

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

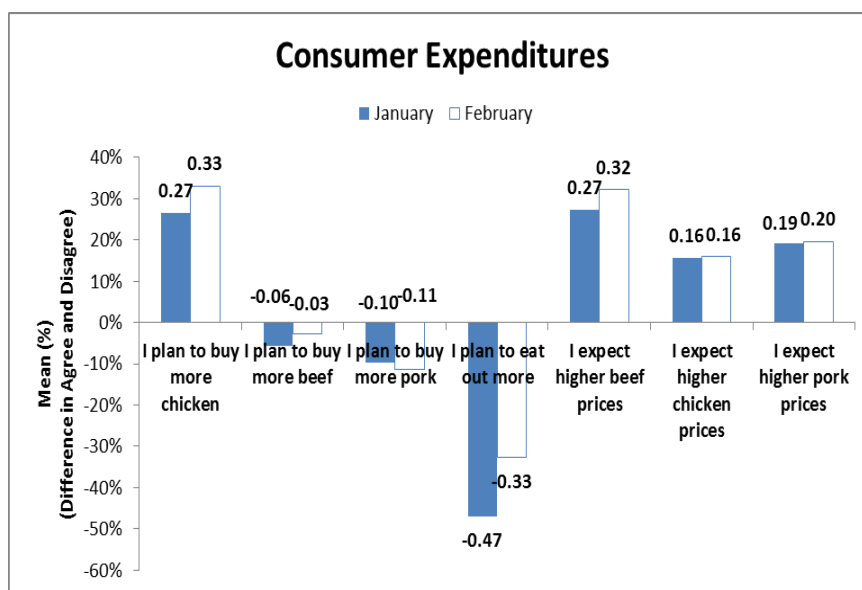
Willingness-to-Pay	Steak	Chicken Breast	Hamburger	Pork Chop	Deli Ham	Chicken Wing	Beans and Rice	Pasta
December 2013	\$6.42	\$4.52	\$4.20	\$3.61	\$2.21	\$1.93	\$1.97	\$3.07
January 2014	\$6.91	\$4.68	\$4.21	\$3.54	\$2.23	\$2.26	\$2.15	\$2.58
February 2014	\$6.87	\$5.04	\$4.06	\$3.47	\$1.97	\$2.51	\$2.04	\$2.65
% change (Jan. - Feb.)	-0.58%	7.69%	-3.56%	-1.98%	-13.2%	11.06%	-5.11%	2.71%

In the past month, willingness-to-pay (WTP) for chicken products increased; WTP for chicken wings in February (which included the Super Bowl) was at its highest since the beginning of FooDS. WTP for steak was virtually unchanged and WTP for deli ham was down 13.2%.

FOOD EXPENDITURES

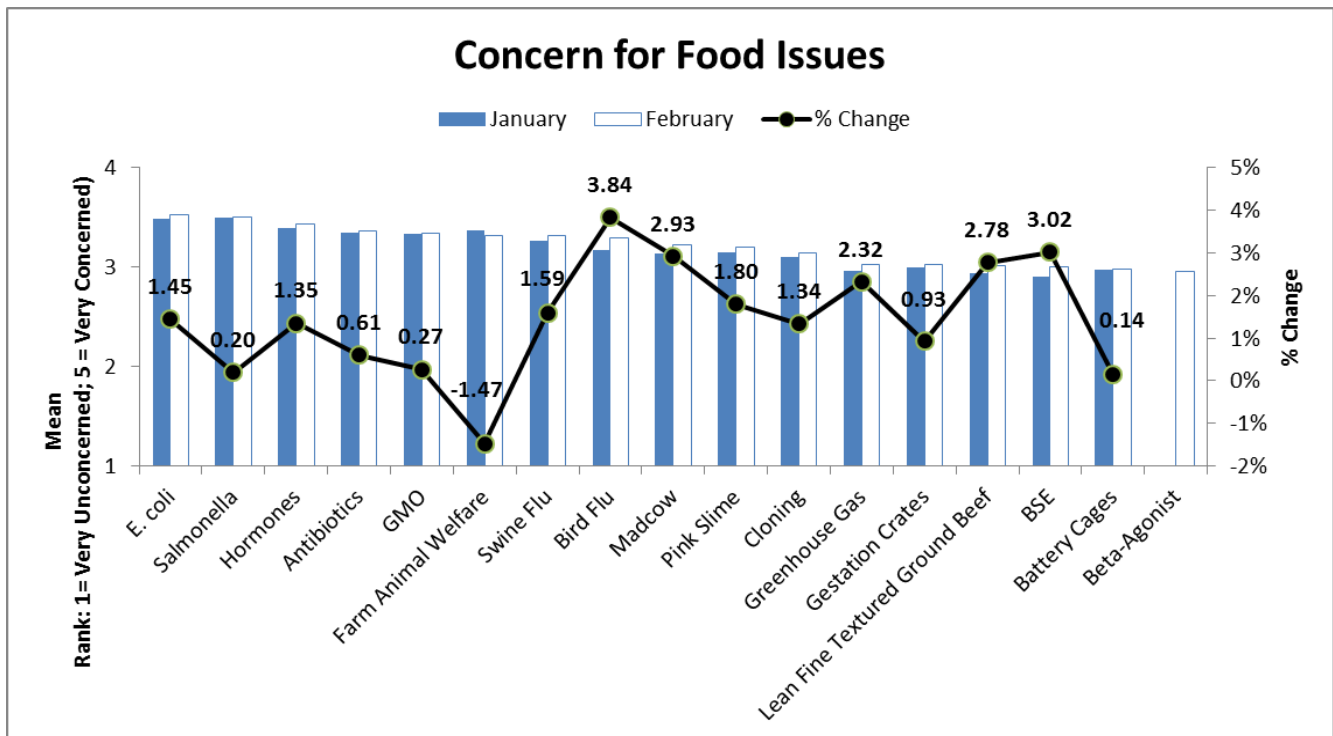
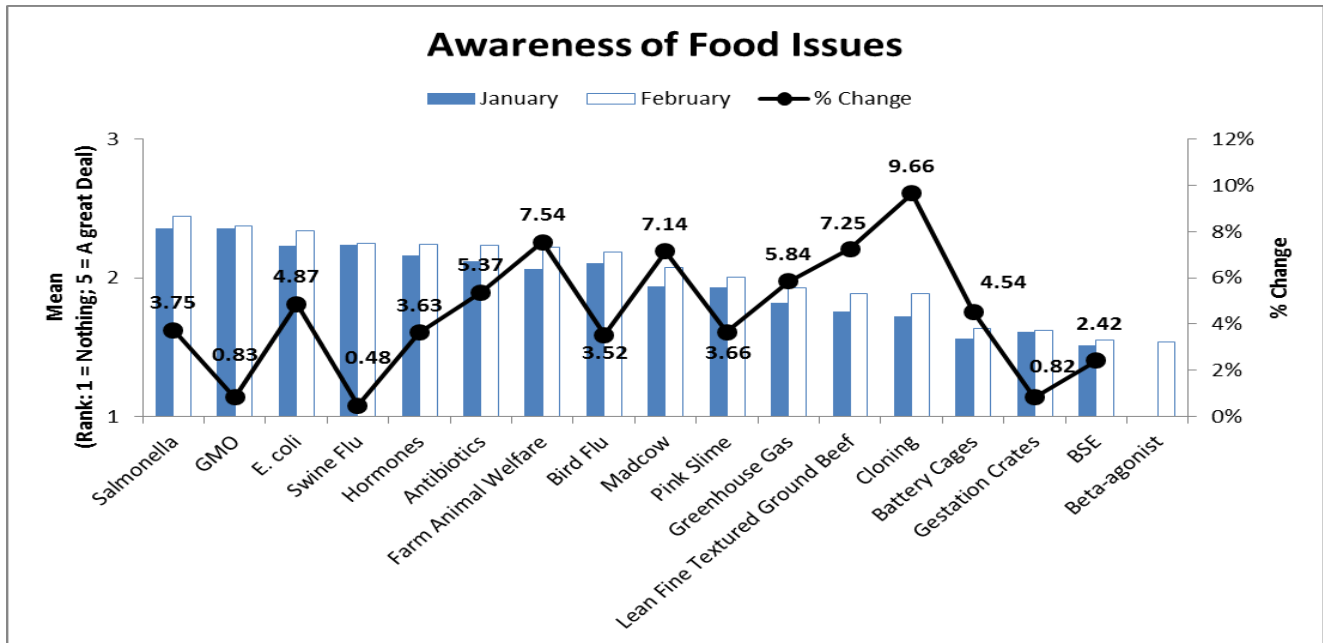
	Current weekly at home	Current weekly away from home	Anticipated change in at home in next 2 weeks	Anticipated change away from home in next 2 weeks
January 2014	\$92.11	\$45.54	-0.65%	-1.93%
February 2014	\$94.37	\$48.81	-0.13%	-1.32%
% change (Jan. - Feb.)	2.45%	7.18%		

In February, food-grocery expenditures were \$94.37, up 2.45% from January, while \$48.81 was spent on food consumed away from home, up 7.18% from January. Although consumers anticipate eating out less often and spending less money doing so, the reported declines were less severe than in January. Consumers expect slightly higher beef, chicken, and pork prices in the coming weeks. Consumers expect to buy more chicken in the coming weeks relative to January.



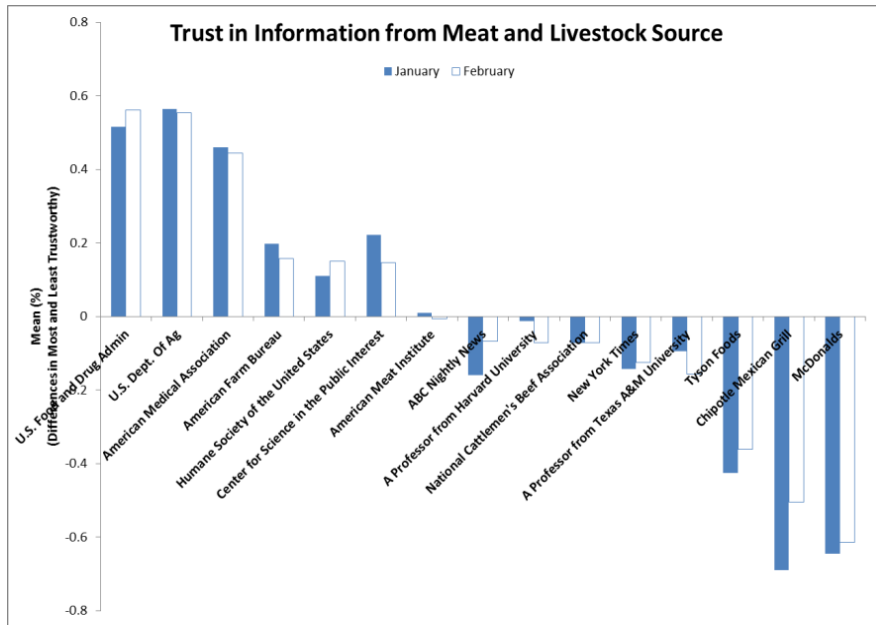
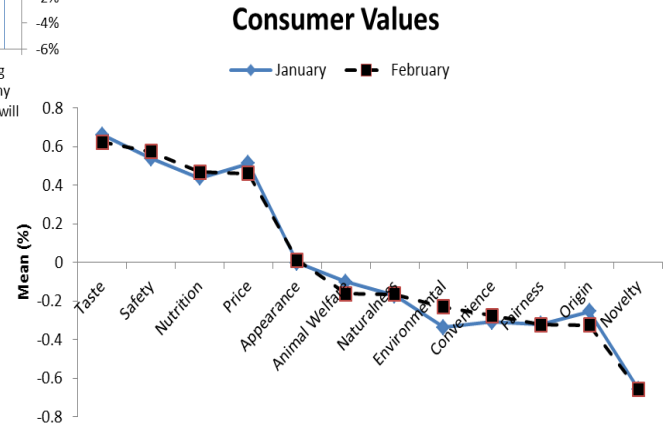
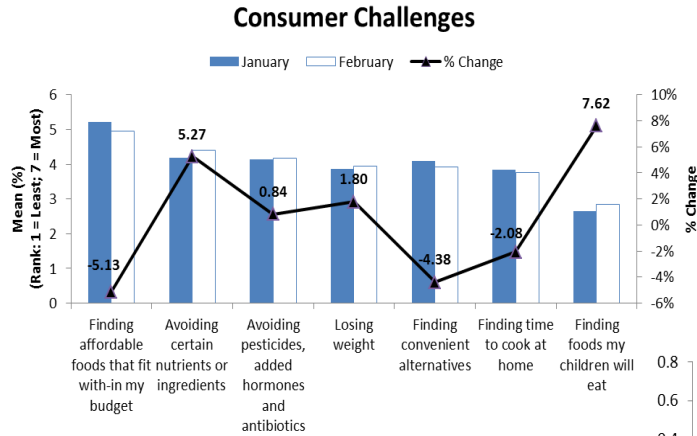
AWARENESS & CONCERN TRACKING

Consumers continued to report seeing more in the news about all food issues in February. The largest increase was for cloning. Salmonella, *E. coli* and hormones remained consumers' top three concerns when purchasing food. Concern for all issues also rose in February, with the exception of farm animal welfare. Concern for bird flu and mad cow disease had the highest percentage increases from last month. This month "beta-agonist" was added to the Awareness and Concern Tracking Questions.



GENERAL FOOD VALUES

Taste, safety and nutrition were consumer's most important values when purchasing foods. Consumer values remained similar to those in past months, with a slight decrease in perceived value of price and animal welfare and an increase in perceived value of safety and nutrition. Again, consumers reported that their main challenge faced this month was finding affordable foods (although this concern declined 5.13% in February). Finding time to cook at home and finding food their children will eat were ranked last. The challenge of finding food their children will eat experienced the largest increase in February. In February, 3.58% of participants reported having food poisoning, a 5.29% increase from January.

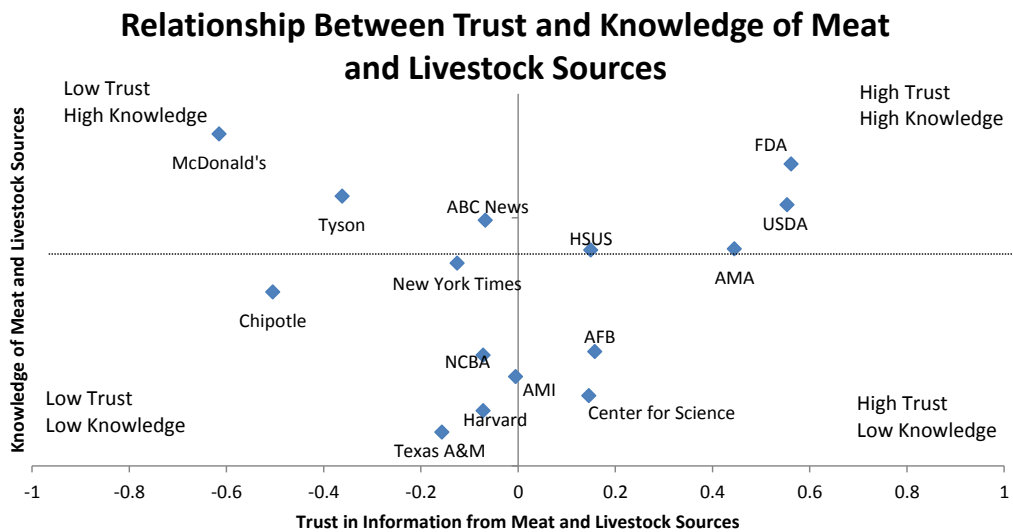
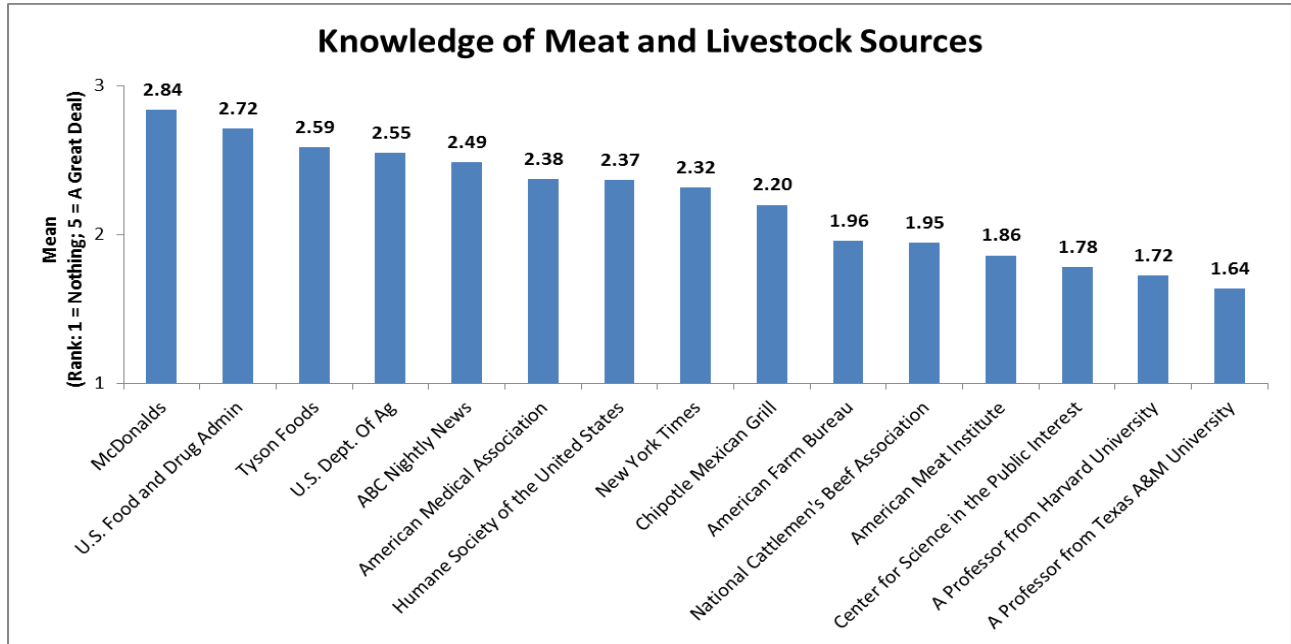


AD HOC QUESTIONS

Participants were again asked how trustworthy they believe information to be from each of the following meat and livestock sources. Similar to last month, the FDA and USDA were reported as most trustworthy and the restaurants McDonalds and Chipotle were ranked last.

One new ad hoc question was added to the survey in February.

Participants were asked “How much do you know about the following meat and livestock sources?” Fifteen sources were listed (the order randomly varied across respondents), and respondents ranked each one on a scale from “nothing” to “a great deal”. Participants stated that they knew the most about McDonald’s and the FDA.



The graph above illustrates the relationship between trust in information from meat and livestock sources and the participant’s knowledge of each source. Participants have a high amount of trust and knowledge from sources such as the USDA and FDA. While they also have a high level of knowledge about sources such as McDonald’s and Tyson, trust in information from them is lower.