

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

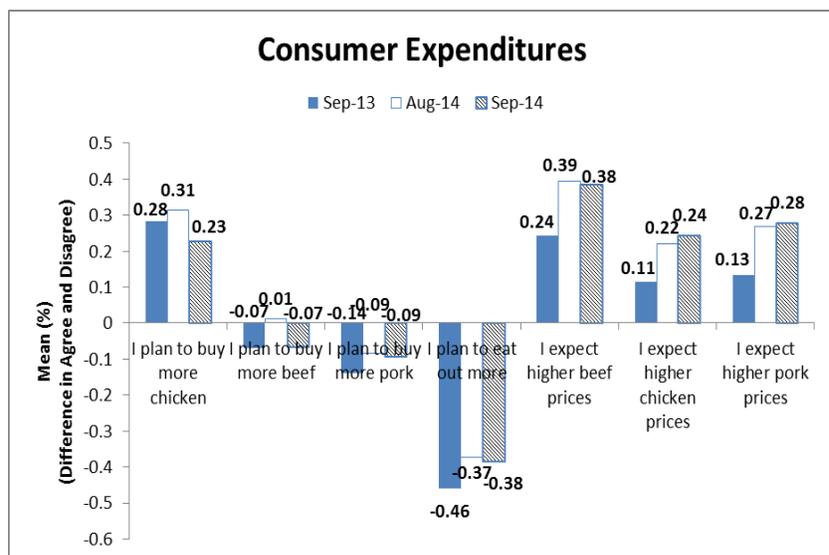
Willingness- to-Pay	Steak	Chicken Breast	Hamburger	Pork Chop	Deli Ham	Chicken Wing	Beans and Rice	Pasta
Last Year: September 2013	\$7.16	\$5.11	\$4.16	\$3.68	\$2.40	\$2.11	\$2.36	\$3.47
Last Month: August 2014	\$7.01	\$5.05	\$4.32	\$4.16	\$2.68	\$2.10	\$2.08	\$3.36
September 2014	\$7.18	\$5.06	\$4.48	\$4.01	\$2.44	\$2.10	\$1.90	\$3.45
% change (August – Sept.)	2.43%	0.20%	3.70%	-3.61%	-8.96%	0.00%	-8.65%	2.68%

Willingness-to-pay (WTP) for beef products rose in September. WTP for chicken breast rose slightly this month while chicken wing WTP was unchanged. WTP for pork products fell relative to one month ago; however, they are both higher relative to the same time last year.

FOOD EXPENDITURES

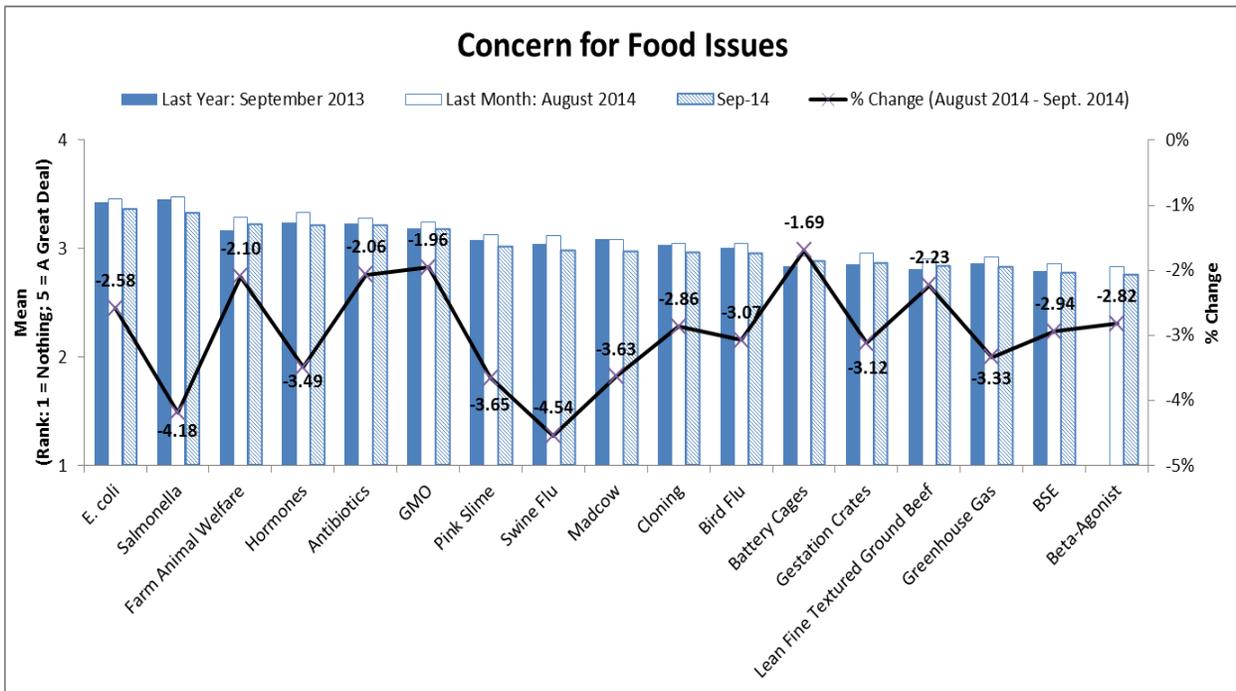
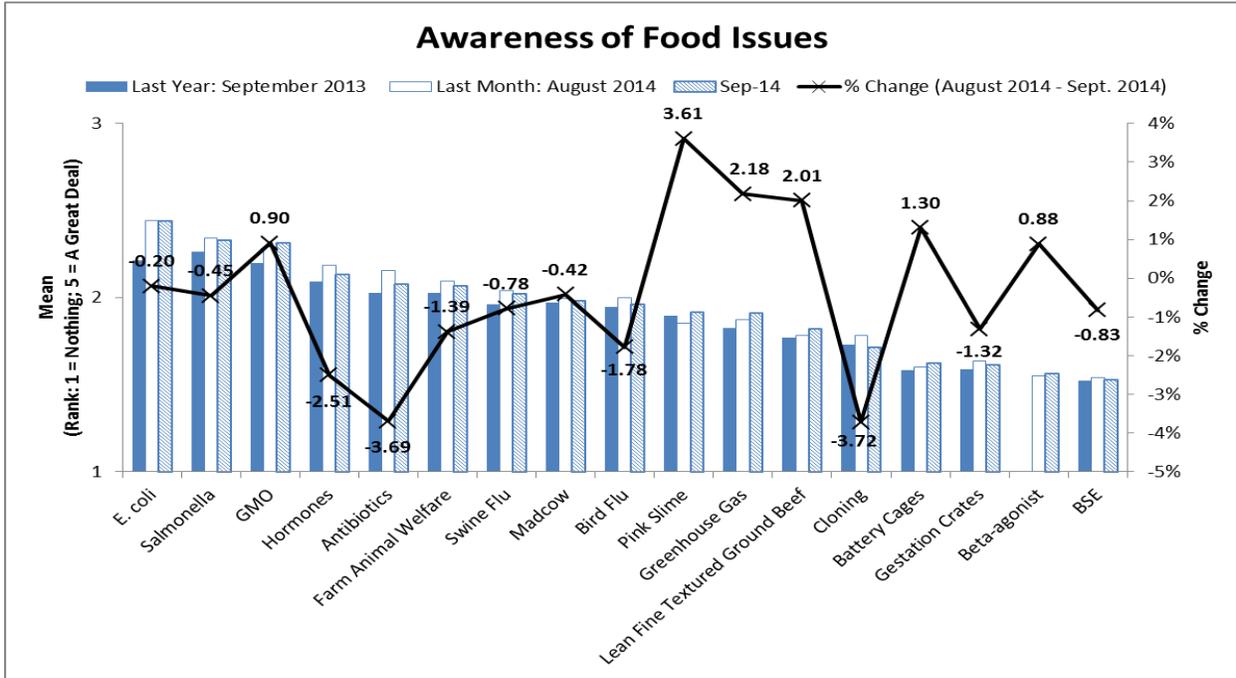
	Current weekly at home	Current weekly away from home	Anticipated change in at home in next 2 weeks	Anticipated change away from home in next 2 weeks
September 2013	\$93.33	\$45.63	-0.53%	-1.77%
August 2014	\$93.22	\$48.90	-0.36%	-1.41%
September 2014	\$92.96	\$50.30	-0.33%	-1.70%
% change (August – Sept.)	-0.28%	2.86%		

In September, food-grocery expenditures were \$92.96, down 0.28% from August, while \$50.30 was spent on food consumed away from home, up 2.86% from August. While consumers continue to expect to see higher beef prices in the coming weeks, there inflationary expectations were slightly lower than last month. Consumers estimate that pork and chicken prices will increase slightly compared to last month, still higher than a year ago. Chicken-buying expectations remain positive but lower than last month and last year. Beef-buying expectations fell.



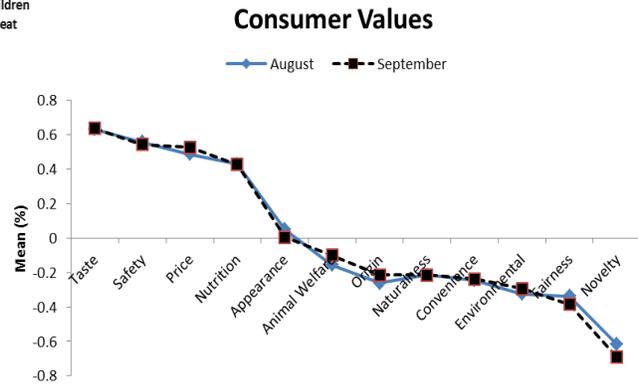
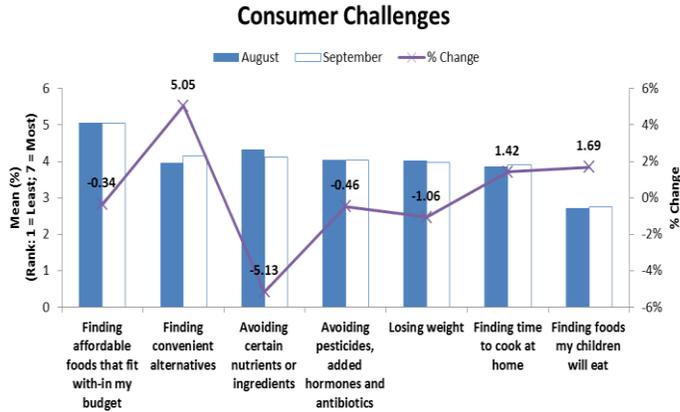
AWARENESS & CONCERN TRACKING

E. coli, Salmonella, and GMO remained as the most visible issues in the news over the past two weeks. The largest percentage jump in awareness from August to September was for pink slime followed closely by LFTB. The largest percentage fall from August to September was for cloning and antibiotics. *E. coli*, Salmonella, and farm animal welfare were ranked in the top three concerns in August. Concern for all issues fell from August to September. The largest percent decrease from August to September was seen in swine flu. This is the first month for farm animal welfare to rank in the top three for most concerned.



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 decrease in perceived value of fairness and novelty and an increase in perceived value of appearance and origin and animal welfare. Similar to previous months, consumers reported that their main challenge was finding affordable foods that fit with-in their budget. Finding time to cook at home and finding food children will eat remained last, as in previous months. In September, 4.78% of participants reported having food poisoning, a 16.74% increase from August.



AD HOC QUESTIONS

Three new ad hoc questions were added to the September survey related to the USDA beef quality grading system. These results will be reported separately.