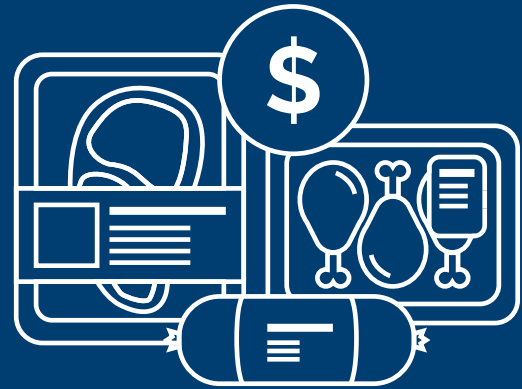


LINGERING PANDEMIC

IMPACTS MEAT PURCHASING



As COVID-19 pushes into summer, meat consumers continue to adjust their behaviors and attitudes. Midan's June 29-30 survey¹ of meat and chicken consumers revealed that 71% of respondents have altered their grocery shopping in some way since COVID-19. Retailers, take note: 38% of consumers are purchasing groceries at fewer physical stores versus shopping at multiple locations.

Other key takeaways include:



ONLINE MEAT PURCHASING HAS RISEN STEADILY DURING THE PANDEMIC

In June, 54% of consumers surveyed purchased meat online; this figure has increased by 2 percentage points each month since April.

ACTION STEP: Don't ease up on the gas with online meat offerings. 31% of consumers indicate that online will be their primary method to purchase meat after the pandemic, up from 26% in May.



CONSUMERS ARE SWITCHING UP THEIR MEAT BUYING AND FOOD PREP PATTERNS

32% of consumers are trying meat brands they would not usually purchase, while 60% are experimenting with new recipes and 60% are freezing meat/chicken more than normal.

ACTION STEP: While COVID-19 opened the door for consumers to try new brands and get creative in the kitchen, processors should work to build loyalty with new customers post-pandemic.



CONSUMERS ARE NOT AS SATISFIED WITH SOME TYPES OF ONLINE MEAT SHOPPING

Although grocery store delivery and click and collect are most popular, consumers are less likely to recommend these online methods. Their Net Promoter Scores (NPS[®]), a gauge of consumer experience, are 24.9 and 15.5, respectively, compared to 43 for meat-specific sites like Crowd Cow and ButcherBox.

ACTION STEP: Retailers must continue to refine their e-commerce meat shopping process and products to compete effectively against those who specialize in online meat sales.



CONSUMERS' ATTITUDES ABOUT THE FOOD INDUSTRY HAVE WORSENE

In describing attitudes before and since COVID-19, consumers report jumps in negative perceptions of processors (up 18 percentage points) and retailers (up 13 percentage points). This could correlate to media reports about meatpacking plants or the stress of wearing masks and social distancing in stores.

ACTION STEP: Communication and transparency remain the keys to easing fears about COVID-19 and the meat supply. Share how you are protecting your workers and your products.