

BEEF ATTRIBUTES RESEARCH: Overview for Packer/Processors

Consumers today have many options at the beef case — grades, cuts, claims and other attributes play into their final purchase decisions. Knowing that beef consumers continue to evolve, Midan Marketing conducted research to find out where beef consumers are shopping for beef, how often and most importantly — what are the drivers and attributes that lead shoppers to choose one package of beef over another?

Conducted in April 2022, this research survey is a snapshot of beef consumers' priorities coming out of the COVID-19 pandemic, amid record high inflation (especially in the meat case) and with the threat of recession looming. As a beef packer or processor, this research deck and insights report can help you understand:

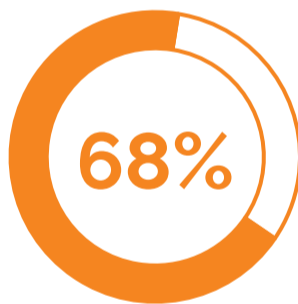
- How and where shoppers are buying beef today
- How to prioritize claims for on-pack labels
- What attributes carry more weight with consumers — in retail and at restaurants
- What types of consumers seek the claims and attributes your product(s) feature
- How to position your brand story to capture more beef consumers

THE MARKET FOR CLAIMS

When purchasing beef (whole muscle or ground), conventional is still the name of the game for most shoppers. But there is a definite market both for beef with production claims and premium beef:



purchase at least some
conventional beef



purchase at least some beef
with production claims



purchase at least some
premium beef

Although very few consumers purchase only claims-based (5%) or premium (4%) beef, there are many more shoppers purchasing these products at least some of the time. As a beef packer or processor, continuing to meet consumer expectations for interesting and new beef products is important — especially as more than half of young consumers (Gen Zs and Millennials) say they enjoy exploring new beef products. Plus, creating this ideal product mix is even easier when you know which production claims and quality attributes resonate with consumers.

THE CLAIMS THAT MATTER MOST

Midan tested 28 beef claims using a best-worst style ranking to get a definitive ranking of the claims beef shoppers are looking for today. Few beef attributes fared as well across all demographic groups as a Raised in the USA or Product of the USA claim. This is also a quality indicator for many (43%) beef consumers. Other top indicators of quality for consumers are:

- USDA grades (Prime and Choice)
- All-natural claim
- NAE and NAH claims

Leaning into the Raised in the USA claim as well as other top-quality claims can give your consumers peace of mind while simultaneously signifying to them that the beef they're eating is quality. Use our research to get key insights like these to better understand how claims and attributes are driving today's meat purchases.

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