

## **Table of Contents**

OVERVIEW	3
MEAT CONSUMER SEGMENTATION 3.0 SEGMENT SUMMARY SLIDE	4
BACKGROUND & STUDY NOTES	5
SUMMARY	6
Executive Summary	7
FINDINGS – ALL CONSUMERS	9
Chart: Familiarity with the Term 'Sustainability'	10
Chart: What Sustainability Means	11
Chart: Defining Sustainability Enthusiasts	12
FINDINGS – SUSTAINABILITY ENTHUSIASTS	1;
Chart: Proteins Consumed at Home	14
Chart: Primary Meat Shopping Outlets	15
Chart: Generational Breakout	16
Chart: Segment Breakout	17
Chart: Familiarity with Terms 'Sustainable' and 'Sustainability'	18
Chart: What Sustainability Means	19
Chart: Increase in Level of Sustainability Concern	20
Chart: Likelihood to Seek out Sustainable Meat and Poultry	23
Chart: Sustainability in Purchase Considerations	22
Chart: Willingness to Pay for Sustainability	23
Chart: Sourcing Meat from Farms that Practice Sustainable Agriculture	24
Chart: Seeking out Meat from Companies that Protect the Environment	2.5
Chart: Seriousness of Climate Change	26
Chart: Level of Environmental Consciousness	27
Chart: Seeking out Meat Labeled Climate-Friendly	28
Chart: Overstating Concerns Regarding Meat Production Harming the Environment	29
Chart: Willingness to Pay More for Products that Support a Cause	30
Chart: Belief that Smaller Packages are more Environmentally Friendly	3-
APPENDIX	3:



