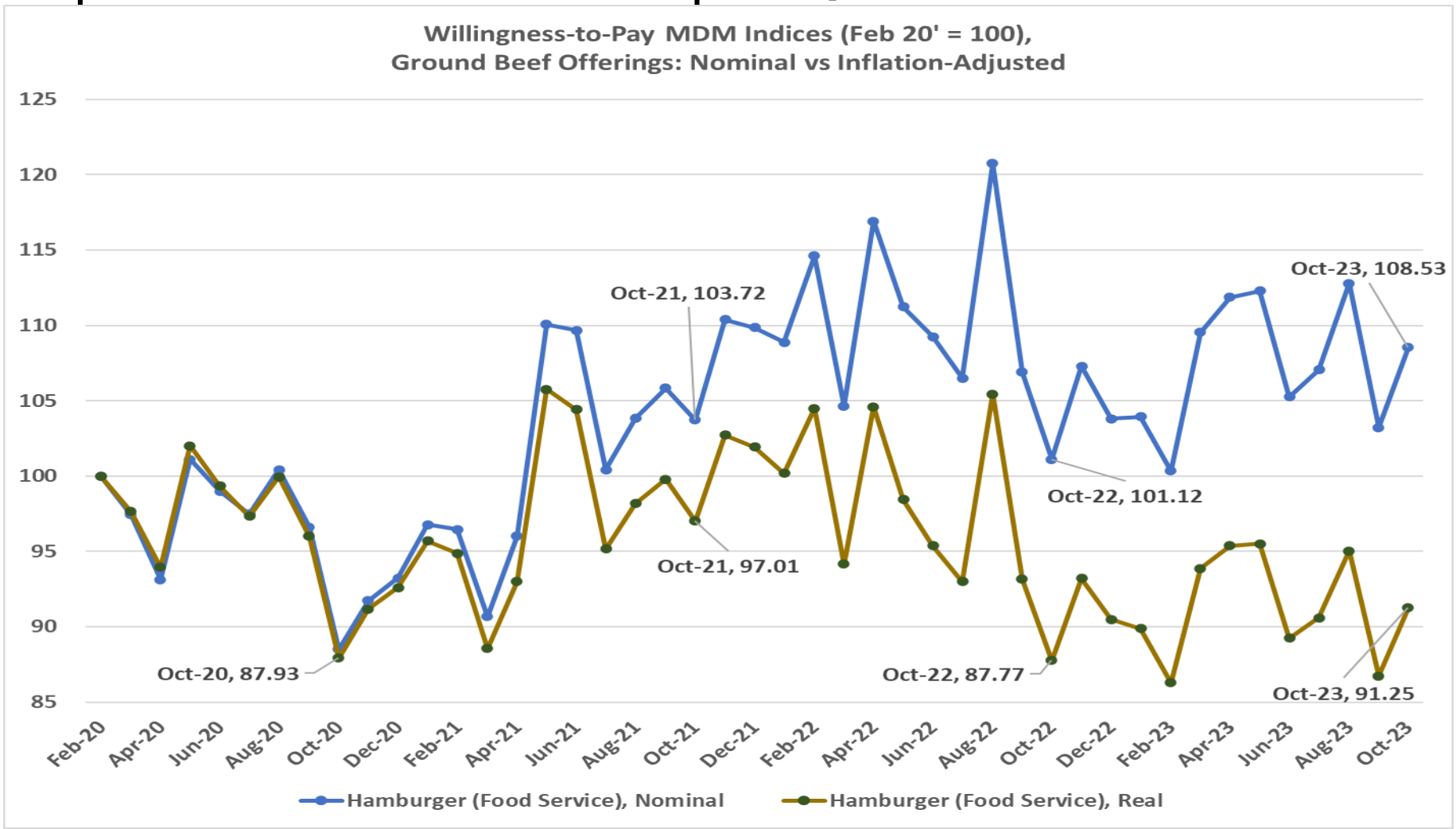
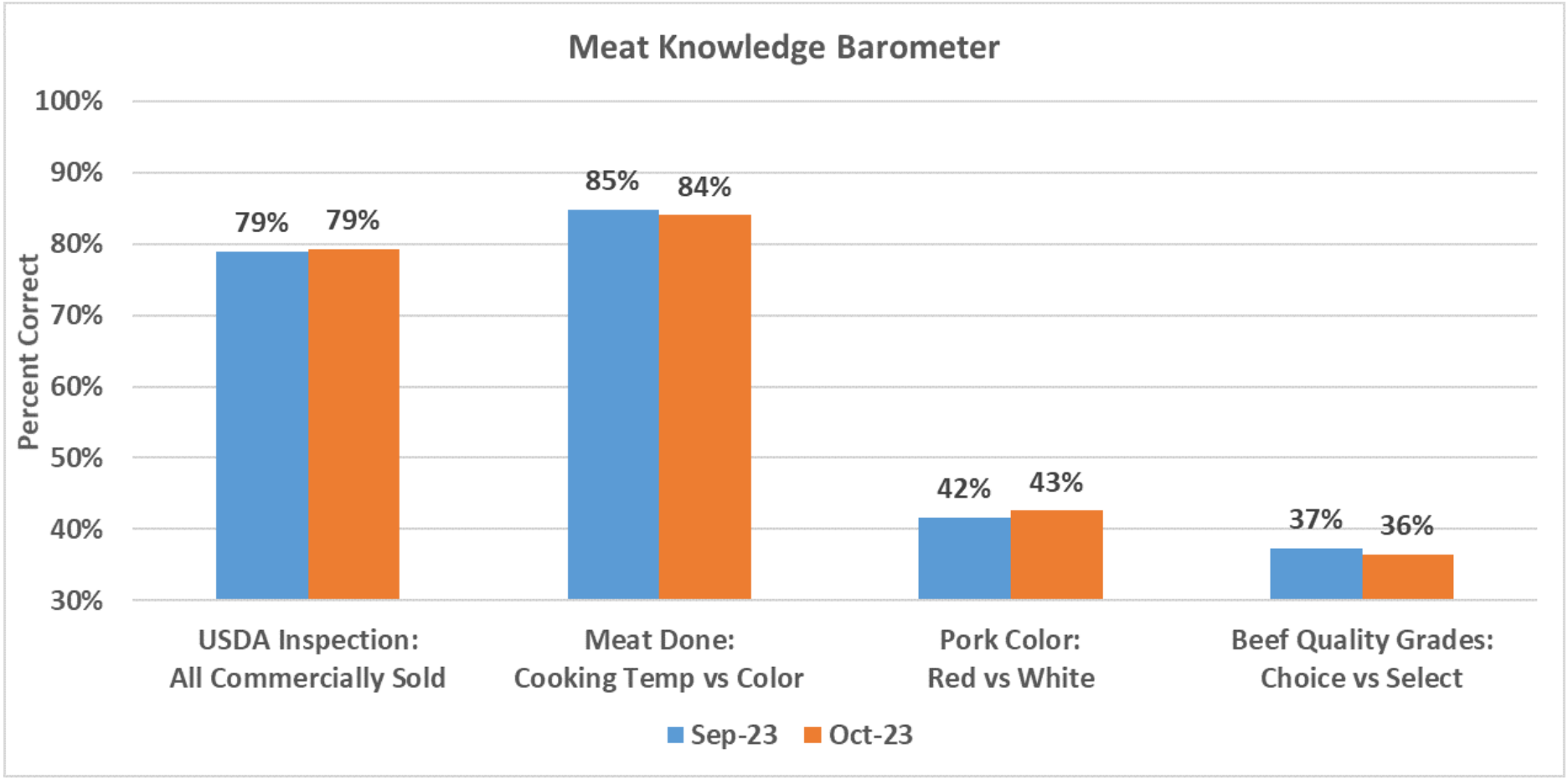


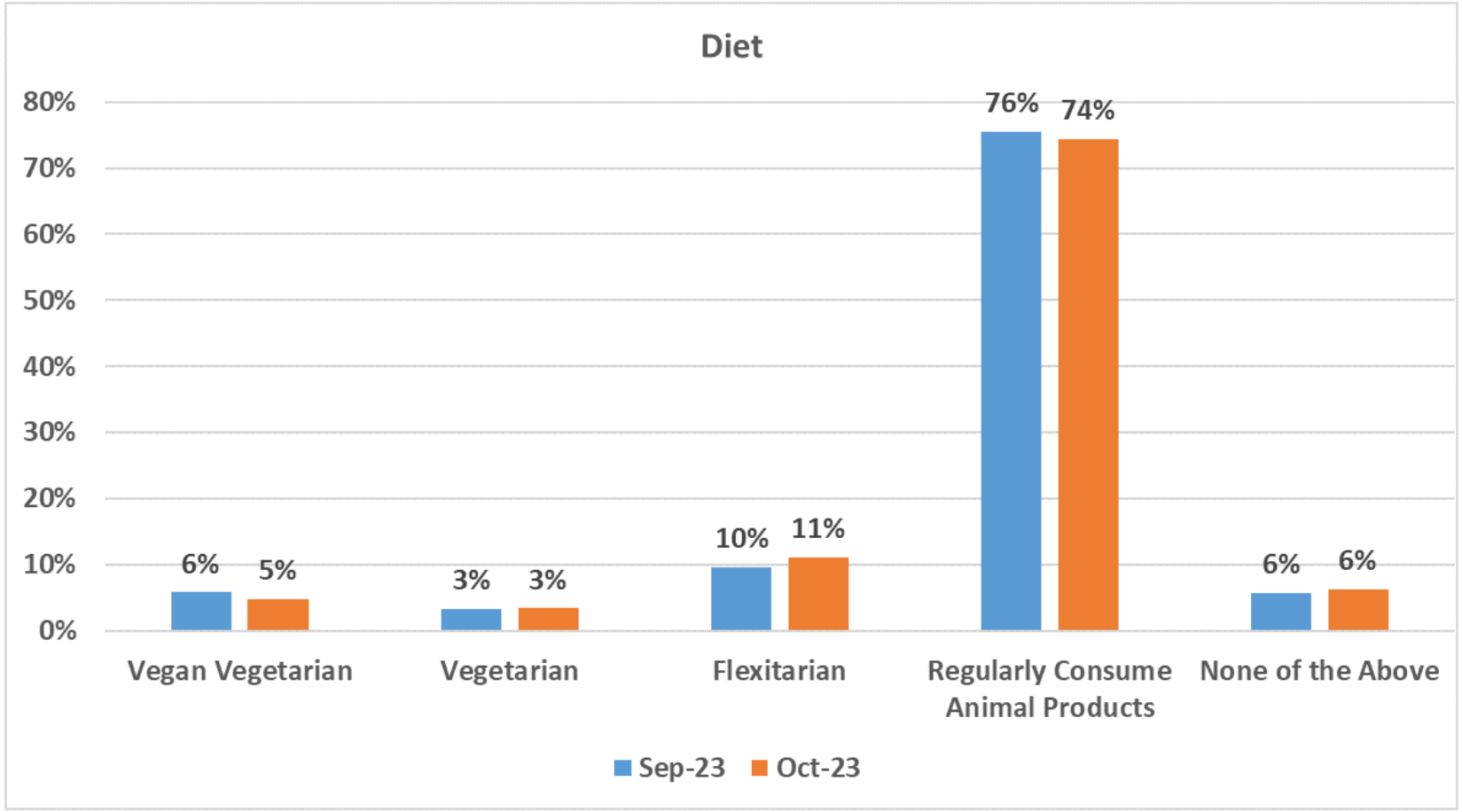
Broad Overview of Survey Sections

- Consumer Knowledge



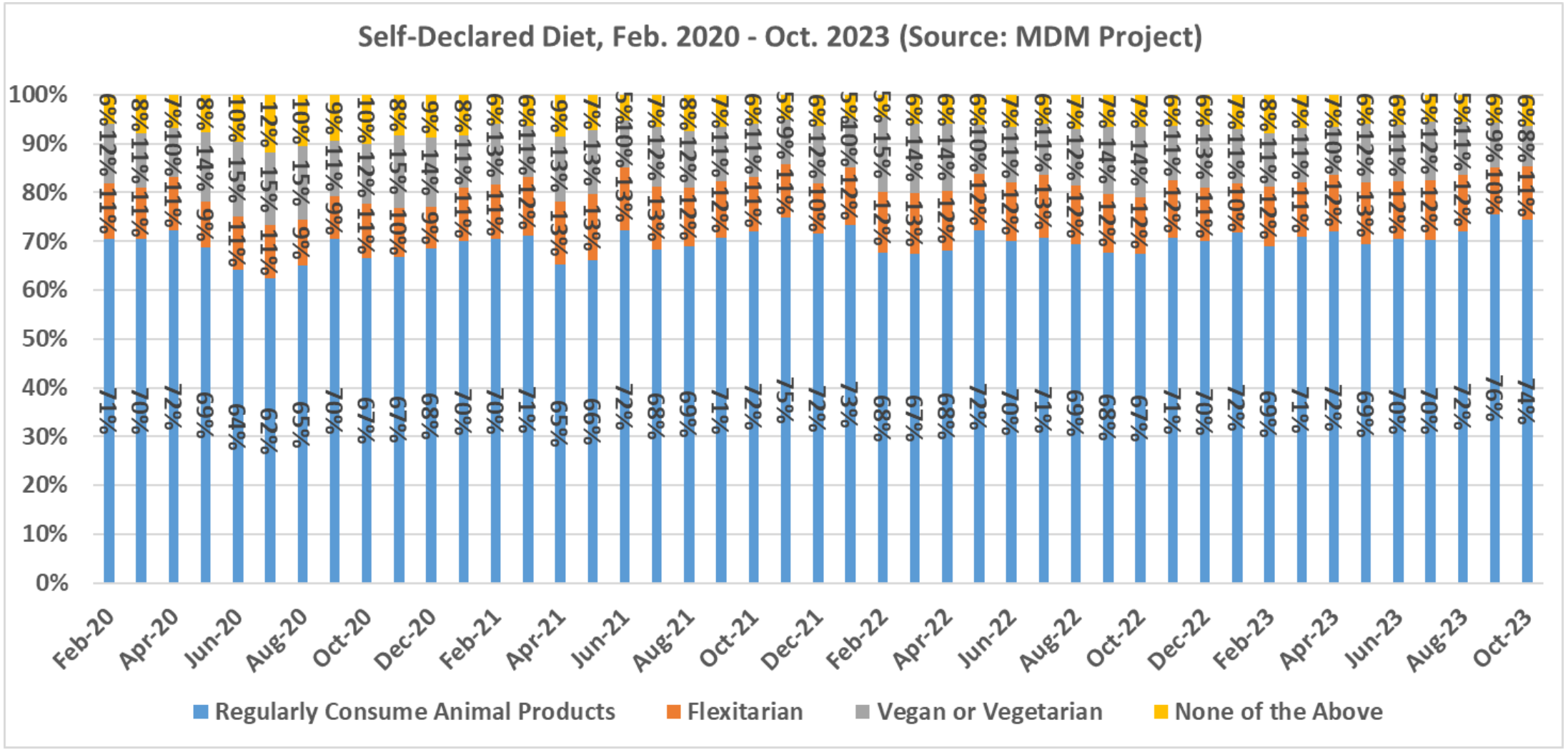
Broad Overview of Survey Sections

- Socio-Economic Questions



Broad Overview of Survey Sections

- Socio-Economic Questions



Media Partnering

- ✓ **AOA (MIKE PEARSON/JESSE ALLEN HOST)**
  - ✓ GT monthly interview w/ latest MDM info
  - ✓ 1 million live listeners each interview;
    - ✓ + 200k via Sirus Rural Radio
  - ✓ 5,500 AoA podcast downloads each month

- ✓ **USFR (TYNE MORGAN HOST)**
  - ✓ 500,000 listeners/video viewers each interview
  - ✓ 5-10,000 on each AgDay website post

- ✓ **#MDM TWEETS (@TONSORGLYNN)**
  - ✓ Jan-Sep 23': > 30,000 impressions

- ✓ **AGMANAGER.INFO**
  - ✓ >20,000 page views to-date of MDM page

EXAMPLES OF HIGH-IMPACT

ACADEMIC ARTICLES, THESES, & DISSERTATIONS

- 7 peer-reviewed articles so far
- 1 KSU M.S. Thesis (Taylor, 2021) & 1 KSU Ph.D Dissertation (Anderson, 2023)
  - MDM data currently used in 1 PhD dissertation and 2 journal articles that are in review

Funded by the Beef Checkoff.

MDM & Related Efforts Continue to Generate Research-Based Demand Insights…

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

MDM & Related Efforts Continue to Generate Research-Based Demand Insights…

Received: 6 August 2021 | Accepted: 17 April 2022

DOI: 10.1002/aepp.13287

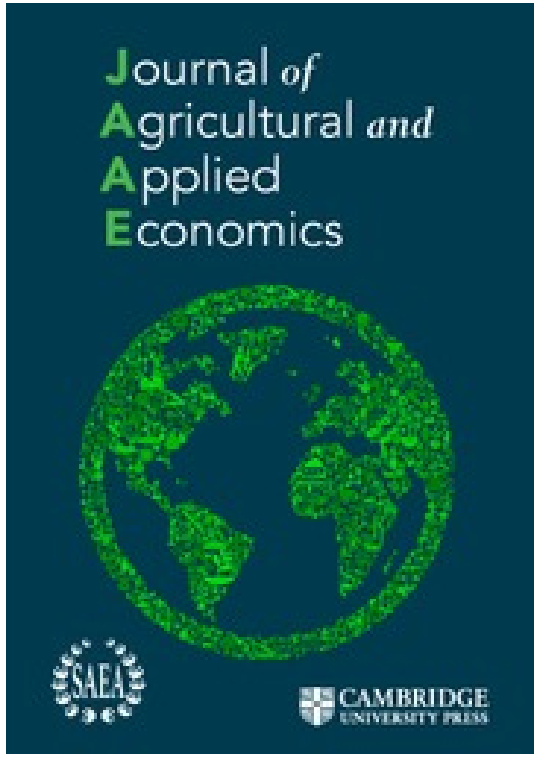
FEATURED ARTICLE

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

Hannah Taylor[1] | Glynn T. Tonsor[2] | Jayson L. Lusk[3] | Ted C. Schroeder[2]

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

MDM & Related Efforts Continue to Generate Research-Based Demand Insights…



COVID-19 Federal Aid & Household Food Expenditures
Justin D. Bina, G. T. Tonsor, and B.C. Briggeman. 2023.
doi:10.1017/aae.2023.31

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

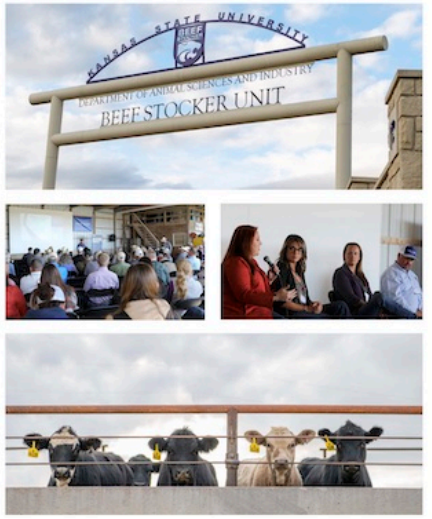
By TYNE MORGAN October 28, 2022

U.S. FARM REPORT

https://www.washingtonpost.com/business/2022/08/27/inflation-meat-prices/?utm_medium=social&utm_source=twitter&utm_campaign=wp_main

EXAMPLES OF HIGH-IMPACT

Societal Role of Meat



IMS MEAT FOR THE WORLD

International Meat Secretariat

Meat Demand Monitor: Overview of Consumer Trends and Available Resources for Industry

Sponsored by

U.S. MEAT EXPORT FEDERATION

NATIONAL PORK PRODUCERS COUNCIL

WORLD PORK EXPO

RMC

EXAMPLES OF HIGH-IMPACT

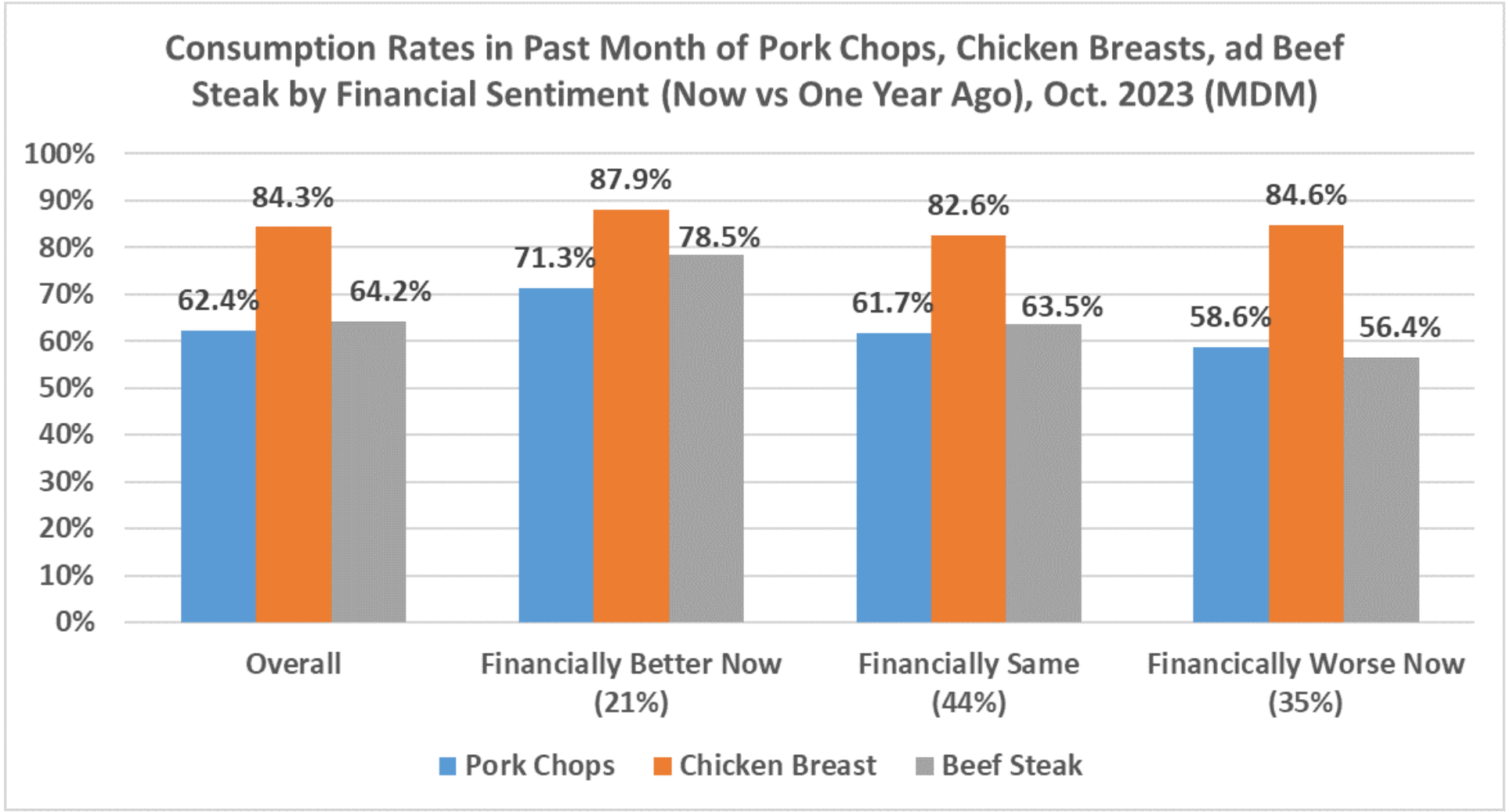
KANSAS STATE UNIVERSITY
CATTLEMEN'S DAY

Current Situation – Role of Price & Household Finances is Clear

Funded by the Beef Checkoff.

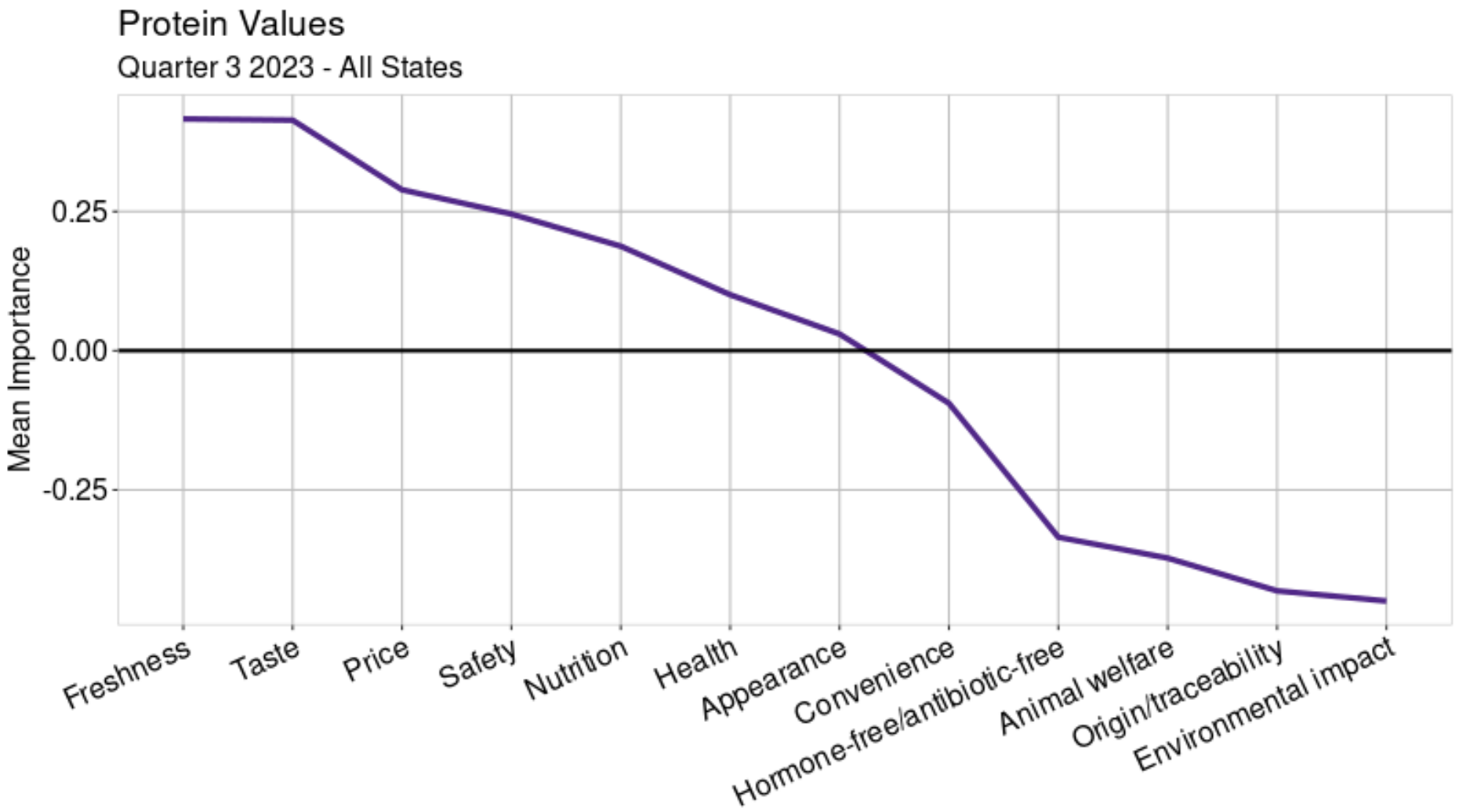
Financial Sentiment & Meat Consumption Rates

- Ad Hoc Section: Oct 2023 Example



State-Level Dashboard (Justin Bina)

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



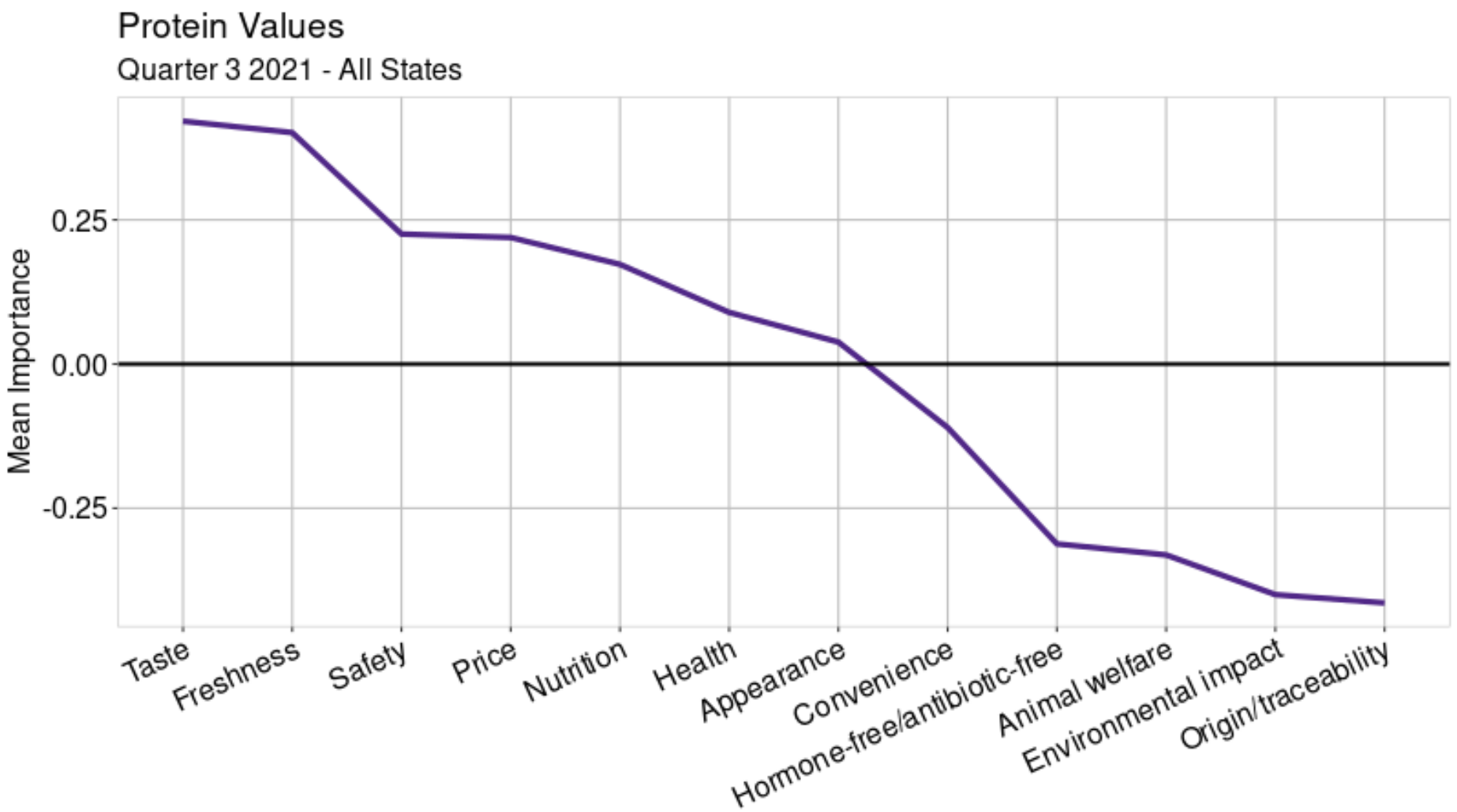
Q3-2023 Price Protein Value
Mean PV = 0.29

Most Important: 49%
Least Important: 20%
Intermediate Importance: 31%

Funded by the Beef Checkoff.

State-Level Dashboard (Justin Bina)

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



Q3-2021 Price Protein Value
Mean PV = 0.22

Most Important: 46%
Least Important: 24%
Intermediate Importance: 30%

Funded by the Beef Checkoff.

State-Level Dashboard (Justin Bina)

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

		Q3-22	Q3-23	% Change (23 vs 22)
National	N	8,603	8,502	
	Household Income	$73,072.90	$73,457.36	1%
	Weekly food at home $	$ 110.82	$ 115.85	5%
	Weekly food away from home $	$ 67.06	$ 69.33	3%

State-Level Dashboard (Justin Bina)

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

		Q3-22	Q3-23	% Change (23 vs 22)
California	N	872	952	
	Household Income	$83,945.94	$86,141.93	3%
	Weekly food at home $	$ 112.51	$ 118.58	5%
	Weekly food away from home $	$ 78.25	$ 80.47	3%
Texas	N	731	748	
	Household Income	$66,857.16	$69,320.76	4%
	Weekly food at home $	$ 116.45	$ 117.08	1%
	Weekly food away from home $	$ 70.16	$ 72.67	4%

THANK YOU!

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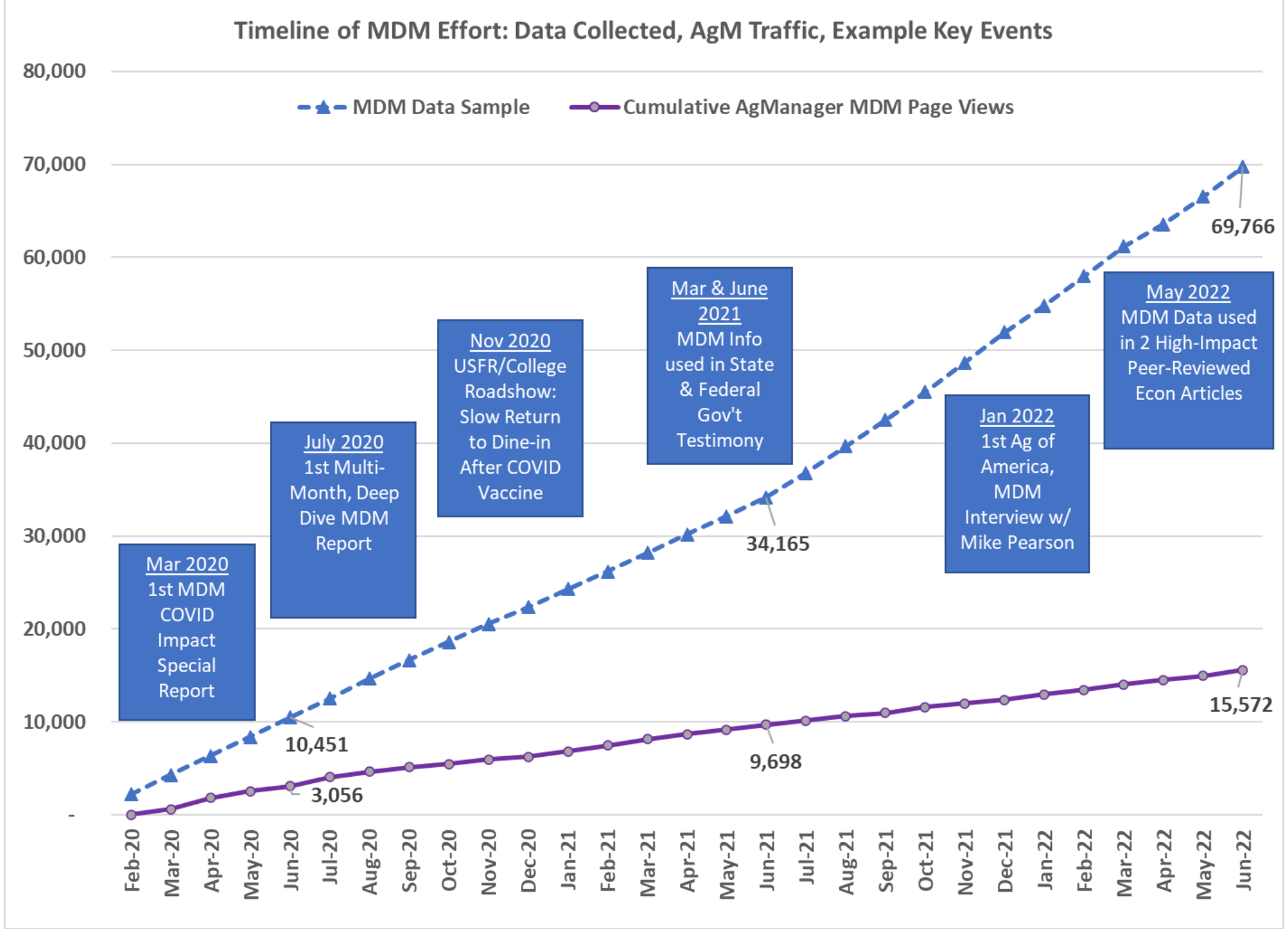
KANSAS STATE UNIVERSITY
EMAIL: GTONSOR@KSU.EDU

WATCH FOR: *#MDM*

MDM Project Webpage https://www.agmanager.info/livestock-meat/meat-demand/monthly-meat-demand-monitor-survey-data


Timeline of MDM Effort: Data Collected, AgM Traffic, Example Key Events
MDM Data Sample
Cumulative AgManager MDM Page Views
80,000
70,000
60,000
50,000
40,000
30,000
20,000
10,000
-
Mar 2020
1st MDM COVID Impact Special Report
July 2020
1st Multi-Month, Deep Dive MDM Report
Nov 2020
USFR/College Roadshow: Slow Return to Dine-in After COVID Vaccine
Mar & June 2021
MDM Info used in State & Federal Gov't Testimony
Jan 2022
1st Ag of America, MDM Interview w/ Mike Pearson
May 2022
MDM Data used in 2 High-Impact Peer-Reviewed Econ Articles
10,451
3,056
34,165
9,698
69,766
15,572
Feb-20
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