

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

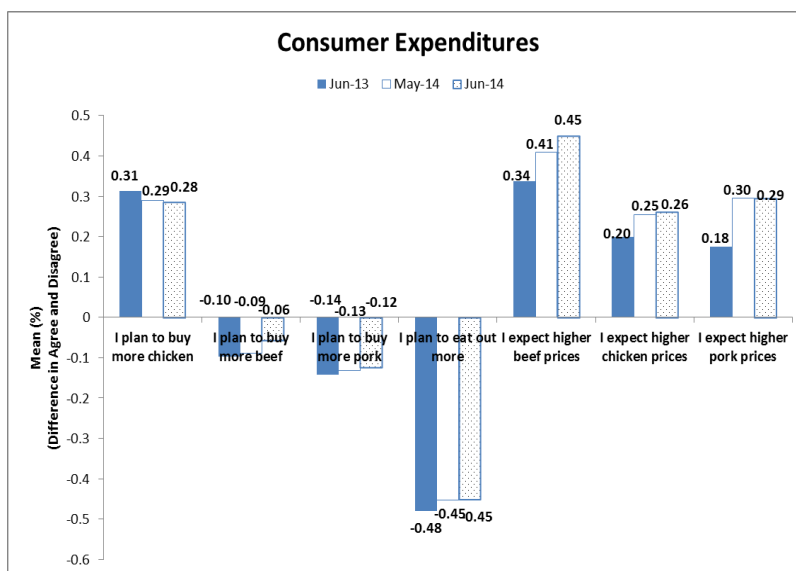
Willingness-to-Pay	Steak	Chicken Breast	Hamburger	Pork Chop	Deli Ham	Chicken Wing	Beans and Rice	Pasta
Last Year: June 2013	\$6.88	\$4.89	\$4.03	\$3.63	\$2.21	\$2.27	\$2.26	\$3.45
Last Month: May 2014	\$6.35	\$4.63	\$4.07	\$3.51	\$2.29	\$2.01	\$2.08	\$3.13
June 2014	\$7.52	\$5.35	\$4.50	\$4.14	\$2.89	\$2.73	\$2.62	\$3.82
% change (May - June)	18.43%	15.56%	10.57%	17.81%	26.20%	35.82%	25.96%	22.04%

Willingness-to-pay (WTP) for all food products is up over one month ago and also relative to one year ago. The largest absolute monthly increase was for steak (\$1.17 increase), and the largest monthly percentage increase was for chicken wings (35.82%).

FOOD EXPENDITURES

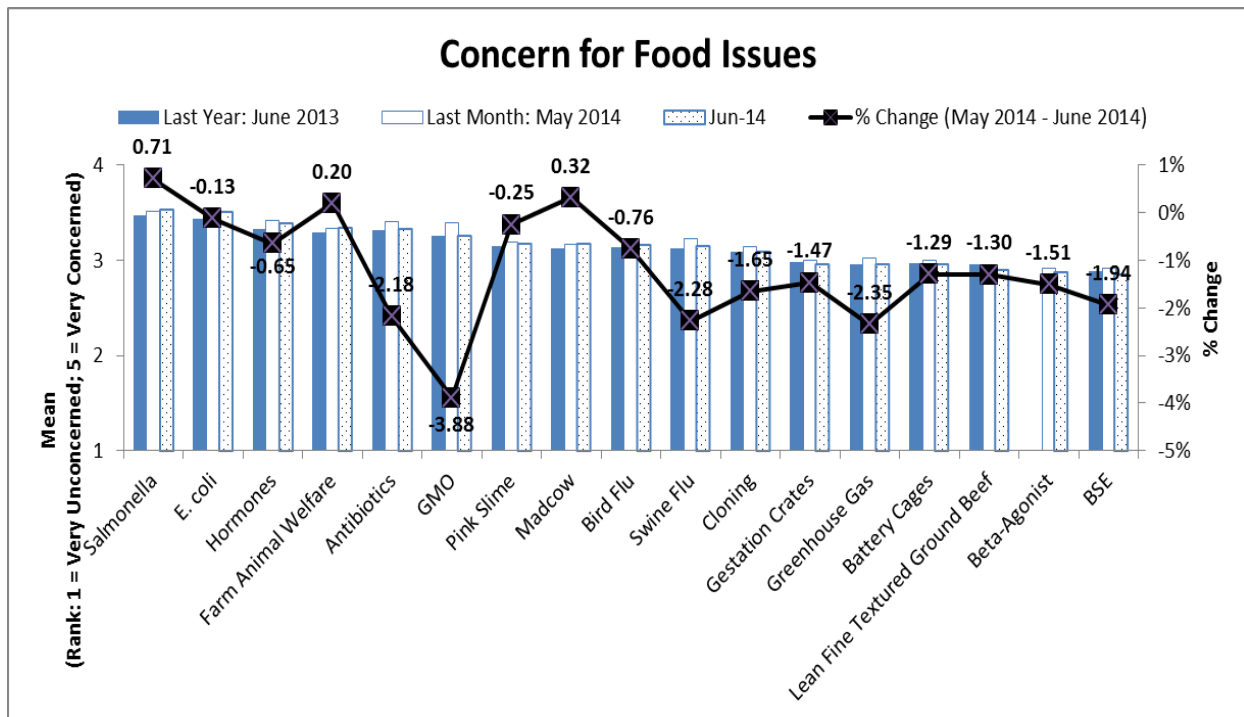
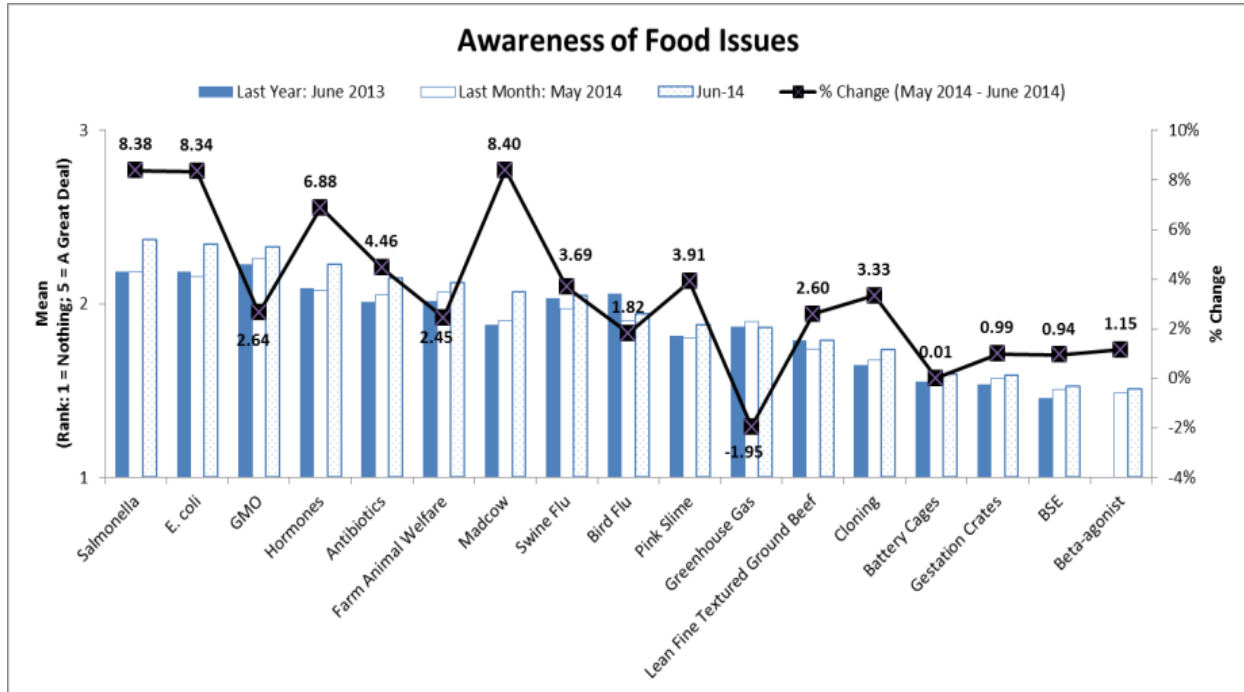
	Current weekly at home	Current weekly away from home	Anticipated change in at home in next 2 weeks	Anticipated change away from home in next 2 weeks
June 2013	\$92.54	\$43.60	-0.60%	-2.13%
May 2014	\$96.34	\$50.15	-0.55%	-1.81%
June 2014	\$94.84	\$46.89	-0.16%	-1.63%
% change (May - June)	-1.56%	-6.50%		

In June, food-grocery expenditures were \$94.84, down 1.56% from May, while \$46.89 was spent on food consumed away from home, down 6.5% from May. Consumers anticipate eating out slightly less often and spending less money doing so, although the declines are less pronounced than last month. Consumers expect to see higher beef prices in comparison to last year and last month. Consumers expect for chicken and pork prices to remain similar to last month, but higher than one year ago.



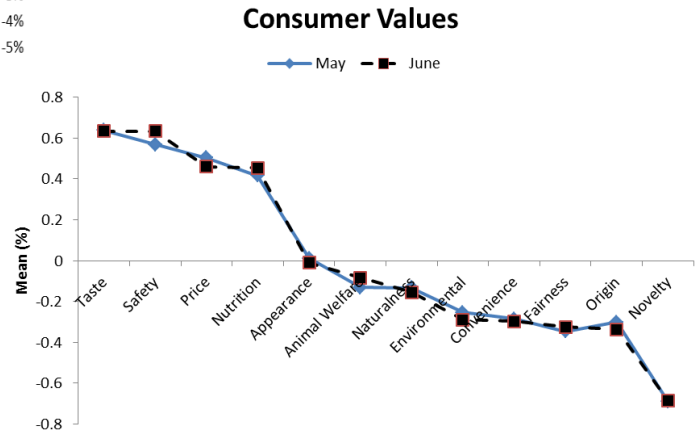
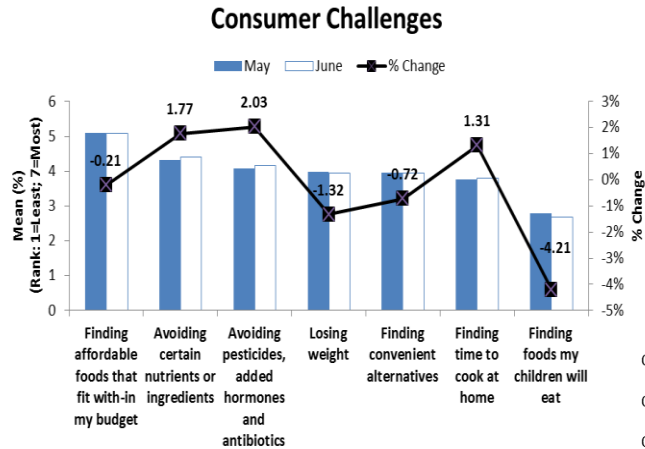
AWARENESS & CONCERN TRACKING

Salmonella, *E. coli*, and GMO were reported as most visible issues in the news over the past two weeks. The largest percentage jump in awareness from May to June was for mad cow disease, Salmonella, and *E. coli*. The biggest fall from May to June was for greenhouse gas. Salmonella, *E. coli*, and hormones were participant's top three concerns during June. Salmonella saw the greatest percent increase in concern, while antibiotics and GMOs saw the greatest percent decrease in concern.



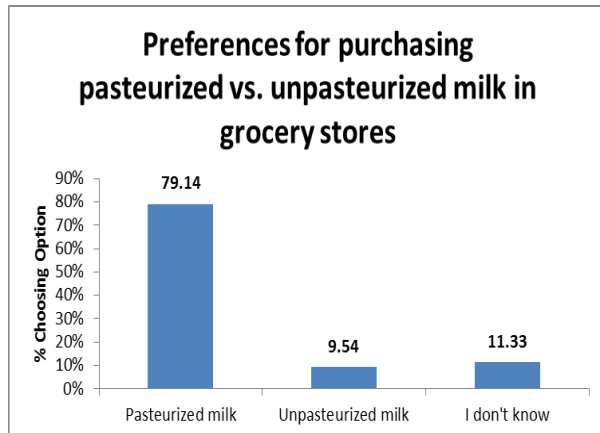
GENERAL FOOD VALUES

Taste, safety and price remained 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, environment, and origin and an increase in perceived value of safety. Similar to previous months, consumers reported that their main challenge was finding affordable foods that fit with-in their budget. Similar to previous months, finding time to cook at home and finding food children will eat were ranked last. In June, 3.91% of participants reported having food poisoning, a 16.7% decrease from May.



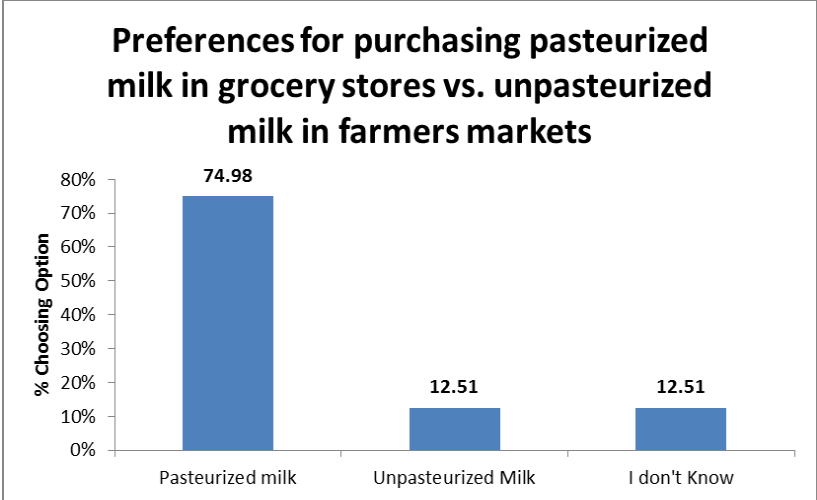
AD HOC QUESTIONS

Three new ad hoc questions were added to the survey in June. The questions were prompted by some discussions with Wendy Rahn, a professor of political science at the University of Minnesota.



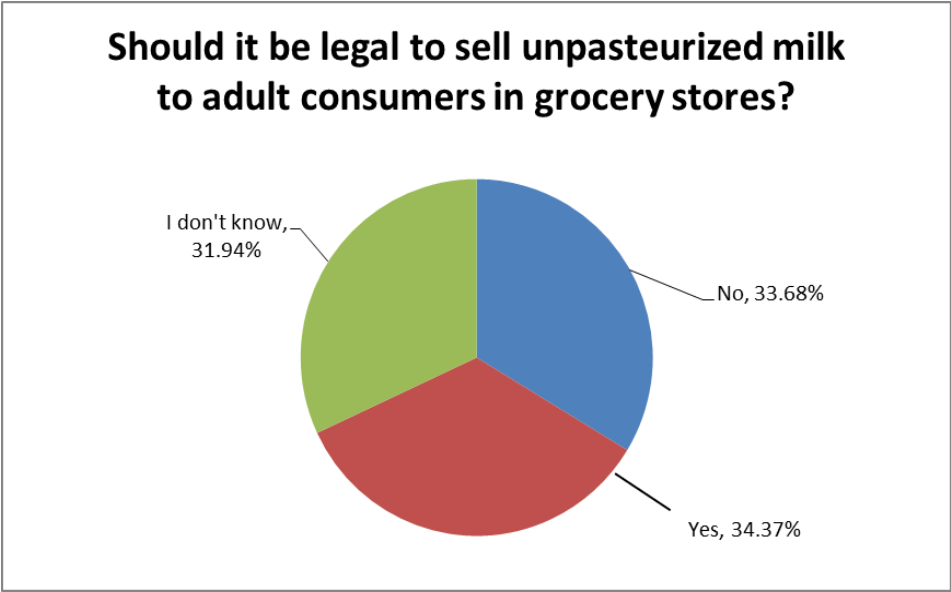
Three questions (presented to participants in random order) relate to preferences for pasteurized milk vs. raw, unpasteurized milk. Initially, respondents were told the following: “Milk sold in most grocery stores is pasteurized, meaning it has been briefly heated to a high temperature to kill bacteria before cooling it. Some people want to drink raw or unpasteurized milk, arguing that it tastes better or offers health benefits. Many states do not allow raw milk to be sold in stores because of evidence of higher levels of bacterial contamination and the potential for food borne illness.”

The first question asked: “Suppose the next time you went to the grocery store to buy milk there were two options: pasteurized and raw, unpasteurized milk available for sale. Both are the same price. Which would you buy?” The vast majority, 79.14% of participants, replied saying they would choose pasteurized milk over unpasteurized milk when both products were the same price at the grocery store.



Participants were also asked: "Suppose the next time you went to the farmers market, a vendor offered to sell you unpasteurized, raw milk. You can buy unpasteurized, raw milk at the farmers market or pasteurized milk at the grocery store. Assuming both are the same price, which would you buy? Approximately 75% of participants replied they would rather purchase pasteurized milk from the grocery than the 12.51% who said they would purchase unpasteurized milk at the farmers market for the same price.

Lastly, participants were asked: "Regardless of whether you personally are willing to buy raw, unpasteurized milk, do you believe that it should be legal to sell in grocery stores to adult consumers?" Respondents were nearly evenly divided across response categories. 34.37% believe that the selling of raw, unpasteurized milk to adults in grocery stores should be legal, 33.68% believe it should be illegal, and 31.94% of respondents replied "I don't know".



It is also useful to look at the break-down of personal preferences for purchasing unpasteurized milk and beliefs about whether purchases should be legal for others. Of the 79% of consumers who said they would prefer pasteurized milk over unpasteurized milk in the grocery store, 38.6% thought unpasteurized milk sales should be illegal, 30.5% thought legal, and 30.9% didn't know. Thus, even among those who don't personally prefer to buy unpasteurized milk, there is a relatively large share (30.5+30.9= 61.4%) who think it should be legal for others or who don't know. Of the 9.5% of consumers who said they preferred unpasteurized milk over pasteurized milk in the grocery store, 15.7% thought unpasteurized milk sales should be illegal, 81.5% thought legal, and 2.8% didn't know. Of the 11.3% who didn't know whether they would buy pasteurized or unpasteurized milk in the grocery store, 14.6% said it should be illegal, 22% legal, and 64.4% didn't know.