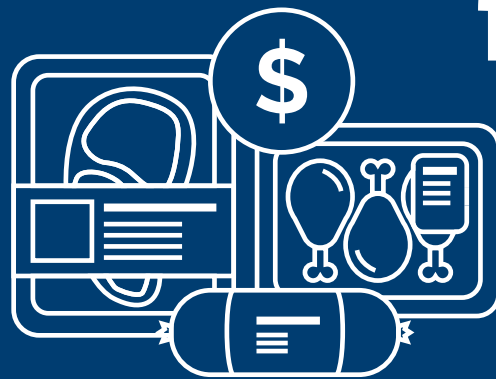


# COVID-19

## SHIFTS

# MEAT & CHICKEN PURCHASING AND PREP



Midan conducted its second COVID-19 study of meat consumers on April 27-30, 2020<sup>1</sup> to understand how the ongoing pandemic has been affecting meat and chicken purchasing. Consumer concern about COVID-19 rose to 76%, up 10 percentage points in just one month from our March 26 study.

Meat consumers revealed how they plan to adjust their buying and preparation behaviors in the coming month:

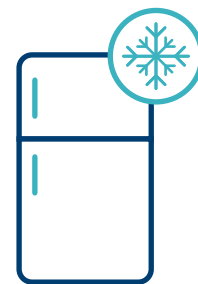
# 21%



purchased meat or chicken online for the first time since COVID-19; an additional 8% plan to in the next month

**ACTION STEP:** Ensure your e-commerce site is user-friendly and flexible to keep up with increased demand and meat supply challenges.

# 60%



intend to freeze meat/chicken more often than normal

**ACTION STEP:** With 49% of consumers very concerned about the meat supply, the freezing trend has not slowed down. Continue to provide proper meat freezing tips.

# 52%



intend to experiment with different ways to cook meat/chicken

**ACTION STEP:** As at-home fatigue sets in, consumers look for new ways to enjoy their favorite cuts or try unfamiliar cuts. Keep those exciting recipe ideas coming!

# 50%



intend to purchase more meat/chicken per visit/order than normal

**ACTION STEP:** Since COVID-19, consumers are shopping less frequently (12% increase in those shopping less than once/week for meat/chicken), but 38% are stockpiling meat/chicken. Expect changes in your basket size and mix.