

### About the Survey

FooDS tracks consumer preferences and sentiments on the safety, quality, and price of food at home and away from home with particular focus on meat demand. FooDS is a monthly on-line survey with a sample size of at least 1,000 individuals, weighted to match the US population in terms of age, gender, education and region of residence. See the [online technical document](#) for more details.

### MEAT DEMAND

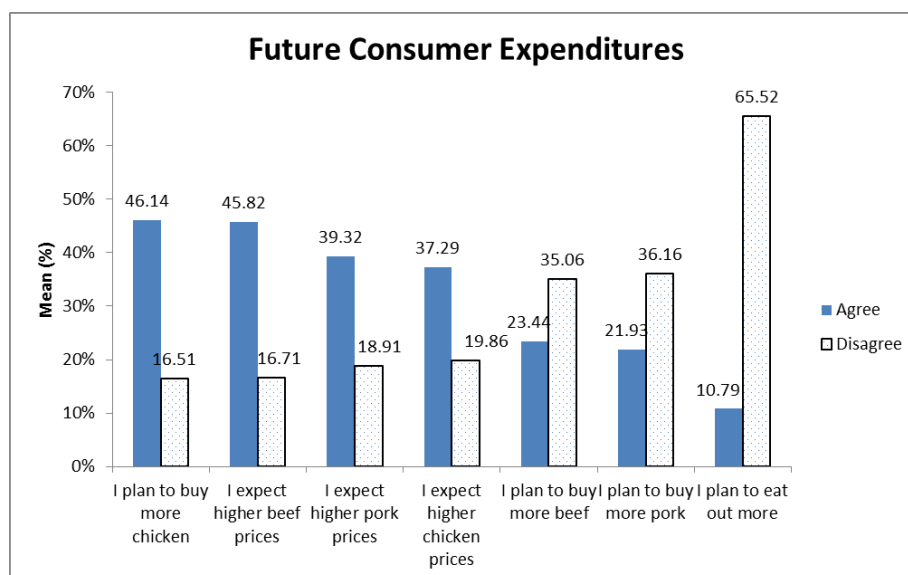
Willingness-to-Pay	Steak	Chicken Breast	Hamburger	Pork Chop	Deli Ham	Chicken Wing	Beans and Rice	Pasta
June 2013	\$6.87	\$4.90	\$4.03	\$3.63	\$2.21	\$2.27	\$2.26	\$3.16
July 2013	\$6.20	\$4.99	\$4.14	\$3.47	\$2.47	\$2.13	\$2.30	\$2.74
August 2013	\$6.60	\$4.90	\$4.11	\$3.85	\$2.57	\$2.39	\$2.29	\$2.82
% change (July - August)	6.41%	-1.72%	-0.71%	10.86%	4.03%	12.37%	-0.45%	2.67%

The past month, which included the end of summer and back-to-school shopping, willingness-to-pay (WTP) or demand increased for steak, pork chops, deli ham, chicken wings and pasta, while a decrease was seen for chicken breasts, hamburger and beans and rice.

### FOOD EXPENDITURES

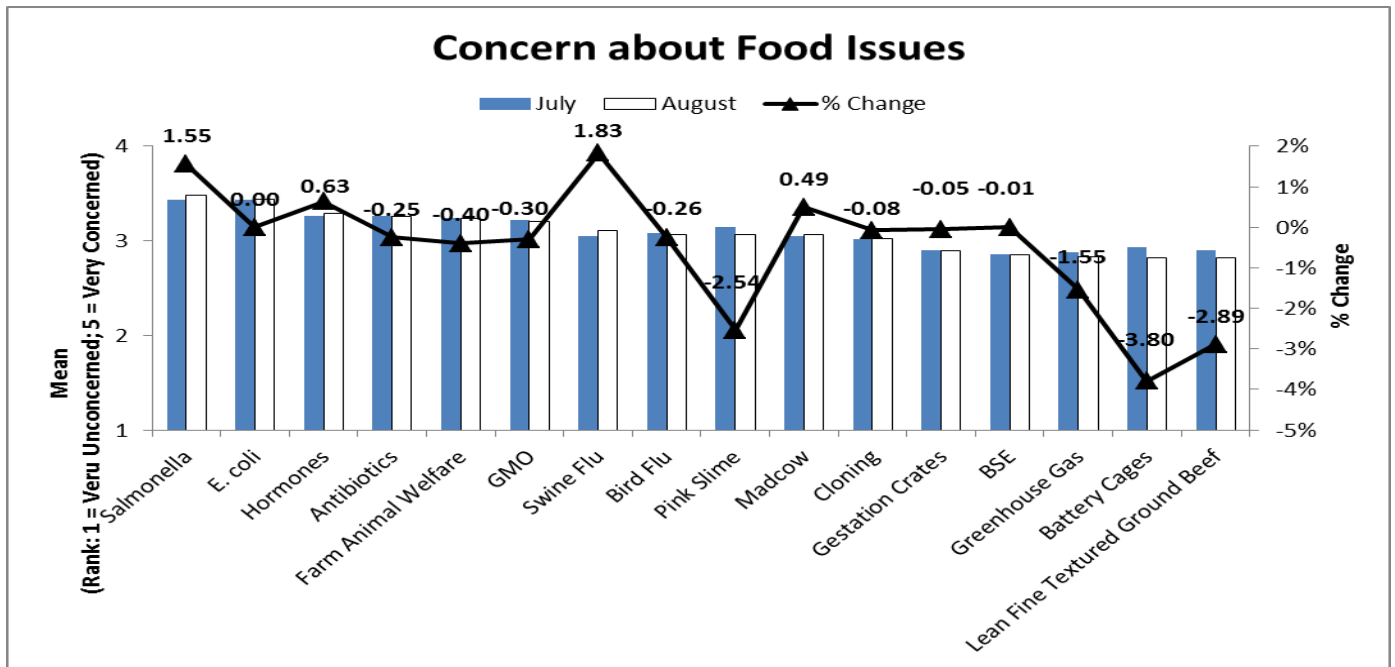
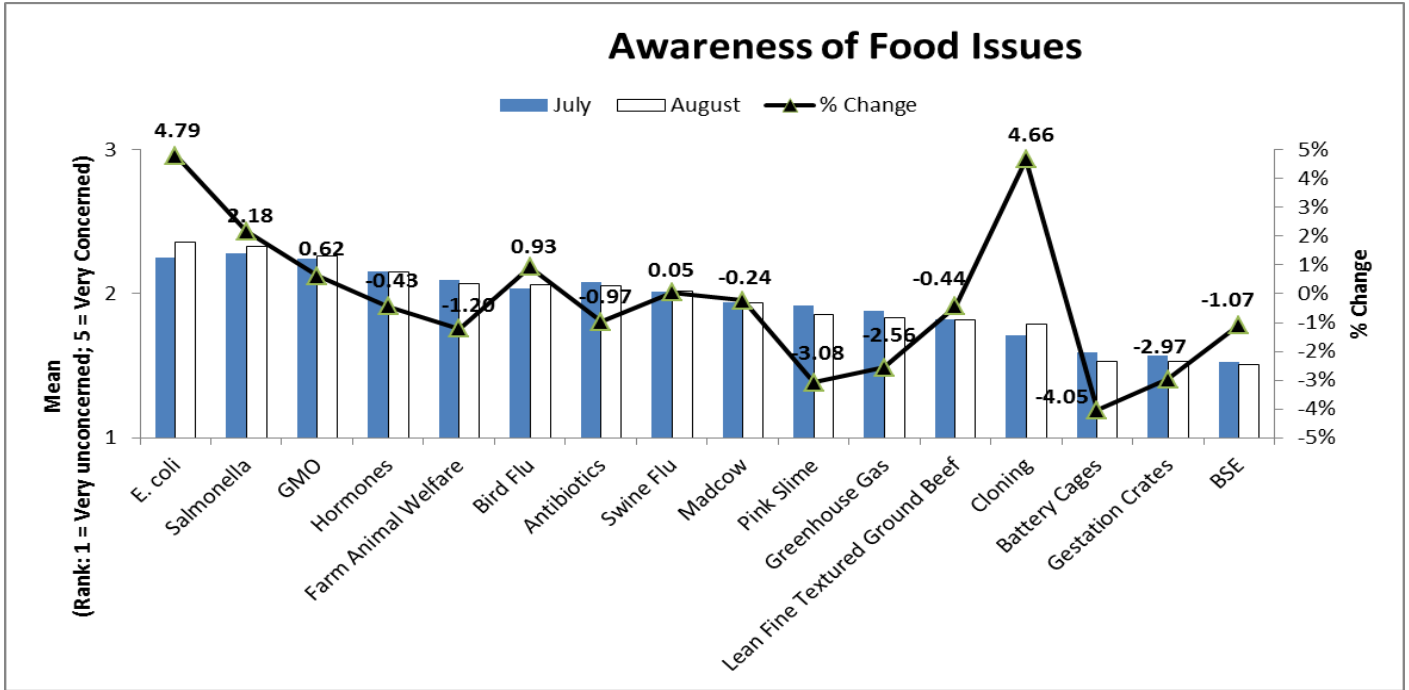
	Current weekly at home	Current weekly away from home	Anticipated change in at home in next 2 weeks	Anticipated change away from home in next 2 weeks
July 2013	\$92.84	\$46.06	-0.74%	-2.40%
August 2013	\$91.87	\$46.35	-0.50%	-2.08
% change (July - August)	-1.05%	0.63%	-32.71%	-13.21%

In August, reported average food-grocery expenditures were \$91.87, down 1.05% from July, while an average of \$46.35 was spent on food consumed away from home per week, up 0.63% from a month ago. Consumers anticipate spending less money on food purchased at home and away from home in the coming weeks, but the expected decline was less pronounced in August for both categories. Consumers reported that they expect to see a rise in meat prices over the next month.



### AWARENESS & CONCERN TRACKING

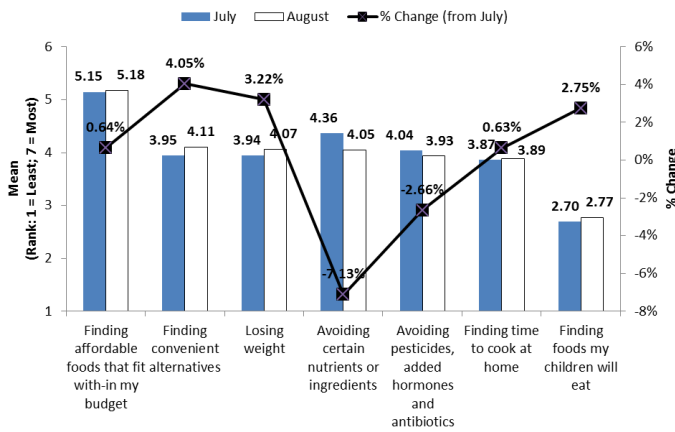
Consumer's awareness, concerns, and values were similar in comparison to previous months. *E.coli*, Salmonella and GMOs were reported to be the most discussed in the news over the last two weeks; the largest jumps in awareness were for *E. Coli* and cloning, and the biggest fall was for battery cages. *E. coli*, Salmonella, hormones and antibiotics were again consumer's top three concerns when purchasing food; the biggest increases in concern occurred for Salmonella and Swine flu; and the biggest drop in concern was for battery cages.



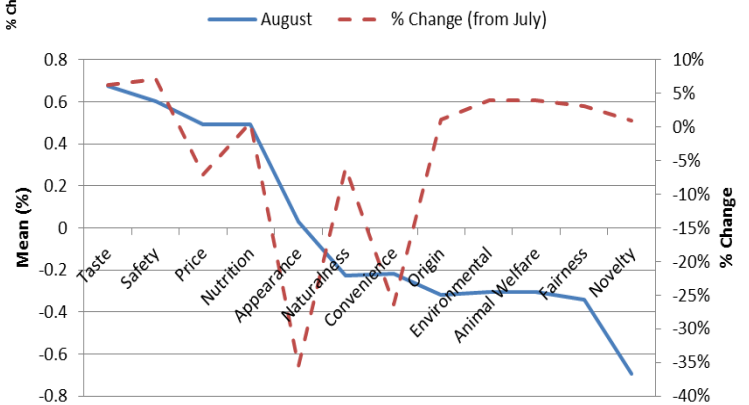
## GENERAL FOOD VALUES

Consumer values remained similar to those in past months, with an increase in perceived importance of price and nutrition, which remained top values along with taste and safety. As in previous months, consumers reported that their main challenge faced this month was finding affordable foods to fit within their budget. Finding the time to cook at home and finding food their children will eat were ranked last, just as in the previous months. In the past month, 3.73% of participants reported having food poisoning, a 3.87% decrease from July.

### Consumer Challenges

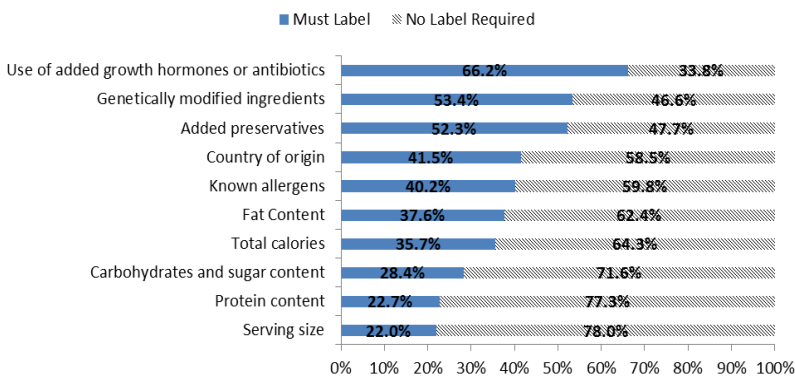


### Consumer Values



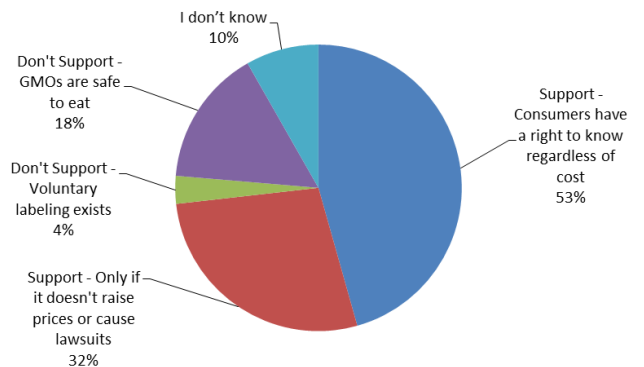
## Genetically Modified Organisms

### Food Label Requirements



We continued the special supplemental question from last month on labeling. As was the case last month, consumers again reported that the use of added growth hormones or antibiotics and genetically modified ingredients should be a FDA or USDA requirement on food labels (note: these were forced tradeoff questions).

### Labeling of Foods Containing GMOs



Similar to last month, over half of the participants reported that they "support mandatory labeling because consumers have a right to know regardless of the cost".