



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

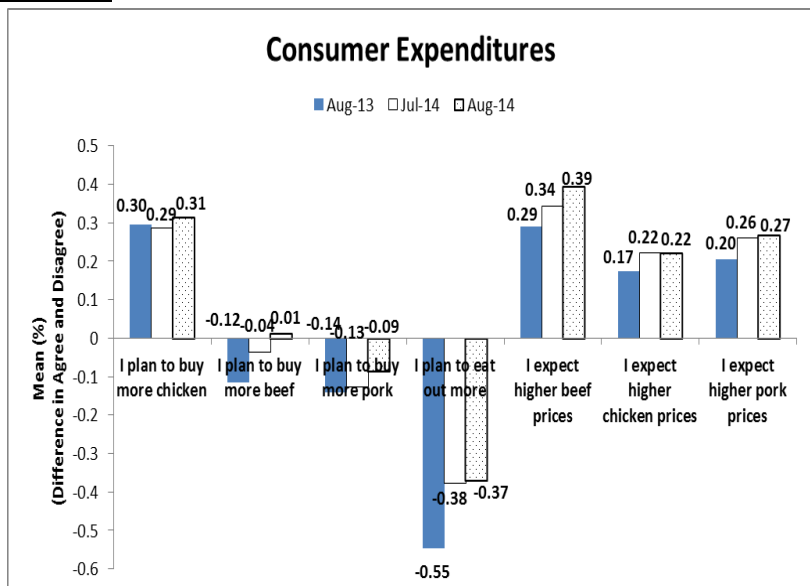
Willingness-to-Pay	Steak	Chicken Breast	Hamburger	Pork Chop	Deli Ham	Chicken Wing	Beans and Rice	Pasta
Last Year: August 2013	\$6.60	\$4.90	\$4.11	\$3.85	\$2.57	\$2.40	\$2.29	\$3.21
Last Month: July 2014	\$7.00	\$5.00	\$4.30	\$3.71	\$2.48	\$2.18	\$1.80	\$2.98
August 2014	\$7.01	\$5.05	\$4.32	\$4.16	\$2.68	\$2.10	\$2.08	\$3.36
% change (July - August)	0.14%	1.00%	0.47%	12.13%	8.06%	-3.67%	15.56%	12.75%

Willingness-to-pay (WTP) for steak, chicken breast, and hamburger remained virtually unchanged relative to last month. However, the two pork products (pork chops and deli ham) relatively largest percent increases over last month ago. WTP for the two non-meat items also increased this month. WTP for all meat products, except chicken wings, were all higher relative to the same time last year.

FOOD EXPENDITURES

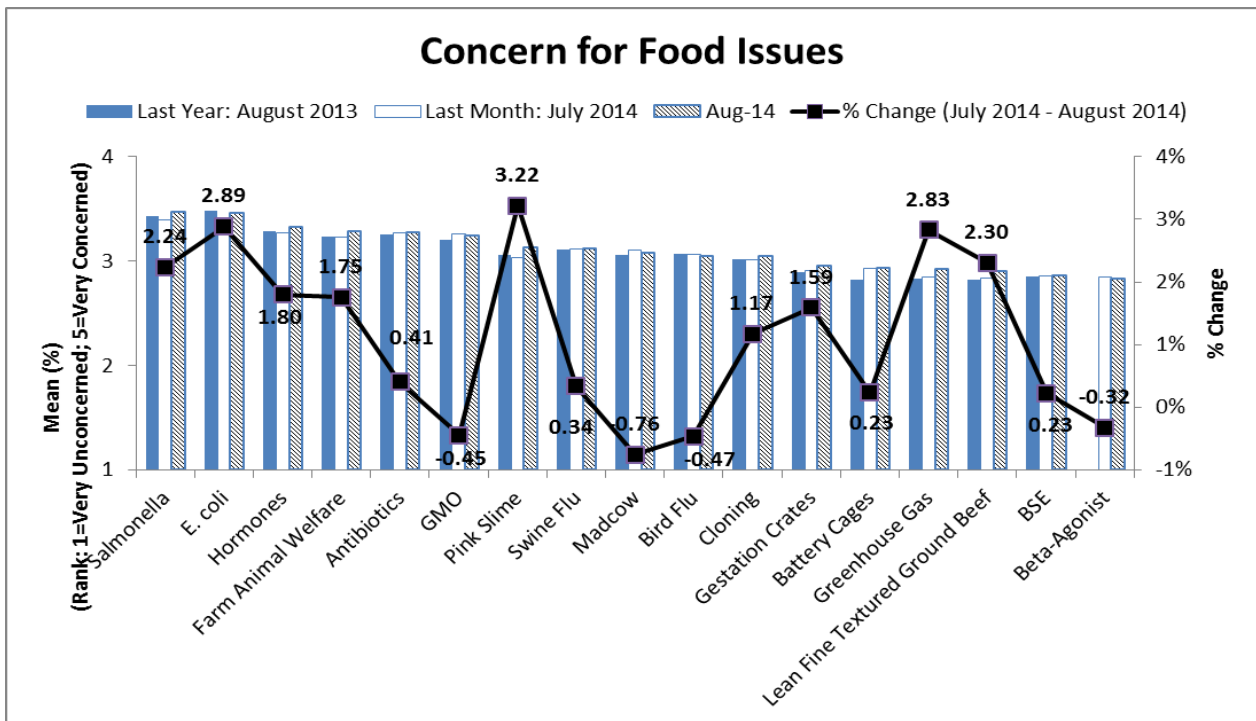
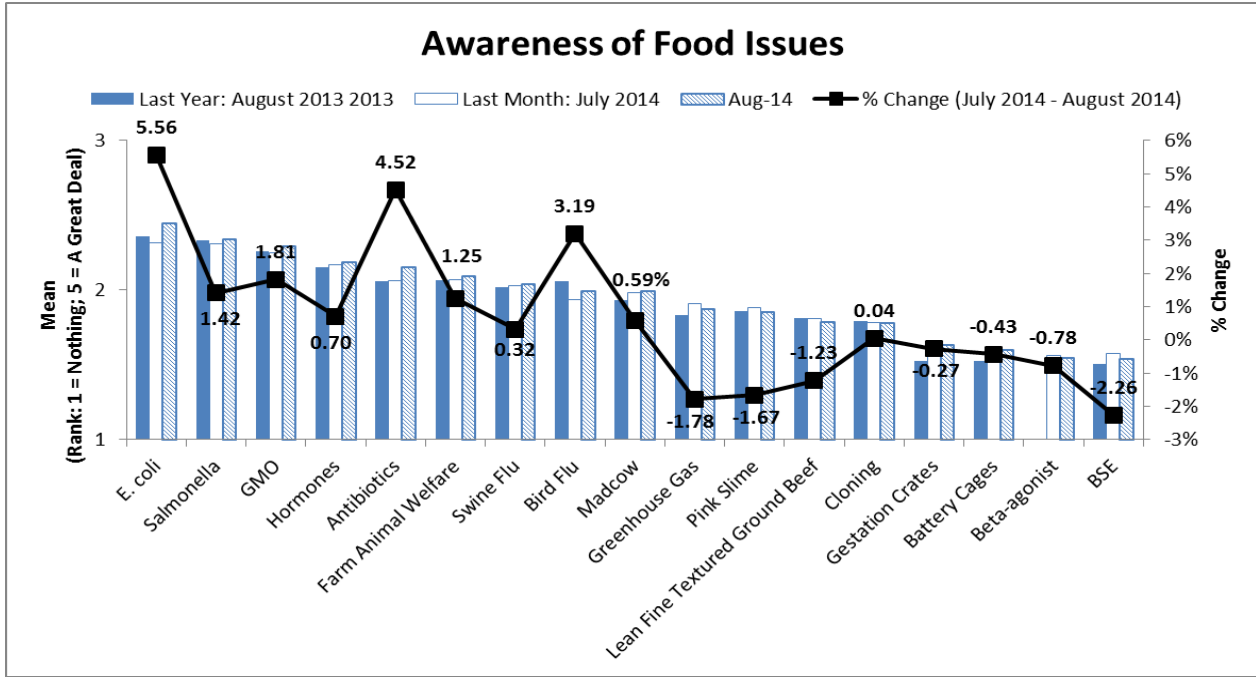
	Current weekly at home	Current weekly away from home	Anticipated change in at home in next 2 weeks	Anticipated change away from home in next 2 weeks
August 2013	\$91.87	\$46.35	-0.50%	-2.08%
July 2014	\$94.08	\$49.61	-0.37%	-1.48%
August 2014	\$93.22	\$48.90	-0.36%	-1.41%
% change (July - August)	-0.91%	-1.43%		

In August, food-grocery expenditures were \$93.22, down 0.91% from July, while \$48.90 was spent on food consumed away from home, down 1.43% from July. While consumers continue to expect to see even higher beef prices in the coming weeks, expectations of price increases for pork and chicken prices remain similar to last month, but higher than a year ago. Expected buying patterns remain similar to last month and last year, with a slight improvement in planned buying for all meat products. For the first time since FooDS began, more consumers plan to buy more beef than plan to buy less.



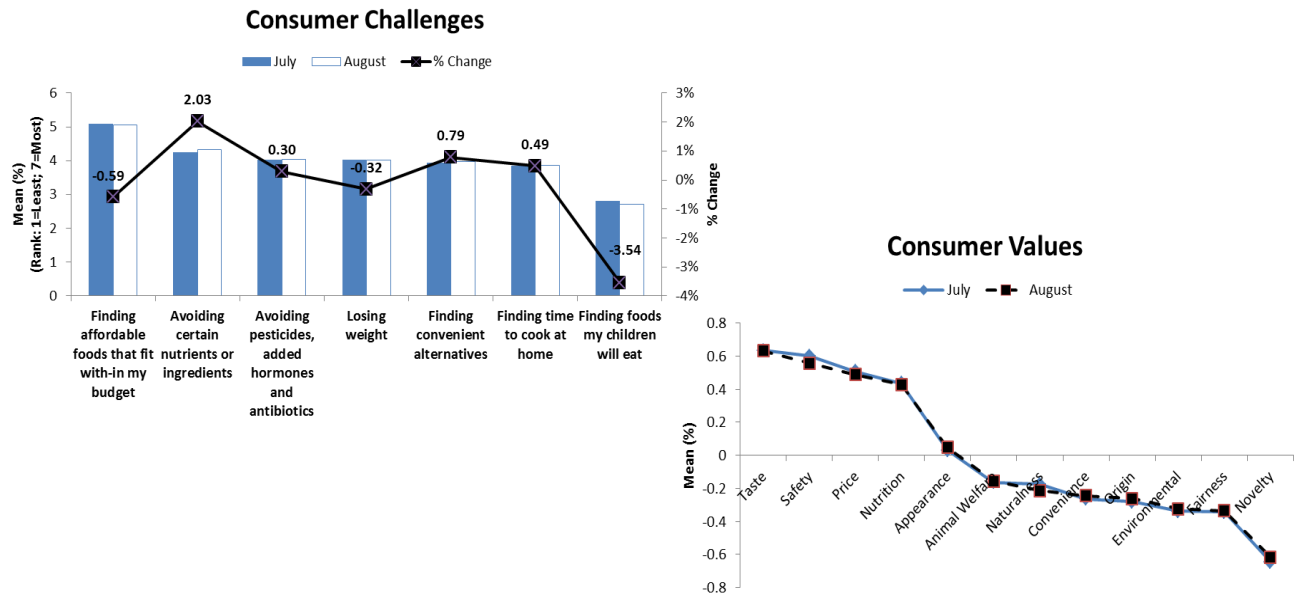
AWARENESS & CONCERN TRACKING

E. coli, Salmonella, and GMO were reported as most visible issues in the news over the past two weeks. The largest percentage jump in awareness from July to August was for *E. coli* and antibiotics. The largest percentage fall from July to August was for BSE. Salmonella, *E. coli*, and hormones remained participant's top three concerns during August. The largest percent increases in concern from July to August were for pink slime, *E. coli*, greenhouse gases, and LFTB. The largest percent decrease from July to August was seen in mad cow disease.



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 safety. Similar to previous months, consumers reported that their main challenge in the coming month was finding affordable foods that fit with-in their budget. Finding time to cook at home and finding food children will eat ranked last, as in previous months. In August, 3.98% of participants reported having food poisoning, an 11.36% decrease from July.



AD HOC QUESTIONS

Three new ad hoc questions were added to the August survey related to preferences and concern for different types of genetically engineered food. These results will be reported separately.