

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

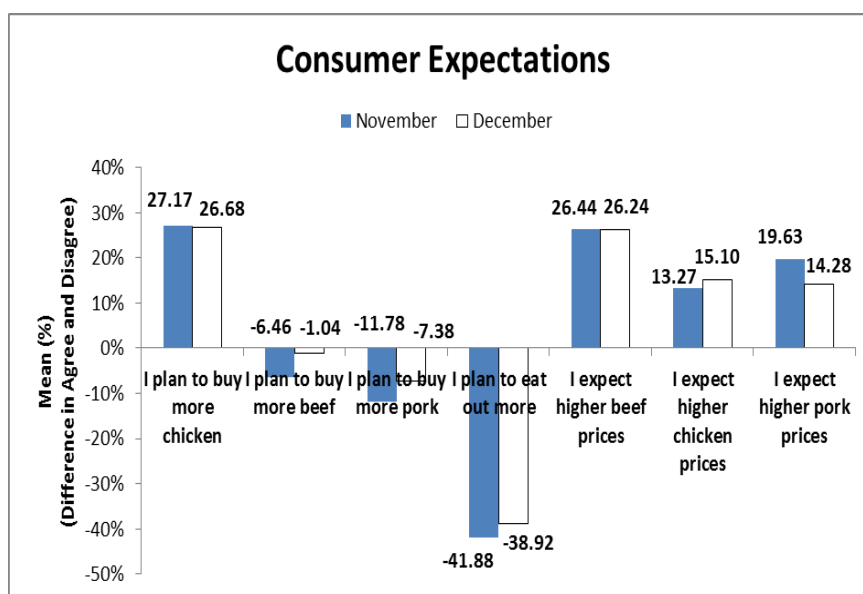
Willingness-to-Pay	Steak	Chicken Breast	Hamburger	Pork Chop	Deli Ham	Chicken Wing	Beans and Rice	Pasta
October 2013	\$6.74	\$4.91	\$3.92	\$3.80	\$2.25	\$2.12	\$2.18	\$2.71
November 2013	\$6.71	\$5.03	\$3.97	\$3.75	\$2.59	\$2.37	\$2.22	\$2.77
December 2013	\$6.42	\$4.52	\$4.20	\$3.61	\$2.21	\$1.93	\$1.97	\$3.07
% change (Nov. - Dec.)	-4.32%	-10.14%	5.79%	-3.73%	-14.67%	-18.57%	-11.26%	10.83%

December witnessed decreased willingness-to-pay (WTP) for all meat products except hamburger. WTP for Chicken breast and chicken wings fell to the lowest levels since the survey was started in May. Although WTP for steak fell only 4.32% from Nov to Dec, it too fell to the lowest level seen since FooDS started.

FOOD EXPENDITURES

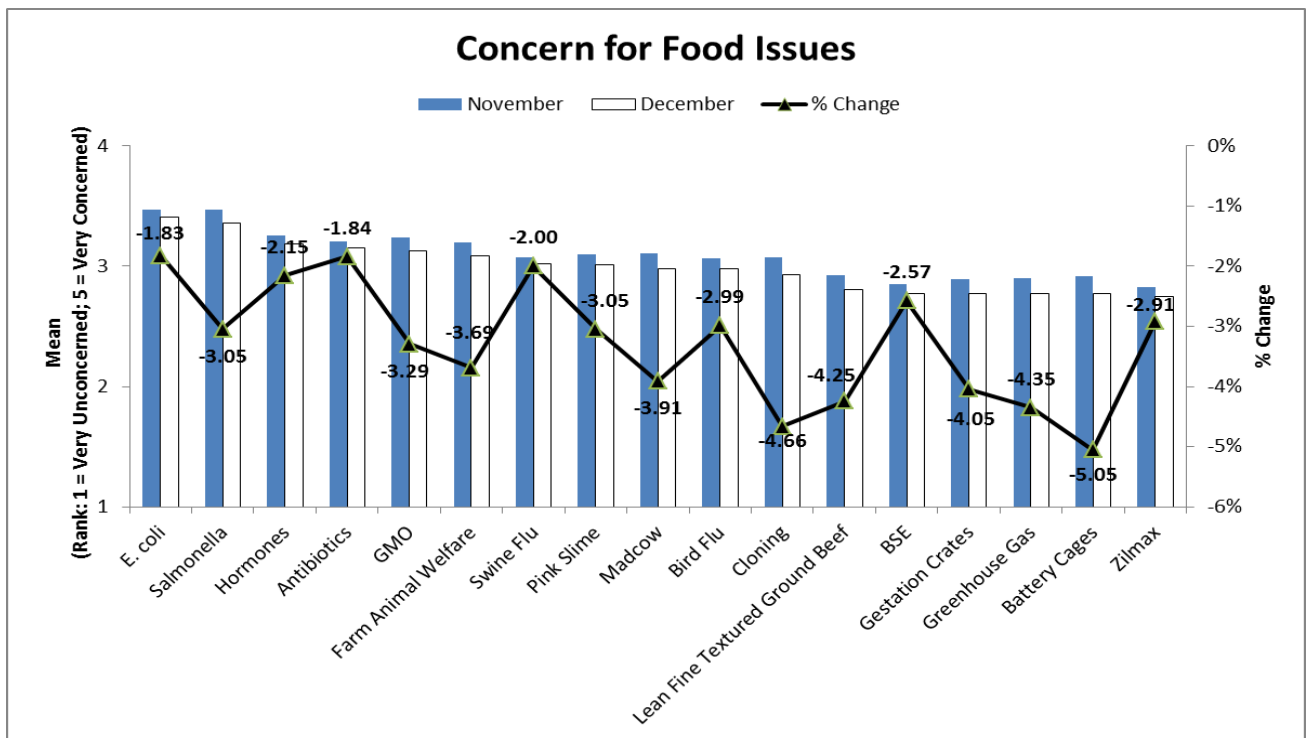
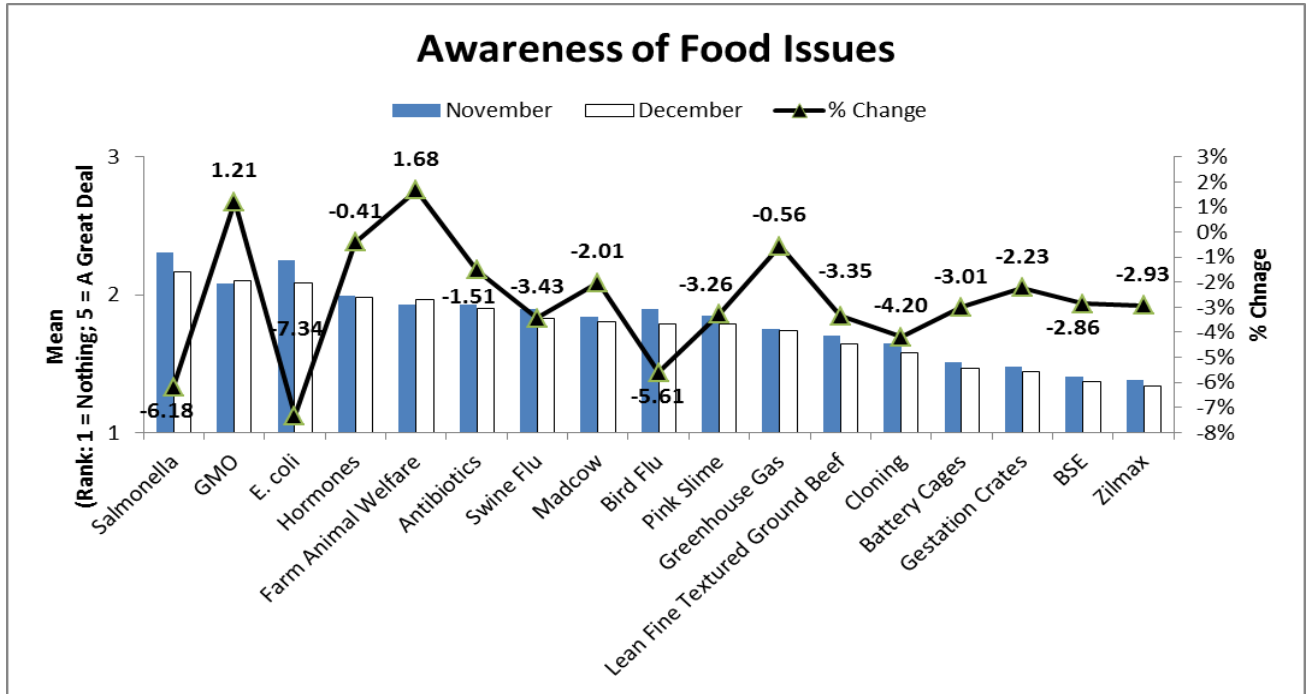
	Current weekly at home	Current weekly away from home	Anticipated change in at home in next 2 weeks	Anticipated change away from home in next 2 weeks
November 2013	\$94.00	\$45.31	0.25%	-2.01%
December 2013	\$91.40	\$43.95	0.21%	-1.63%
% change (Nov. - Dec.)	-2.76%	-3.00%		

In December, food-grocery expenditures were \$91.40, down 2.76% from November, while \$43.95 was reportedly spent on food consumed away from home, down 3%. Consumers anticipate spending slightly more money on food purchased at home and less on food away from home food (although less so than in Nov). In December, there were improvements in the plans to buy beef and pork. Consumers expect higher chicken prices but lower pork prices over the next month.



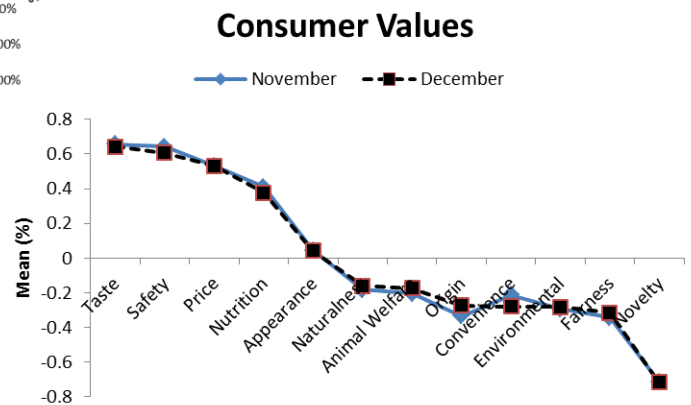
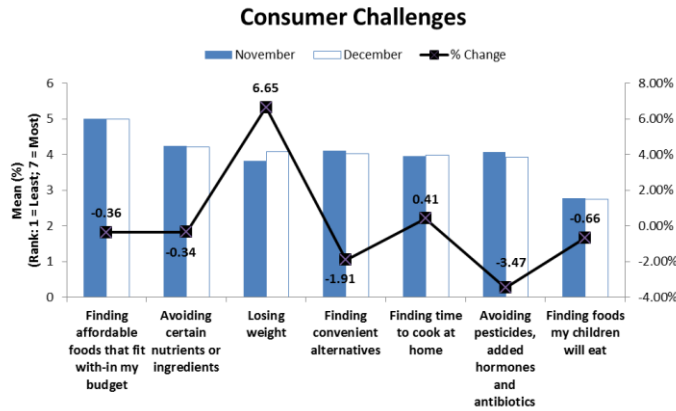
AWARENESS & CONCERN TRACKING

Salmonella, GMO's and *E.coli* were reported as most visible in the news over the last two weeks; the largest jump in awareness was for GMOs and farm animal welfare, and the biggest falls were for *Salmonella*, *E. coli* and bird flu. *E. coli*, Salmonella and hormones remained consumers' top three concerns when purchasing food; concern for all issues fell in December, with the largest percent declines occurring for battery cages, cloning, and gestation crates.

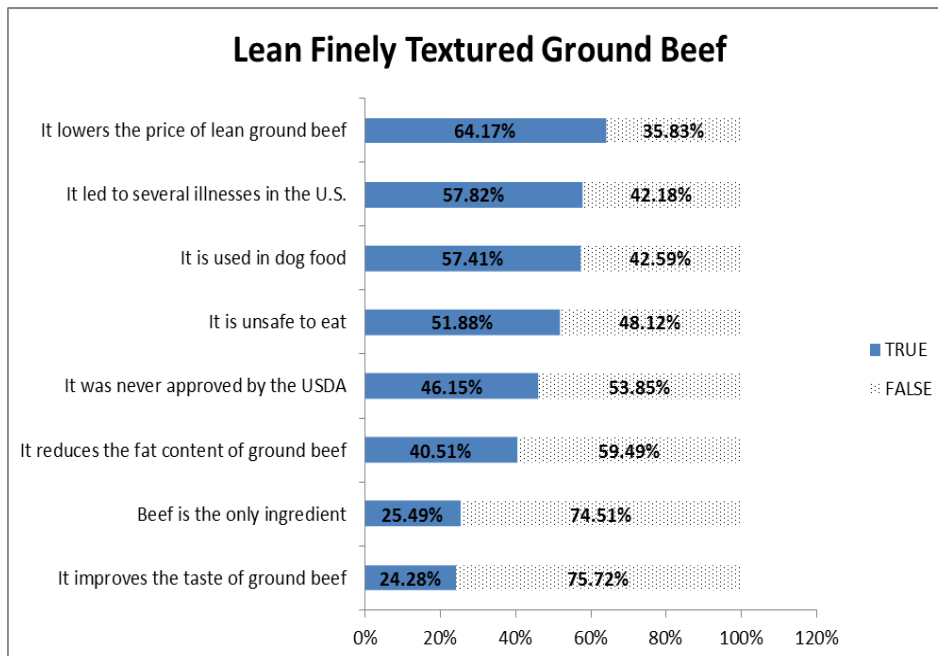


GENERAL FOOD VALUES

Taste, safety and price remained most important values to consumers when purchasing food. Consumer values remained similar to those in past months, with a slight increase in perceived value of origin. Again, consumers reported that their main challenge faced this month was finding affordable foods to fit within their budget. Avoiding pesticides, added hormones and antibiotics and finding food their children will eat were ranked last. *The challenge of losing weight experienced the largest increase in December.* In December, 3.64% of participants reported having food poisoning, a 13.4% increase from November.

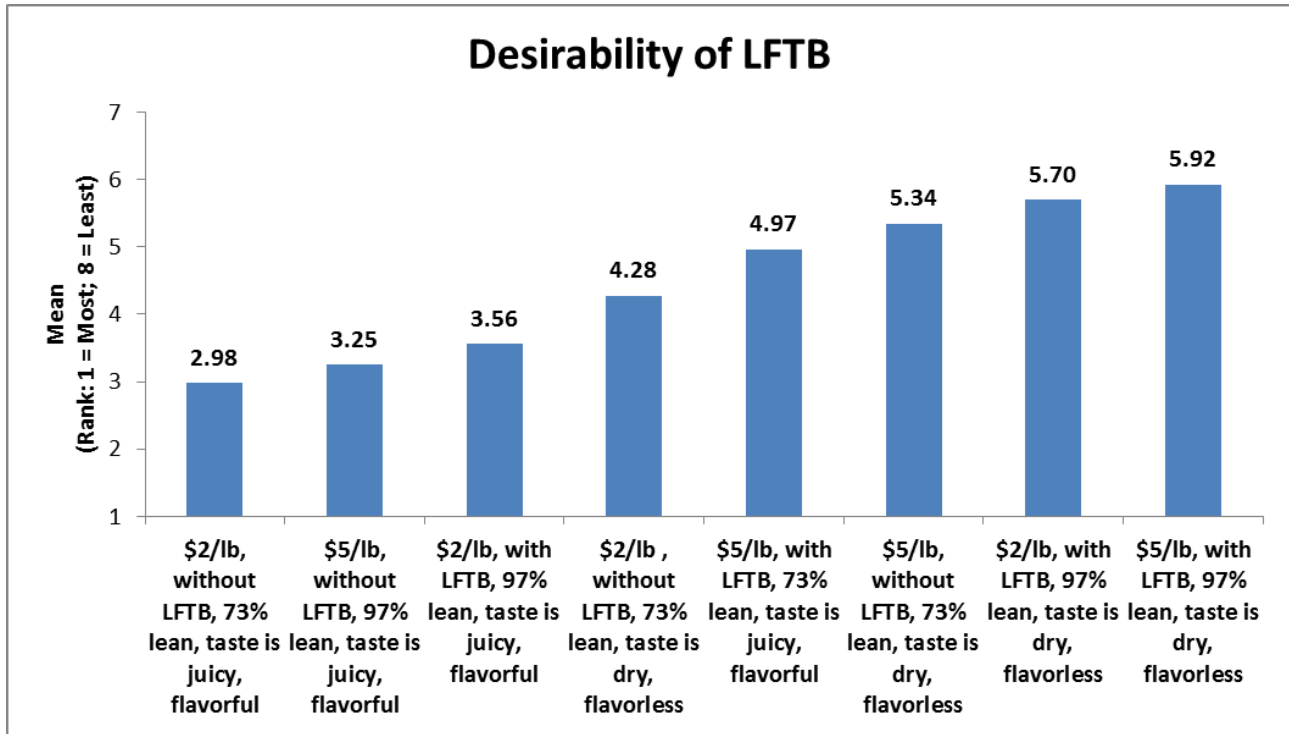


AD HOC QUESTIONS



Two new ad hoc questions were added to the survey in December.

First, participants were asked "Which of the following do you believe is true or false about lean finely textured ground beef (otherwise known as "pink slime")? 64.17% of participants correctly identified LFTGB as lowering the price of lean ground beef. 74.51% of participants incorrectly believe beef is not the only ingredient. 57.8% incorrectly thought it caused several illnesses.



Participants were also asked to rank 8 hypothetical ground beef packages in terms of desirability (1 = most desirable; 8 = least desirable). Each option was described by a price, fat content, LFTB content, and taste. Participants stated that ground beef priced at \$2/lb, without LFTB, 73% lean and the taste is juicy, flavorful was most desirable and ground beef priced at \$5/lb, with LFTB, 97% lean, taste is dry, flavorless is least desirable.

Results can be used to predict the average rank of a ground beef package: predicted rank = $5.66 + 0.25 * \text{price} + 1.08 * \text{LFTB} - 2.06 * \% \text{lean} - 1.62 * \text{juicy}$. The results imply consumers are willing to pay a \$4.34/lb premium to avoid LFTB, a \$2/lb premium for 97% lean vs. 73% lean, and a whopping \$6.55 premium for juicy, flavorful vs. dry, flavorless. These comparisons suggest taste is more important than LFTB content, which in turn is more important than fat content. Of course, in reality, fat content influences taste.