

Gauging U.S. Consumers' Attitudes Towards Animal Agriculture

U.S. Soy and Giant Eagle Partnership

SEPTEMBER 2023

 **SOY**

Consumer Perceptions of Animal Agriculture and Feed



75% of the world's soybean meal is fed to pigs, making U.S. soybean farmers and pork producers true partners in the food supply chain. Both pork and soy are nutrient-rich, sustainable, and delicious products proudly grown and raised in the U.S.

After the United Soybean Board conducted research in 2023 to verify consumer demand for U.S.-born, soy-fed pork products, U.S. Soy strategically partnered with supermarket chain Giant Eagle to increase sales of pork products like ribs and pork shoulder, by educating consumers about the high-quality diet fed to pigs that includes U.S. grown soybeans.

Soy plays a pivotal role at the intersection of on-the-farm practices and consumer preferences within the meat industry. On the farm, soy serves as an abundant and nutritious animal feed ingredient, allowing U.S. farmers to raise healthy animals while staying true to their commitment to sustainable agriculture. This commitment extends to understanding that diet is the linchpin for producing high-quality meat. It's not just a farm-level consideration; a whopping seven in ten consumers consider an animals' diet to be an extremely or very important factor in their meat purchasing decisions, according to results of a 2023 U.S Soy survey of American adults on their diets and meat purchasing habits. This consumer perspective harmonizes with on-the-farm practices. In fact, many consumers express a preference for soy-fed meat, with half of them perceive it as healthier, of higher quality, and more nutritious compared to livestock fed with other ingredients. Diet is one of several deciding factors, including animal welfare, domestic origins and sustainability.

High-level data proof points

49%

of consumers said that knowing the animal was fed a vegetarian diet, including soybeans, is very important to them.

51%

of consumers are looking for meat from animals fed a high-quality nutritious diet.

49%

are looking for meat from animals that are raised humanely.

47%

say where the meat comes from is a top concern. Consumers prefer locally sourced meat to support U.S. farmers, for food safety and personal values.

77%

of consumers are more likely to purchase meat if the animal was raised and fed by U.S. farmers.



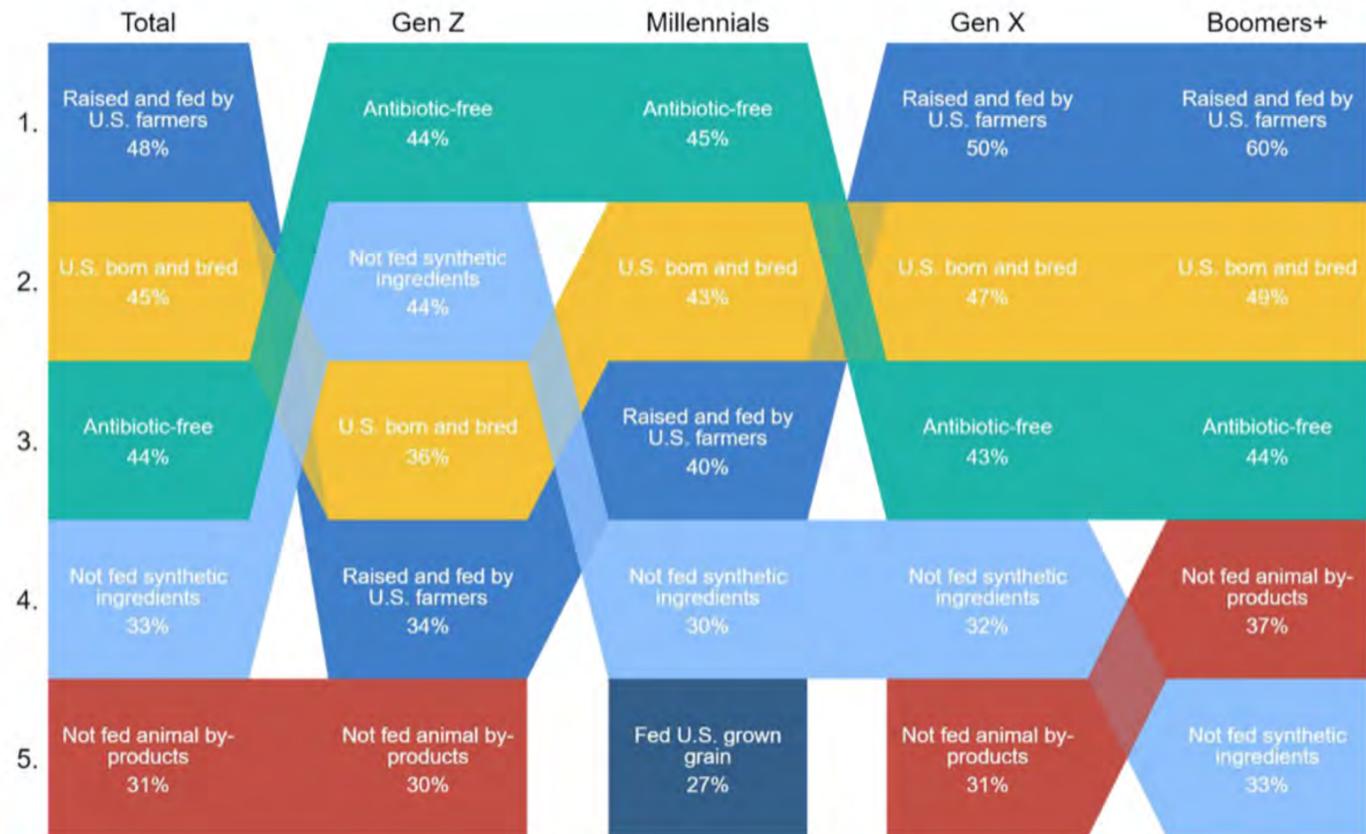
Generational Differences in Priorities

60%

of Boomers and 50% of Gen X prioritize meat from animals raised and fed on U.S. farms.

29%

of Gen Z and Millennials show a higher interest in knowing if the animal was fed a vegetarian diet, including soybeans.



M11. Which label would make you more likely to purchase each of these meat products, in the places you buy your groceries (such as local supermarkets, Target, Walmart, Costco, etc.)? Sample size: 2023 n=2,028

Key Takeaways

Growing Interest in Soy

- ▶ When it comes to consumer perceptions of animal feed, soybeans have increased 5 percentage points as the best animal feed ingredient since 2021.
- ▶ Those who prefer soy-fed meat say it is healthier (45%), of higher quality (40%), more nutritious (39%), and better tasting (35%).

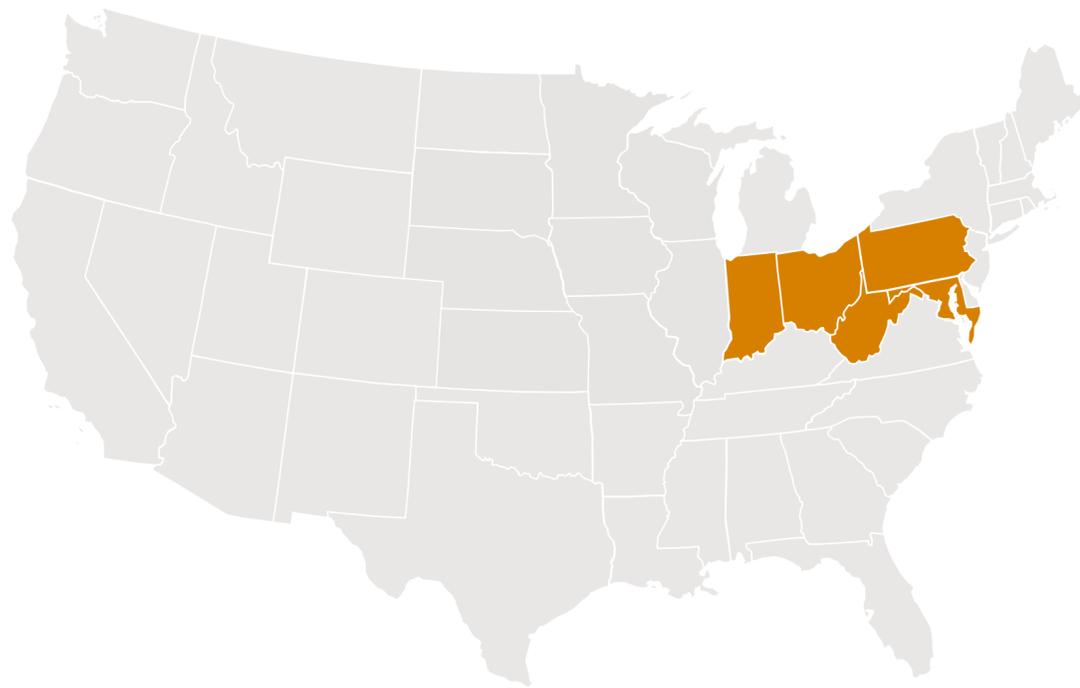
Consumers Are Willing to Pay More for Meat that Aligns with Personal Values

- ▶ Consumers are willing to pay significantly more for meat coming from an animal that was raised humanely (42%) and born and bred in the U.S. (41%).
- ▶ Over 3 in 10 consumers are willing to pay more if the animal was fed a nutritious diet (37%), or if the animal was fed a vegetarian diet including soybeans (35%).
- ▶ Consumers are looking for meat from animals fed a high-quality, nutritious diet (51%) and raised humanely (49%). Where the meat comes from is also a top concern (47%).

Retail Promotions for U.S. Soy-Fed Pork

U.S. Soy's grocery partner, Giant Eagle, operates more than **211 supermarkets** across five states, with sales of more than USD **\$11.1 billion** in 2022.

Survey findings informed a retail campaign launched by U.S. Soy and American supermarket chain, Giant Eagle, in Summer 2023. The campaign consisted of pre-shop awareness and purchase tactics promoting “veg-fed pork” (including U.S.-grown soy) and celebrating U.S. soybean farmers as the roots of the food supply chain dedicated to upholding pork’s sustainability and quality.

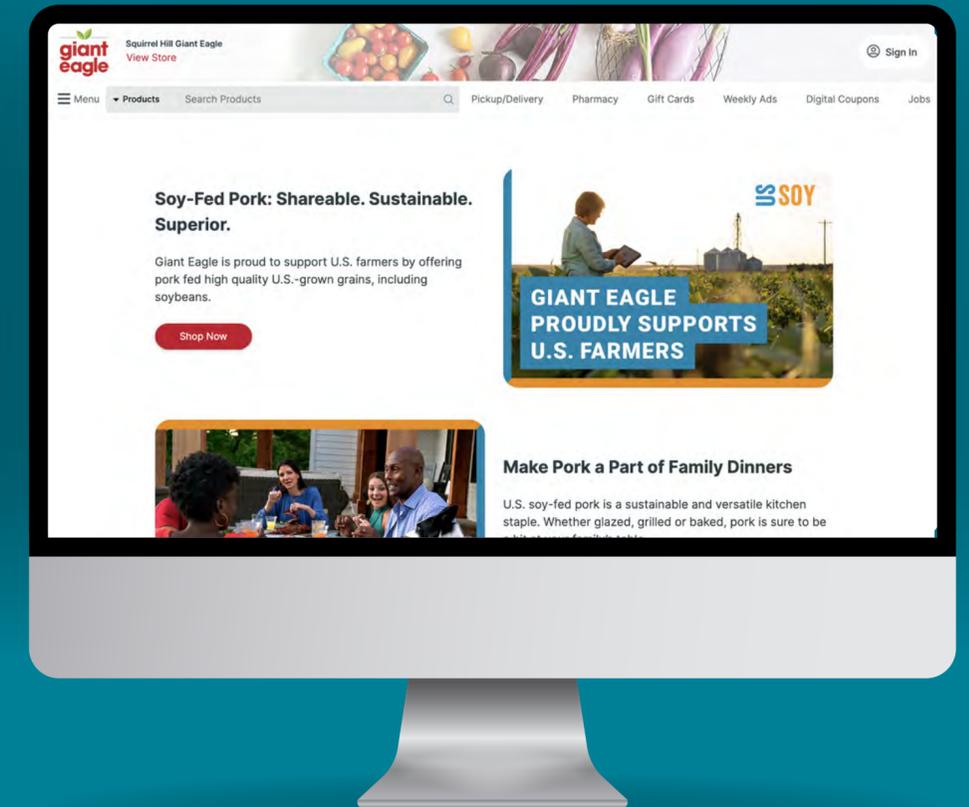
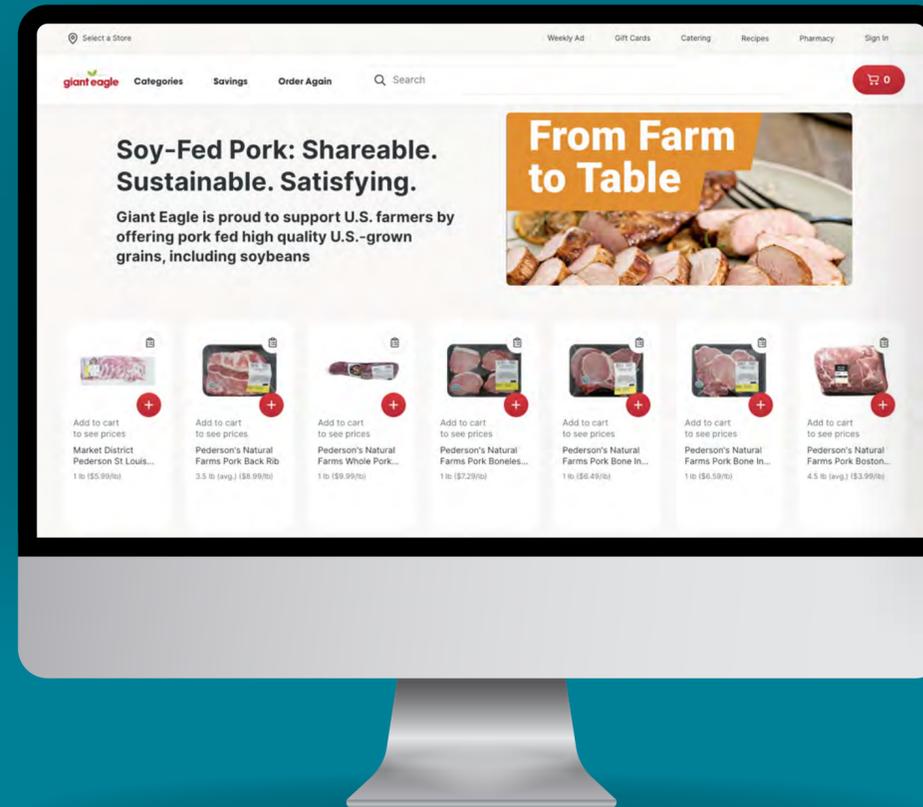


The Campaign

The promotion ran from September 7–30, 2023 across Giant Eagle’s digital platforms, including their website, social media channels and weekly e-blast. A variety of soy-fed Pederson’s Natural Farms pork products were promoted throughout the duration of the campaign including pork shoulder and ribs.

Purchase Tactics

Product awareness efforts drove consumers to two custom U.S. Soy landing pages on the Giant Eagle website: a shoppable landing page and an enhanced content landing page. The purpose of the shoppable landing page was to drive the sales of an array of Pederson’s Natural Farms pork products while the enhanced content landing page showcased U.S. Soy educational resources and messaging that tell the story of sustainable U.S. Soy and U.S. Soy farmers.



Product Awareness Tactics

Awareness tactics emphasized that soy-fed pork is sustainable, U.S.-born and fed, and offers superior taste and nutritional value. The purpose of these tactics was to drive customers to two custom U.S. Soy content landing pages on the Giant Eagle website where they could purchase pork products and access U.S. Soy resources. The following promotions were activated to drive sales and awareness of soy-fed pork:

- ▶ Ads on Giant Eagle's website, to drive customers to purchase soy-fed pork products.
- ▶ Weekly sales email blocks, offering promotions and discounts on these products.
- ▶ Promotional ads written in the style of Giant Eagle's editorial content.
- ▶ Social media content amplified to shoppers on Facebook, Instagram, Pinterest and Snapchat.



ussoy.org

Seeking Sustainable Dinner Ideas? Bring Soy-Fed Pork to Your Table

When you purchase soy-fed pork, you are showing your support for U.S. farmers who choose to raise their pork using sustainable, domestically grown grains, including soybeans. Soybean meal provides crucial nutrients that help farmers produce quality pork at an affordable price.

Thoughtfully raised from farm to your table, U.S. soy-fed pork is the perfect addition to any meal.

 **Giant Eagle**
4k followers

Farmers are among the most respected workers in the U.S. food industry.

The campaign - run in partnership with Giant Eagle - leveraged the trust consumers have in U.S. farmers by featuring U.S.-raised pork as the face of the U.S. Soy campaign. Communications honored the hard work farmers put in to raise quality meat while also showcasing the sustainable benefits of locally sourced crops and products.

79%

of consumers have a positive view of U.S. farmers who grow crops, and U.S. farmers rank as the most trusted members of the food supply chain.

98%

of farms across the U.S. are family-owned and passed down from generation to generation



Key Takeaways:

- ▶ Consumers care about the origins of their meat and will pay more for a product they know to be sustainably raised and fed a nutritious diet, including soy.
- ▶ The majority of U.S. consumers have a positive view of U.S. farmers who grow crops, so leveraging labels and partnerships that connect consumers to their food's journey from farm to fork is an effective tool for increasing consumer demand.
- ▶ Partnerships among commodities, retailers, and farmers offer a range of consumer-facing marketing and communications channels that allow for collaboration between industries, creative messaging, and impact for retailers.



The Impact of Promoting Pork as Soy-Fed

Promotions ran across 211 supermarkets in Pennsylvania, Ohio, West Virginia, Indiana, and Maryland

Unit Sales

16,400

Pork Products Sold

267%

Increase in
Units Purchased

Advertisements

1,067,572

Impressions

2,808

Clicks

Social Media

3,634,984

Impressions

9,087

Clicks

Email Promotion

2,960,696 Impressions

51.73% Open Rate

80,862 Clicks

To learn more about the study, the campaign, or
the benefits of soy-fed pork, please contact:
Vicki.Nesper@mslgroup.com

The logo consists of a stylized 'S' symbol on the left, followed by the letters 'SOY' in a bold, sans-serif font. The 'S' symbol is teal, and the letters 'SOY' are orange.