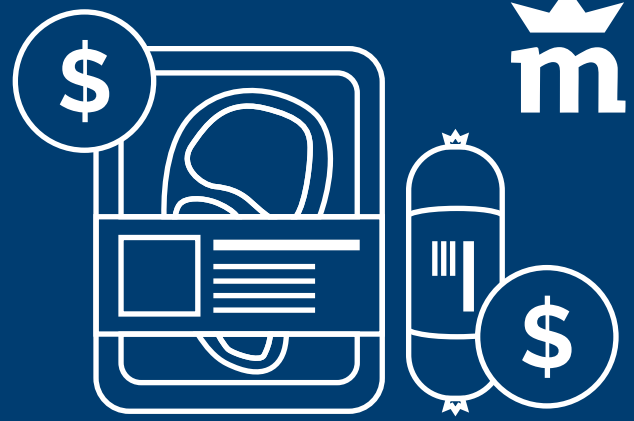
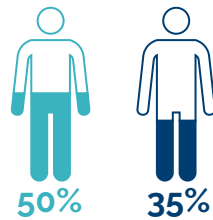


MILLENNIALS DRIVING PANDEMIC MEAT PURCHASING



As COVID-19 stay-at-home orders were issued throughout the country, panicked shoppers emptied store shelves and stockpiled meat. To get a clearer picture of the consumer mindset during this buying frenzy, Midan surveyed 752 U.S. meat consumers from March 26-30, 2020.

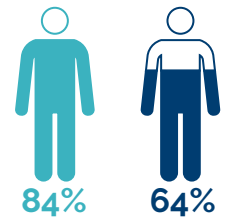
We learned that Millennials, the largest living generation, are significantly more concerned about the pandemic than the general population (74% vs. 66%) and are driving current meat buying trends.



MILLENNIALS ARE MORE CONCERNED ABOUT FOOD SAFETY

Consumers reported concerns about virus transmission via meat packages during processing and from handling at the store by meat clerks and other shoppers.

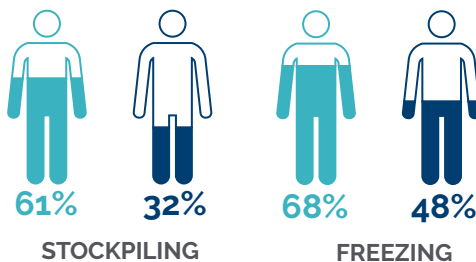
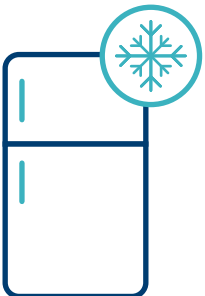
ACTION STEP: Retailers and processors should promote their COVID-19 safe handling practices for personnel and products to help allay consumer fears.



MILLENNIALS ARE MORE CONCERNED ABOUT LIMITED MEAT SUPPLIES IN THE FUTURE

Many shoppers saw empty meat cases for the first time ever.

ACTION STEP: Millennials value transparency and information;¹ the meat industry should seize this opportunity to educate them and other consumers about the meat supply chain.



MILLENNIALS ARE STOCKPILING MORE MEAT AND FREEZING MEAT MORE OFTEN

Millennials tend to have kids at home and ensuring they have enough food to feed their families is paramount.

ACTION STEP: Share family-friendly recipes and meat freezing tips that help create positive eating experiences with meat products.

Millennial spending in the meat department will only continue to increase; their dollar sales grew 2.4 times faster than average in 2019.² To help ensure the long-term loyalty of these key meat consumers as they move into their prime spending years, the meat industry must communicate that it can help them weather this pandemic storm.