



the gandalf group

Meat Proteins Study

September 2016

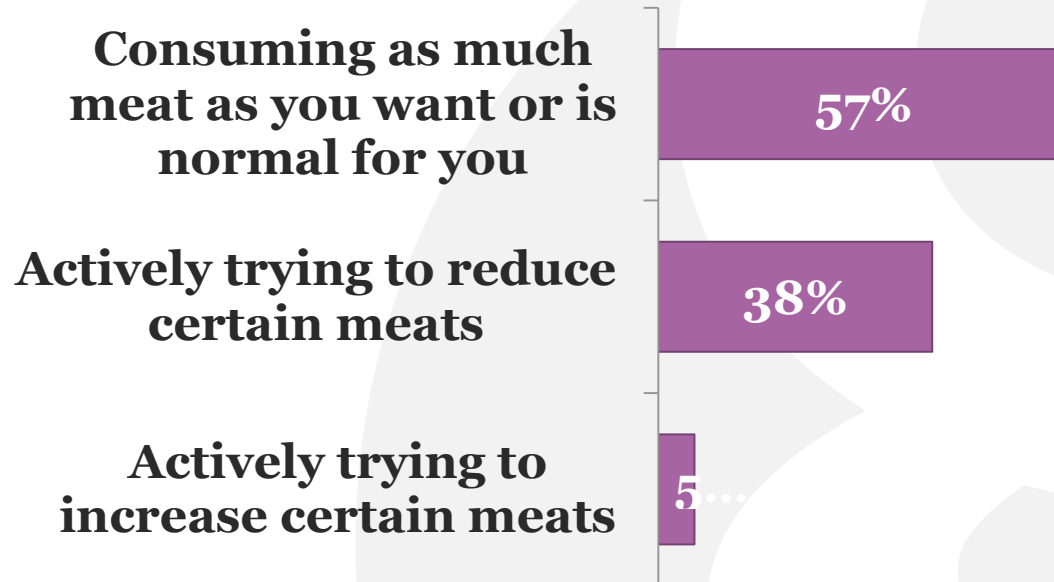


- ❑ This is a report of the results of an online survey conducted for the Canadian Meat Council by The Gandalf Group among 2056 Canadians between March 18th and March 29th 2016. Results are weighted to reflect the Canadian population.
- ❑ The purpose of this study is to understand the considerations and concerns that underlie consumer choices about meat, and how to best position various meat categories for future growth.
- ❑ All survey participants eat meat and 98% are eating meat in a couple of meals every two weeks or more.
- ❑ Meat eating Canadians represent 96.9% of the overall population.



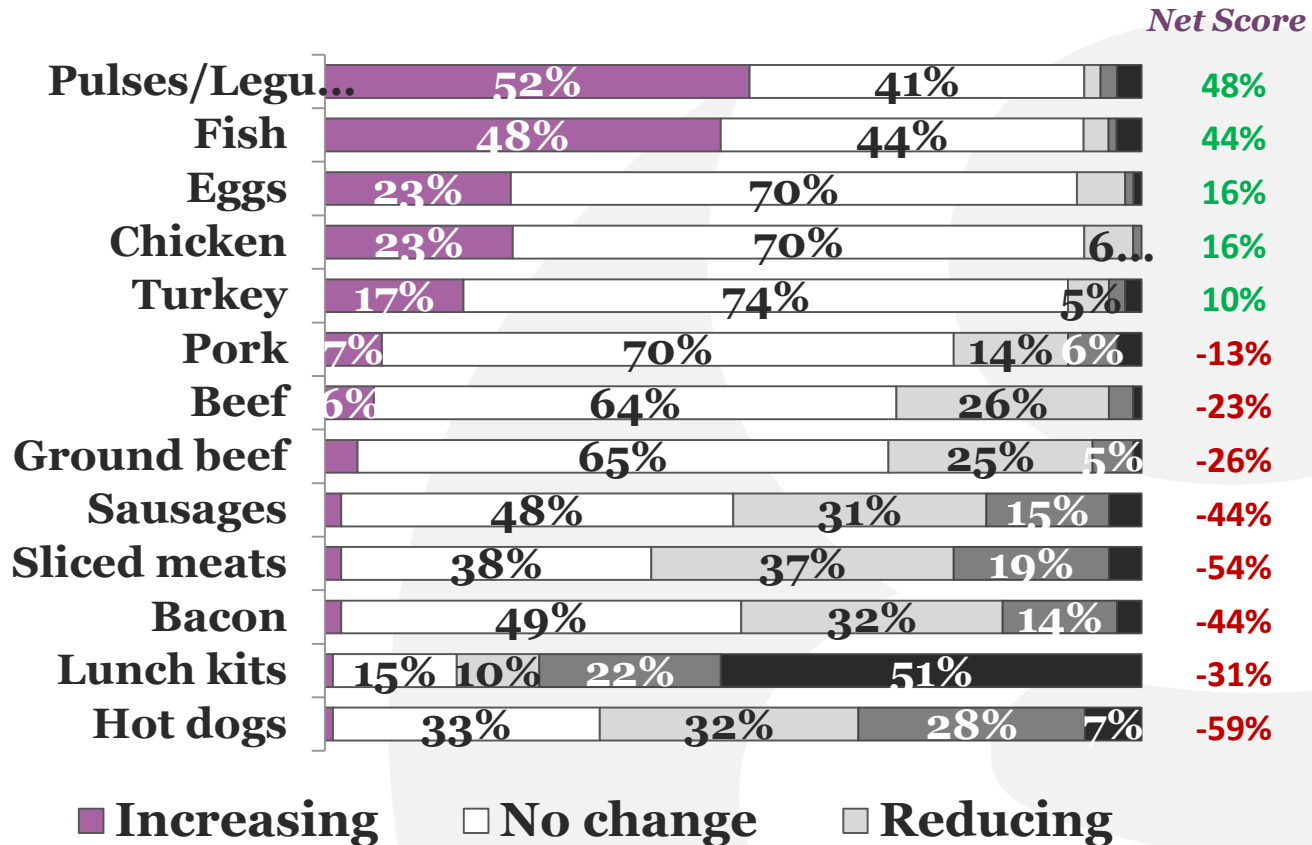
More Meat Eaters Reducing Consumption of Meat Than Increasing

“Which best describes your meat consumption?”



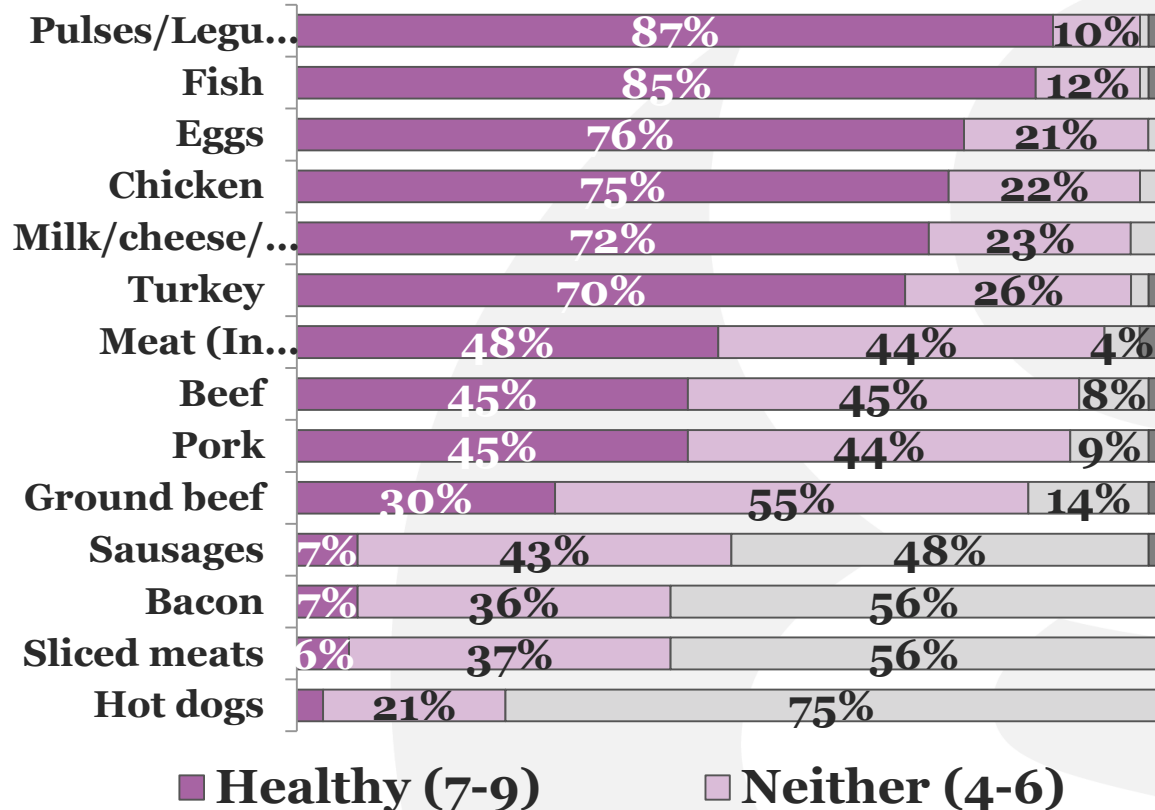


Downward Pressure on Red & Processed Meat





Chicken, Turkey Healthy; Prepared Meats Not





Most Budgeting or Spending as Little as Possible on Groceries

“Which of the following best describes your reality when shopping for groceries?”

Spending as much money as I need to get the groceries I want

41%

Spending a budgeted amount of money to get the groceries I need

27%

Spending as little money as possible for groceries that I need

33%

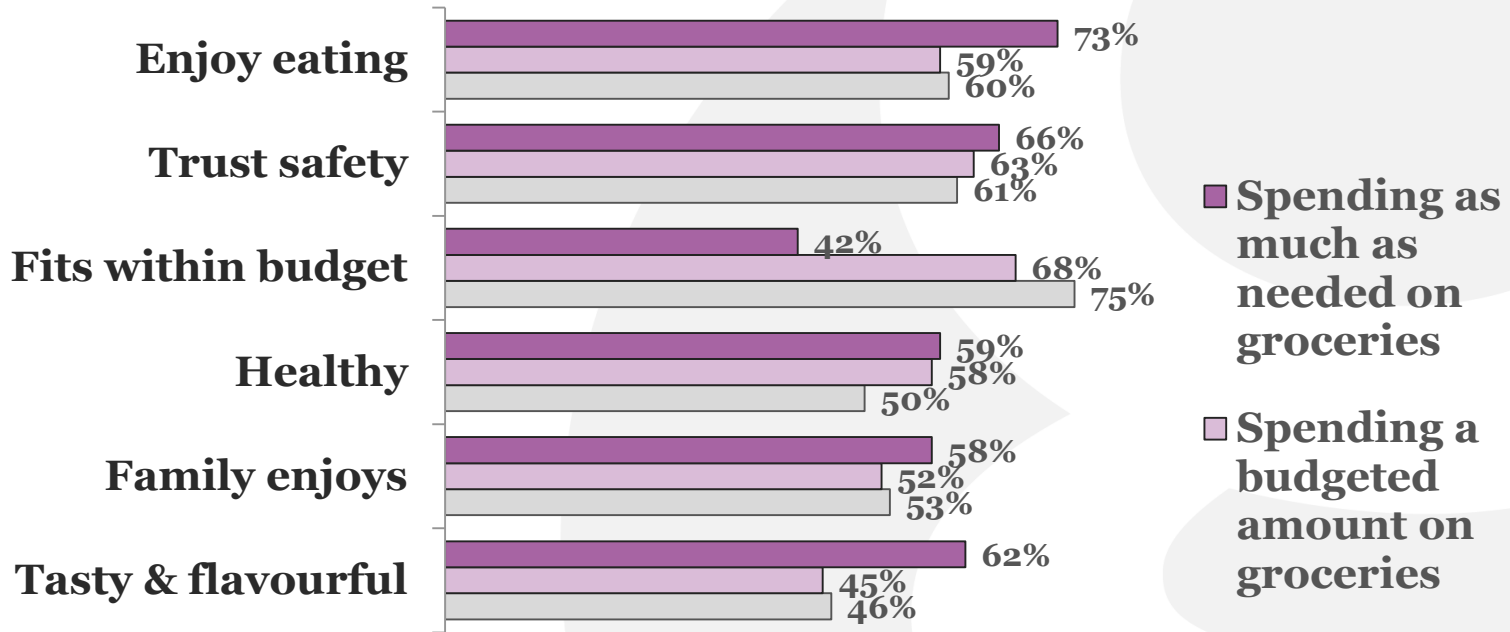
The majority of Households w/

The majority of Households w/ incomes **under \$150k** fall here



Price Conscious Customers Prioritize Budget & Sales Over Health & Safety

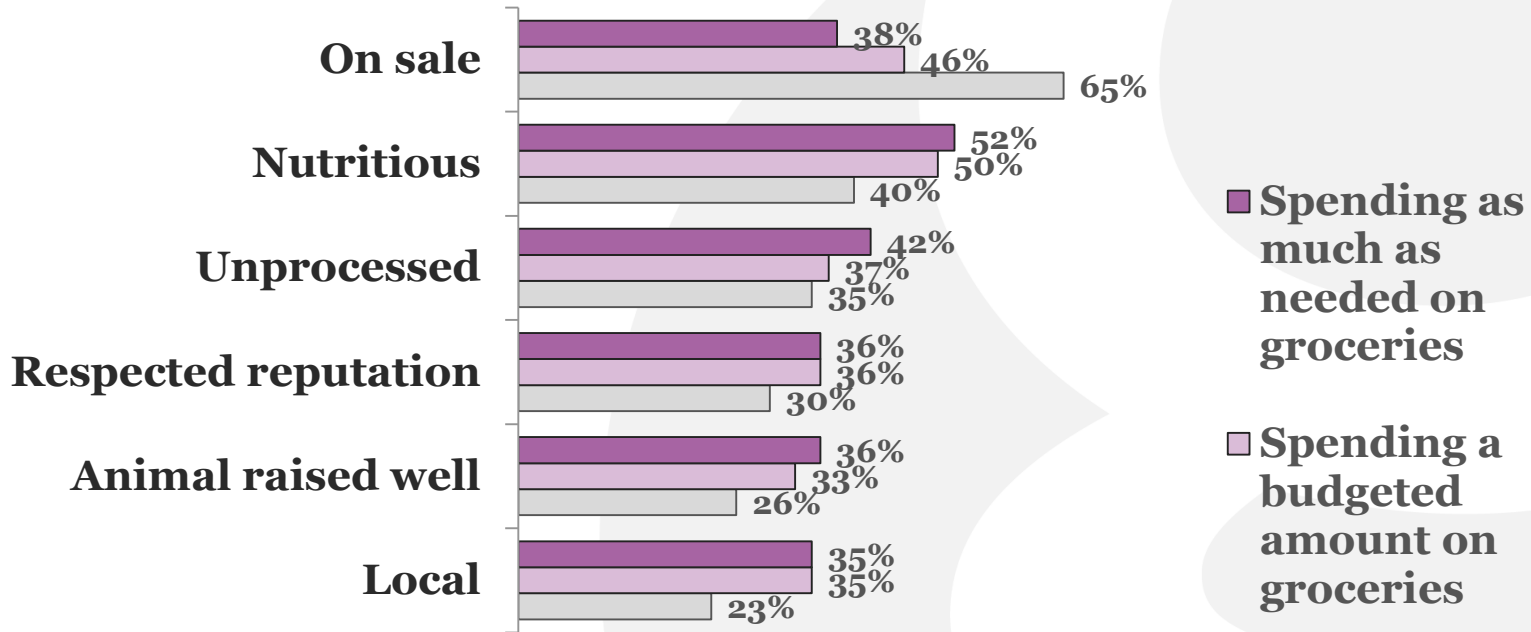
“Which of the below do you find important when shopping for meat?” / “Which of the following best describes your reality when shopping for groceries? Spending...”





Price Conscious Customers Prioritize Budget & Sales Over Health & Safety

“Which of the below do you find important when shopping for meat?” / “Which of the following best describes your reality when shopping for groceries? Spending...”





Safety, Hormones & Antibiotics Cause for Most Concern

- ❑ For each meat type tested – chicken, turkey, pork, beef, cold cuts – food safety issues like salmonella, e. coli, listeriosis, or avian flu ranked as cause for most concern.
- ❑ Anything “added” to the meat prompts concern, in the following order of importance:
 - Hormones and antibiotics
 - Artificial flavours and colours
 - “Natural” ingredients – preservatives, salt, nitrates, sugar
- ❑ A large proportion of consumers of all varieties of meat are at least somewhat concerned about the way the meat appears.
- ❑ Though fat ranks low, note both focus group and survey results around what prompts consumers to take a greater interest in the quality and healthiness of their food suggest that the primary dietary consideration regarding meat is physical condition or losing weight.



Perspective of the Medical Community (Doctors, Dieticians, Nurses, NGOs)

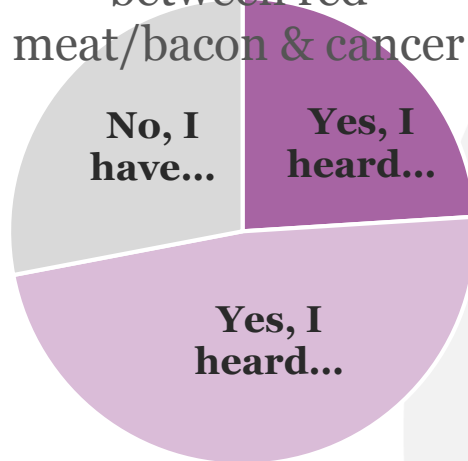
- ❑ IARC and earlier coverage conforms to longstanding views about red and processed meats among the medical community.
- ❑ Recent coverage led some health NGOs to update position papers on processed and red meats specifically, however participants already understood many negative health linkages, including cancer.
- ❑ When it came to cancer, processed and red meats were considered third tier concerns after smoking and sun exposure.



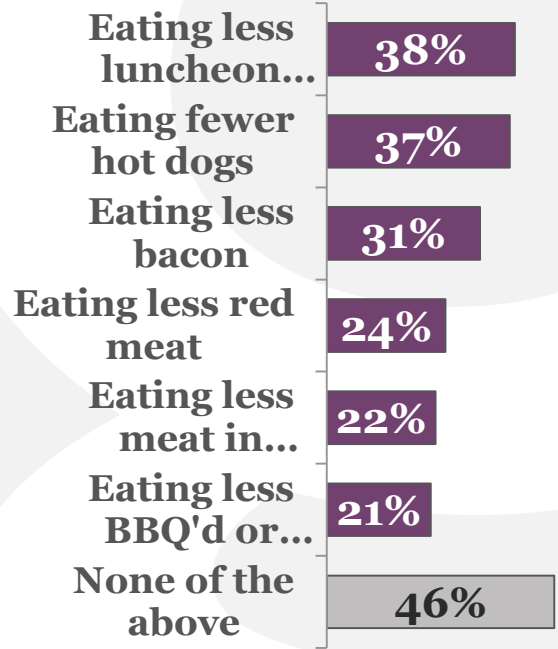
IARC & Meat Consumption

“Recently, there was some news that connected red meats and bacon with cancer - have you heard anything about this?” / “Because of what you heard, are you doing any of the following?”

Heard of connection
between red
meat/bacon & cancer



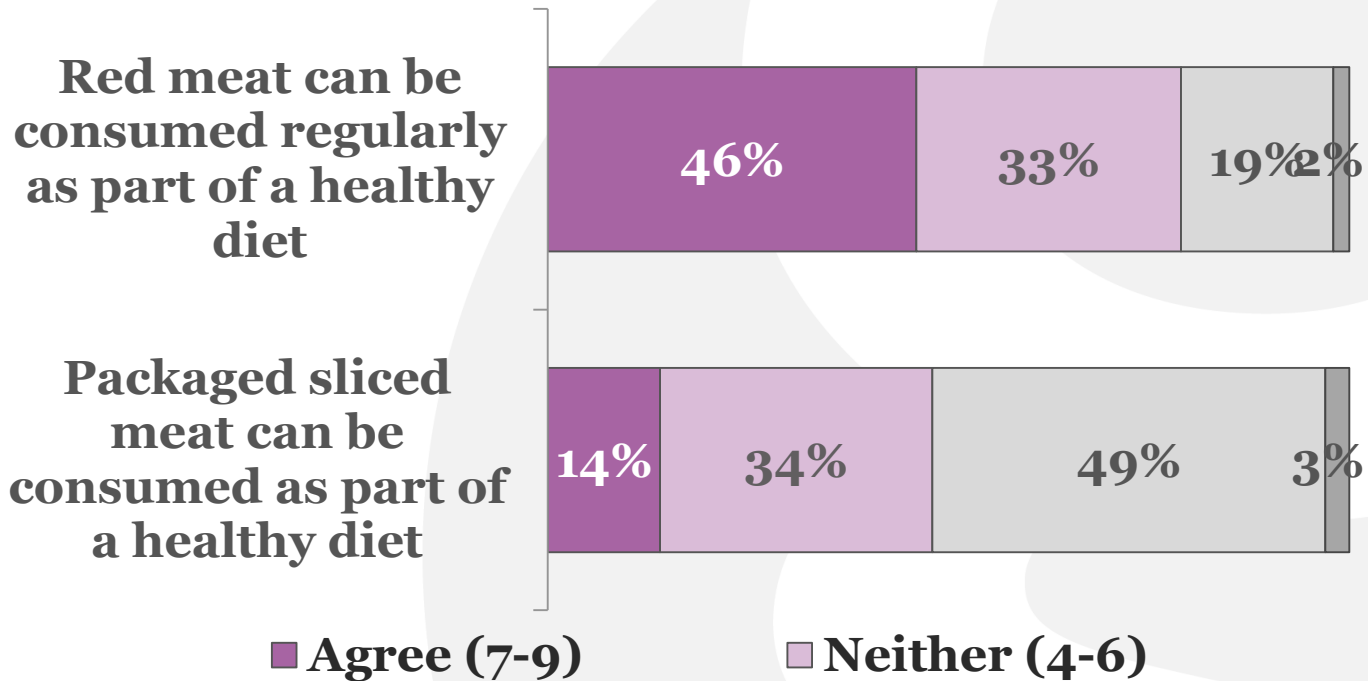
54%
of those that
heard took
action





Red Meats Can Be Healthy & Sliced Meats Can't Be

“Please tell me if you agree or disagree with the following statements on meat in general on a scale of 1 to 9, where 1 signifies complete disagreement and 9 signifies complete agreement?”





Consumers Dubious of Sliced Meats Health Claims

- ❑ The vast majority are either dubious or certain that packaged sliced meat can not be part of a healthy diet.

- ❑ Participants in focus groups assumed packaged sliced meat was heavily processed and bad for health, but they ate it for convenience and as a treat. Perceived negatives were:
 - Preservatives/how these are used to extend product life
 - Sodium content
 - “Nitrates” (limited degrees of understanding as to what the term meant)
 - Ingredients other than meat
 - Fat content
 - Appearance (water/liquid in the packaging)



- ❑ All consumers want the same things, but most are price constrained.

- ❑ More affluent consumers are:
 - Demanding the absence of health negatives – antibiotics, hormones, artificial ingredients
 - Preferring animal husbandry that is likely to improve the meat product – living conditions, feed, and method of kill
 - Interested in environmental impacts

- ❑ Middle and lower class consumers:
 - Hope for absence of health negatives but will prioritize prices
 - See issues like animal husbandry and environmental impacts as too expensive

- ❑ The negative impact of agriculture on the environment is not well understood, minimizing the consumer impact of environmental initiatives.



- ❑ People rely on fresh chicken and are increasing chicken consumption because it checks all boxes.
 - Affordable, healthy, tasty, versatile, and increasingly “free from”.
- ❑ People would like to eat less beef because they believe it is less healthy and more expensive but taste is a strong counterbalance.
- ❑ High volume pork consumers are more discount & price oriented.
- ❑ People would like to eat more fish because it is seen as most healthy, but most can not afford it.
- ❑ Ideally people would severely curtail, if not eliminate, processed foods from their diet because of health considerations.
 - Somewhat counteracted by convenience and taste.



- ❑ For most consumers price is a prominent if not dominant consideration.
 - If not the absolute price point, at least the perception of value or prices.

- ❑ Meat that is safe and absent of hormones and antibiotics are the fundamentals of what meat needs to be for consumers when economic considerations are not at play.

- ❑ Improved animal husbandry is broadly thought of as important and has majority constituencies across demographic groups. These considerations have a more natural home among older women, less so among younger men. It is a strong differentiator when price differences are minimal.



- ❑ Consumers are increasingly factoring in environmental considerations into their purchase decisions in categories where they understand the environmental consequences of their actions.
 - Price resistance is still overcoming good will in most cases.
 - As with animal husbandry there is a natural constituency among older women.

- ❑ Communicating on nutritional elements of meat will give justification for existing heavy users to continue eating meat, and will relieve negative downward pressure red and processed meat categories are facing. It is not about expanding the market, but about giving existing consumers an arsenal of justification to continue eating meat.



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