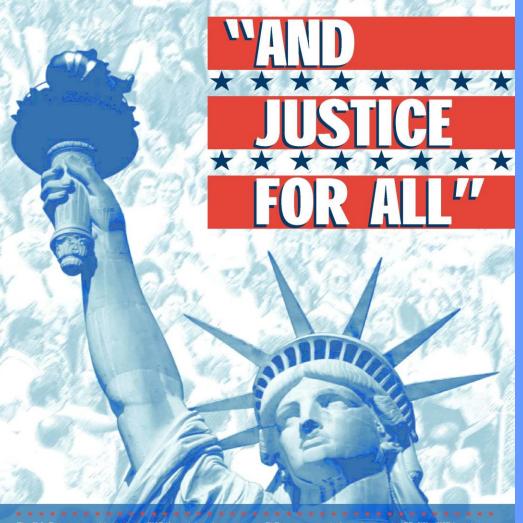
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#### **Byron Center Meats**

March 17, 2018







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#### Packaged Red Meats

> \$43 BIL industry

Sales going forward "largely stagnant"

- Decline in consumption frequency
- Choice of other proteins, largely poultry









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#### Packaged Red Meats

Expected 2011-2021 sales declines over health concerns

- Beef poultry and protein alternatives
- Pork poultry and protein alternatives; oversupply









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Consumers Red meat is an important source of vital nutrients (37%)







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Packaged Red Meats Brand Sales (4.5%) Tyson (14.4%) Cargill (7.6%) Hormel (2.4%)









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#### Packaged Red Meats

#### Private label Biggest market share (44%)









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#### Packaged Red Meats Claims

#### • Claims outpaced "free from" Sustainable, environmentally conscious Ethical

Mintel Packaged Red Meats US February 2017

AgBioResearch





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#### Packaged Red Meats Allergen-free Biggest group 2012-2016 meat product launches (51% gluten-free)

Mintel Packaged Red Meats US February 2017







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#### Packaged Red Meats

Example:

#### Nature's Rancher Beef Meatballs Animals raised Global Animal Partnership Certified









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### Packaged Red Meats

Other red meats

- Lamb
- Ostrich
- Buffalo/bison
  - venison









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### Packaged Red Meats

Other red meats - challenges

- Unknown to consumer
  - Hard to find
  - Often higher priced
    - Food service









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#### **Consumers - Any meat consumption**

- Refrigerated ground beef 88%
- Refrigerated beef portions 86%
  - Pork 83%
  - Frozen ground beef 79%
    - Whole ham 77%
  - Frozen beef portions 76%
    - Lamb 41%
    - Venison 33%

Mintel December 2016









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#### Meat/poultry consumption

All	Race (highest)
Beef (88%)	White 89.6
Fresh chicken (82.7%)	White 83%
Pork (72.5%)	White 74%
Frozen chicken (48.6%)	Black 53.7%
Fresh turkey (40.5%)	Black 52.9%
Frozen turkey (28.5%)	Black 32.7%

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#### Consumers

#### I always look for the freshest ingredients when I cook:

- Asian 35%
- White 28%









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#### Consumers

I try to eat healthier these days: (by region)

- Northeast 26.4% (highest)
  - Midwest 20.8% (lowest)









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### Hispanics 20%\* of population

- Pork and ham over index
- Also lamb, buffalo/bison, ostrich, esp. millennials
- Cargill "Rumba" brand beef, cheekmeat, kidney, liver, bones etc.

\*nearly 1/4 of the younger generation is Hispanic









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#### Hispanics

#### Cuisine tie-in

- 90% of weekly meat-eaters eat Mexican food
- And, >50% made meals at home









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### Age

#### Cuisine tie-in

- 90% of weekly meat-eaters eat Mexican food
- And, >50% made meals at home









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#### What type of meat snacks would you prefer to buy?

- Spicy 45%
- Snacks from prime cuts 41%
- Meat snack variety pack 38%
- Asian flavors 37%
- Grass fed 28%
- Meat snack bars 27%
- Preservative free 26%
- Humanly-raised 24%
- Meat snack trail mixes 24%
- Artisanal, small batch 18%
- Uncured 12%

Mintel Salty Snacks US April 2017









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### Hot dogs and sausages

Purchased by 73%

- Any hot dog (43% red meat; 21% poultry; 10% meat alt.) 58%
- Any sausage 56%
- Any breakfast sausage (26% red meat; 18% poultry; 10% meat alt.)
- Any dinner sausage (25% red meat; 18% poultry; 8% meat alt.)

Mintel Hot Dogs and Sausages US October 2017









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### Hot dogs and sausages

When do you eat?

- Dinner 59%
- Cookout 55%
- Lunch 50%
- Breakfast 37%
- Ingredient 26%
- Pizza topping 24%
- As a snack 24%

Mintel Hot Dogs and Sausages US October 2017









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### Hot dogs and sausages

Which of the following are you interesting of seeing more of in hot dogs or sausages?

- Smoky flavors 39%
- Premium products 35%
- Wood smoked 34%
- Spicy flavors 33%
- Cheese ingredients 30%
- Gourmet meats 24%
- Peppered varieties 22%
- Fruit flavors 10%

Mintel Hot Dogs and Sausages US October 2017









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### Free-from Food Trends

Consumers: which food claims would you like to see more of?

- Hormone free (46%)
- Antibiotic free (43%)
- MSG free (39%) (older consumers)
  - Sulfite free (20%)
  - Phosphate free (18%)

Mintel Free-from Food Trends US October 2017









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#### Free-from Food Trends

Consumers said: Free-from foods are too expensive by age: 18-35 40% 55+ 25%

Mintel Free-from Food Trends US October 2017









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#### Free-from Food Trends

I prepare a different meal for person with food allergies in my household: 26% child <5 29% child 6-11 24% child 12-17 10% 18+

Mintel Free-from Food Trends US October 2017









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#### Healthy Dining (Out) Trends

- 82 % consumers care about quality more than calories
  - 48% want protein-rich options (top)
- 56% don't think there are healthy options on menus

Mintel Healthy Dining Trends US March 2018









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#### MarketMaker

https://mi.foodmarketmaker.com/

#### Connecting Producers, Markets, and Food Lovers

- Producer profiles
- Market research







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