

# Communicating with Consumers

*about meat and meat alternative options in Ohio*

Researchers in the College of Food, Agricultural, and Environmental Sciences at The Ohio State University recently surveyed 1,250 Ohio consumers to better gauge their views of current and future meat options, as well as how they would like to receive information about them. Some of the key takeaways can be found below.

## What top meat topics are consumers are interested in?

- 1. Nutritional Value**
- 2. Taste and Texture**
- 3. Product Price**

## What meat options do consumers want to purchase?

**Traditional Meat**

**87.0%**

Regularly purchase

**89.3%**

Plan to purchase in the future

**Plant-based Meat**

**22.4%**

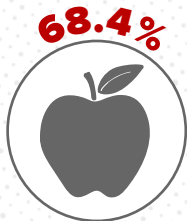
Regularly purchase

**49.4%**

Plan to purchase in the future

## What are consumers' preferred sources for meat information?

Survey participants selected the following as their top five preferred sources to learn about meat options.



**Nutritionists**



**Doctors**



**Farmers**



**Food Production Companies**



**Agricultural Organizations**



**THE OHIO STATE UNIVERSITY**

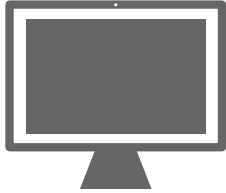
COLLEGE OF FOOD, AGRICULTURAL, AND ENVIRONMENTAL SCIENCES

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## How do consumers want to learn about meat options?

Survey participants selected the following as their preferred methods of learning.



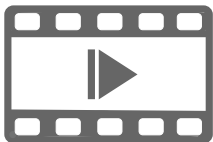
Visit a Website  
**58.9%**



Watch a Documentary  
**57.4%**



Read Printed Fact Sheets, Bulletins or Brochures  
**49.9%**



Watch a Video on YouTube  
**37.0%**



Read a Newspaper Article or Series  
**35.4%**



Watch TV News Coverage  
**34.0%**

## Are consumers willing to pay a premium for specialty labels or certain products?

### Consumers will pay...

**\$1.26/pound more** for ethically-produced beef versus non-ethically produced beef

**\$3.39/pound more** for organic beef versus non-organic beef

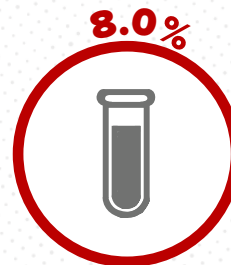
**\$1.44/pound more** for domestic beef versus than Canadian beef

**\$7.31/pound less** for plant-based beef alternative versus traditional beef

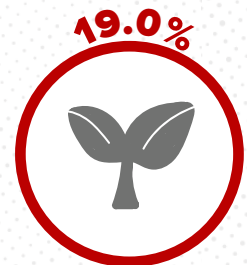
**\$7.75/pound less** for cultured beef product versus traditional beef

*\*All meat products were identified as ground.*

## How do consumers compare alternatives?



of consumers would treat cultured meat the same as traditional when shopping



of consumers would treat plant-based meat the same as traditional when shopping

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