MLA Global Consumer Tracker

GLOBAL SUMMARY REPORT

2023

MEAT & LIVESTOCK AUSTRALIA

About MLA…

Working in collaboration with the Australian Government and the wider red meat industry, MLA invests in initiatives that contribute to **producer profitability, sustainability** and **global competitiveness**.

MLA's Role: Research, Development and Adoption & Marketing

We have conducted the global tracker in 22 markets over the last 9 years

MARKETS	Japan	Korea	China	Indonesia	Singapore	Malaysia	Philippines	Taiwan	Thailand	Vietnam	USA	Canada	KSA	UAE	Oman	Jordan	Kuwait	Qatar	UK	Hong Kong	Mexico	Chile	*Total # of markets*
2015	■	■	■	■		■	■	■			■	■	■	■									*11*
2016	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■								*15*
2017	■	■	■	■	■	■					■	■	■	■		■							*11*
2018	■	■	■	■		■			■		■		■	■					■	■	■	■	*13*
2019	■	■	■	■		■					■		■	■			■	■					*10*
2020	■	■	■	■		■		■			■		■	■									*9*
2021	■	■	■	■		■			■	■	■		■	■					■				*11*
2022	■	■	■		■		■			■	■	■	■	■				■					*11*
2023	■	■	■	■		■			■	■	■		■	■						■			*11*

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WE MUST BEAR IN MIND CONSIDERABLE DIFFERENCES IN THE SURVEYED SAMPLE WHEN COMPARING OR AGGREGATING ACROSS MARKETS

Gender:

	AUS	USA	JAPAN	SOUTH KOREA	CHINA	HONG KONG	MALAYSIA	INDONESIA	THAILAND	KSA	UAE	VIETNAM
Female	75%	60%	100%	100%	60%	60%	68%	100%	65%	51%	55%	67%
Male	25%	40%			40%	40%	32%		35%	49%	45%	33%

Age:

	AUS	USA	JAPAN	SOUTH KOREA	CHINA	HONG KONG	MALAYSIA	INDONESIA	THAILAND	KSA	UAE	VIETNAM
50-64	34%	30%	25%	15%	15%	15%	8%	5%	13%	11%	5%	10%
35-49	41%	35%	45%	55%	40%	35%	37%	38%	43%	40%	50%	36%
18-34	25%	35%	30%	30%	45%	50%	55%	57%	44%	49%	45%	54%

% buy imported beef/lamb <u>at least once per month</u> *(all must at least consider buying imported)*

	AUS	USA	JAPAN	SOUTH KOREA	CHINA	HONG KONG	MALAYSIA	INDONESIA	THAILAND	KSA	UAE	VIETNAM
% Imported Buyers (beef)		52%	67%	79%	87%	90%	83%	93%	94%	87%	89%	94%
% Imported Buyers (lamb)		48%	34%	52%	82%	70%	68%	73%	81%	51%*	71%*	84%

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These demographics apply to the overall surveyed audience and will not apply to many questions in this report which are asked of sub-groups of this audience (e.g. beef buyers or lamb buyers). The differences in sample definition differs significantly by market hence cross-market comparisons should be done with caution. The main reason for sample differences is that samples were initially set up to reflect the target audience in each market, not to compare across markets, and have been maintained so that measures can be tracked over time in that market.
**slaughtered overseas*

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ANSWERING KEY QUESTIONS…

What's important to consumers?

How does Australian beef and lamb perform?

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Overall Key Summary

While each market has its own nuances due to culture and regulations, some aspects remain vital when consumers choose among the many proteins available.

Protein landscape

- Different proteins play to different strengths when it comes to meeting consumers' needs. Red meat is superior and premium, while chicken and pork are cheap and convenient.
- With inflation becoming a concern across most countries, consumers are becoming more price conscious and prefer high-quality, safe, and healthy proteins that are easy to prepare.
- To avoid losing relevance due to our premium price, it is important to demonstrate that AU beef/lamb is superior, delicious, and meets consistent quality standards.
- On pack, highlight quality and safety certificates, and ensure we leverage the clean and green rearing conditions as reasons to believe that Australian beef is a safe, nutritious, and high-quality product.

Beef deep dive

- As consumers seek healthier, higher-quality options, there is an increase in awareness about different varieties of beef and consumers also have strong perceptions about each of these.
- Grass-fed, organic, and corn beef are seen as more natural and better for the animals/environment, whilst ABF, non-GMO, and organic beef are perceived to be healthier. As neither is strongly linked with quality or safety, our imports can leverage it to strengthen these associations.
- AU beef is in a strong position in most markets and stands for accessible quality and family favourite.
- Freshness, consistent quality standards, safe to eat, and sustainability are all indicators of high-quality products that we can use to reinforce our premium position globally and drive preference.

Lamb deep dive

- Lamb is a niche protein that has the potential for further growth in consumption. Those who claim to have never purchased lamb mention a lack of familiarity and likeability. Positioning it as a meal for the whole family, showcasing several methods to prepare and eat it, and guaranteeing availability are all ways to boost its consumption.
- AU Lamb experiences varying levels of awareness and consumption globally – with a very strong position in key export markets where Lamb is a key/prime protein
- AU and NZ lamb share similar perceptions in consumer minds, distinguished from other imports by their superior quality, tender cuts and emphasis on animal welfare. This poses an ongoing challenge for AU lamb to differentiate itself vis-à-vis NZ lamb and create its own unique position.

PROTEIN LANDSCAPE

Protein Landscape – Summary:

Inflation and COVID-19 impacting consumer behaviour and decision making

- Consumers are becoming more price conscious, looking for high-quality, safe, and healthy proteins that are convenient to cook. Consumers also have stronger value for money expectations.
- Sustainability and price have both emerged as key drivers of protein choice across most markets.
- To avoid losing relevance due to our premium price, we need to justify it by assuring consumers that AU beef/lamb is superior, delicious and offers consistent quality standards. From an ‘on pack’ perspective, highlight quality and safety certifications.
- Sustainable practices can also play a role, especially if positioned as a component of health and quality which appeals beyond the core Active sustainability segment/ audience. In imported beef context, AU beef is best positioned on Safety and Quality - important to continue to build by leveraging our clean and green rearing environment.

Roles of different proteins remain distinct and consistent over the years

- When it comes to addressing consumers' category needs, different meats play to different strengths.
- Overall, red meat tends to have a consistent superior positioning in the eyes of consumers globally, with regional exceptions reflecting local realities as well as cultural/religious influences.
- Beef is the superior meat, conveying quality, flavor, nutrition, and versatility; as a result, it is a family favourite for which customers are willing to pay a premium.
- Lamb is a superior and premium protein, yet some consumers are put off by its taste and familiarity.
- Chicken and pork are global staples due to their price, versatility, and convenience of purchase and preparation, making them family favourites, whereas fish is fresh and has strong health credentials as it is perceived to be low in fat, nutritious, especially for children, although it is difficult to prepare.

Key trends influencing consumer decisions now and into the future in most countries:

Inflation

Inflation is a growing concern across most markets.
In the context of rising cost of living, consumers adopt economising, value-conscious behaviours.
While beef consumption is not yet affected, temporary variations in purchase behaviour and preference are expected in most markets along with stronger value for money expectations.

Food Safety & Health

While some markets were more sensitive to food safety due to disease outbreaks in the past, COVID-19 has further heightened demand for food safety assurance across most markets. People are also showing a greater interest in healthy eating.
When purchasing imported meat, consumers pay close attention to safety assurance and Country of Origin.

Emerging Sustainability

Globally, consumers are becoming more aware about sustainability, and it is becoming an important consideration when making purchase decisions in most markets.
A new group of consumers is emerging, insisting on ‘green labels’ and hunting for eco-friendly, or organic and natural alternatives.

A reminder, we know that there are consistent themes when it comes to what different proteins stand for across all of our markets. Beef is the 'Superior' protein.

PROTEIN PERCEPTIONS- GLOBAL

THE STAPLE

- Cheap (cost less) and easily available
- Versatile and easy to prepare
- Family favourite
- Doesn't play to taste
- Not nutritious
- Animals treated poorly
- Not environmentally friendly
- Questionable safety
- Not premium or superior

THE SPECIALTY

- Few strengths or weaknesses
- Weakly positive on animal welfare and sustainability
- Taste is a barrier
- Lean/tough
- Unfamiliar and uncommon except amongst certain groups

THE SUPERIOR

- Good quality, great taste, superior
- Family favourite
- Worth paying more for
- Nutritious & versatile

THE CURIOSITY

- Unfamiliar, occasional purchase
- Premium, superior option
- Not sure what to do with it
- Fatty & tender
- Taste is a barrier for some
- *In MENA lamb is Superior*

THE HEALTHY ALTERNATIVE

- Fresh
- Nutritious – especially for children
- Low in fat
- Tricky to use
- Welfare is not great
- *In SEA, fish is a cheap, low value protein - elsewhere it is premium*

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Based on image profiles which show relative strengths and weaknesses relative to other proteins in the consideration set. The consideration set is different for every market hence these are broad characterisations only.

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AND WHAT DOES PLANT BASED MEATS FIT IN, IN CONSUMERS' MINDS?

Across the globe, consumers consistently connect Plant Based Meats (PBM) with perceptions of being good for the environment, healthy and safe – typically lower drivers of choice. In contrast, association to taste, worth, ease/tender, which are important factors, are lesser associated.

Consumers' Associations to Plant Based Meats

	GLOBAL	USA	UAE	Indonesia	Malaysia	South Korea	Japan
Top 3 Associations to Plant Based Meats	Good for the environment	Good for the environment	Safe	Tender	Good for the environment	Good for the environment	Healthy
	Healthy	Safe	Good for the environment	Safe	Good quality	Healthy	Good for the environment
	Safe	Healthy	Healthy	Good for the environment	Safe	Safe	Safe
Lowest 3 Associations to Plant Based Meats	Trustworthy	Tender	Tender	Tastes great	Natural	Easy to use/cook	Easy to use/cook
	Tastes great	Tastes great	Tastes great	Good quality	Tastes great	Tastes great	Tastes great
	Worth paying more for	Worth paying more for	Worth paying more for	Worth paying more for	Worth paying more for	Worth paying more for	Worth paying more for
Awareness	71%	83%	31%	78%	69%	73%	55%
Purchase (Based on Total)	35%	44%	19%	56%	36%	21%	16%

KNOWN FOR:

- ENVIRONMENT
- HEALTH
- SAFE

NOT KNOWN FOR:

- WORTH PAYING MORE FOR
- TASTE

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2020 Data- AM12: Imagery- Please select whether you agree/disagree with the following…
Plant based meat is…

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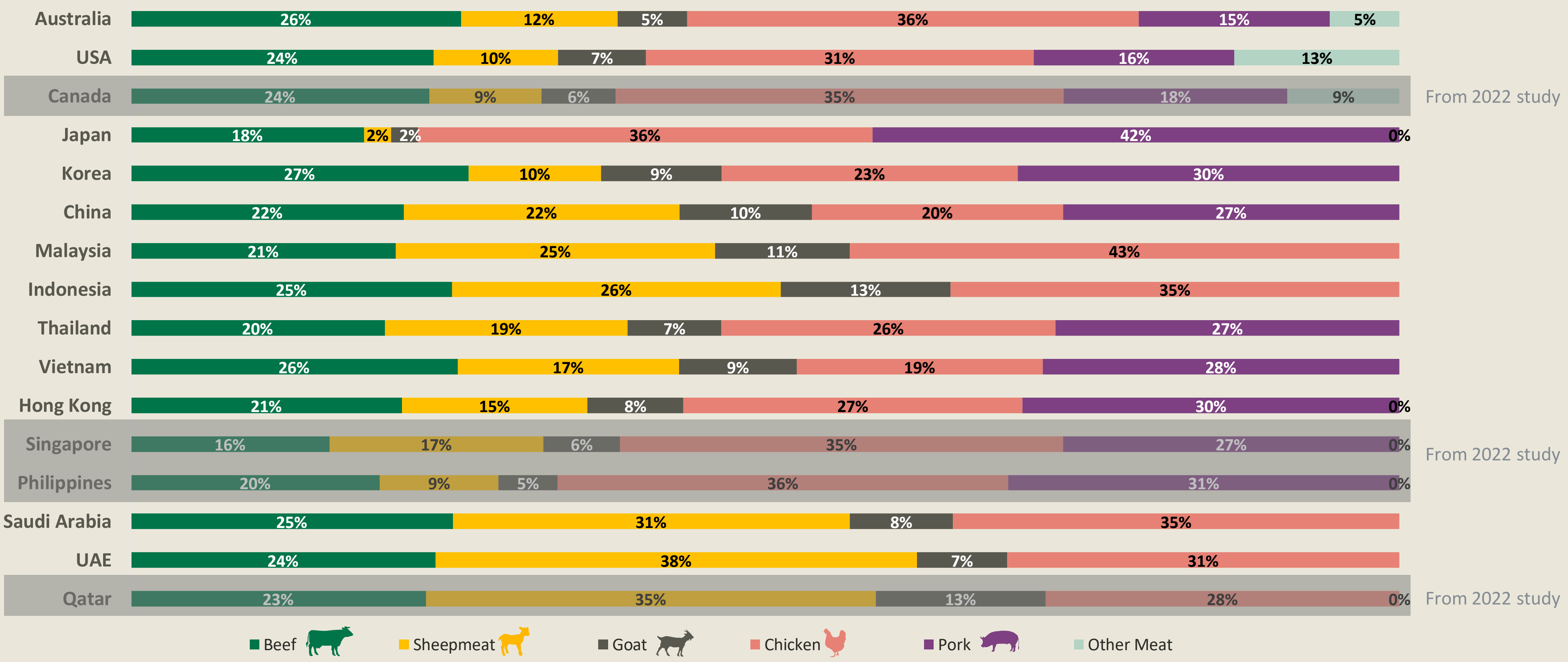
Sheep meat continues to perform strongest in MENA markets. Beef has higher penetration in most Asian markets. Goat remains a niche protein.

HOW DOES PROTEIN CONSUMPTION VARY AROUND THE WORLD?



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Asked as “How many meals that included the following meats have been prepared and eaten in your home in the last 7 days?” except Australia: “How many meals containing the following proteins have you eaten in your household in the last 7 days?”. Meals may include multiple meats, especially in Asia. *Seafood excluded as not asked in Japan/Korea (where % of total protein diet would be high). Pork not included in Muslim-majority countries to avoid offense. Sheep meat includes lamb and, in some countries, mutton. Other includes turkey (USA only), Horse (Japan only) and Veal (Australia only).

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Price has emerged as an important contributor to volume sales as inflation concerns spread globally. Sustainability has also emerged as an important influencer in most markets.

TOP 5 ASSOCIATIONS LINKING TO PROTEIN VOLUME

IMPORTANT IN MOST MARKETS

- FAMILY FAVOURITE
- EASY TO PREPARE
- ENVIRONMENTALLY SUSTAINABLE
- CHEAPER

IMPORTANT IN SOME MARKETS

- CONSISTENT QUALITY (ASIA)
- EASY TO PURCHASE
- SAFE
- WILLING TO PAY MORE
- SUPERIOR

IMPORTANT IN JUST A FEW MARKETS

- TENDER
- HEALTHY FOR CHILDREN
- VERSATILE
- WELFARE

WHAT IS IMPORTANT WHEN CHOOSING PROTEIN?

When choosing between proteins, being a family favourite is important everywhere. A favourite doesn't become a favourite overnight, so being easy to prepare and purchase helps drive volume.

HIGHEST CORRELATION WITH VOLUME - GLOBAL

			SEA Region							MENA Region							
					2020	2017						2017	2019	2019		2018	2018
Japan	Korea	China	Vietnam	Hong Kong	Taiwan	Singapore	Malaysia	Thailand	Indonesia	KSA	UAE	Jordan	Qatar	Kuwait	USA	Mexico	UK
EASY TO PURCHASE	SUSTAINABLE	FAMILY FAVOURITE	FAMILY FAVOURITE	FAMILY FAVOURITE	FAMILY FAVOURITE	FAMILY FAVOURITE	FRESH	FAMILY FAVOURITE	CHEAP	FAMILY FAVOURITE	FAMILY FAVOURITE	FAMILY FAVOURITE	FAMILY FAVOURITE	FAMILY FAVOURITE	FAMILY FAVOURITE	FAMILY FAVOURITE	FAMILY FAVOURITE
EASY TO PREPARE	SUPERIOR MEAT	CHEAP	SUPERIOR MEAT	CHEAP	EASY TO PREPARE	EASY TO PREPARE	CHEAP	EASY TO PREPARE	EASY TO PREPARE	EASY TO PURCHASE	WILLING TO PAY MORE	DELICIOUS	FRESH	EASY TO PREPARE	SUPERIOR MEAT	VERSATILE	TENDER
FAMILY FAVOURITE	WELFARE	SUSTAINABLE	SUSTAINABLE	EASY TO PREPARE	EASY TO PURCHASE	CONSISTENT QUALITY	NUTRITIOUS	VERSATILE	FAMILY FAVOURITE	EASY TO PREPARE	VERSATILE	FRESH	NUTRITIOUS	EASY TO PURCHASE	SUSTAINABLE	EASY TO PREPARE	HEALTHY FOR CHILDREN
CONSISTENT QUALITY	WILLING TO PAY MORE	EASY TO PREPARE	EASY TO PREPARE	TENDER	WILLING TO PAY MORE	HEALTHY FOR CHILDREN	SUSTAINABLE	TENDER	VERSATILE	VERSATILE	HEALTHY FOR CHILDREN	EASY TO PURCHASE	SUSTAINABLE	DELICIOUS	EASY TO PREPARE	HEALTHY FOR CHILDREN	WILLING TO PAY MORE
VERSATILE	CHEAP	FRESH	HEALTHY FOR CHILDREN	SUSTAINABLE	WELFARE	DELICIOUS	WELFARE	SUSTAINABLE	TENDER	SUSTAINABLE	SUPERIOR MEAT	EASY TO PREPARE	SUPERIOR MEAT	HEALTHY FOR CHILDREN	HEALTHY FOR CHILDREN	SUSTAINABLE	DELICIOUS

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Superiority, taste, favourite, and consistent quality continue to be most important in justifying premium and driving consumers' willingness to pay more for proteins around the globe.

TOP 5 ASSOCIATIONS LINKING TO WILLINGNESS TO PAY MORE:

IMPORTANT IN MOST MARKETS

- SUPERIOR
- TASTES DELICIOUS
- FAMILY FAVOURITE
- CONSISTENT QUALITY
- TENDER

IMPORTANT IN SOME MARKETS

- NUTRITIOUS
- WELFARE
- SAFE (Asia, MENA)
- FRESH (Asia, MENA)

IMPORTANT IN JUST A FEW MARKETS

- ENVIRONMENTALLY SUSTAINABLE
- EASY TO PREPARE
- HEALTHY FOR CHILDREN

WHAT IS IMPORTANT WHEN PAYING A PREMIUM FOR PROTEIN?

Generally, there are consistent characteristics that are important in justifying premium and driving consumers' willingness to pay more: superiority, taste, favourite, nutrition and consistent quality.

HIGHEST CORRELATION WITH WILLINGNESS TO PAY MORE - GLOBAL

			SEA Region							MENA Region							
					2020	2017						2017	2019	2019		2018	2018
Japan	Korea	China	Vietnam	Hong Kong	Taiwan	Singapore	Malaysia	Thailand	Indonesia	KSA	UAE	Jordan	Qatar	Kuwait	USA	Mexico	UK
CONSISTENT QUALITY	SUPERIOR MEAT	SUPERIOR MEAT	SUPERIOR MEAT	DELICIOUS	FAMILY FAVOURITE	SUPERIOR MEAT	SUPERIOR MEAT	SUPERIOR MEAT	SUPERIOR MEAT	FAMILY FAVOURITE	SUPERIOR MEAT	DELICIOUS	DELICIOUS	SUPERIOR MEAT	SUPERIOR MEAT	DELICIOUS	FAMILY FAVOURITE
NUTRITIOUS	TENDER	NUTRITIOUS	FAMILY FAVOURITE	SUPERIOR MEAT	SUPERIOR MEAT	FAMILY FAVOURITE	DELICIOUS	CONSISTENT QUALITY	DELICIOUS	SUPERIOR MEAT	DELICIOUS	FAMILY FAVOURITE	SUSTAINABLE	NUTRITIOUS	FAMILY FAVOURITE	WELFARE	SUPERIOR MEAT
WELFARE	FAMILY FAVOURITE	FAMILY FAVOURITE	DELICIOUS	TENDER	DELICIOUS	DELICIOUS	FAMILY FAVOURITE	FAMILY FAVOURITE	CONSISTENT QUALITY	HEALTHY FOR CHILDREN	FAMILY FAVOURITE	SUPERIOR MEAT	NUTRITIOUS	FAMILY FAVOURITE	DELICIOUS	SUPERIOR MEAT	DELICIOUS
SAFE	DELICIOUS	CONSISTENT QUALITY	TENDER	FAMILY FAVOURITE	NUTRITIOUS	CONSISTENT QUALITY	TENDER	SUSTAINABLE	FAMILY FAVOURITE	TENDER	VERSATILE	NUTRITIOUS	SUPERIOR MEAT	DELICIOUS	TENDER	NUTRITIOUS	TENDER
DELICIOUS	HEALTHY FOR CHILDREN	WELFARE	CONSISTENT QUALITY	SAFE	TENDER	NUTRITIOUS	WELFARE	DELICIOUS	WELFARE	NUTRITIOUS	CONSISTENT QUALITY	SAFE	WELFARE	CONSISTENT QUALITY	CONSISTENT QUALITY	CONSISTENT QUALITY	WELFARE

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COVID 19: WHAT FACTORS WERE MOST IMPORTANT DURING THE PANDEMIC?

The pandemic has prompted some shifts in what matters most to consumers when buying red meat - with safety, freshness and price top of mind. This closely aligns to consumers top concerns of safety, availability and affordability challenges posed by the pandemic.

TOP 3 FOOD CONCERNS DURING PANDEMIC: SAFETY PRICES AVAILABILITY

TOP 3 IMPORTANT FACTORS FOR RED MEAT DURING PANDEMIC: SAFE FRESH PRICES

	GLOBAL	USA	UAE	Indonesia	Malaysia	South Korea	Japan	China	Taiwan	KSA
Top 3 Factors of Importance when buying red meat during C19	How fresh it looked	Price in general	Whether it was safe to consume	Whether it was safe to consume	Whether it was safe to consume	How fresh it looked	Price in general	Whether it was safe to consume	Whether it was safe to consume	Use by date
	Whether it was safe to consume	Value/cost per pound	How fresh it looked	How fresh it looked	How fresh it looked	Whether it was on special	Value/cost per kg	How fresh it looked	How fresh it looked	How fresh it looked
	Use by date	How fresh it looked	Nutritional content	Use by date	Price in general	Whether it was safe to consume	Use by date	The country of origin of the meat	Whether it was on special	Nutritional content
Lowest 3 Factors of Importance when buying red meat during C19	Grain fed	The country of origin of the meat	Grain fed	Grain fed	Grain fed	Number of meals it can make	Grain fed	Whether it was on special	Grain fed	Value/cost per kg
	Grass fed	Grain fed	Grass fed	Grass fed	Grass fed	Grain fed	Grass fed	Grain fed	Grass fed	Whether it was on special
	Whether it was on special	Grass fed	Not having too much fat/not looking too fatty	The country of origin of the meat	Whether it was on special	Grass fed	Nutritional content	Grass fed	Number of meals it can make	Price in general

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2020 Data
(COV3) How have your shopping habits changed compared to before the pandemic
(COV5) How has the importance of the following factors changed when buying red meat during the COVID19 outbreak, compared to before the outbreak

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From an 'on pack' perspective, beef and lamb shoppers are confronted with a lot of information and visual cues. Most important to them is certification that the meat is natural, good quality and safe.

TOP 15 THINGS LOOKED FOR ON PACK/SHELF - Global Average

TOP 15 THINGS LOOKED FOR ON PACK/SHELF
Global Average

	...when buying beef	...when buying lamb	
1	All natural / 100% natural	All natural / 100% natural	1
2	Quality grading or guarantee	Quality grading or guarantee	2
3	Safety certification	Safety certification	3
4	Colour of meat	Colour of meat	4
5	Antibiotic-free	Antibiotic-free	5
6	No added hormones	No added hormones	6
7	Use by date/Sell by date	Non-GMO (not genetically modified)	7
8	Price per kg (USA - Price per pound)	Country of origin	8
9	Price per pack	No preservatives	9
10	Non-GMO (not genetically modified)	Use by date/Sell by date	10
11	No preservatives	Organic	11
12	Date packed	Animal origin/provenance	12
13	Country of origin	Grass fed	13
14	Animal origin/provenance	Animal welfare credentials	14
15	Organic	Date packed	15

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Ranking of things looked for on pack or at shelf was done using the MaxDiff forced prioritization method to get to what's most important out of a long list of potential claims and messages in that environment (30 were asked about, but others are possible). Global Average does not include Australia.

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Beef and Lamb- Protein Summary

Different beef types meet different needs

- Beef is strongly seen as a great protein as it ticks most key boxes making it a family favourite.
- Consumers have strong perceptions about different types of Beef. Grass-fed, organic, and corn beef have a more natural image and are thought to be more sustainable and better for animals, whereas ABF, non-GMO, and organic beef are seen as healthier.
- As neither is strongly linked with quality or safety, our imports can leverage it to strengthen these associations.
- Beef is strongly seen as a great protein as it ticks most key boxes making it a family favourite, and we have a good opportunity to tap into our processes and certifications to drive preference for our beef.
- Freshness, consistent quality standards, guaranteed safe to eat and sustainability are all indicators of good quality products that we can tap to strengthen our premium position globally and drive preference as well.

Lamb is niche protein with potential to grow in consumption

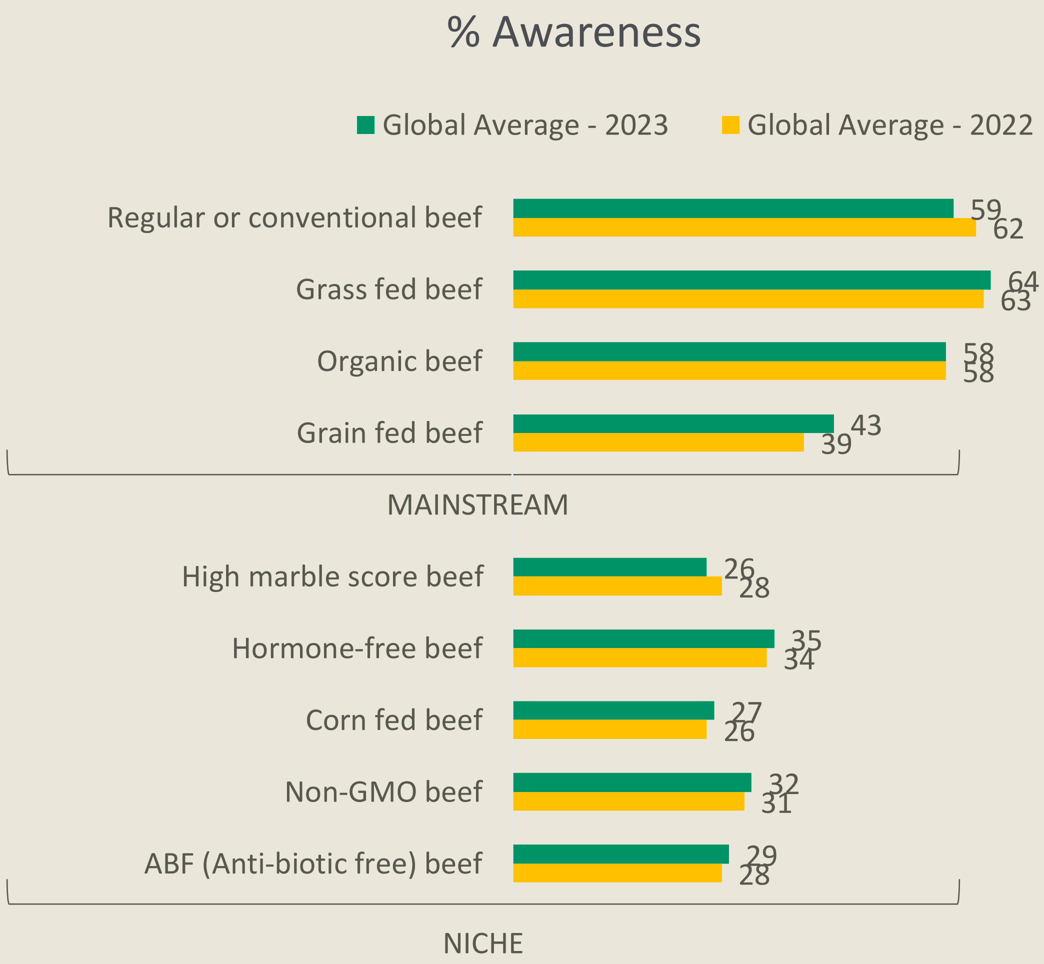
- Globally, Lamb consumption varies greatly with MENA markets consuming the most vs Asian markets consuming least.
- Lamb consumption is mostly held back by unfamiliarity which is mainly due to lamb not being part of their diet culturally and functional barriers like taste and smell. Price and accessibility are secondary barrier- actions that improve familiarity and availability can aid.
- Positioning lamb as a family meal, showcasing different ways to cook and eat it, and ensuring availability can all help boost consumption.

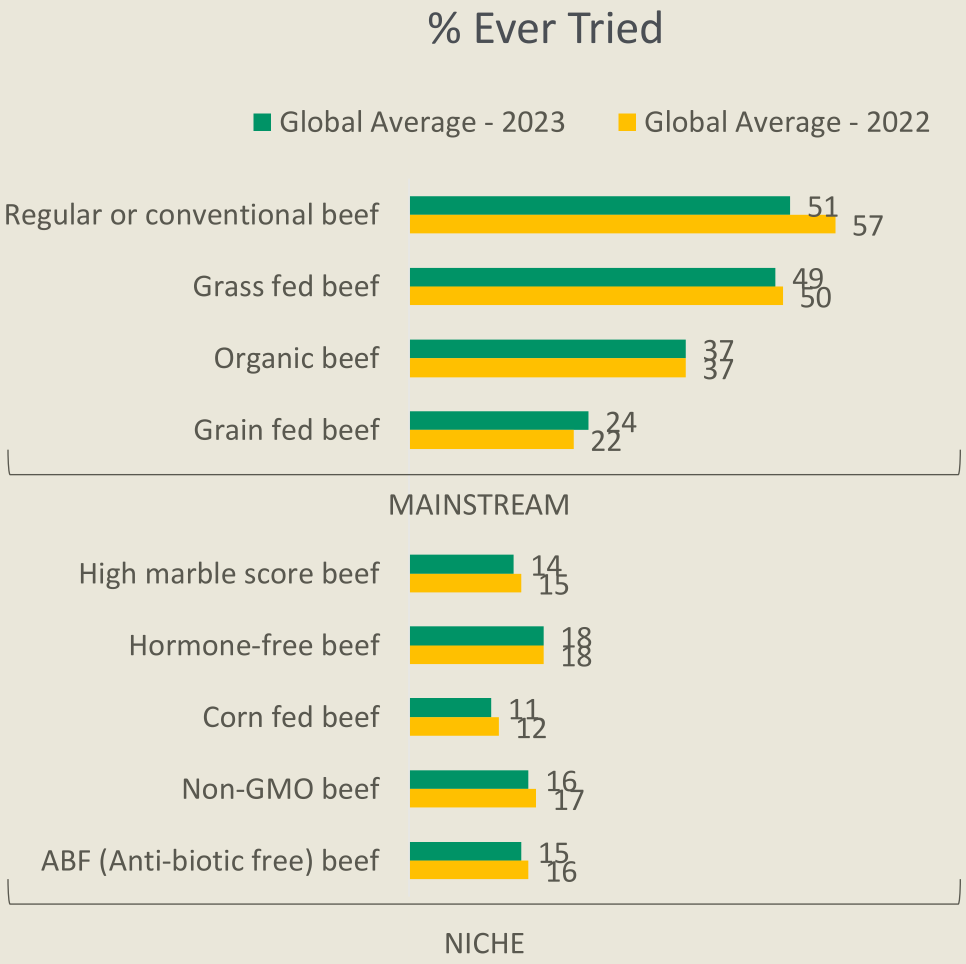
PROTEIN LANDSCAPE –

BEEF

The awareness of different types of Beef has been stable since 2022, with slight increase amongst niche Beef types. Trial has also remained relatively unchanged, however there is a decline for usage of regular beef.

% AWARENESS & TRIAL OF TYPES OF BEEF





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GF1: Which of the following types of beef are you aware of?
GF2: And which types of beef have you bought in the past?
*Global Averages derived from 7 markets which were tracked in 2022 and 2023 – USA, KSA, UAE, China, Korea, Japan, Vietnam

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Different beef types stand for specific things in consumers' minds. Grass and Organic are seen as better for environment. Organic, ABF, Non-GMO are perceived to be better for health.

HOW DO CONSUMERS PERCEIVE THE DIFFERENT BEEF TYPES?

GRASS:

- NATURAL
- BETTER FOR ANIMALS
- BETTER FOR ENVIRONMENT

GRAIN:

- TENDER
- NATURAL
- BETTER FOR ANIMALS

ORGANIC:

- BETTER FOR HEALTH
- BETTER FOR ENVIRONMENT

In some markets:

- *NATURAL*
- *QUALITY*

HORMONE – FREE & ABF:

- LESS RISKS
- BETTER FOR HEALTH
- BETTER FOR ANIMALS

In some markets:

- *MARKETING GIMMICK*

NON-GMO:

- MARKETING GIMMICK
- BETTER FOR HEALTH
- LESS RISKS

In some markets:

- BETTER FOR ANIMALS

CORN:

Most neutral profile, but strengths include:

- NATURAL
- BETTER FOR ENVIRONMENT
- BETTER FOR ANIMALS

REGULAR:

- MINIMAL PROCESSING
- FLAVOUR
- TENDER

HIGH MARBLE SCORE:

Most defined profile:

- VISUAL APPEAL
- FLAVOUR
- TENDER

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Awareness and image profiles are amongst beef buyers only (must have ever bought beef). Global average does not include Australia. The brand image profiles represent strengths (positive figures) and weaknesses (negative) of each type of beef relative to the other types of beef in the category. In total 9 types were compared, but other types have been removed for clarity. The figures do not represent gross endorsement on each attribute as these figures are heavily affected by awareness and consumption of that type of beef.

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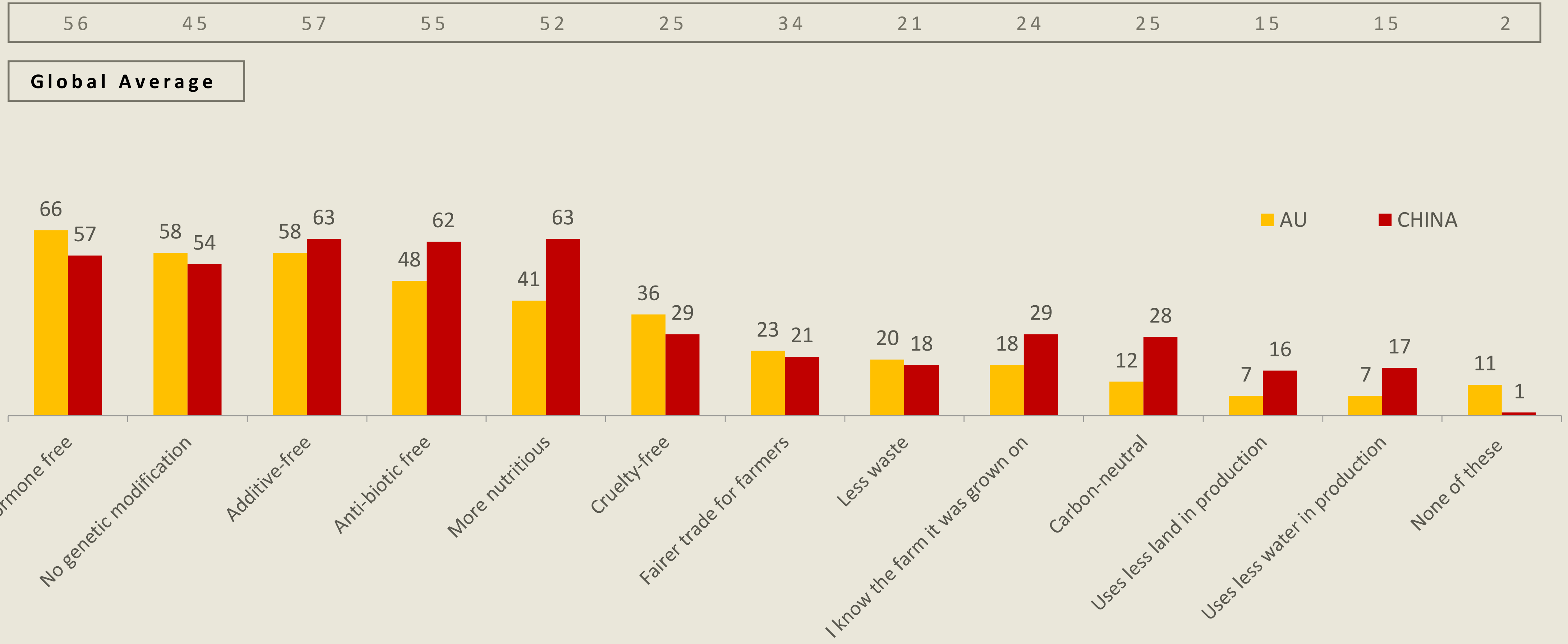
ORGANIC BEEF - PERCEIVED BENEFITS (AMONGST BUYERS):
Organic beef's main strength is being seen as free from additives - the more 'naturally raised' components have not yet dominated as a core reason to believe.



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2019 Data- GF6. Which of these do you see as the main benefits of organic beef? Base :(n=400)

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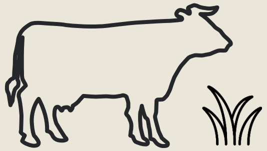
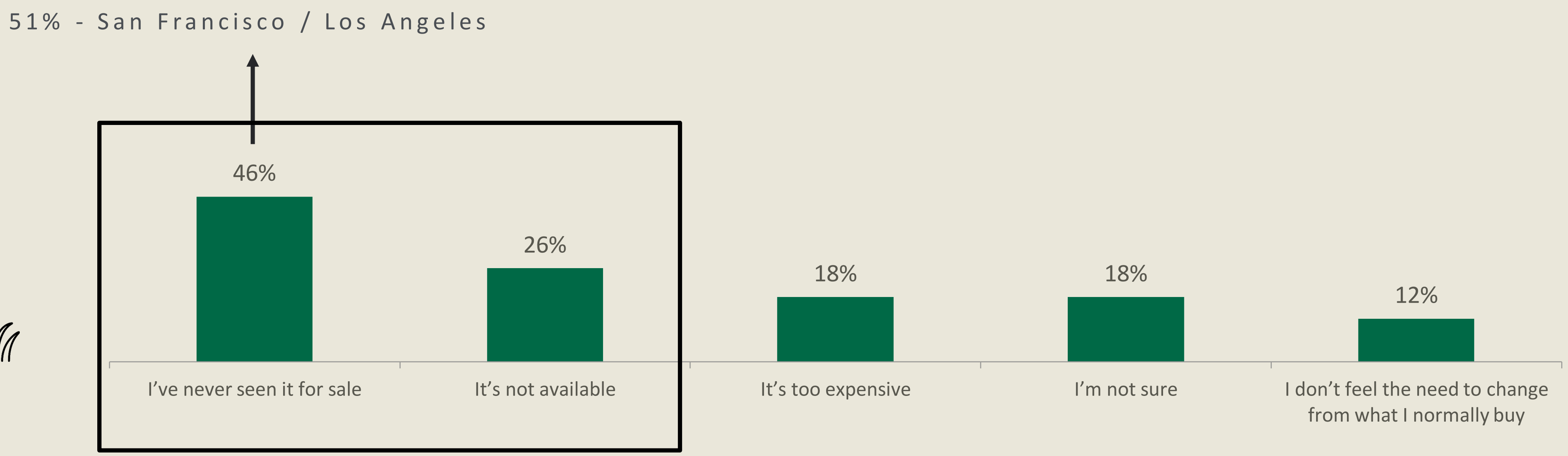
WHAT HOLDS BACK U.S. CONSUMERS FROM PURCHASING GRASS FED BEEF?

In-store availability/not seeing it for sale account for the largest portion of those who haven’t purchased grass fed beef; which is higher on average in west coast cities SF/LA.

BARRIERS TO GRASS FED BEEF – USA ONLY:





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2018 Data: (BBH10A) Why have you never eaten Australian grass-fed beef (Base: 281)

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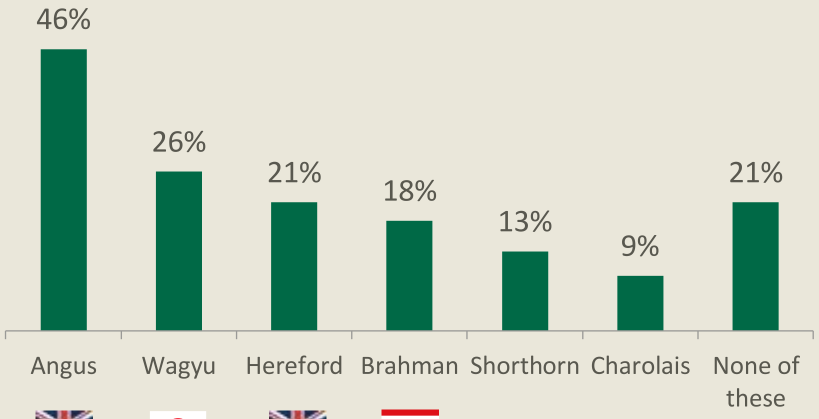
CONSUMER AWARENESS OF COW BREEDS:
Unless consumers are prompted as to the breeds, there is little immediate recall. Wagyu and Angus have some traction with Wagyu generally leading the perception of quality, for those who know.

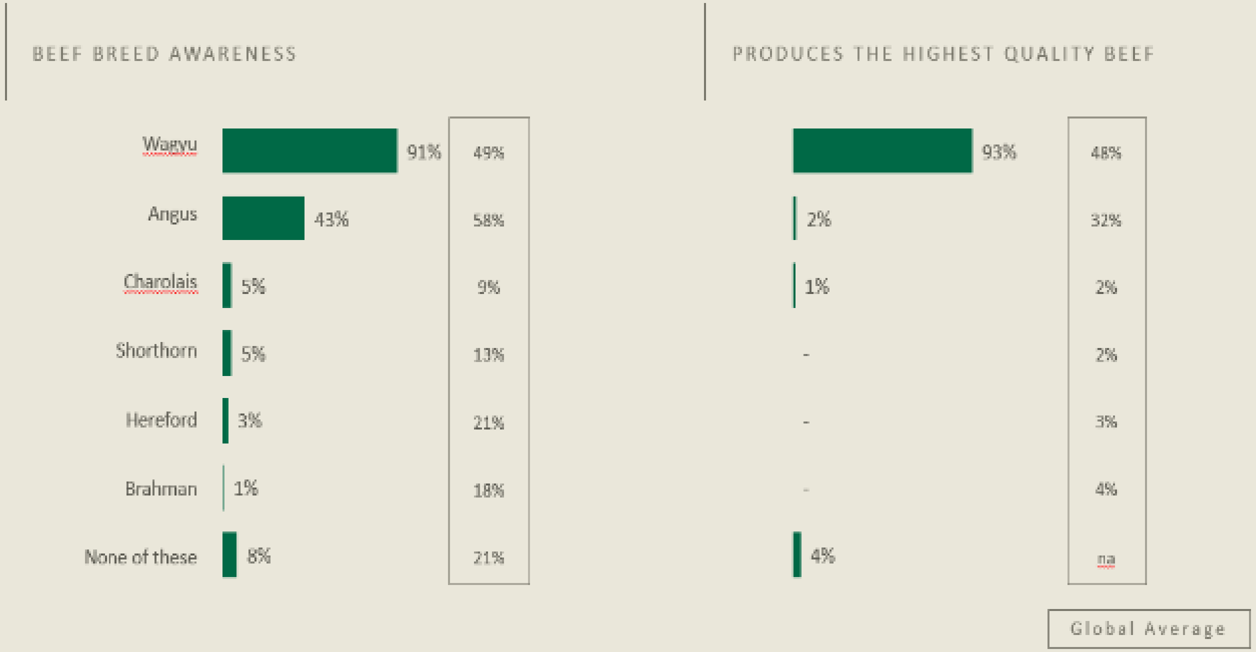
Breed awareness (prompted %)

Global Average



Driven by:

JAPAN example**



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2018 Data:
BREED1. Which of the following breeds of cow have you heard of? Base (Global n=JAPAN** n=223)
BREED2. And which breed do you think produces the highest quality beef? Base (n=181) JAPAN**

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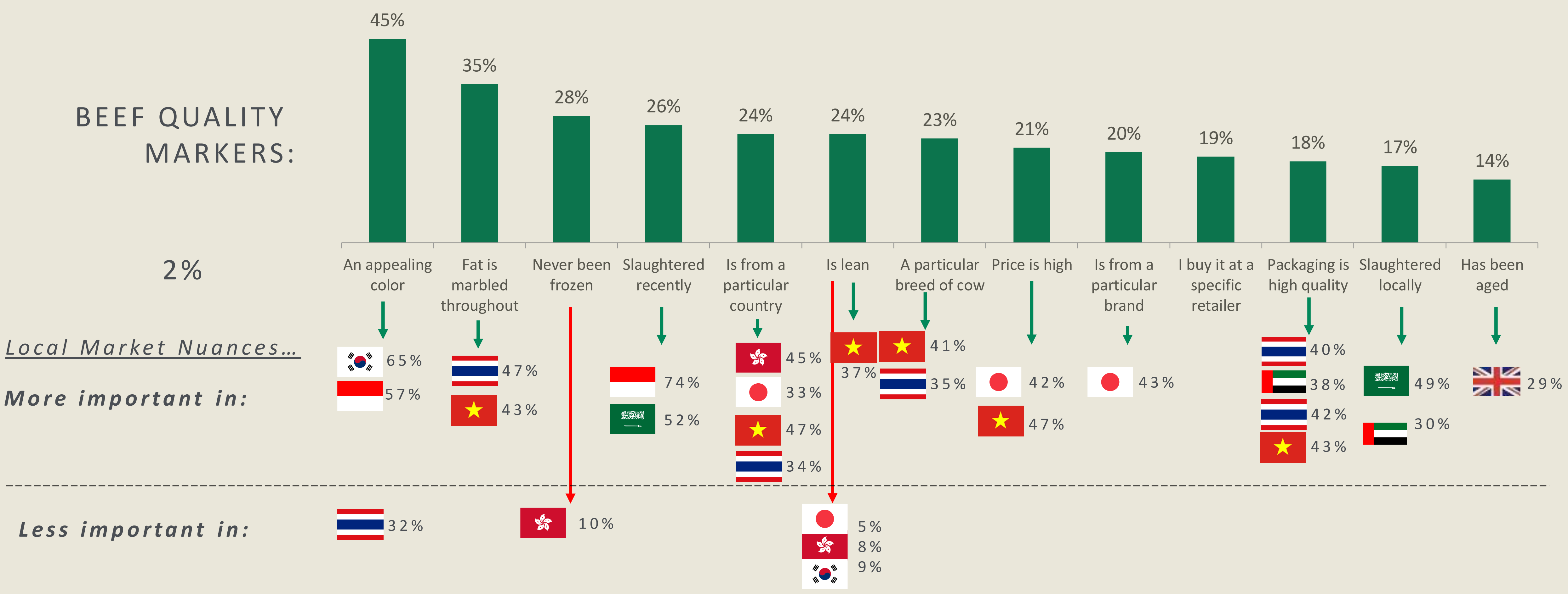
HOW CAN YOU TELL THAT THE BEEF IS HIGH QUALITY WHEN YOU ARE PURCHASING IT?

Colour and fat are typically strong indicators of quality while other factors vary based on market/ culture e.g. recent/local slaughter in Islamic markets such as KSA/UAE/Indonesia and COO/price/ brand mattering more to Japanese consumers. Aging leans more Western, strongest in UK.

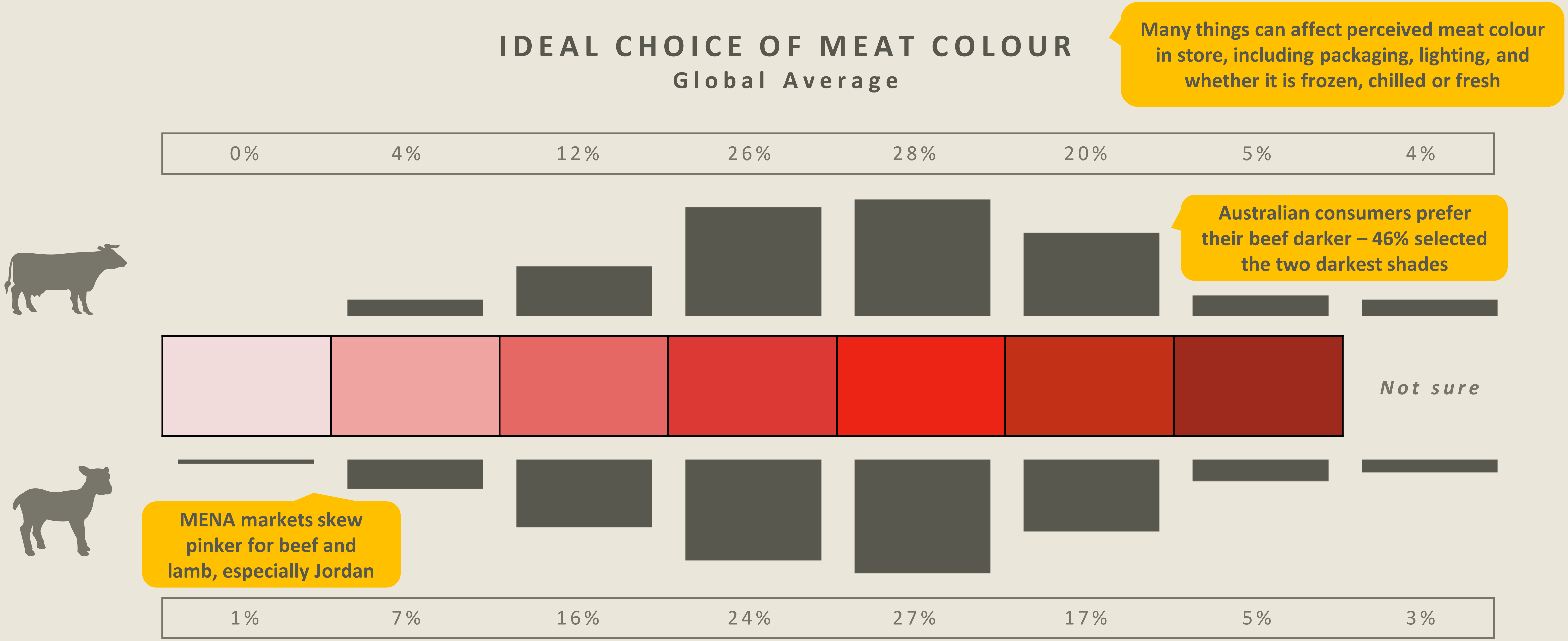


KANTAR

2018 Data: USA, KSA, UAE, China, Indonesia, Malaysia, South Korea, Japan, UK, Chile, Hong Kong, Mexico and Thailand
2021 Data: Vietnam & Thailand
(PREM2) How can you tell that the beef is high quality when you are purchasing it?

MEAT & LIVESTOCK AUSTRALIA

Meat colour is important – it's used to judge quality, freshness and safety. Consumers may have an ideal colour in mind, but in the store it's most likely to be used to choose between otherwise similar items.



KANTAR

2017 Data - Global average includes: USA, Canada, Singapore, Indonesia, Malaysia, Japan, Korea, China, Jordan, KSA and UAE
Note this question is asked in an online survey (face to face in MENA) devoid of the in-store context and without any actual meat as a reference.
Results should be seen as a guide only.

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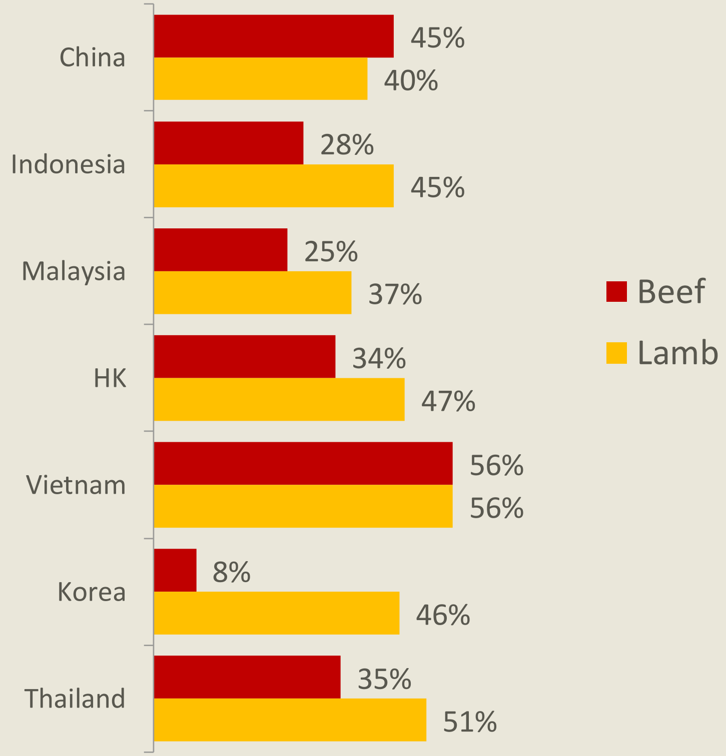
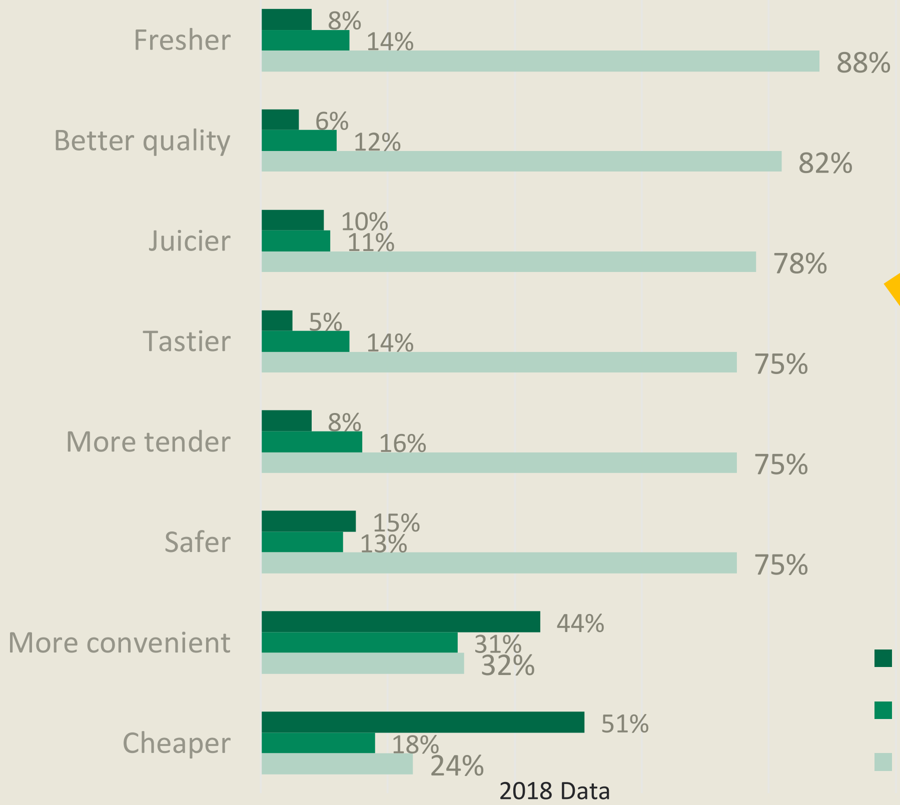
In markets where it's available, freshly slaughtered beef and lamb are strongly preferred to chilled or frozen. The only perceived advantages of packaged meat are convenience and value – however, these are significant advantages.

% PURCHASE BEEF & LAMB AT LEAST WEEKLY IN WET MARKET



PERCEPTION OF DIFFERENT TYPES OF BEEF

Indonesia



Given the dominance of 'fresh' beef on these sensory aspects, the pull of superior value and convenience is clearly high

% buy this type Every time/Usually

Frozen beef	25%
Chilled beef	36%
Freshly slaughtered beef	57%

KANTAR

Beef place of purchase asked of beef buyers. Lamb place of purchase asked of lamb buyers. Wet market not asked about in USA, Canada, Japan or Australia as presumed visitation is negligible.

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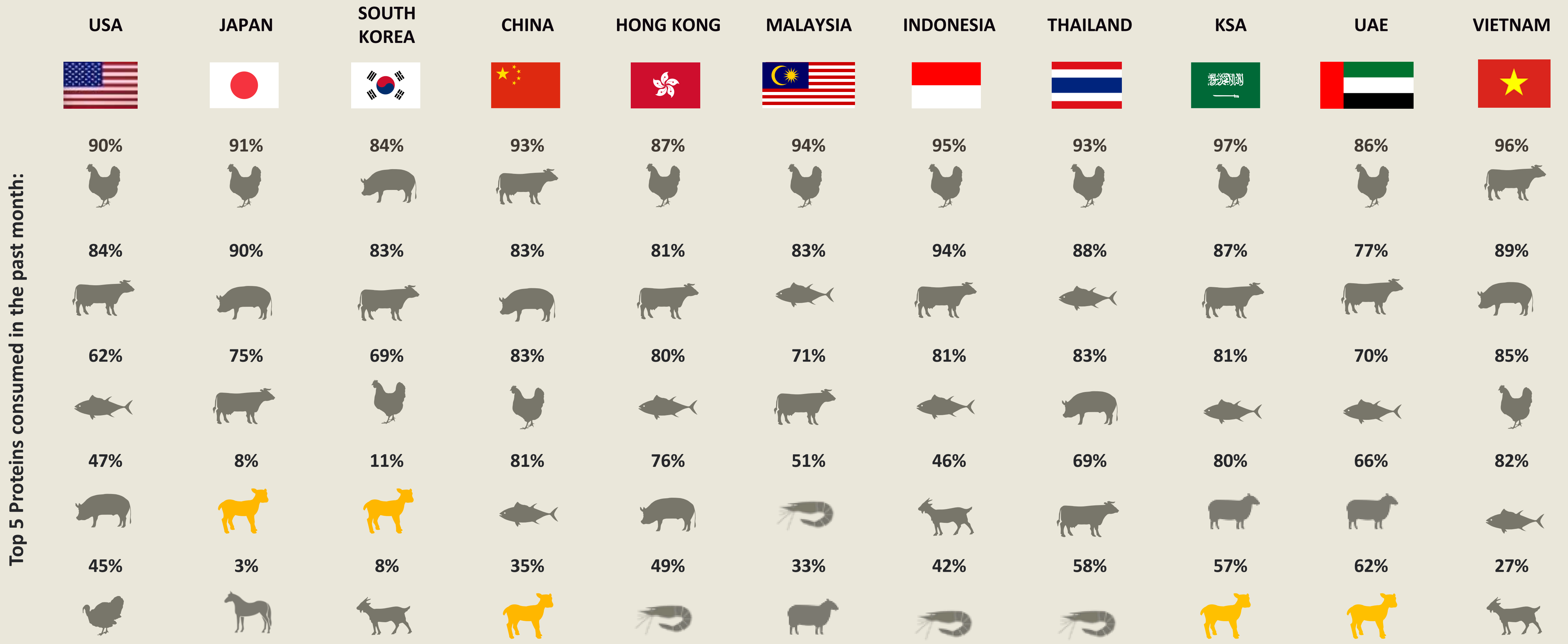
PROTEIN LANDSCAPE – LAMB

Globally, Lamb consumption varies greatly with MENA markets consuming the most vs Asian markets consuming least.

HOW DOES PAST 1 MONTH CONSUMPTION LOOK ACROSS THE GLOBE?



KANTAR

(CH2) Which types of meat have you bought in the last month to prepare for a meal at home?
% for Markets where Lamb is not a Top 5 protein: USA (25%), Hong Kong (14%), Malaysia (30%), Indonesia (28%), Thailand (26%), Vietnam (23%)

Other Seafood

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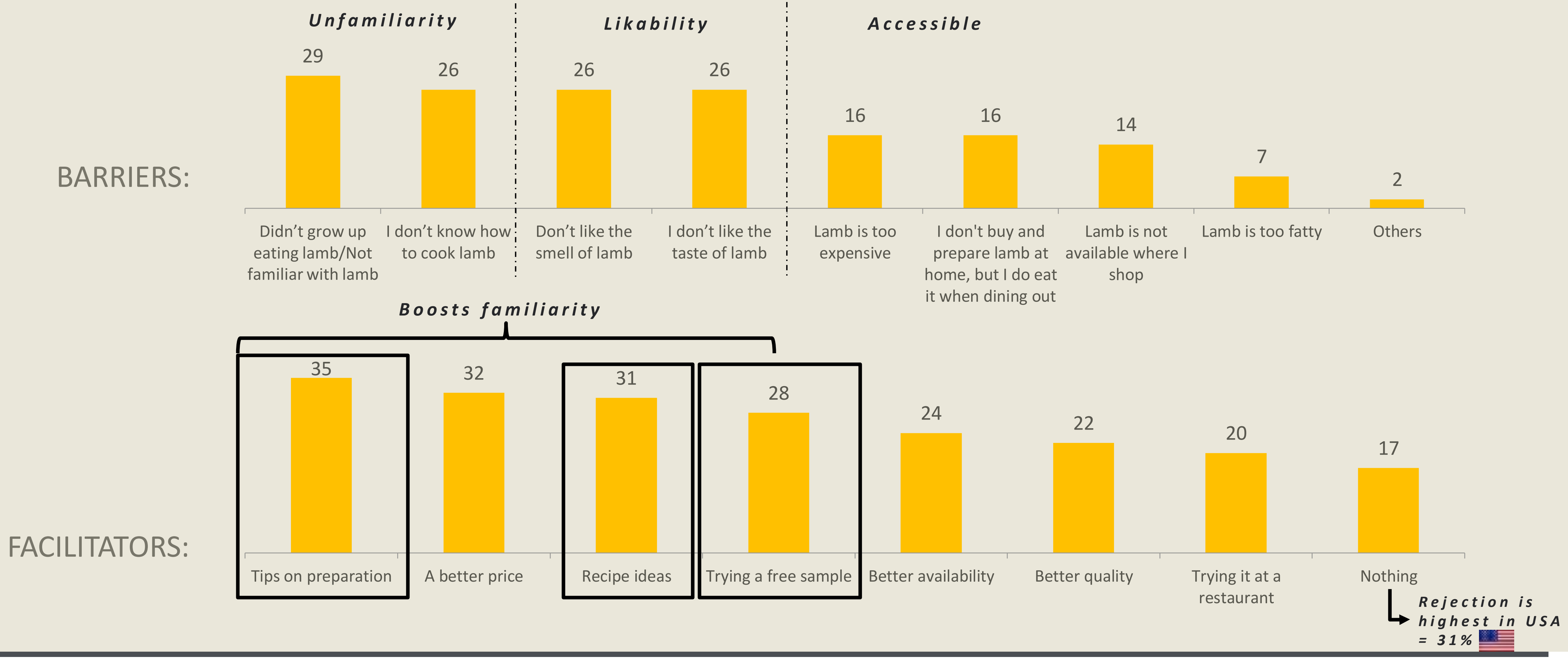
Lamb consumption is mostly held back by unfamiliarity and likeability – actions that improve familiarity and availability can aid. Affordability also plays a secondary role.

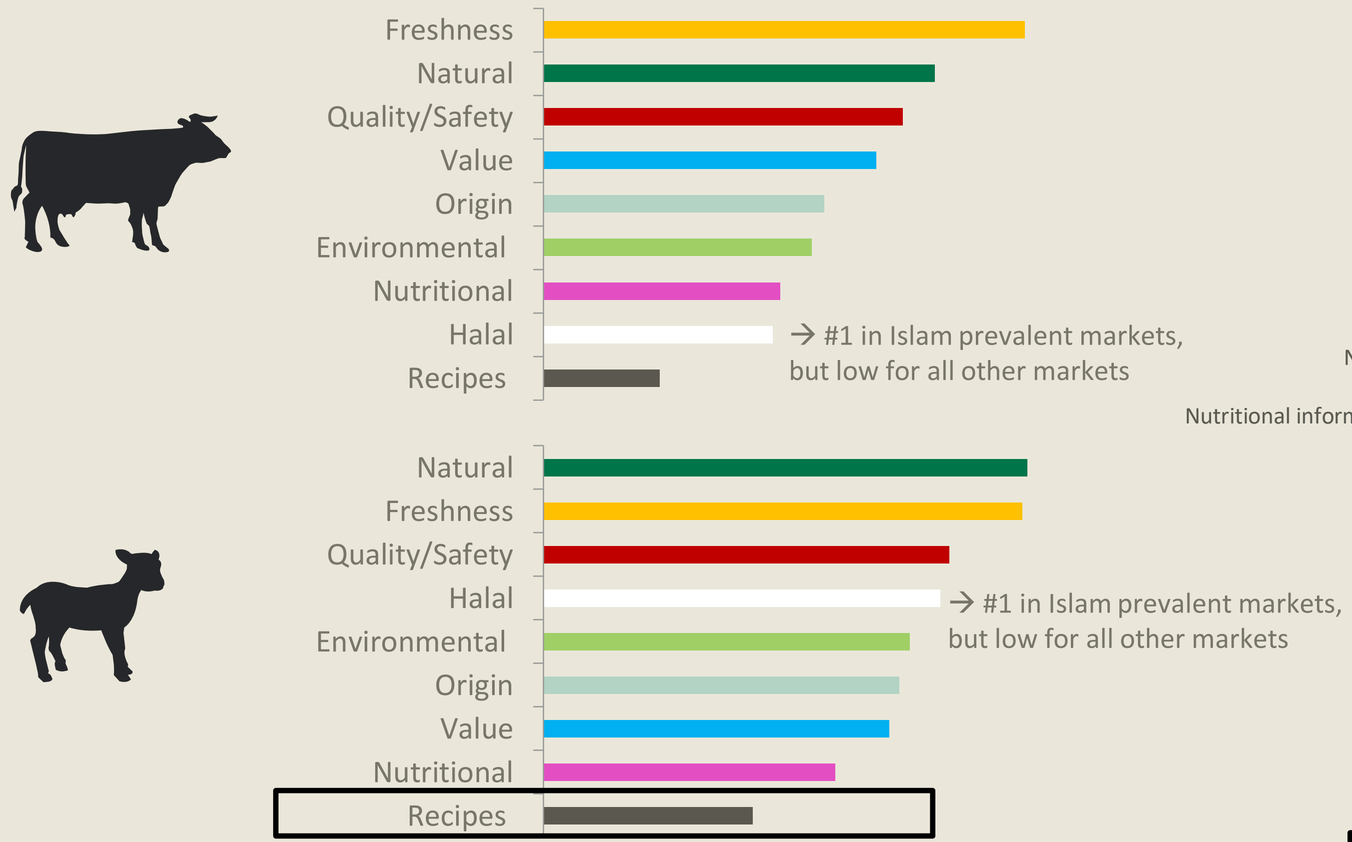
WHAT HOLDS CONSUMERS BACK FROM BUYING LAMB, AND WHAT WOULD ENCOURAGE THEM?



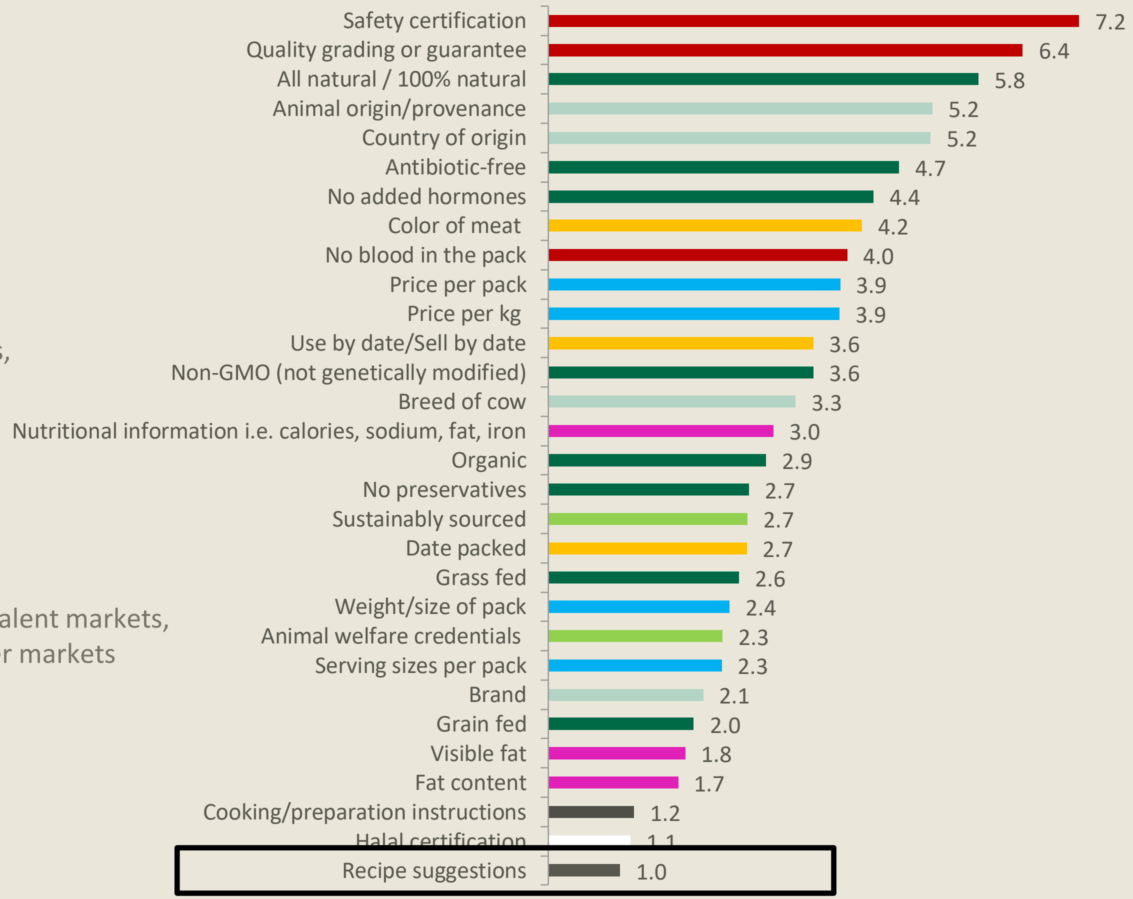
(CH6A) Why do you not buy lamb?
2021 Data- (CH6B) What would convince you to buy lamb?

Delivering info that boosts consumers' familiarity with lamb (e.g. recipes) through packaging alone may not be enough, as recipes falls lowest in terms of on pack purchase motivators.

On-pack factors ranked in importance:



EXAMPLE – TAIWAN (2020)



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Base: Taiwan (n=439). Global: 2017= Japan, Korea, KSA, UAE, Malaysia, China, Indonesia, USA, Canada, Jordan, Singapore. 2018 = HK, Mexico, Chile, Thailand, UK. 2019 = Qatar, Kuwait. 2020 = Taiwan. 2021- Vietnam. 2022- Canada, Philippines. 2023- Thailand, HK

QMAX1 Please indicate which one is the most likely, and which is the least likely to motivate you to choose / eat BEEF/LAMB

Approximately how often do you buy beef? / lamb?

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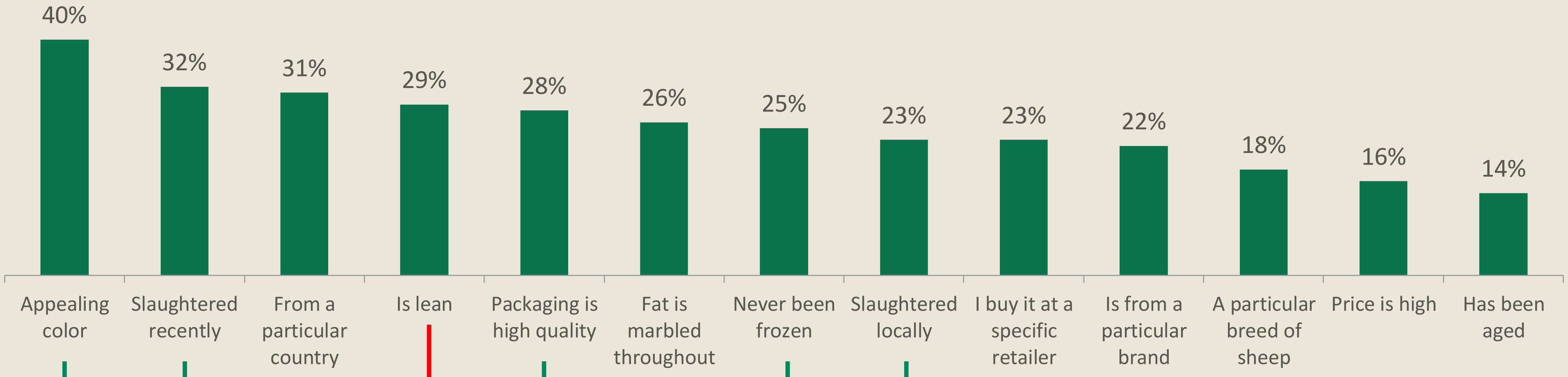
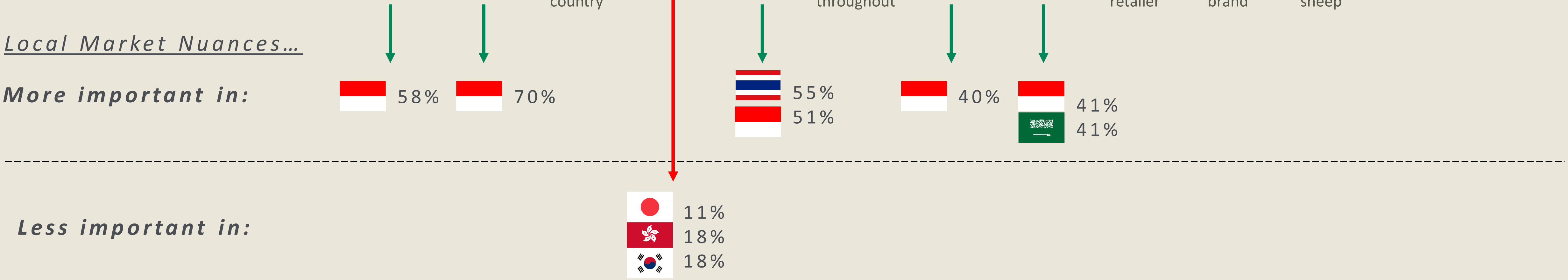
HOW CAN YOU TELL THAT THE LAMB IS HIGH QUALITY WHEN YOU ARE PURCHASING IT?

Colour and freshness (recent slaughter) are strong indicators of quality. VS Beef, marbling is a lesser quality marker, however, leanness remains unlinked to quality in Japan, HK & SK.

LAMB QUALITY MARKERS:





KANTAR

2018 Data: USA, KSA, UAE, China, Indonesia, Malaysia, South Korea, Japan, UK, Chile, Hong Kong, Mexico and Thailand
(PREM2A) How can you tell that the lamb is high quality when you are purchasing it?

MEAT & LIVESTOCK AUSTRALIA

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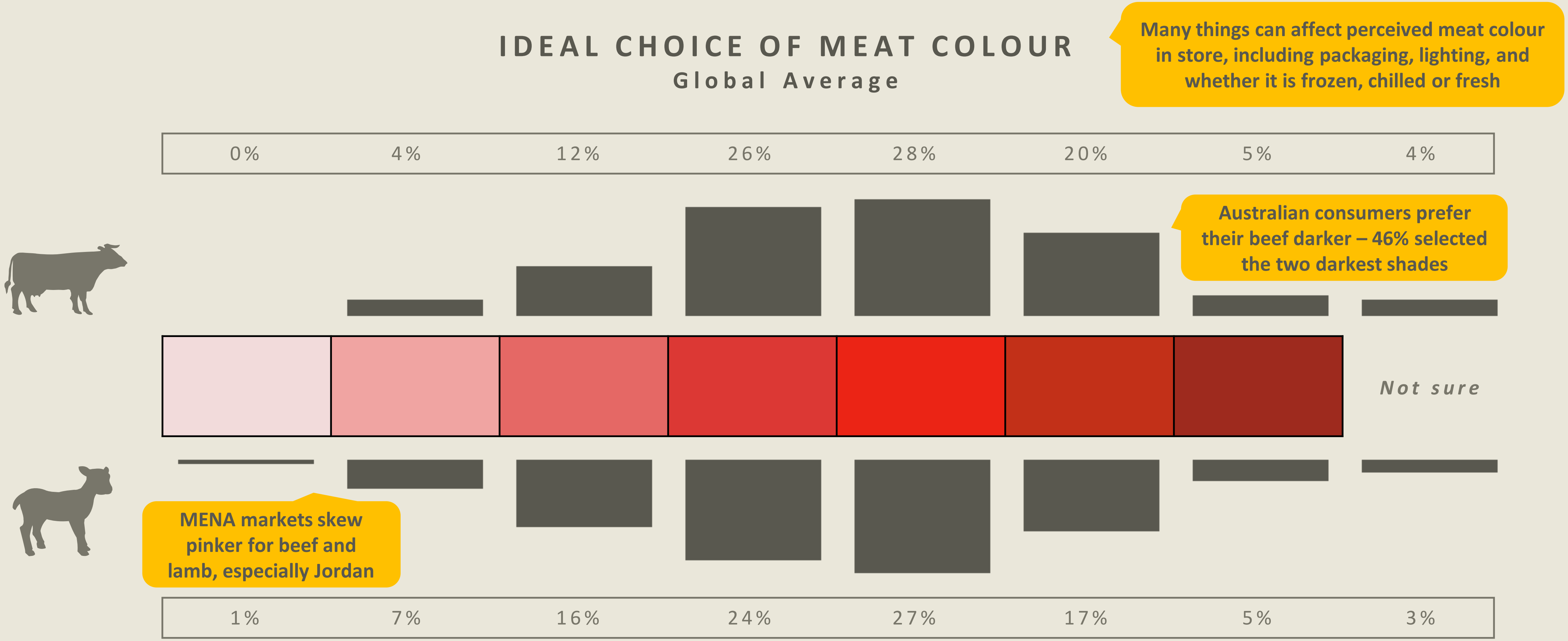

KANTAR

2017 Data - Global average includes: USA, Canada, Singapore, Indonesia, Malaysia, Japan, Korea, China, Jordan, KSA and UAE
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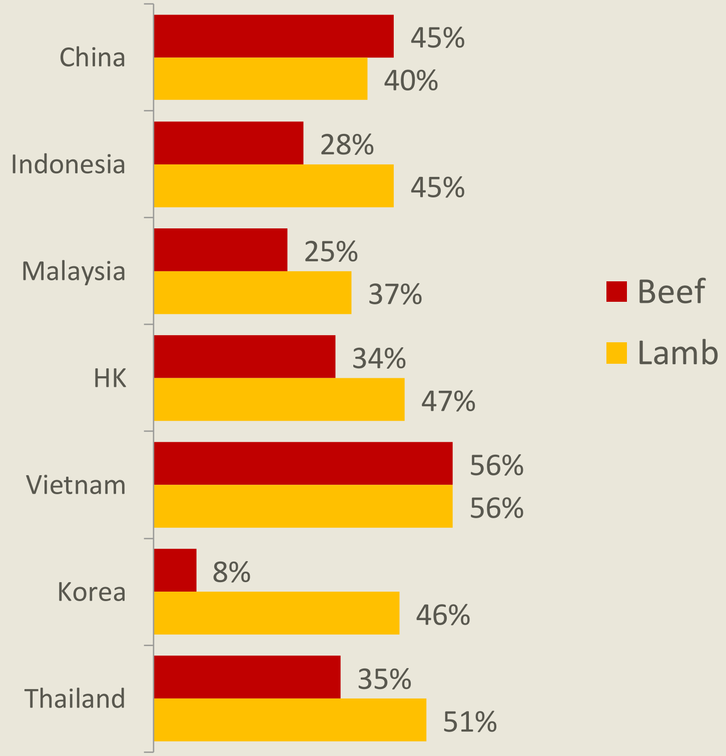
Results should be seen as a guide only.

mla MEAT & LIVESTOCK AUSTRALIA

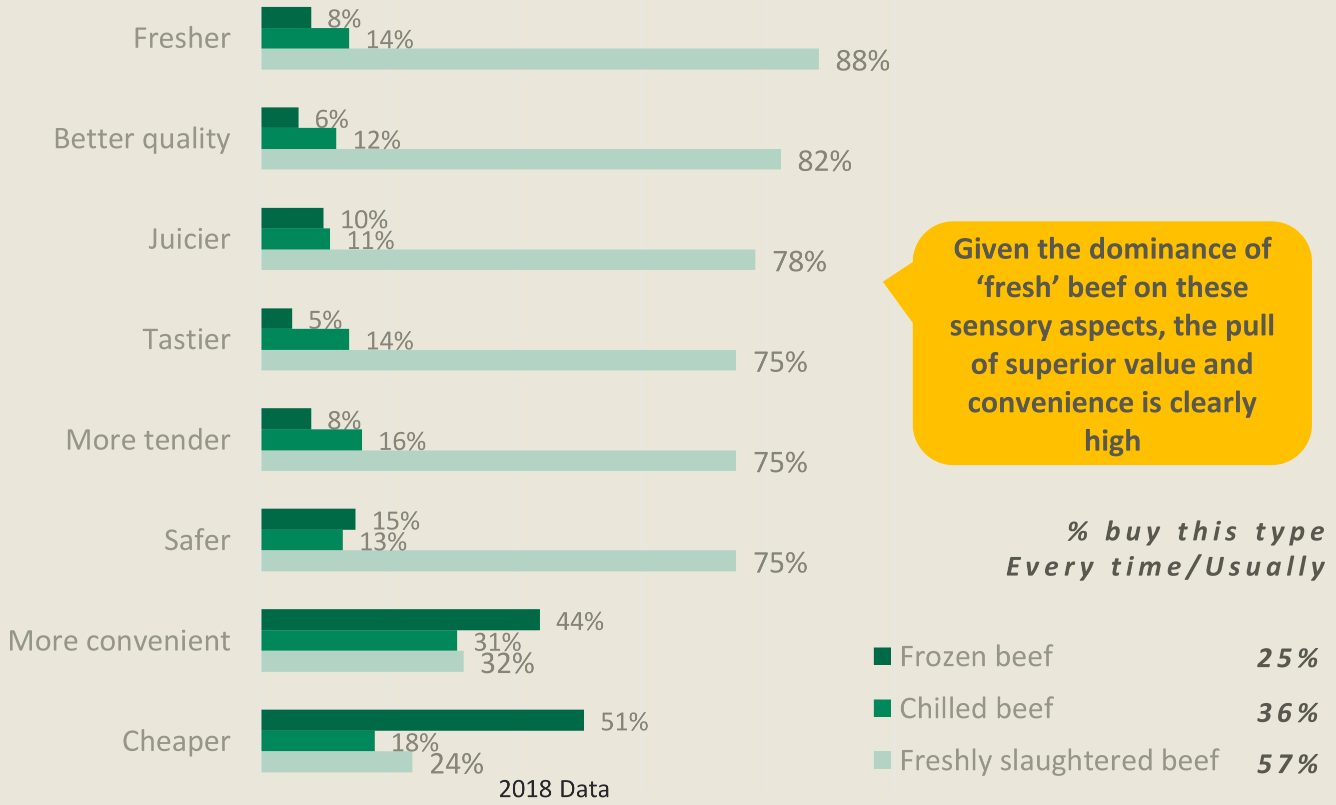
In markets where it's available, freshly slaughtered beef and lamb are strongly preferred to chilled or frozen. The only perceived advantages of packaged meat are convenience and value – however, these are significant advantages.

% PURCHASE BEEF & LAMB AT LEAST WEEKLY IN WET MARKET



PERCEPTION OF DIFFERENT TYPES OF BEEF

Indonesia



KANTAR

Beef place of purchase asked of beef buyers. Lamb place of purchase asked of lamb buyers. Wet market not asked about in USA, Canada, Japan or Australia as presumed visitation is negligible.

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MEAT & LIVESTOCK AUSTRALIA

BEEF COUNTRY OF ORIGIN

Beef Country of Origin - Summary

Awareness of COO is impacted by market context

- Levels of awareness of country of origin for beef vary globally, mostly influenced by local legislations on packaging and labelling as well as religious concerns which regulate slaughtering techniques such as Halal.
- Australian beef, is no exception as it has different levels of awareness across different markets, with a very strong presence in most.
- Main competitors are US, NZ, Japan and Brazil each having different weight across different countries. US beef is particularly strong in Eastern Asia (Japan & South Korea) while Brazilian beef is strong in MENA markets

Each COO has unique associations

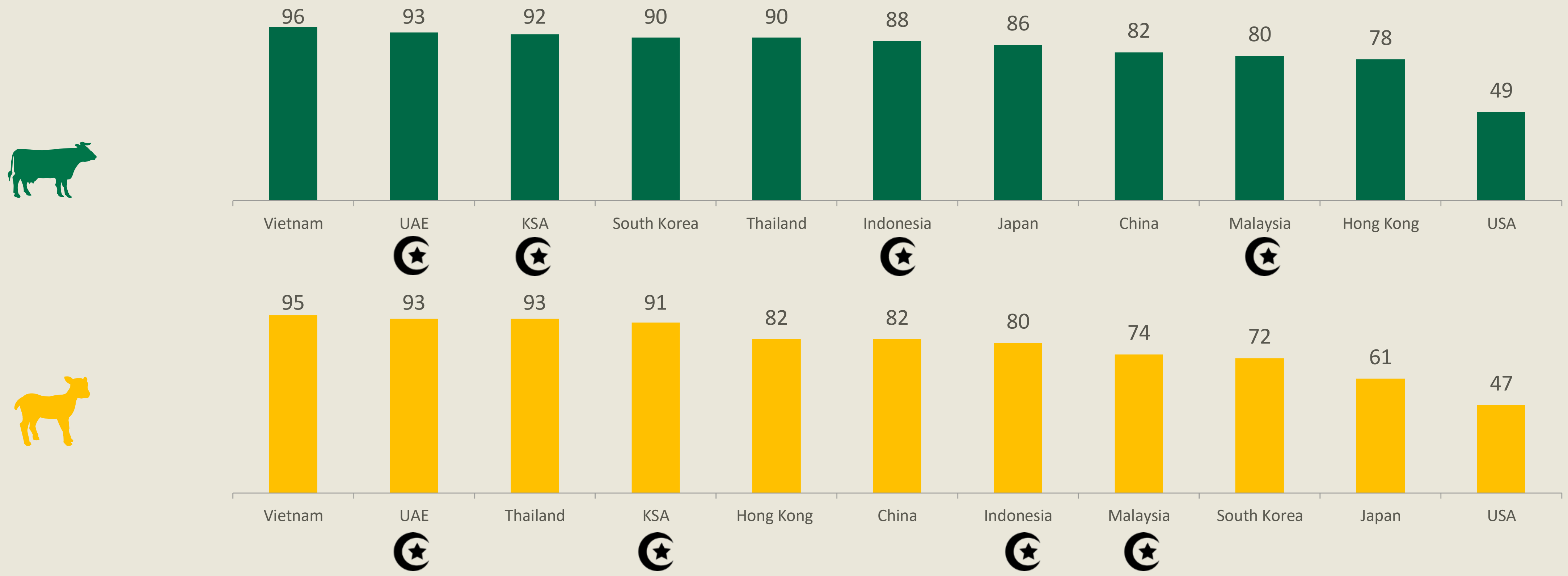
- Different COO beefs stand for specific things in consumers' minds, and most are unique perceptions.
- Australian beef is clearly the family favorite as it is convenient to buy and has consistent quality standards, whereas Japanese beef is strongly associated with being superior, tender, and fat nicely marbled.
- NZ beef has the same quality association as AU beef, however it is linked strongly to a sustainable, animal welfare image.
- In many key export markets, particularly Asia (JP, SK, TW, TH, HK), US beef is the main competitor with AU, and it is strongly linked to being versatile and cheaper - in some countries this is driven by agreements that allow them to pay reduced import taxes. It also has the same convenience association as AU beef.

What is next for AU beef?

- There are various important, unique, and unowned white spaces areas in the key markets that AU Beef exports to.
- While these vary in their ability to drive consumer choice and a willingness to pay more for, safety, consistent quality and nutritious are key ones that emerge across most markets.
- Australia is well placed to meet these needs by leveraging the narrative of our clean, green and natural rearing environment and consistent quality standards.

COO awareness levels vary around the world; impacted by local legislation related to packaging/ labelling – and sometimes by religious factors relating to slaughtering processes such as Halal.

CLAIMED COUNTRY OF ORIGIN AWARENESS



(GF3A) Do you know the country of origin of the grass-fed beef you buy? (USA) / (GF3B) Do you know the country of origin of the beef you buy? (OTHER).
(LBH1A) Do you know the country of origin of the lamb you buy?

Islam prevalent market

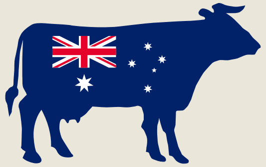
KANTAR

MEAT & LIVESTOCK AUSTRALIA

Australian Beef experiences varying levels of awareness and consumption across key global markets measured – with a very strong position in many key export markets.

FUNNELS: AUSTRALIAN BEEF / *AUSTRALIAN GRASS-FED BEEF (USA)

	INDONESIA	JAPAN	KSA	VIETNAM	KOREA	MALAYSIA	UAE
Spontaneous awareness	79	62	67	77	78	72	75
Total Awareness	96	95	94	93	93	86	85
Ever Eaten	86	87	61	88	88	71	76
Eat P12M	77	71	56	83	80	58	71
Eat P3M	66	49	50	69	61	44	63
Past Month	55	37	43	61	49	38	54
Most Often	31	25	27	29	38	24	31

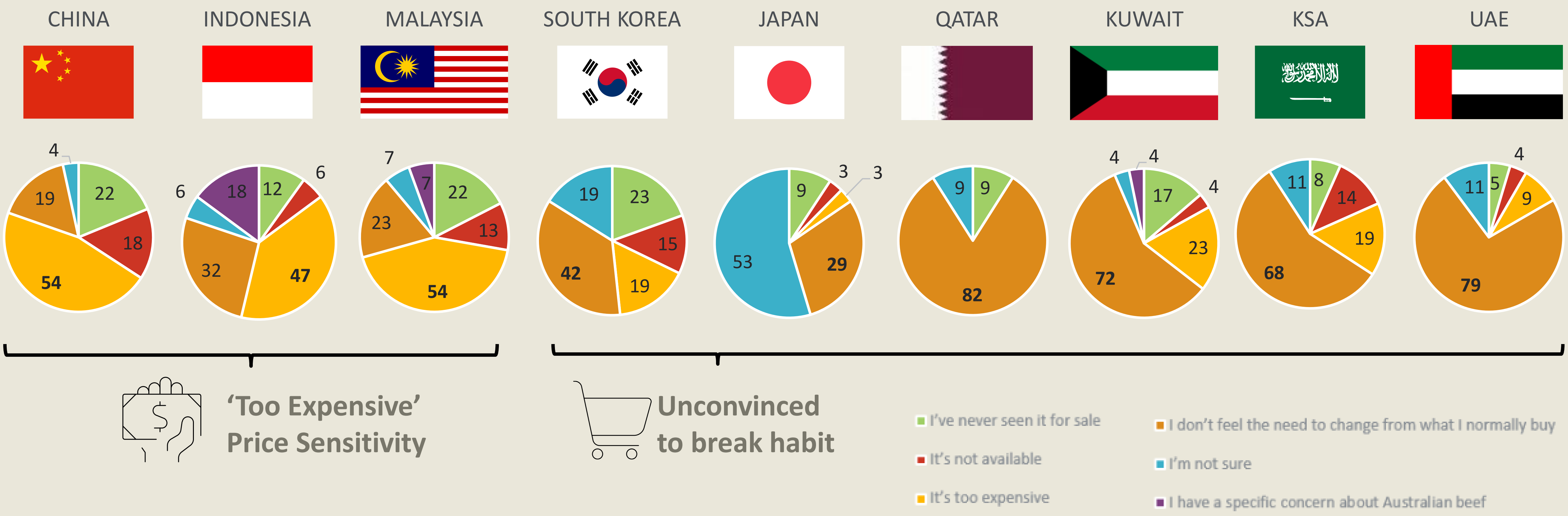


	THAILAND	SINGAPORE '22	PHILLIPINES '22	HONG KONG	QATAR '22	CHINA	USA*	CANADA '22
Spontaneous awareness	53	73	47	51	56	36	11	15
Total Awareness	85	81	80	78	77	53	32	30
Ever Eaten	70	73	48	67	63	41	17	13
Eat P12M	58	64	31	53	53	34	11	7
Eat P3M	45	48	20	39	39	24	8	4
Past Month	38	38	15	31	27	16	6	4
Most Often	20	29	4	12	18	10	2	1

* Grass Fed
Funnels in red were included in 2022 study, but not 2023

Price sensitivity impacts the purchase of Australian Beef in Indonesia, China and Malaysia. This differs in MENA markets, and to an extent SK / Japan, where consumers feel unpersuaded to break their habit - predominately seeing no need to change from their regular beef purchase.

Why have you never eaten Australian Beef?: *(amongst consumers who claim to never have eaten AU Beef)*



2019 Data: (BBH10B) Why have you never eaten Australian beef? (ALL markets except USA)

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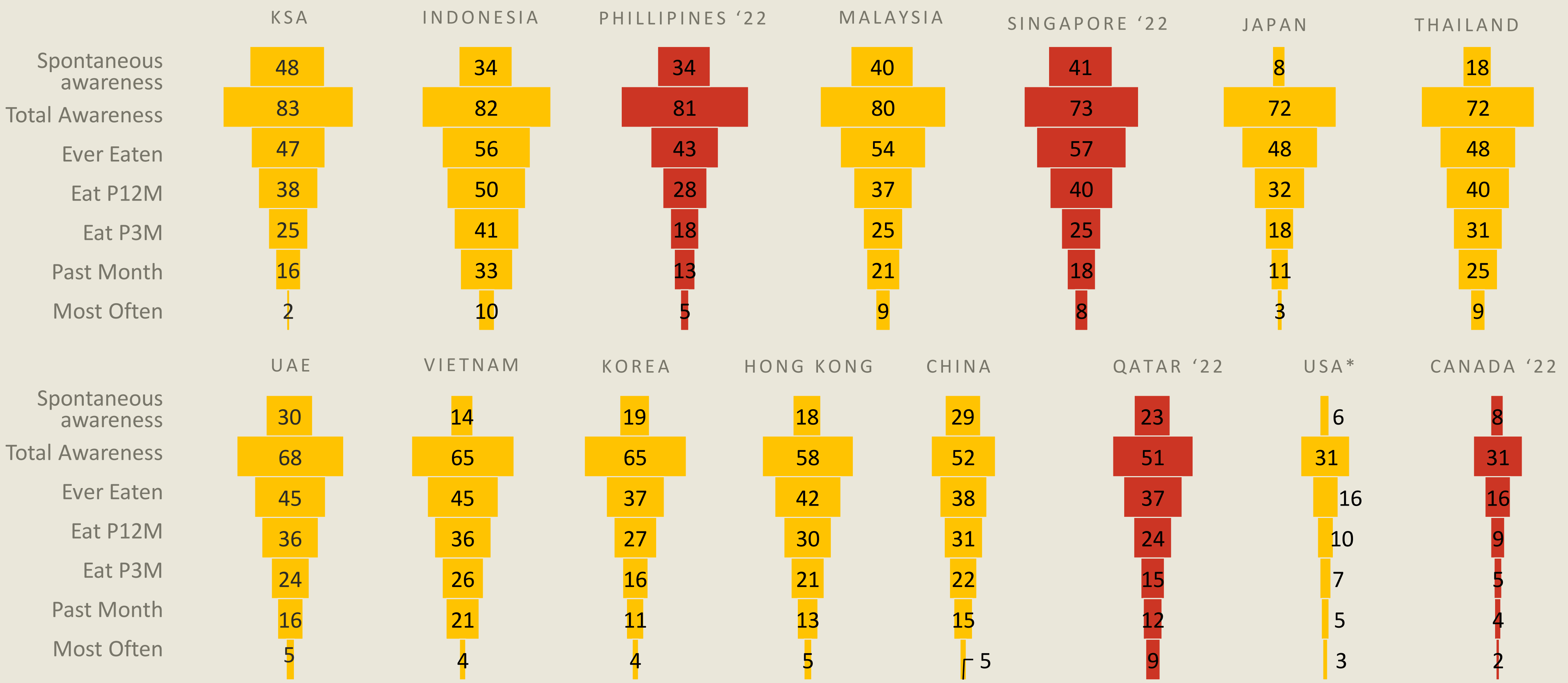
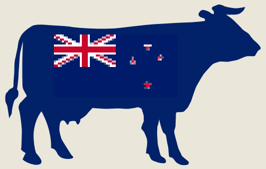
Competitively, NZ Beef experiences varying levels of awareness and consumption across key global markets measured – in a key competitive position vs AU in many key export markets.

FUNNELS: NEW ZEALAND / *NEW ZEALAND GRASS-FED BEEF (USA)



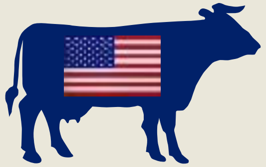


* Grass Fed

Funnels in red were included in 2022 study, but not 2023

Competitively, American Beef also experiences varying levels of awareness/consumption across key global markets – in a key competitive position vs AU in many key export markets especially Asia (JP, SK, VN, TH, HK). US Beef trails AU in MENA markets

FUNNELS: AMERICAN BEEF / *AMERICAN GRASS-FED BEEF (USA)



	JAPAN	KOREA	VIETNAM	PHILLIPINES '22	HONG KONG	INDONESIA	USA*
Spontaneous awareness	61	76	65	53	56	41	61
Total Awareness	95	92	86	82	78	76	67
Ever Eaten	88	84	78	59	69	56	56
Eat P12M	73	74	70	41	62	46	50
Eat P3M	54	57	58	25	50	36	43
Past Month	42	45	48	18	42	25	36
Most Often	29	29	13	4	20	3	32

	THAILAND	SINGAPORE '22	CANADA '22	UAE	MALAYSIA	QATAR '22	CHINA	KSA
Spontaneous awareness	27	40	54	17	18	29	24	15
Total Awareness	66	64	48	47	47	46	43	33
Ever Eaten	47	49	34	24	24	29	33	8
Eat P12M	37	34	22	18	16	20	26	7
Eat P3M	26	18	15	12	12	14	19	4
Past Month	21	12	11	8	7	11	13	4
Most Often	3	6	4	3	2	9	2	3

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* Grass Fed
Funnels in red were included in 2022 study, but not 2023

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While not a competitor to AU in most export markets, Brazilian Beef is positioned most strongly in MENA markets, although still trails AU in awareness and consumption)

FUNNEL: BRAZILIAN BEEF

	KSA	UAE	QATAR '22	HONG KONG	PHILLIPINES '22
Spontaneous awareness	61	40	39	13	18
Total Awareness	88	73	53	47	42
Ever Eaten	53	49	39	25	18
Eat P12M	38	35	31	20	12
Eat P3M	25	25	24	11	7
Past Month	16	14	17	9	5
Most Often	2	5	12	4	1

	SINGAPORE '22	CHINA	THAILAND	VIETNAM	MALAYSIA
Spontaneous awareness	14	15	3	6	6
Total Awareness	38	36	34	32	30
Ever Eaten	19	18	14	15	9
Eat P12M	13	14	11	12	6
Eat P3M	9	9	10	9	3
Past Month	6	5	8	7	2
Most Often	4	2	1	1	0

Funnels in red were included in 2022 study, but not 2023

Different COO beefs stand for specific things in consumers' minds- most of them unique. While AU stands for accessible quality and family favourite, US is seen as cheaper and versatile. Japan is strongly linked to superiority, and NZ has positive animal/environmental associations.

COO BEEF PERCEPTIONS

How do consumers perceive key COO Beefs?

AUSTRALIA

- Convenient to purchase
- Family Favourite
- Consistent quality

USA

- Convenient to purchase
- Variety of cuts
- Cheaper

JAPAN

- Most superior
- Fat is nicely marbled
- Tender

NEW ZEALAND

- Animal is well cared for
- Consistent quality
- Environmentally sustainable

There are various important, differentiating and ‘unowned’ white spaces in the key markets AU Beef exports to. However, these vary in their ability to drive consumer choice and a willingness to pay more for. The following are optimal associations to build/continue to grow per market:

RECOMMENDED ASSOCIATIONS FOR AU BEEF TO DRIVE:

Why?
- Stronger impact on volume and/or premium
- Differentiate AU beef or
- Represents unowned territories

Vietnam	Thailand	Indonesia	USA	KSA	UAE	China	Malaysia	S. Korea	Japan
Safe	Safe	Safe	Consistent Quality	Halal	Nutritious	Animal is well cared for	Family Favourite	Safe	Genki
Family Favourite	Consistent Quality	Consistent Quality	Variety of cuts	Nutritious	Consistent Quality	Consistent Quality	Consistent Quality	Fresh	Tender
Consistent Quality	Animal is well cared for	Animal is well cared for	Fresh	Tender	Safe	Variety of cuts	Nutritious	Superior	Safe

LAMB

COUNTRY OF ORIGIN

Lamb Country of Origin - Summary

Consumption of COO is impacted by market context

- COO awareness levels differ globally, influenced by local legislation governing packaging and labelling as well as religious concerns governing slaughtering techniques such as Halal.
- This is no exception for Australian Lamb, particularly where Lamb is a key/prime protein due to cultural/religious significance.
- Lamb however continues to be a niche protein across most markets and is consumed most in MENA markets.

Each COO has unique associations

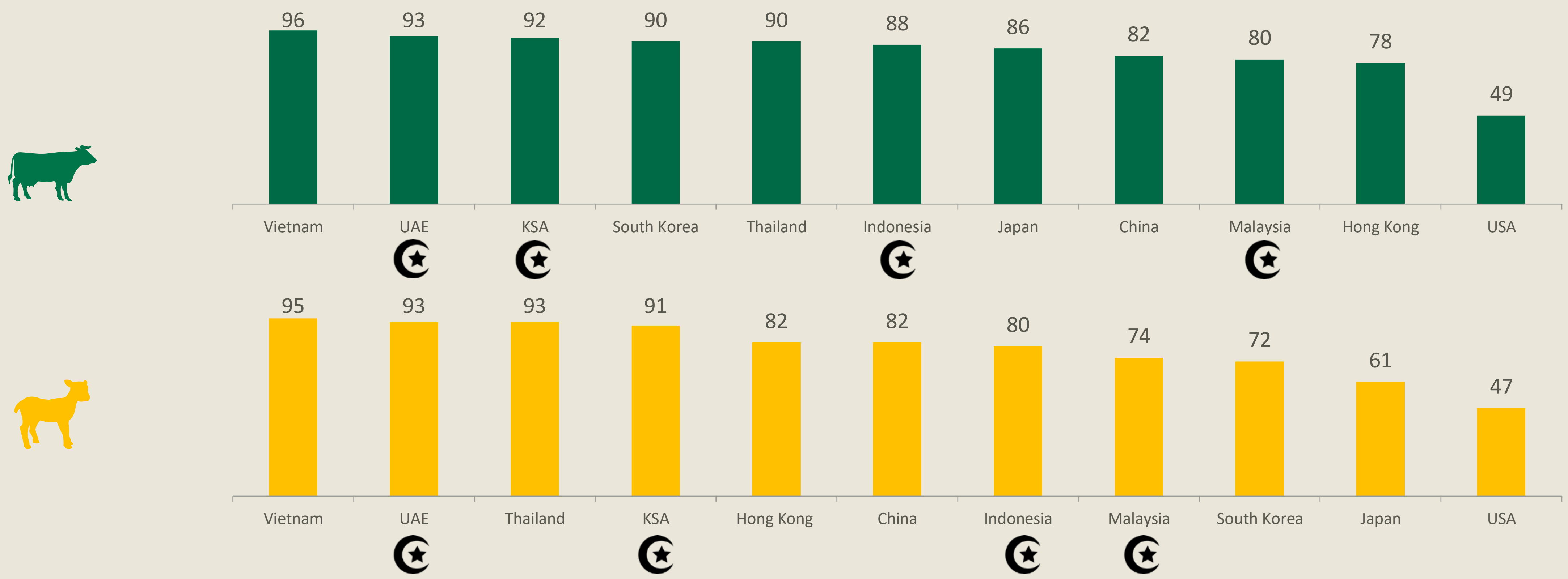
- Most markets perceive Australian and New Zealand lamb similarly which presents an ongoing challenge for Australian lamb to differentiate itself from NZ and create its own unique positioning.
- Both stand out as superior COO lambs that guarantee consistent quality standards and the welfare of animals, and they are both considered as tender in terms of the sensory experience.
- Australian lamb has a strong position in most markets while NZ Lamb is a challenger COO, trailing Australia, mainly in the MENA countries of UAE and Qatar, as well as Indonesia, which is Australia's largest market for lamb exports.

What is next for AU lamb?

- In terms of brand perceptions and positioning, there are some key and 'unclaimed' white spaces in the markets where Australian Lamb is exported to.
- However, they have different roles in influencing consumer preference and willingness to pay a premium price for them.
- The main associations to continue to strengthen across most markets are safety, nutritional value and superiority.
- Australia has the opportunity to capitalize on its strong perceptions of superior quality and sustainability, along with strengthening its credentials in nutrition in order to elevate performance and differentiate itself from New Zealand Lamb.

COO awareness levels vary around the world; impacted by local legislation related to packaging/ labelling – and sometimes by religious factors relating to slaughtering processes such as Halal.

CLAIMED COUNTRY OF ORIGIN AWARENESS



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(LBH1A) Do you know the country of origin of the lamb you buy?

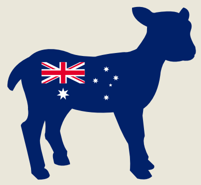
Islam prevalent market

Australian Lamb experiences varying levels of awareness and consumption across key global markets measured – with a very strong position in many key export markets, especially where Lamb is a key/prime protein.

FUNNELS: AUSTRALIAN LAMB / *AUSTRALIAN GRASS-FED LAMB (USA)

	INDONESIA ☪	THAILAND	KSA ☪	UAE ☪	MALAYSIA ☪	QATAR '22 ☪
Spontaneous awareness	69	47	64	74	59	54
Total Awareness	95	94	93	91	91	82
Ever Eaten	63	77	47	81	60	60
Eat P12M	53	70	38	72	50	44
Eat P3M	43	62	32	59	35	32
Past Month	35	55	29	51	25	20
Most Often	23	33	13	34	19	16

	HONG KONG	SINGAPORE '22	CHINA	USA	CANADA '22
Spontaneous awareness	47	57	40	20	28
Total Awareness	81	81	76	56	50
Ever Eaten	52	65	55	30	23
Eat P12M	42	60	45	20	14
Eat P3M	32	44	35	12	8
Past Month	24	38	30	9	6
Most Often	21	36	20	7	4



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☪ Islam prevalent market

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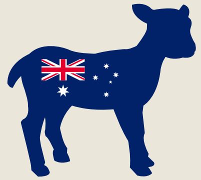
MEAT & LIVESTOCK AUSTRALIA

NZ Lamb is a key competitor, with similar awareness/consumption vs AU in USA, China, Thailand and Hong Kong. NZ trails Australia in the MENA countries of UAE and KSA, as well as Indonesia which is the strongest market for AU lamb.

FUNNELS: NEW ZEALAND / *NEW ZEALAND GRASS-FED LAMB (USA)

	INDONESIA ☪	THAILAND	KSA ☪	UAE ☪	MALAYSIA ☪	QATAR '22 ☪
Spontaneous awareness	39	41	36	32	51	22
Total Awareness	88	94	73	81	84	55
Ever Eaten	41	73	36	45	55	33
Eat P12M	35	67	25	34	40	22
Eat P3M	26	59	18	24	29	15
Past Month	22	52	12	17	24	8
Most Often	9	34	2	7	14	7

	HONG KONG	SINGAPORE '22	CHINA	USA	CANADA '22
Spontaneous awareness	36	38	41	23	47
Total Awareness	81	79	78	55	64
Ever Eaten	56	56	58	32	50
Eat P12M	43	45	48	21	38
Eat P3M	32	31	33	13	19
Past Month	23	22	24	8	13
Most Often	18	14	11	7	13



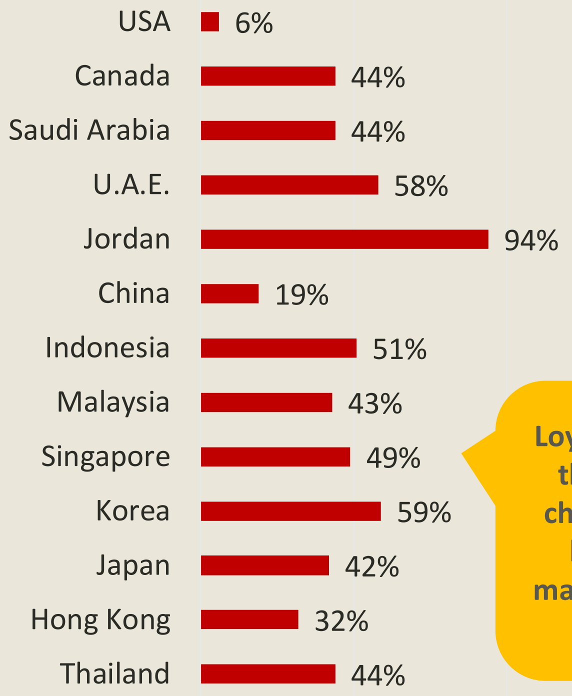
KANTAR

☪ Islam prevalent market

MEAT & LIVESTOCK AUSTRALIA

A large proportion of consumers of AU Beef/Lamb also consume our major competitors. As seen, AU and NZ lamb share similar associations/perceptions, so cross consumption of AU/NZ lamb is high.

AUSTRALIAN BEEF CONSUMERS WHO DID NOT ALSO EAT NZ OR USA BEEF IN PAST YEAR



Loyalty is higher in beef than lamb – but this chart does not include local beef or other major exporters such as Brazil and India.

AUSTRALIAN LAMB CONSUMERS WHO DID NOT ALSO EAT NZ LAMB IN PAST YEAR

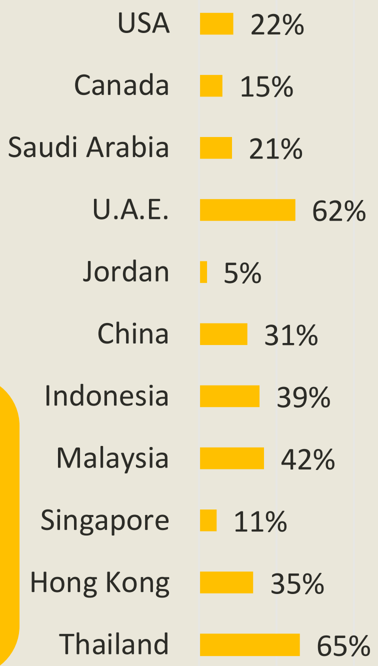
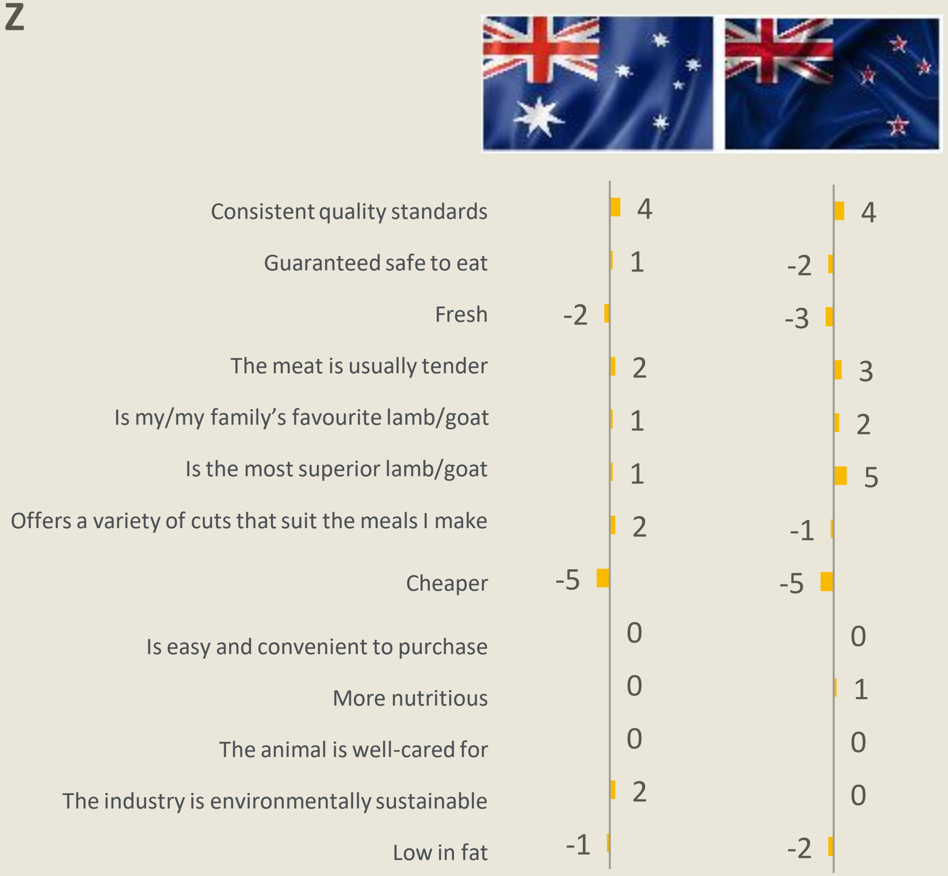


IMAGE PROFILES - LAMB

USA EXAMPLE (2020)



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Figures are amongst buyers of beef/lamb only. In USA & Canada this refers to grass-fed beef only, not total beef. NZ and USA beef are not present in every market where Australia operates.

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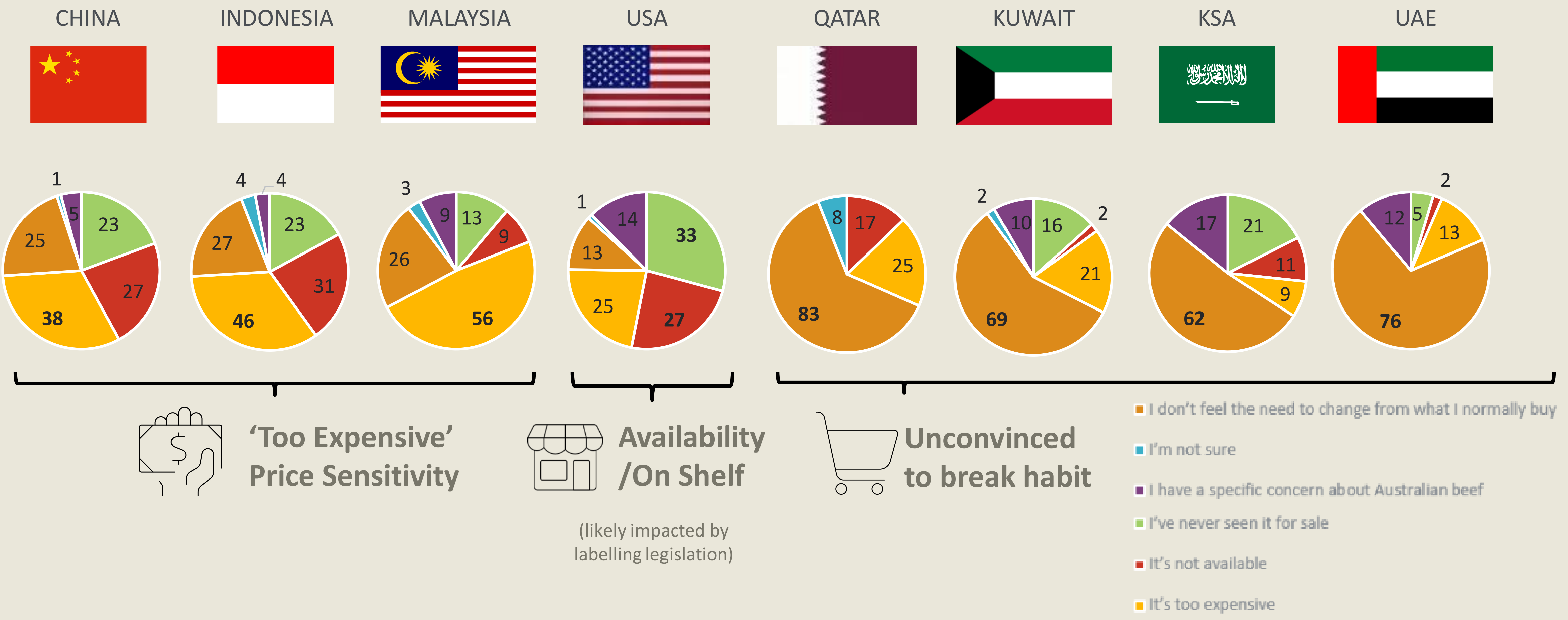
WHY HAVE YOU NEVER EATEN AUSTRALIAN LAMB?

Like Beef, price sensitivity is a barrier to AU Lamb in China, Indonesia & Malaysia meanwhile it is availability in USA. In MENA, consumers feel unpersuaded to break their regular lamb habit.

Why have you never eaten Australian Lamb?: *(amongst consumers who claim to never have eaten AU Lamb)*



AU and NZ share similar profiles, which are distinguished by their superior quality, tender cuts and emphasis on animal welfare. It is important for AU lamb to differentiate itself vis-à-vis NZ lamb and create its own unique position.

COO LAMB PERCEPTIONS

How do consumers perceive key COO Lamb?

AUSTRALIA

- Most Superior
- Consistent Quality
- Animal well cared for
- Tender

NEW ZEALAND

- Most Superior
- Consistent Quality
- Tender
- Animal well cared for

There are various important, differentiating and 'unowned' white spaces in the key markets AU Lamb exports to. However, these vary in their ability to drive consumer choice and a willingness to pay more for. The following are optimal associations to build/continue to grow per market:

RECOMMENDED ASSOCIATIONS FOR AU LAMB TO DRIVE:

Why?

- Stronger impact on volume and/or premium
- Differentiates AU lamb vs competitors
- Some represent unowned territories / white space

Indonesia	USA	KSA	UAE	China	Malaysia	Thailand
Superior	Variety of cuts	Variety of cuts	Convenient to purchase	Safe	Safe	Tender
Safe	Tender	Family Favourite	Nutritious	Consistent quality	Nutritious	Superiority
Nutritious	Safe	Superior	Animal is well cared for	Nutritious	Tender	Family Favourite

KANTAR

MEAT & LIVESTOCK AUSTRALIA

HOT TOPICS

Exploring important global themes and topics of interest

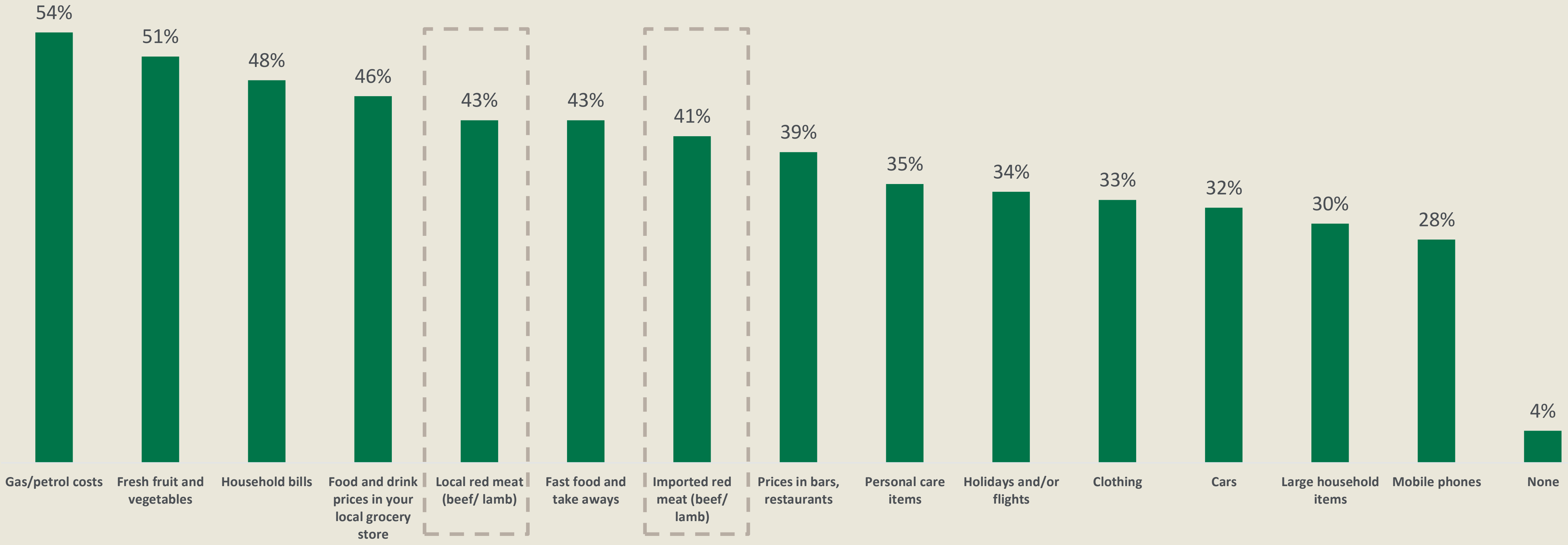
INFLATION

INFLATION IS A KEY CONCERN GLOBALLY

- And it is impacting consumer purchasing behaviour globally.
- Globally, consumers are seeing higher prices for red meat as well as other foods and beverages, but gas/ petrol and fresh fruits and vegetables appear to be more impacted.
- However, 5 in 10 people do not intend to reduce their intake of imported red meat in the coming year, while the rest will use budgeting measures.
- The economising behaviours are similar, ranging from changing the frequency of purchase to reducing portions or choosing cheaper cuts.

Globally, consumers are noticing increase in the price of red meats as much as other food and drinks at the grocery store, but are more likely to notice the growing price of gas/ petrol and fresh fruit and vegetables

PRODUCTS THAT CONSUMERS NOTICED HIGHER PRICES FOR



KANTAR

VOL1: Which of these types of products have you noticed higher prices recently?
Base: (n= 3404)

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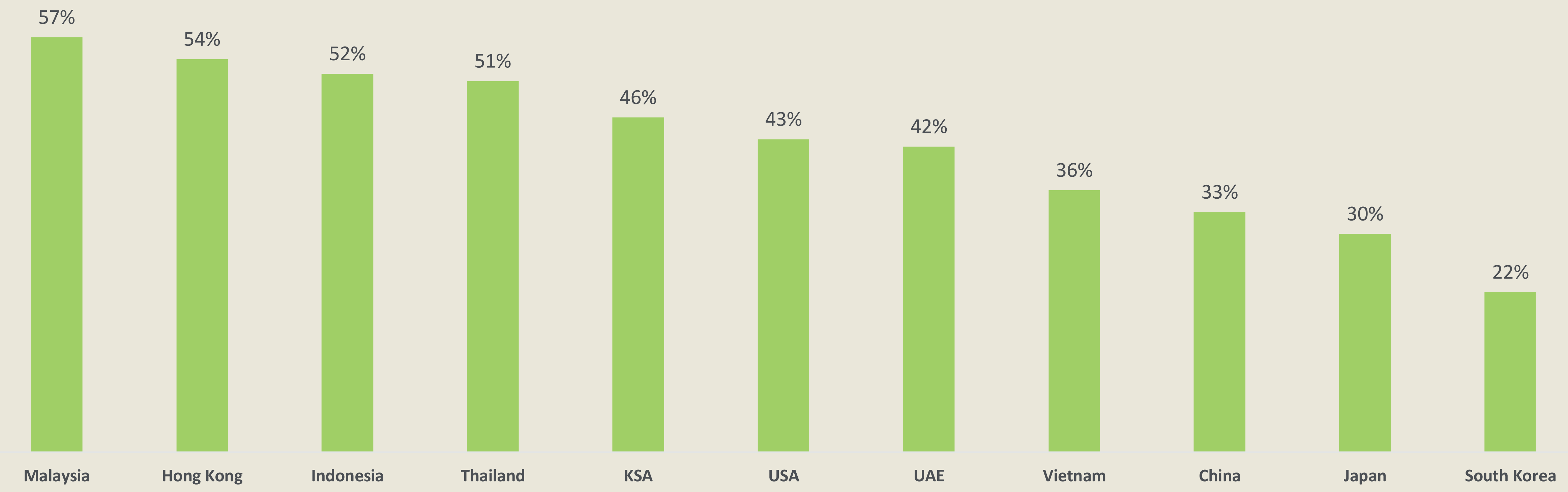
More consumers in Malaysia, HK, Indonesia and Thailand notice higher prices for imported red meat. Japan and South Korea seem to be less impacted

HAVE YOU NOTICED HIGHER PRICES RECENTLY – IMPORTED MEAT



KANTAR

VOL1: Which of these types of products have you noticed higher prices recently?
Base: (n= 3404) comprising USA (1039), Saudi Arabia (229), UAE (209), China (261), Hong Kong (291), Japan (244), Korea (179), Indonesia (231), Malaysia (284), Thailand (254), Vietnam (183).

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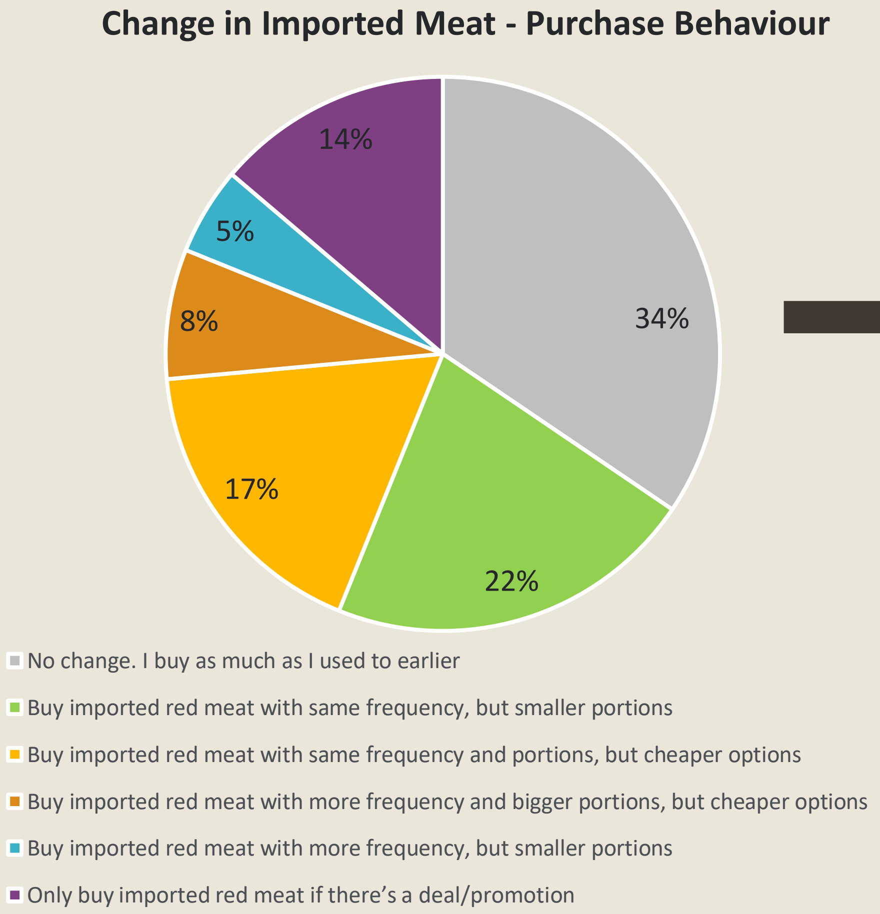
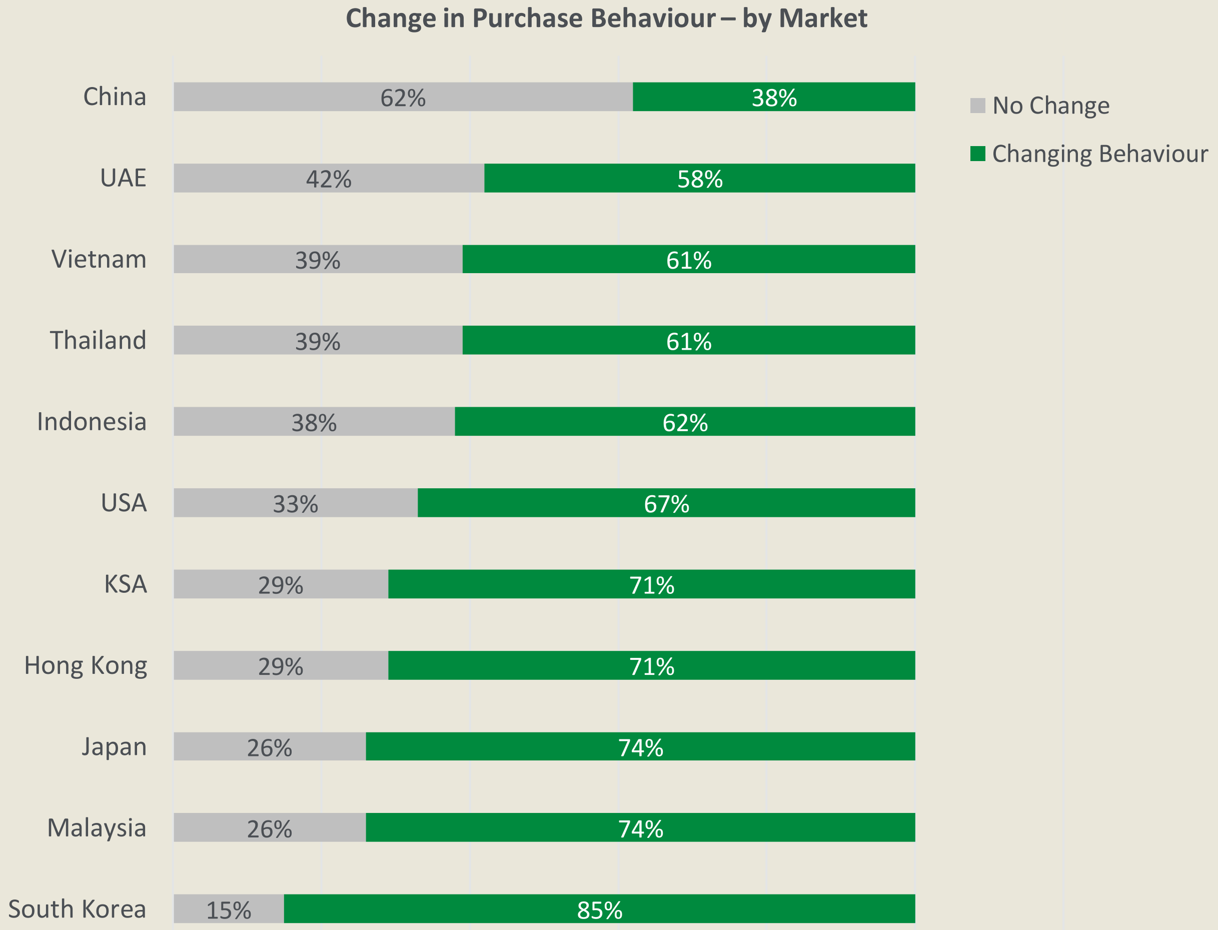
Between changing frequency, reducing portions or opting for cheaper cuts, 2 out of 3 consumers who have noticed higher imported red meat prices are making cutbacks. The proportion of those who would change behaviour varies largely between countries

CHANGE IN IMPORTED MEAT PURCHASE BEHAVIOUR





KANTAR

VOL2: You mentioned you noticed higher prices for imported red meat recently. How has your purchase of imported red meat changed considering the higher prices?
Base: (n= 3404) comprising USA (1039), Saudi Arabia (229), UAE (209), China (261), Hong Kong (291), Japan (244), Korea (179), Indonesia (231), Malaysia (284), Thailand (254), Vietnam (183).

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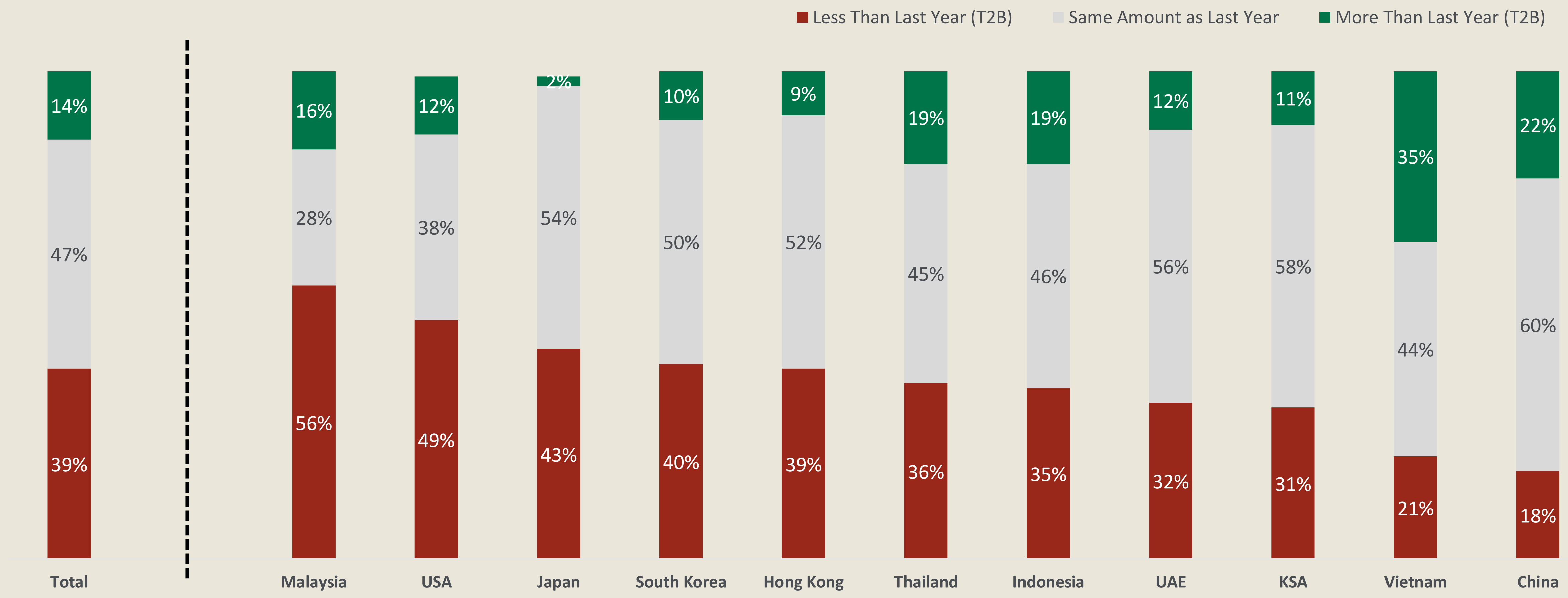
Around half of the consumers do not plan to change their consumption of imported red meat in the next 12 months, while 4 in 10 plan to reduce consumption. The reduction is most noticeable in Malaysia, where most consumers notice higher prices.

IMPORTED RED MEAT PURCHASE – INTENDED VOLUME OF PURCHASE NEXT 12 MONTHS



KANTAR

VOL3: Considering the increasing prices for imported red meat, over the next 12 months, how much imported red meat (beef or lamb) do you think you'll be buying? Would you say the amount is…
Base: (n= 8285) comprising USA (2401), Saudi Arabia (500), UAE (500), China (800), Hong Kong (537), Japan (801), Korea (800), Indonesia (443), Malaysia (500), Thailand (500), Vietnam (503).

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SUSTAINABILITY

SUSTAINABILITY IS BECOMING PART OF THE CONVERSATION

- However, consumers have yet to take action.
- 'Actives' are primarily motivated by their principles and are more likely to support businesses who are focusing their efforts on addressing sustainability challenges.
- Globally, 4 in 10 red meat consumers are 'Actives'*, although this varies by country – KSA is the least concerned about sustainability.
- The top five sustainability concerns are related to water and air pollution.
- When it comes to the red meat industry, consumers believe it is responsible for addressing concerns such as animal cruelty and welfare and the use of hormones and antibiotics.

Kantar's global foundational study segmentation classifies people according to their level of engagement across sustainability issues into 4 groups

How we define our sustainability segments

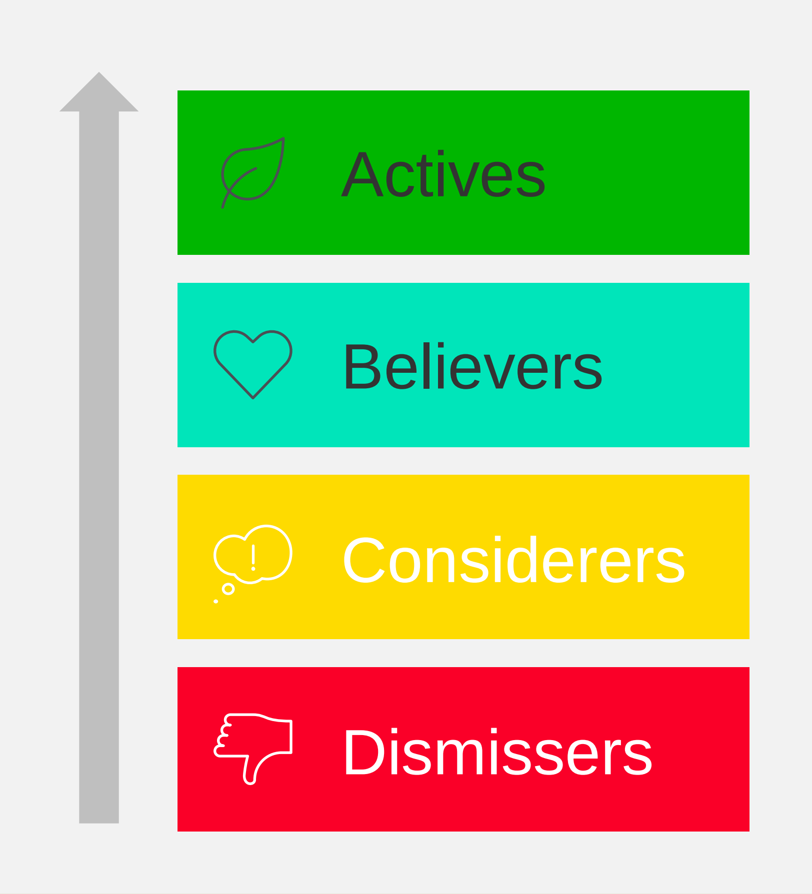
1 I actively seek out companies and brands that offer ways to offset their impact on the environment (e.g. planting trees, etc)

2 I feel that I can make a difference to the world around me through the choices I make and the actions I take

3 I have stopped buying certain products/services because of their impact on the environment or society

4 I am prepared to invest my time and money to support companies that try to do good

5 Buying sustainable products or choosing environmentally and socially conscious services shows others who I am and what I believe in



Actives are more driven by their values around sustainability whilst Believers are more driven by social factors

Actives

The Actives are **much more likely to believe that they can make a real difference** through their actions and think they are personally **affected by social and environmental issues**.

Their actions match their values, they want to do more, and they are willing to invest their time and money to support companies that try to do good like offsetting their impact

Considerers

Considerers **are on the fence about if they can make a difference** through their choices.

They have taken action to try to make a difference – they have stopped buying certain products/services because of their impact on the environment or society.

Believers

Believers are **heavily influenced by social factors,** thinking their choices show others who they are and what they believe in.

Similar to the Actives, this group **believe they can make a difference**.

However, their **actions don't match their beliefs** – they aren't seeking out brands that offset their impact, and haven't stopped using brands because of their impact on the environment or society.

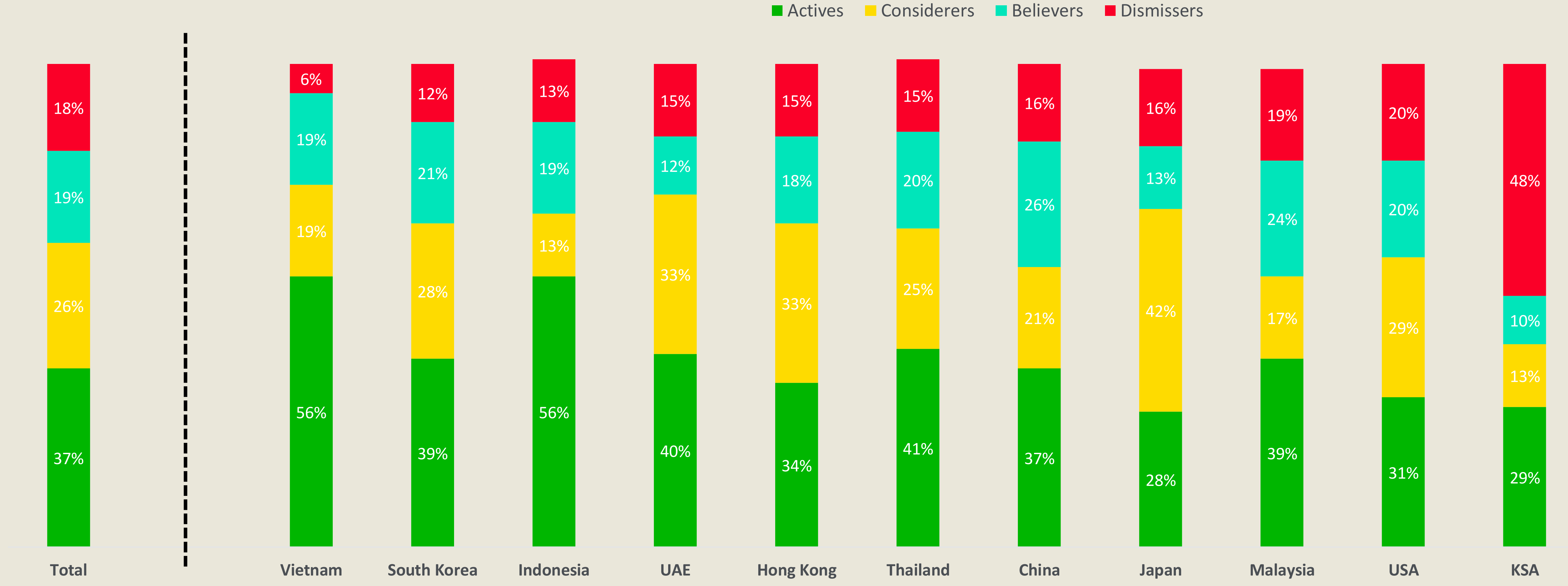
Dismissers

Dismissers are characterised by their **apathy to all things sustainable**.

Whilst some Dismissers do engage on the basics, want to do more, and try to buy products packaged more sustainably, they aren't interested in investing their time or money to actually change their behaviours.

Size of sustainability segments vary greatly between countries depending on cultures and attitudes. KSA is unique in having almost half of the population as Dismissers of sustainability while Japan has most consumers on the fence and 'Considerers'

SUSTAINABILITY SEGMENTS – BY MARKET



	Total	Vietnam	South Korea	Indonesia	UAE	Hong Kong	Thailand	China	Japan	Malaysia	USA	KSA
Dismissers	18%	6%	12%	13%	15%	15%	15%	16%	16%	19%	20%	48%
Believers	19%	19%	21%	19%	12%	18%	20%	26%	13%	24%	20%	10%
Considerers	26%	19%	28%	13%	33%	33%	25%	21%	42%	17%	29%	13%
Actives	37%	56%	39%	56%	40%	34%	41%	37%	28%	39%	31%	29%

KANTAR

SUS_SEG: Now we'd like to ask you some questions about your values regarding sustainability and the environment.
Please tell us how much you agree or disagree with each statement.
Base: (n= 8285) comprising USA (2401), Saudi Arabia (500), UAE (500), China (800), Hong Kong (537), Japan (801), Korea (800), Indonesia (443), Malaysia (500), Thailand (500), Vietnam (503).

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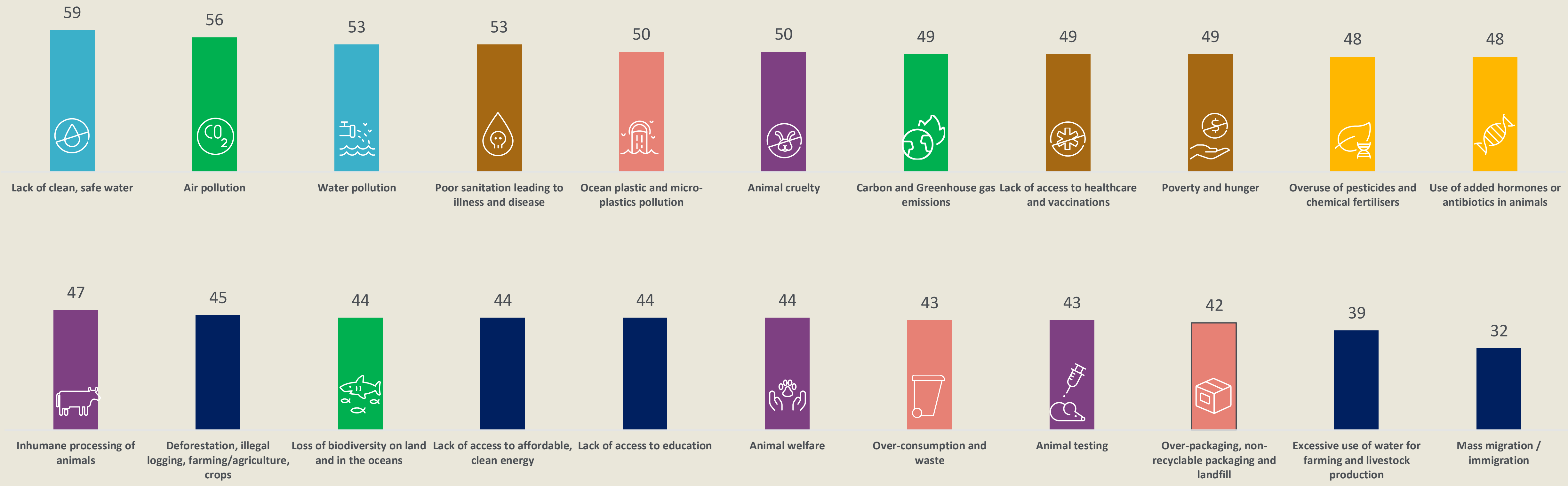
Issues of sustainability vary across markets, but environmental issues are more front of mind. Water and Air pollution and poor sanitation are top concerns

SUSTAINABILITY ISSUES THAT ARE IMPORTANT TO CONSUMERS – RANKED BY T2B% AGREE



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Base: Total (8285)
SUS2. Please drag each of the following sustainability issues onto the scale to show how important they are to you. You can place more than one issue in each box or leave a box empty. Please place all issues on the scale before continuing. Scale (7pt): Not at all important to me → Very important to me.

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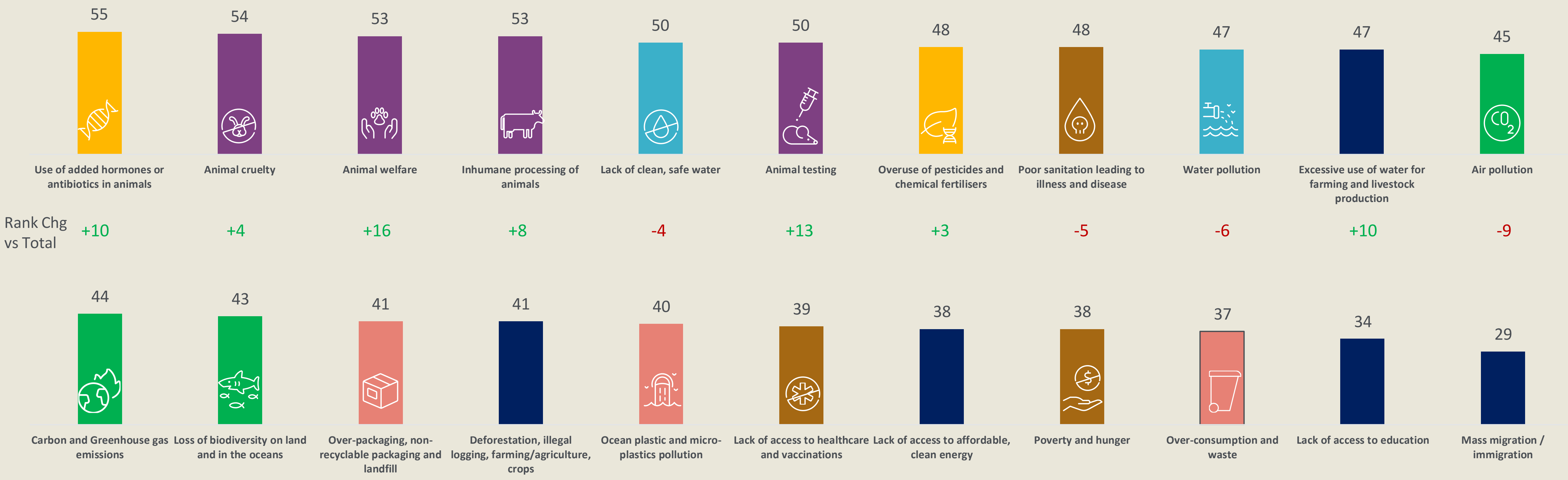
Consumers believe that the Red Meat Industry must support livestock and animal welfare with added hormones and antibiotics being the #1 priority, followed by livestock treatment and use of resources during the farming process.

IMPORTANT FOR THE RED-MEAT INDUSTRY TO TAKE ACTION TO SUPPORT SUSTAINABILITY ISSUES



KANTAR

Base: Total (8285)
SUS3. How important it is that the red-meat industry take action to support sustainability issues

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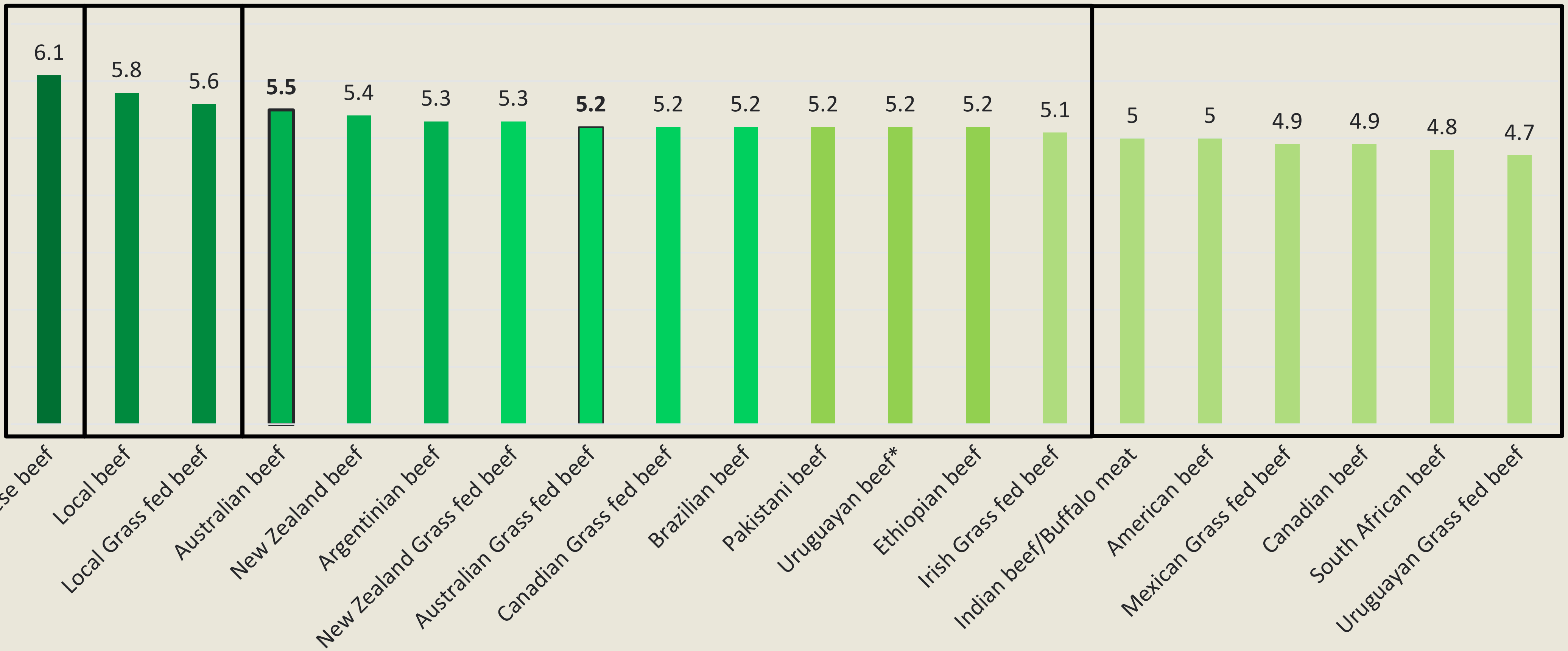
TRUST

- Globally, trust in COO beef varies, with Japanese beef leading the pack, followed by local beef.
- Australian beef is the second most trusted imported beef and is on a par with local produce, which normally takes the lead due to its perceived freshness.
- As in previous years, 8 in 10 customers trust Australian beef, however trust is lower in Japan, the US, and South Korea, where local beef is particularly strong.
- And the story is similar for Lamb, where Local lamb leads the way, followed by Australian and New Zealand lamb - all of which have the same level of trust.
- This highlights how key it is for Australian Lamb to leverage its quality and safety credentials, as well as boost its natural perception, in order to stand out and differentiate from New Zealand.

TRUST: COOs tend to cluster into different tiers / levels of trust, lead by Japanese Beef, followed by trust in local product. Next comes imported brands lead by Australian Beef demonstrating the strong reputation of imported Australian Beef.

Global Average - Trust Mean Score
(All markets)



BTR2B. How trustworthy is the imported beef from these countries – 7 Point scale. **'Grass Fed' COOs tested in USA only**. Base: Japan (n=776); Korea (774); Vietnam (447); USA (n=437); UAE (n=234); Indonesia (231); Thailand (227); Malaysia (227); KSA (n=199); China (197). COOs: Japanese Beef (752), Local (1824), Local GF (798), Australian GF (437), Canadian GF (362), Argentinian (181), New Zealand GF (420), Australian (3312), Brazilian (584), Pakistani (291), Uruguayan GF (174), Irish GF (230), New Zealand (2470), Mexican GF (286), Uruguayan (39* Caution Low Base), Indian Buffalo (633), South African (197), Ethiopian (50), American (2807), Canadian (1102)

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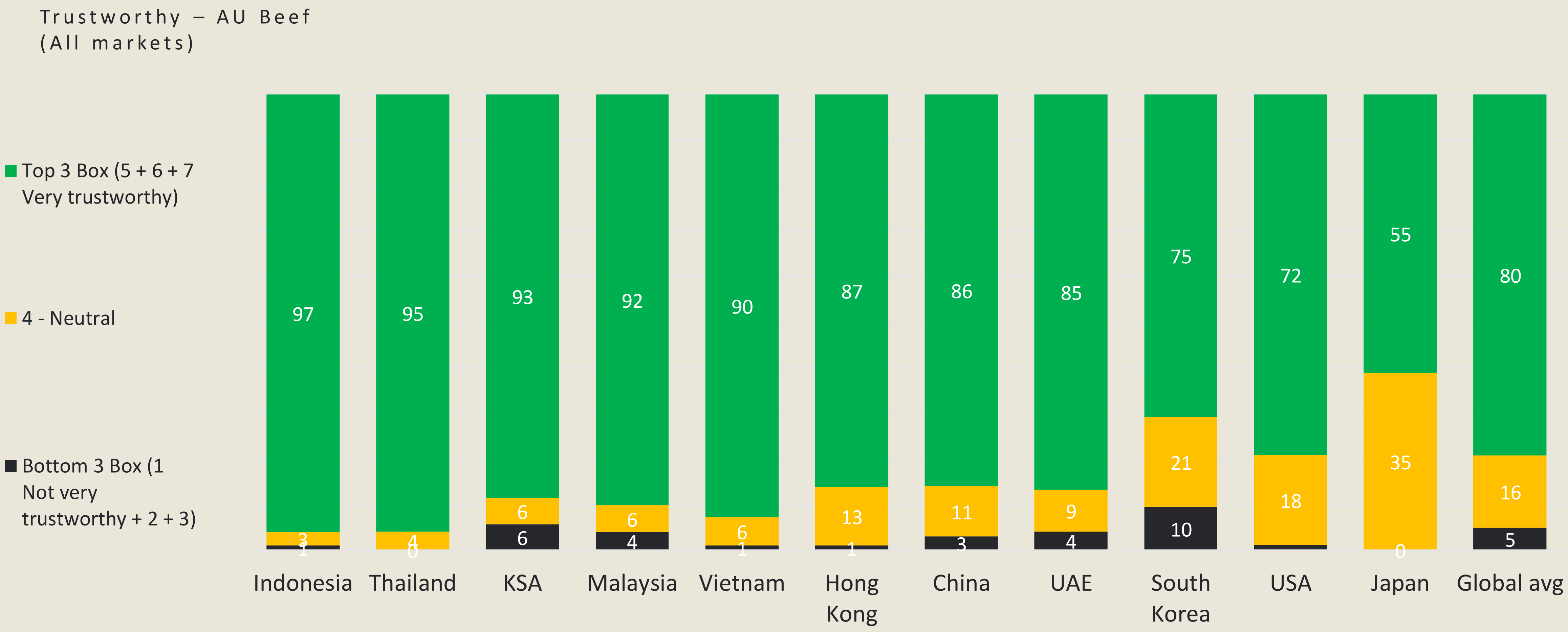
TRUST (AU BEEF):
High level of trust established in Australian Beef across markets, however this tends to be lower in the more established developed markets such as Japan, USA and Korea where local product is strong



BTR2B. How trustworthy is the imported beef from these countries – 7 Point scale
Base: Japan (n=776); Korea (774); Vietnam (447); USA (n=437); UAE (n=234); Indonesia (231); Thailand (227); Malaysia (227); KSA (n=199); China (197)

WHAT ARE THE ASSOCIATIONS WITH TRUST FOR AU BEEF IN EACH MARKET:

Functional proof points of great taste and healthy are important in building Trust. Traceability and transparency in process matter more in SEA and MENA.

Trust imagery – Top 5 Trust Image statements Correlated with Trust of AU Beef (All markets)

Japan	Korea	Vietnam	Thailand	Malaysia	Indonesia	China	UAE	KSA	USA
Tastes great	High Quality Beef/Lamb	Tastes great	Is grown with the highest standards at every step	Has consistent quality standards	Has transparency in all steps of production	Tastes great	Tastes great	Comes from the perfect place to produce beef	Tastes great
Has consistent quality standards	Better for my health	Has transparency in all steps of production	Does not use antibiotics or hormones when grown/produced	Has transparency in all steps of production	Can be clearly traced to its origin	Has transparency in all steps of production	Better for my health	Tastes great	Has consistent quality standards
High Quality Beef/Lamb	Comes from the perfect place to produce beef	Better for my health	Is processed to the highest standards	Comes from the perfect place to produce beef	Has consistent quality standards	Is processed to the highest standards	Is processed to the highest standards	High Quality Beef/Lamb	Is processed to the highest standards
Better for my health	Is grown with the highest standards at every step	Is something I see others eating	Ethically and humanely produced	Can be clearly traced to its origin	Ethically and humanely produced	Is something I see others eating	Has transparency in all steps of production	Can be clearly traced to its origin	Does not use antibiotics or hormones when grown/produced
Is processed to the highest standards	Has consistent quality standards	Is grown with the highest standards at every step	Has transparency in all steps of production	Is processed to the highest standards	Is grown with the highest standards at every step	High Quality Beef/Lamb	Has consistent quality standards	Has consistent quality standards	Comes from the perfect place to produce beef

Quality | Process | Provenance | Traceability & Transparency | Taste/Health | Social

KANTAR

IMGB. Associate with each of the different countries for imported beef (Australian Beef)
Base: Japan (n=776); Korea (774); Vietnam (447); USA (n=437); UAE (n=234); Indonesia (231); Thailand (227); Malaysia (227); KSA (n=199); China (197)

MEAT & LIVESTOCK AUSTRALIA

WHAT ARE THE ASSOCIATIONS WITH TRUST FOR AU BEEF IN EACH MARKET:
Quality and process standards are also important along with functional aspects of taste and healthy

Trust imagery – Top 5 Trust Image statements Correlated with Trust of AU Beef (non- core markets 2022)

Vietnam	Qatar	Singapore	Philippines	Canada
Has consistent quality standards	Is grown with the highest standards at every step	Is processed under the highest standards	Has consistent quality standards	Comes from the perfect place to produce beef
Comes from the perfect place to produce beef	Has consistent quality standards	Has consistent quality standards	Is grown with the highest standards at every step	Is processed under the highest standards
Better for my health	Ethically and humanely produced	Comes from the perfect place to produce beef	Is processed under the highest standards	High quality beef
Is grown with the highest standards at every step	Has transparency in all the steps of the production process	Is grown with the highest standards at every step	Better for my health	Better for my health
Does not use antibiotics or hormones when grown/produced	Tastes great	High quality beef	High quality beef	Has consistent quality standards

Quality | Process | Provenance | Traceability & Transparency | Taste/Health | Social

KANTAR

IMGB. Associate with each of the different countries for imported beef (Australian Beef)

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WHAT ARE THE ASSOCIATIONS WITH TRUST FOR USA BEEF IN EACH MARKET:
USA beef has similar drivers of Trust, quality standards important everywhere, with functional proof points supported by process standards in more developed markets, and traceability and transparency playing a role in MENA and SEA.

Trust imagery – Top 5 Trust Image statements Correlated with Trust of USA Beef (All markets)

Japan	Korea	Vietnam	Thailand	Malaysia	Indonesia	China	UAE	KSA	USA
Tastes great	High Quality Beef/Lamb	Tastes great	Has consistent quality standards	Has consistent quality standards	Has transparency in all steps of production	Is processed to the highest standards	Has transparency in all steps of production	Has consistent quality standards	Can be clearly traced to its origin
Has consistent quality standards	Tastes great	High Quality Beef/Lamb	Is processed to the highest standards	Is processed to the highest standards	Can be clearly traced to its origin	High Quality Beef/Lamb	Can be clearly traced to its origin	Is something I see others eating	Is grown with the highest standards at every step
High Quality Beef/Lamb	Is grown with the highest standards at every step	Better for my health	Has transparency in all steps of production	Is something I see others eating	Has a long stable shelf life	Can be clearly traced to its origin	Has consistent quality standards	Has transparency in all steps of production	High Quality Beef/Lamb
Is processed to the highest standards	Has consistent quality standards	Ethically and humanely produced	Has a long stable shelf life	Is grown with the highest standards at every step	Comes from the perfect place to produce beef	Better for my health	Is grown with the highest standards at every step	Can be clearly traced to its origin	Is processed to the highest standards
Has a long stable shelf life	Is processed to the highest standards	Does not use antibiotics or hormones when grown/produced	Comes from the perfect place to produce beef	Has a long stable shelf life	Ethically and humanely produced	Has consistent quality standards	Tastes great	Ethically and humanely produced	Has consistent quality standards

Quality | Process | Provenance | Traceability & Transparency | Taste/Health | Social

KANTAR

IMGB. Associate with each of the different countries for imported beef (USA)
Base: Japan (766); Korea (769); Vietnam (457); USA (798); UAE (118); Indonesia (160); Thailand (191); Malaysia (119); KSA (102); China (125)

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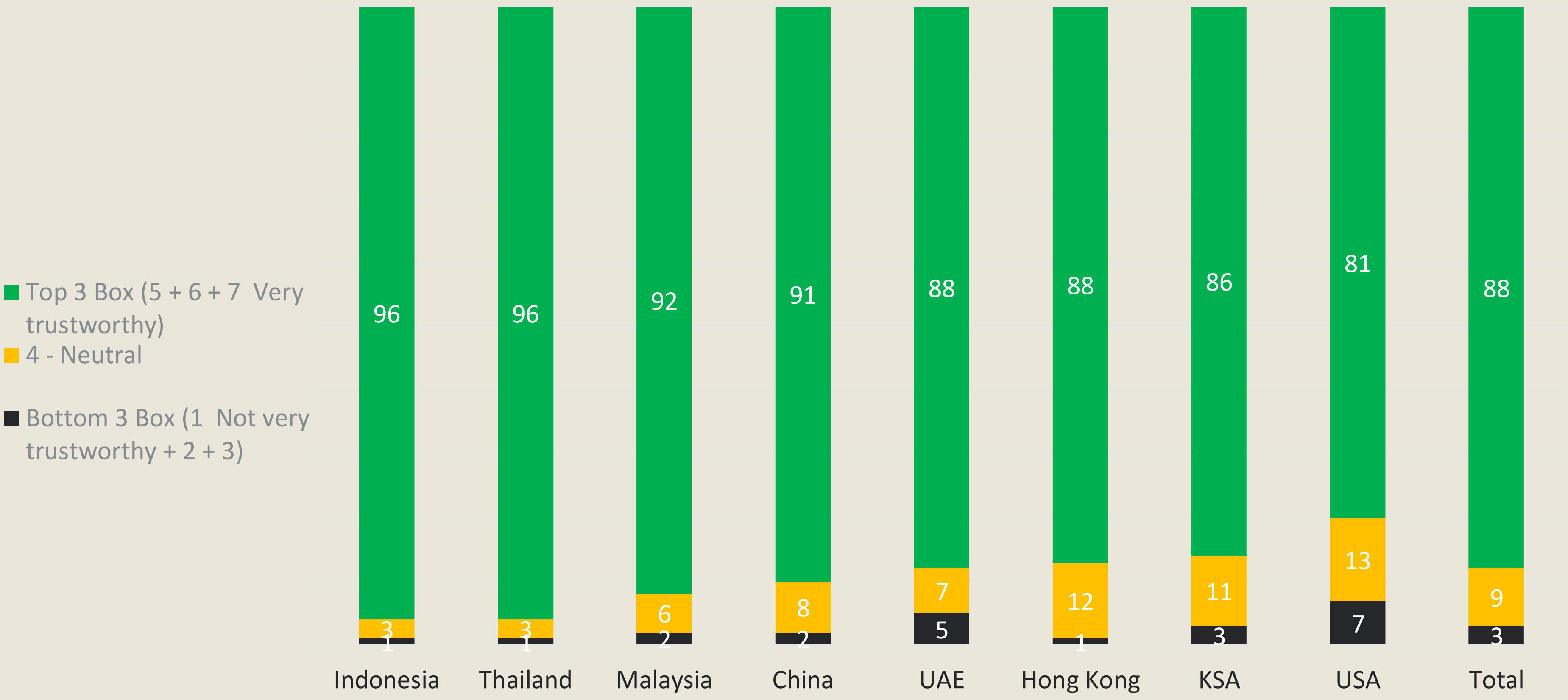
TRUST: COOs tend to cluster into different tiers / levels of trust lead by Local, very closed followed by AU and NZ. This demonstrates the strong, and typically equivalent, reputation of AU/NZ Lamb; emphasising the importance to differentiate on other factors beyond trust.

Global Average - Trust Mean Score
(All markets)

BTR2L. How trustworthy is the imported lamb from these countries – 7 Point scale. Base: Thailand (223), Indonesia (253), UAE (242), KSA (251), Malaysia (241), USA (1079), China (400). COOs: Australian (1955), New Zealand (1833), Uruguayan (243), Icelandic (292), Indian (303), Somali (220), Welsh (123), Sudanese (324), Pakistani (211), Syrian (132), Ethiopian (67), Georgian (52), Romanian (67), Chilean (291), Local (2089).

TRUST:
Australian Lamb has established trust amongst a clear majority of imported red-meat eaters in all markets.

Trustworthy – AU Lamb
(All markets)



KANTAR

BTR2B. How trustworthy is the imported beef from these countries – 7 Point scale
Base: Thailand (223), Indonesia (253), UAE (242), KSA (251), Malaysia (241), USA (1079), China (400)

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WHAT ARE THE ASSOCIATIONS WITH TRUST FOR AU LAMB IN EACH MARKET:

Established MENA lamb markets seeking a combination of functional proof in taste, accompanied by quality and process standards. Provenance of Australia as the perfect place to produce lamb is important in SEA markets.

Trust imagery – Top 5 Trust Image statements Correlated with Trust of AU Lamb (All lamb markets)

Thailand	Malaysia	Indonesia	China	UAE	KSA	USA
Ethically and humanely produced	Comes from the perfect place to produce lamb	Better for my health	Has transparency in all steps of production	Is grown with the highest standards at every step	Tastes great	Has consistent quality standards
Comes from the perfect place to produce lamb	Is processed to the highest standards	Is something I see others eating	Better for my health	Better for my health	Is something I see others eating	Is processed to the highest standards
Does not use antibiotics or hormones when grown/produced	High Quality Beef/Lamb	Can be clearly traced to its origin	Comes from the perfect place to produce lamb	Has a long stable shelf life	Does not use antibiotics or hormones when grown/produced	Comes from the perfect place to produce lamb
Tastes great	Is grown with the highest standards at every step	Does not use antibiotics or hormones when grown/produced	Is grown with the highest standards at every step	Tastes great	Has consistent quality standards	Can be clearly traced to its origin
Is processed to the highest standards	Has consistent quality standards	Ethically and humanely produced	Ethically and humanely produced	High Quality Beef/Lamb	Better for my health	High Quality Beef/Lamb

Quality | Process | Provenance | Traceability & Transparency | Taste/Health | Social

KANTAR

IMGB. Associate with each of the different countries for imported beef (Australian Beef)
Base: Japan (n=776); Korea (774); Vietnam (447); USA (n=437); UAE (n=234); Indonesia (231); Thailand (227); Malaysia (227); KSA (n=199); China (197)

MEAT & LIVESTOCK AUSTRALIA

WHAT ARE THE ASSOCIATIONS WITH TRUST FOR NZ LAMB IN EACH MARKET:
Process standards, in particular ethical production, are a feature of trust for NZ lamb in most markets, along with consistent quality standards.

Trust imagery – Top 5 Trust Image statements Correlated with Trust of NZ Lamb
(All lamb markets)

Thailand	Malaysia	Indonesia	China	UAE	KSA	USA
Ethically and humanely produced	Is processed to the highest standards	Has consistent quality standards	Is something I see others eating	High Quality Beef/Lamb	Has consistent quality standards	Is processed to the highest standards
Does not use antibiotics or hormones when grown/produced	Ethically and humanely produced	Has transparency in all steps of production	Ethically and humanely produced	Better for my health	Is something I see others eating	Has consistent quality standards
Has a long stable shelf life	Has consistent quality standards	High Quality Beef/Lamb	Is processed to the highest standards	Tastes great	Comes from the perfect place to produce beef	High Quality Beef/Lamb
Can be clearly traced to its origin	Does not use antibiotics or hormones when grown/produced	Has a long stable shelf life	Is grown with the highest standards at every step	Can be clearly traced to its origin	Ethically and humanely produced	Comes from the perfect place to produce beef
Has consistent quality standards	Has transparency in all steps of production	Tastes great	Comes from the perfect place to produce beef	Is grown with the highest standards at every step	Better for my health	Ethically and humanely produced

Quality | Process | Provenance | Traceability & Transparency | Taste/Health | Social

KANTAR

IMGB. Associate with each of the different countries for imported beef (Australian Beef)
Base: Japan (n=776); Korea (774); Vietnam (447); USA (n=437); UAE (n=234); Indonesia (231); Thailand (227); Malaysia (227); KSA (n=199); China (197)

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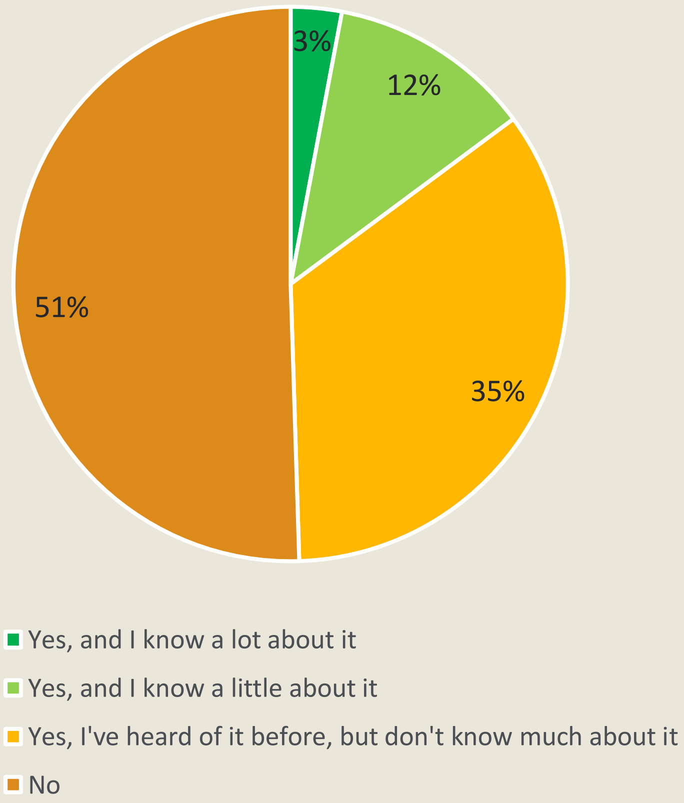
LAB GROWN MEAT

LOW FAMILIARITY LINKING WITH LOW APPEAL AND LIKELIHOOD TO TRY (2018)

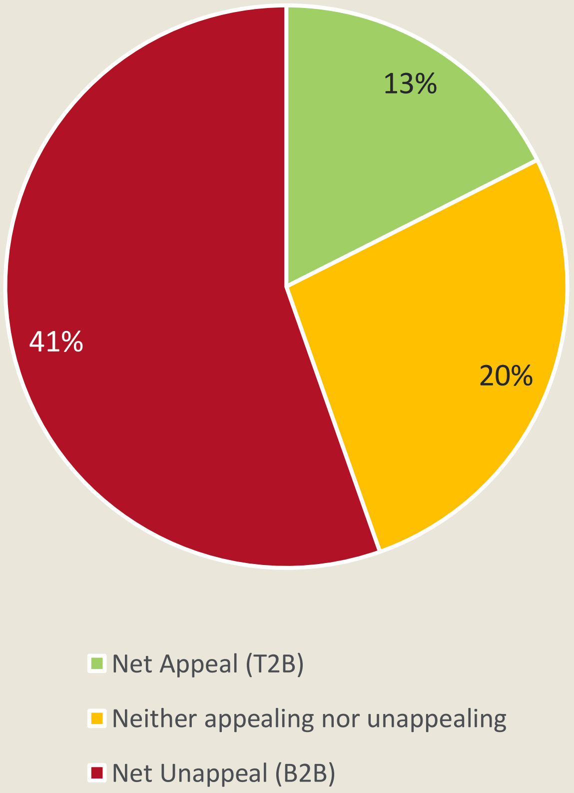
- Currently, there are very low levels of consumers that are confident/familiar with the concept of Lab Grown Meat
- As such, currently there is low appeal for the product and also likelihood to trial
- Consumers are sceptical of lab meat's un-naturalness and concerned about its health and safety. They'll need to be convinced it tastes good, and are largely unaware of its claimed sustainability superiority.

LAB GROWN MEAT:
Just under 50% of consumers have heard of Lab Grown Meat, however, there is low appeal for the product and also likelihood to trial.

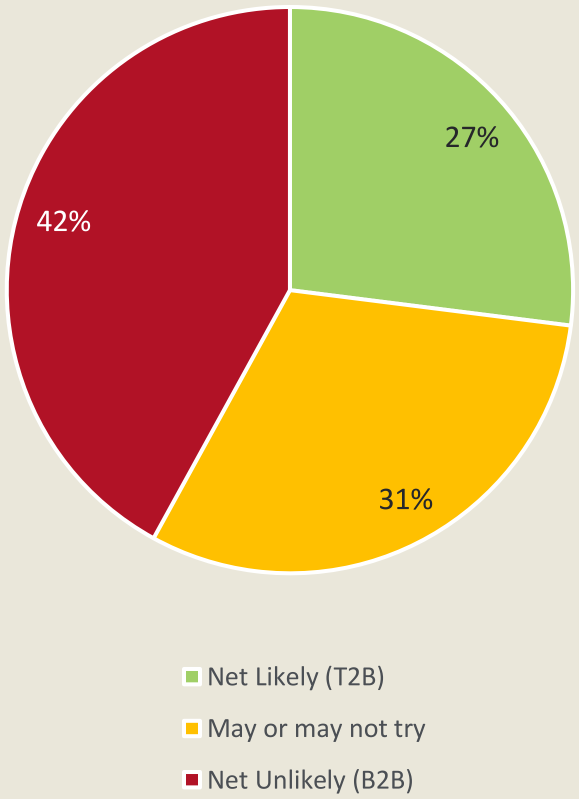
AWARENESS:



APPEAL:



LIKELIHOOD TO TRY:



KANTAR

2018 Data: USA, KSA, UAE, China, Indonesia, Malaysia, South Korea, Japan, UK, Chile, Hong Kong, Mexico and Thailand
(N6) Before today have you ever heard of meat, e.g. Beef that has been scientifically produced from a culture in a laboratory?
(N7) How appealing is the idea of scientifically developing meat (such as beef) from a culture in a laboratory, as an alternative to replace the meat from animals that people consume today?
(N8) How likely would you be to try this scientifically-produced meat?

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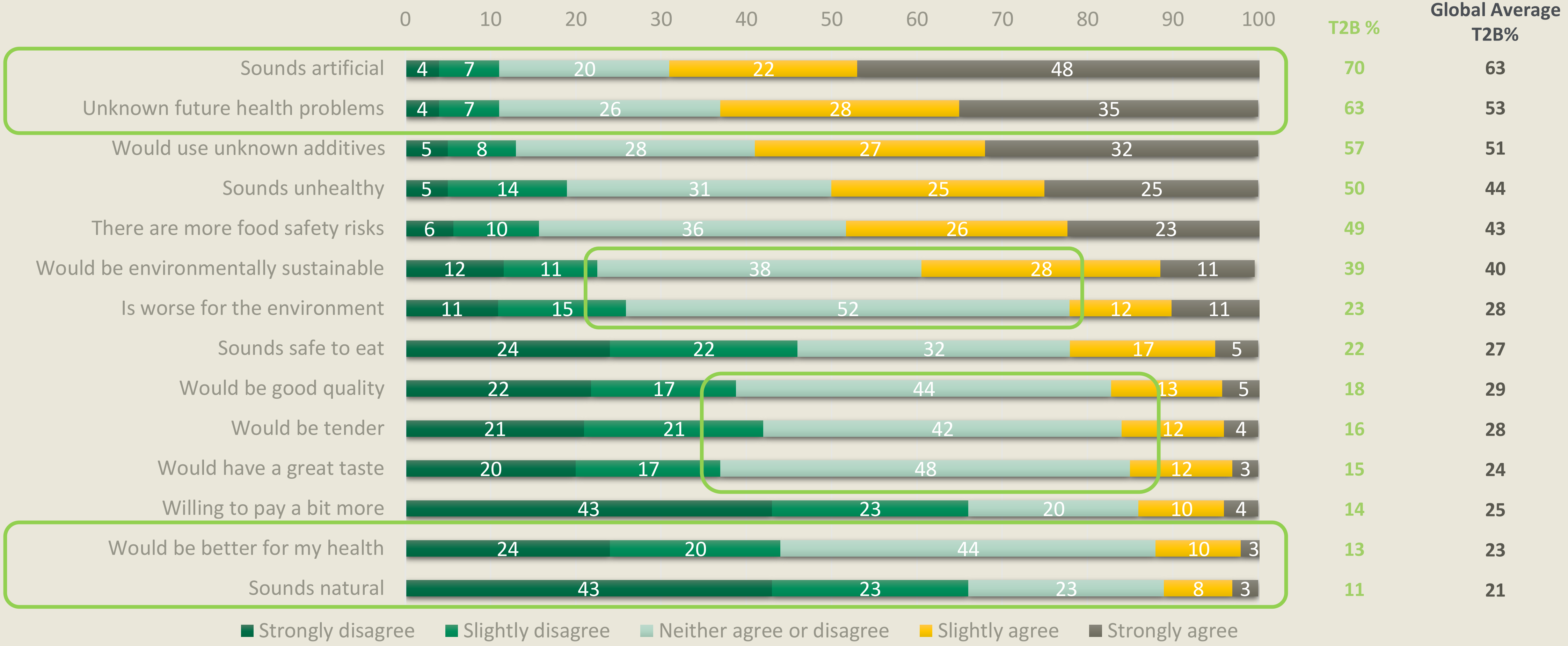
ASSOCIATIONS WITH SCIENTIFICALLY PRODUCED MEAT AUSTRALIA COMPARED TO THE WORLD

Consumers are sceptical of lab meat's un-naturalness and concerned about its health and safety. They'll need to be convinced it tastes good, and are largely unaware of its claimed sustainability superiority.



Statement	Strongly disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Strongly agree	T2B %	Global Average T2B%
Sounds artificial	4	7	20	22	48	70	63
Unknown future health problems	4	7	26	28	35	63	53
Would use unknown additives	5	8	28	27	32	57	51
Sounds unhealthy	5	14	31	25	25	50	44
There are more food safety risks	6	10	36	26	23	49	43
Would be environmentally sustainable	12	11	38	28	11	39	40
Is worse for the environment	11	15	52	12	11	23	28
Sounds safe to eat	24	22	32	17	5	22	27
Would be good quality	22	17	44	13	5	18	29
Would be tender	21	21	42	12	4	16	28
Would have a great taste	20	17	48	12	3	15	24
Willing to pay a bit more	43	23	20	10	4	14	25
Would be better for my health	24	20	44	10	3	13	23
Sounds natural	43	23	23	8	3	11	21

KANTAR

QN9. We want to understand what you think about the idea of scientifically developing meat (such as beef) from a culture in a laboratory as an alternative to replace the beef from cattle people consume today. How much do you agree or disagree with these statements? Base: (n=475) Global Average excludes Australia. Base: (n= 8943) comprising USA (2520), Mexico (438), Chile (417), UK (522), Saudi Arabia (387), UAE (448), China (801), Hong Kong (430), Japan (832), Korea (837), Indonesia (457), Malaysia (426), Thailand (428).

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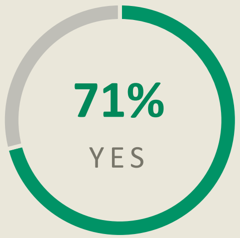
PLANT BASED MEAT

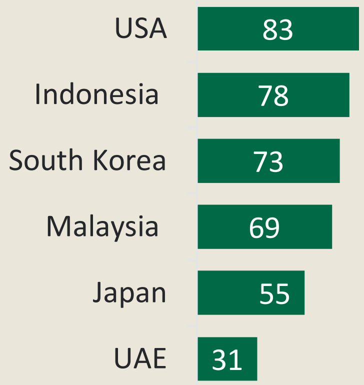
POSITIONED DIFFERENTLY TO MEAT – AND CURRENTLY KNOWN FOR LOW DRIVERS OF CHOICE

- Most consumers claim to have heard of PBM before; 1/3 claim trial – typically skewing younger.
- Low/varying penetration (food service/in store) suggest there is likely some misattribution.
- ¼ of consumers outright reject PBM – the remainder somewhat open. Consideration is generally higher in Islamic markets.
- Globally, consumers see PBM as healthy, good for the environment and safe. Associations of taste & worth paying more are much lower – positioning PBM in contrast to regular meats.
- Despite some positive associations, PBM sees barriers to growth including a taste preference for meat, high price and low availability and familiarity (benefits, ingredients). These themes of remain consistent for non-trialists along with greater unfamiliarity. Innovation to improve taste, scale to reduce price, increased availability & education can aid PBM growth.

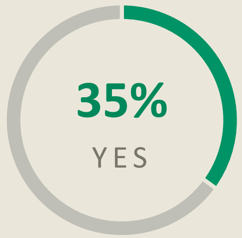
Most consumers claim to have heard of plant based meat before, with 1 in 3 claiming to trialled – typically skewing to younger families. However, with low/varying penetration (food service/in store) there is likely an element of misattribution involved.

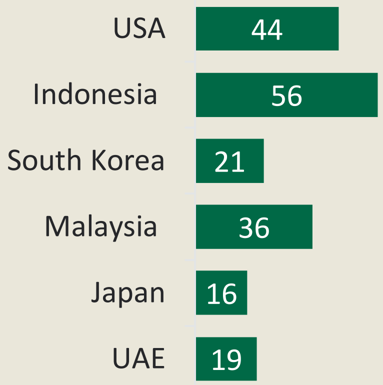
HEARD ABOUT 'PLANT BASED' MEAT:



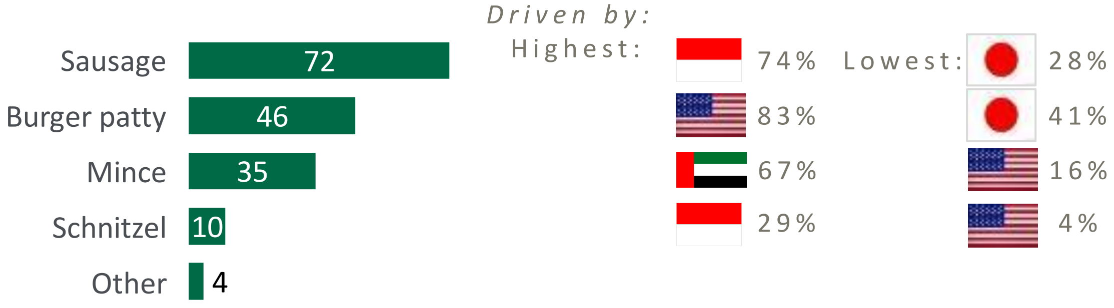


HAVE EVER PURCHASED 'PLANT BASED' MEAT:
(based on total)



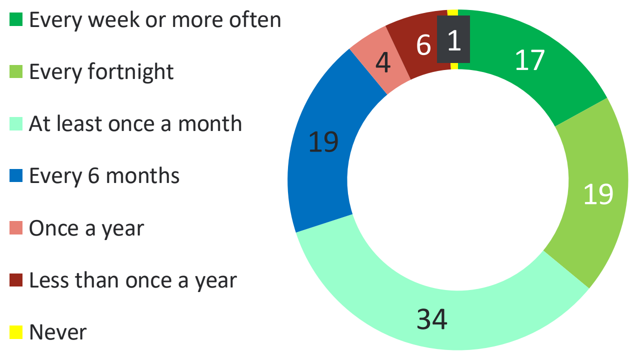


TYPE/FORMAT EVER PURCHASED *(AMONGST PURCHASERS)*



Format varies by market in line with local taste/cuisine e.g. USA driving burger patties.

FREQUENCY OF PURCHASE *(AMONGST PURCHASERS OPEN TO REPURCHASE)*



Once per month is most common frequency across all markets measured – with Islamic prevalent markets Indonesia/UAE seeing slightly higher frequency overall

KANTAR

AM2: Have you ever heard about 'plant based' meat before today?
AM3: Have you ever purchased a 'plant based' meat product before today?
AM4: What type/format of plant based meat have you purchased?
AM5: Would you purchase these products again?
AM9: How often do you buy plant based meat products? Base:

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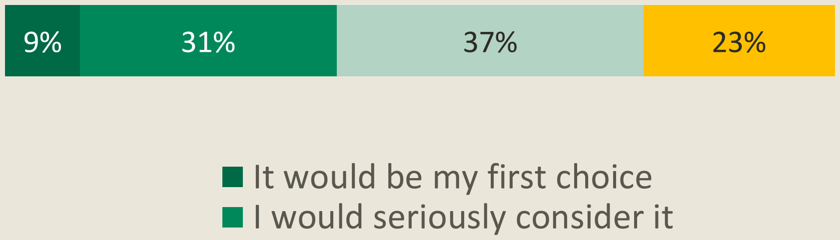
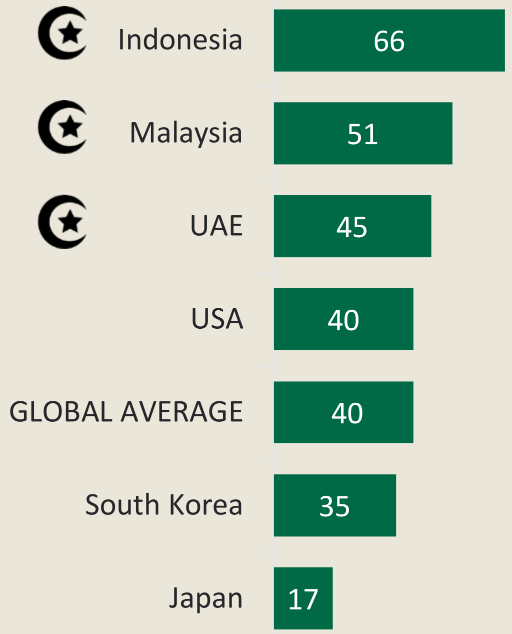
Close to a ¼ of consumers outright reject PBM when shopping for proteins/meats – with the remainder somewhat open. Consideration is generally higher in Islamic prevalent markets.

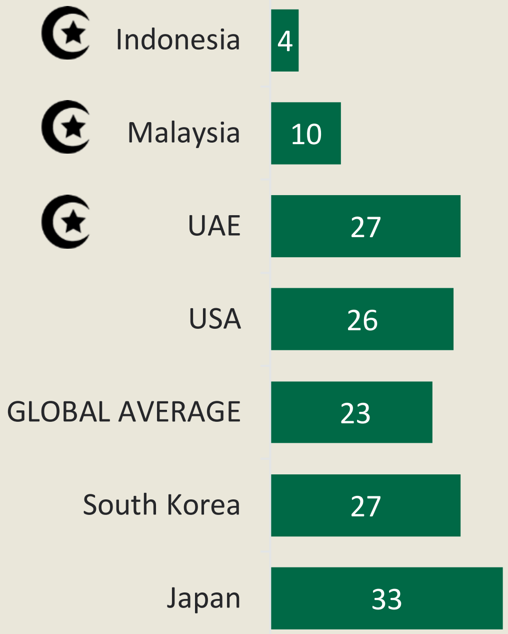
LIKELY TO CONSIDER CHOOSING PLANT BASED MEAT (GLOBAL AVG)



SERIOUSLY CONSIDER
(Total T2B):



OUTRIGHT REJECTION
(Total B1B):



(AM6) If you were shopping for protein/meat, how likely would you be to consider choosing a plant based meat
Base: Total Sample (irrespective of awareness/trial)

Islam prevalent market

Globally, consumers see PBM as healthy, good for the environment & safe. Associations of taste & worth paying more are lower – positioning PBM in contrast to traditional meat.

ASSOCIATIONS TO PLANT BASED MEATS

	GLOBAL	USA	UAE	Indonesia	Malaysia	South Korea	Japan
Top 3 Associations to Plant Based Meats	Good for the environment	Good for the environment	Safe	Tender	Good for the environment	Good for the environment	Healthy
	Healthy	Safe	Good for the environment	Safe	Good quality	Healthy	Good for the environment
	Safe	Healthy	Healthy	Good for the environment	Safe	Safe	Safe
Lowest 3 Associations to Plant Based Meats	Trustworthy	Tender	Tender	Tastes great	Natural	Easy to use/cook	Easy to use/cook
	Tastes great	Tastes great	Tastes great	Good quality	Tastes great	Tastes great	Tastes great
	Worth paying more for	Worth paying more for	Worth paying more for	Worth paying more for	Worth paying more for	Worth paying more for	Worth paying more for

KANTAR

AM12: Please select whether you agree or disagree with the following

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Despite some positive associations, PBM sees barriers to growth including a taste preference for meat, high price and low availability and familiarity (benefits, ingredients). Innovation to improve taste, scale to reduce price, increased availability & education can aid PBM growth.

MAIN REASONS FOR REJECTION OF 'PLANT BASED' MEAT FOR PLANT BASED MEAT - TRIALISTS

	GLOBAL	USA	UAE	Indonesia	Malaysia	South Korea	Japan
Top 3 Barriers to Plant Based Meats	I prefer the taste of meat	They are expensive	I prefer the taste of meat	I prefer the taste of meat	I prefer the taste of meat	I prefer the taste of meat	They are expensive
	They are expensive	I prefer the taste of meat	I'm unsure of the health benefits	They are expensive	They are expensive	I haven't seen them available where I shop	I prefer the taste of meat
	I haven't seen them available where I shop	I'm unsure of the health benefits	They are expensive	I haven't seen them available where I shop	I'm unsure of the health benefits	I don't understand what they're made of	I haven't seen them available where I shop

AM10: Which of the following is a barrier/ prevents you from trying/using again plant based meat?

These themes of preferring the taste of real meat and price remain consistent barriers for non-trialists along with greater unfamiliarity (e.g. uncertain health benefits & availability)

MAIN REASONS FOR REJECTION OF 'PLANT BASED' MEAT FOR PLANT BASED MEAT - NON-TRIALISTS

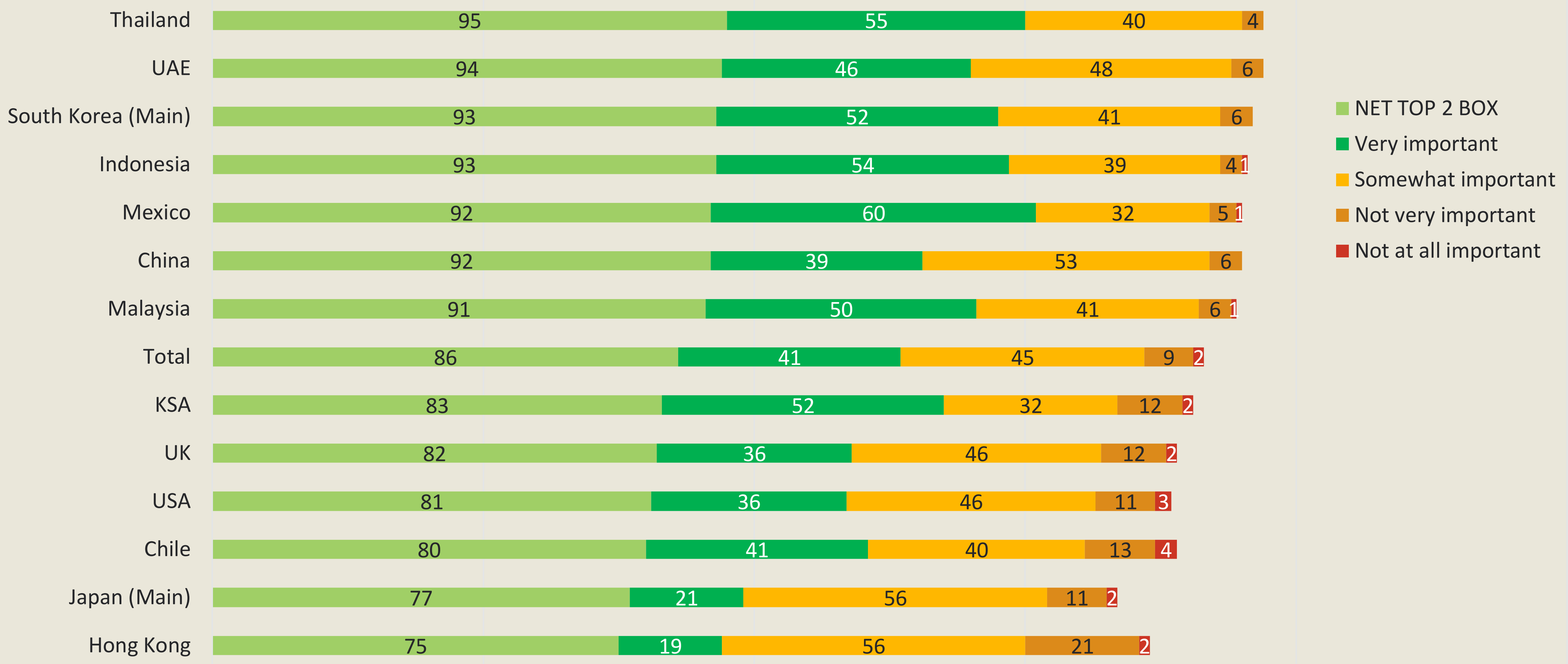
	GLOBAL	USA	UAE	Indonesia	Malaysia	South Korea	Japan
Top 3 Barriers to Plant Based Meats	I prefer the taste of meat	I prefer the taste of meat	I prefer the taste of meat	I haven't seen them available where I shop	They are expensive	I prefer the taste of meat	I prefer the taste of meat
	They are expensive	They are expensive	I'm unsure of the health benefits	I don't understand what they're made of	I haven't seen them available where I shop	I haven't seen them available where I shop	I haven't seen them available where I shop
	I haven't seen them available where I shop	I'm unsure of the health benefits	I don't understand what they're made of	I'm unsure how to cook them	I don't understand what they're made of	I don't understand what they're made of	They are expensive

TRACEABILITY

ON ITS OWN, TRACEABILITY IS IMPORTANT – HOWEVER, IN THE BUYING CONTEXT, OTHER FACTORS TAKE PRIORITY

- The majority of the global markets claim to consider the traceability and treatment of the animals meat they are purchasing to be important, however, to a slightly lesser degree in HK, Japan.
- Despite traceability factors (such as origin, welfare) carrying importance for consumers, when in the context of other choice/on pack factors, traceability typically falls lower in importance.

TRACEABILITY:
The majority of the global markets claim to consider the traceability and treatment of the animals meat they are purchasing to be important, however, to a slightly lesser degree in HK, Japan.



KANTAR

2018 Data: USA, KSA, UAE, China, Indonesia, Malaysia, South Korea, Japan, UK, Chile, Hong Kong, Mexico and Thailand
(N4) How important do you think it is, when buying meat, to be able to know where the animal has been and what it's been treated with in its lifetime?

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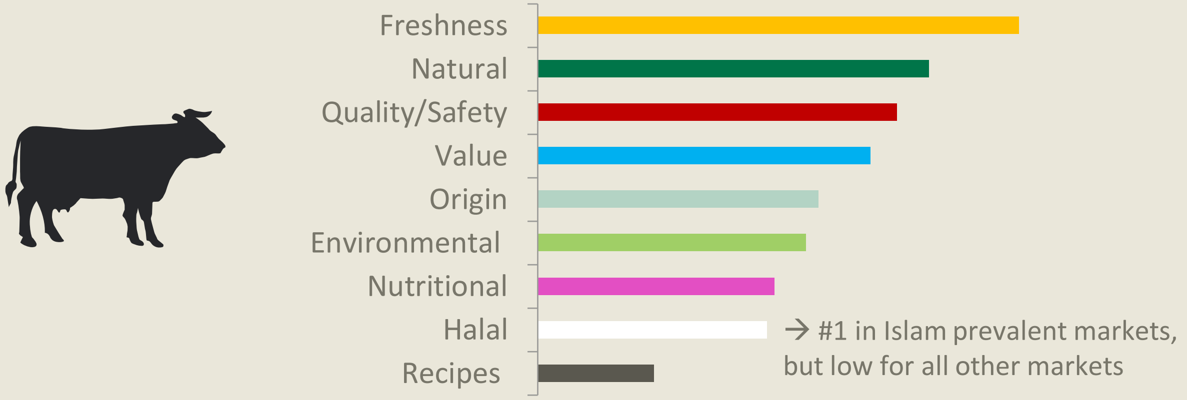
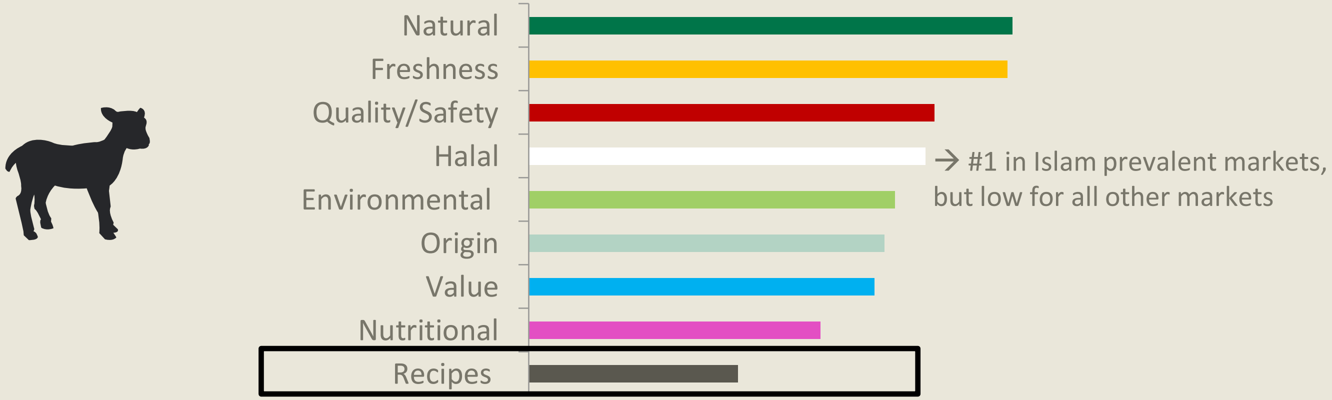
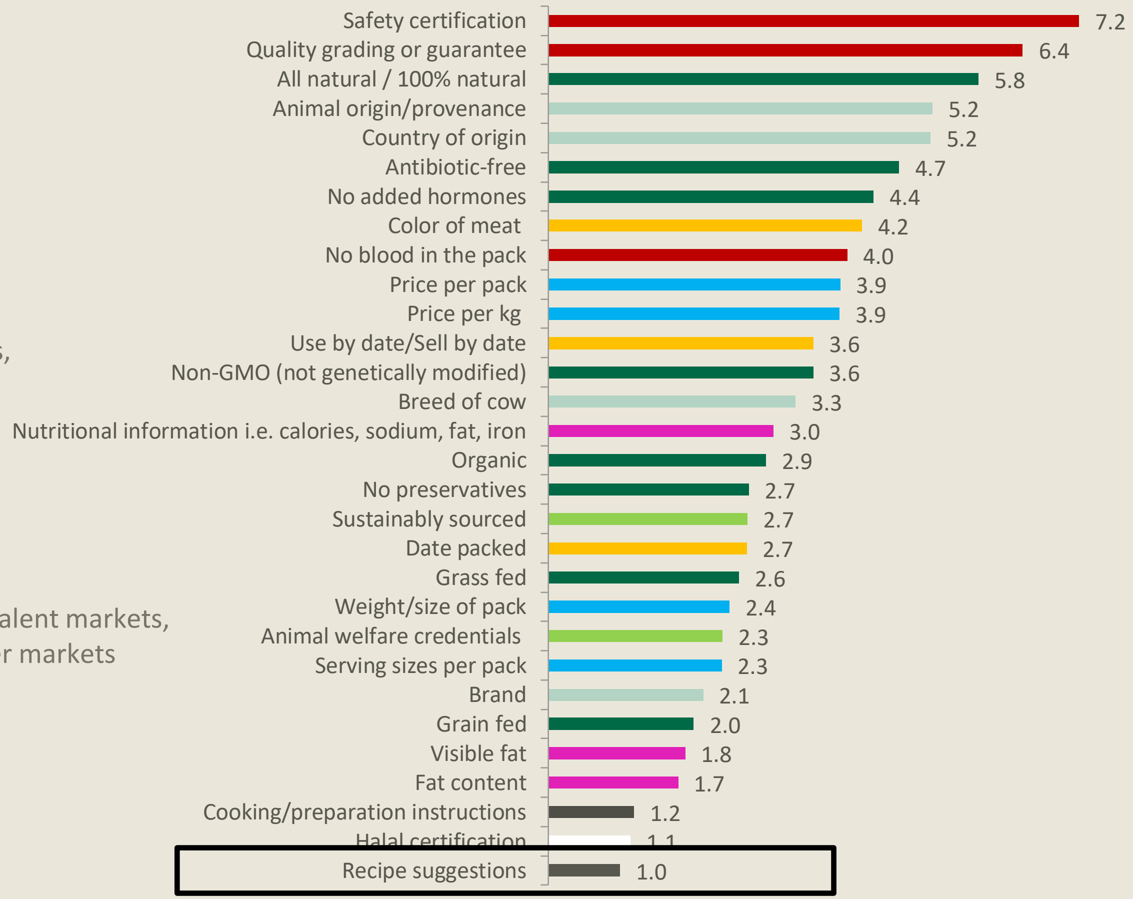
Delivering info that boosts consumers' familiarity with lamb (e.g. recipes) through packaging alone may not be enough, as recipes falls lowest in terms of on pack purchase motivators.

On-pack factors ranked in importance:





EXAMPLE – TAIWAN (2020)



Base: Taiwan (n=439). Global: 2017= Japan, Korea, KSA, UAE, Malaysia, China, Indonesia, USA, Canada, Jordan, Singapore. 2018 = HK, Mexico, Chile, Thailand, UK. 2019 = Qatar, Kuwait. 2020 = Taiwan. 2021- Vietnam. 2022- Canada, Philippines. 2023- Thailand, HK
QMAX1 Please indicate which one is the most likely, and which is the least likely to motivate you to choose / eat BEEF/LAMB
Approximately how often do you buy beef? / lamb?

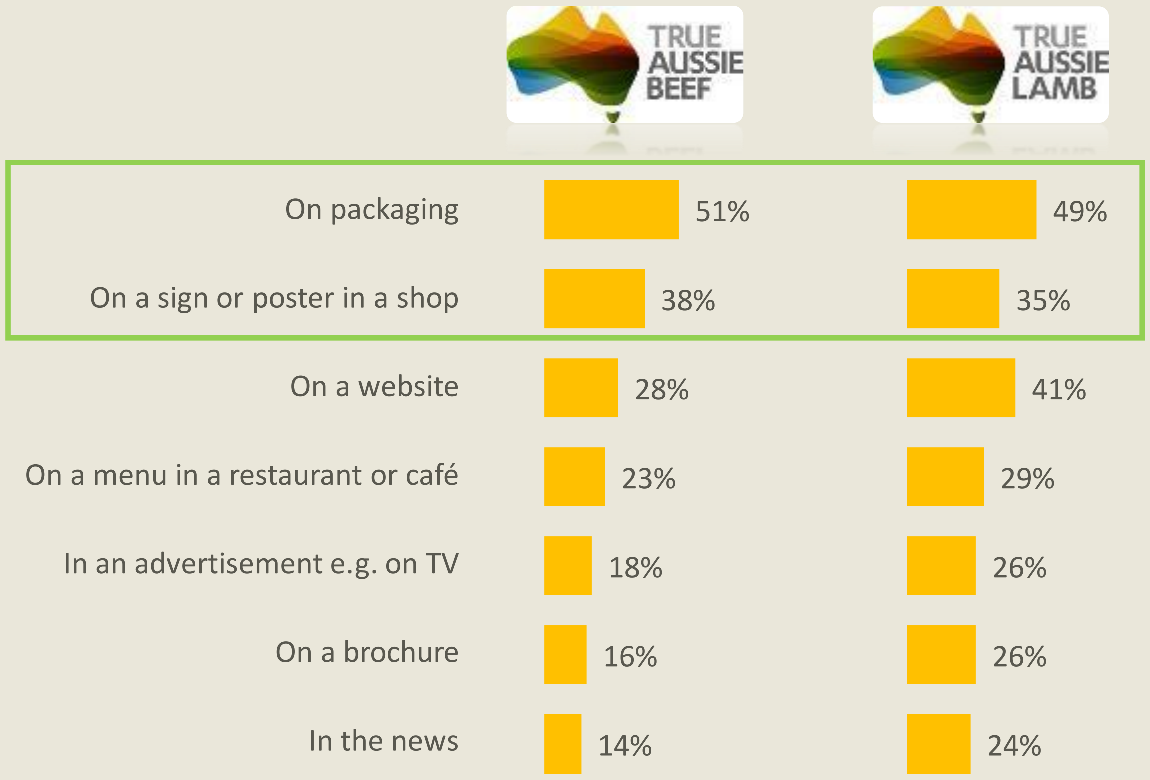
TRUE AUSSIE

WHILE NOT TOP OF MIND – TRUE AUSSIE DELIVERS BENEFITS BY SIGNALLING QUALITY

- While country of origin is not most top of mind at point of sale, we know this is a key source of recognition for True Aussie.
- The logo provides an easy reference to remind shoppers of all the good things they know about Australian beef and lamb – especially high quality.

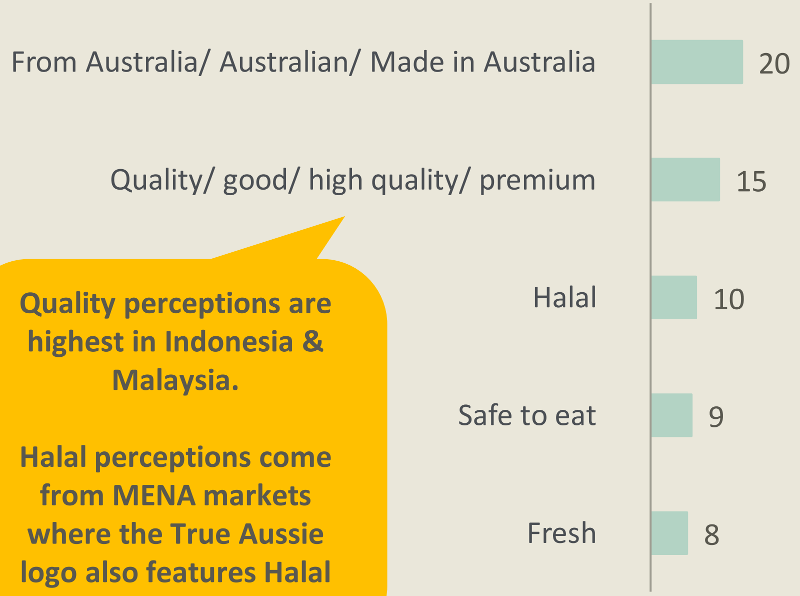
While country of origin is not top of mind at point of sale, we know this is a key source of recognition for True Aussie. The logo provides an easy reference to remind shoppers of all the good things they know about Australian beef and lamb – especially high quality.

SOURCE OF LOGO RECOGNITION
Global Average



LOGO MEANING (UNPROMPTED)
Global Total – Top 5

% of respondents who spontaneously mention (2020):



Quality perceptions are highest in Indonesia & Malaysia.

Halal perceptions come from MENA markets where the True Aussie logo also features Halal certification.

When all mentions of Australia are taken into account, around 20% of shoppers recognise True Aussie branding as a mark of Australian origin

KANTAR

Global average/total does not include Australia. Recognition of TA Beef logo was asked of beef buyers, and recognition of TA Lamb logo was asked of lamb buyers, with each respondent only asked about one even though there is undoubtedly misattribution between them. Unprompted logo associations are for beef and lamb combined.

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COVID-19 IMPACT

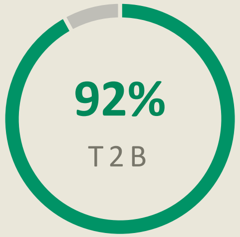
PANDEMIC PROMPTS SOME CONSUMER FEARS AND ASSOCIATED SHIFTS IN BEHAVIOUR

- A majority of consumers were concerned about the COVID19 pandemic across the markets measured in July.
- Markets with early waves (China) and quickly responded/controlled (Taiwan) see lower 'high concern'.
- Concerns reflect in growing fears related to food prices as well as safety and availability (especially for high income consumers) which prompts some changing behaviours.
- C19 prompts some shifts in what's top of mind when buying red meat, with safety, freshness & price growing in importance (aligning to consumers' top concerns of safety, availability and affordability challenges posed by the pandemic)
- AU proteins can leverage consistent quality to reassure safety.
- Consumers adapted to restrictions, cooking more and eating out less. Trends like this are expected to reduce when markets return to 'normal' – however, ~20-30% expect to maintain some habits e.g. cooking at home, shopping online. Cooking different/cheaper cuts of meat was not common; consumers more likely to turn to what they knew.
- While small vs other channels, online saw the greatest uptake during the pandemic; at the expense of traditional channels e.g. wet/farmer's markets. Establishing/growing effective online channels is key to tapping into this growing trend, need and sales space.

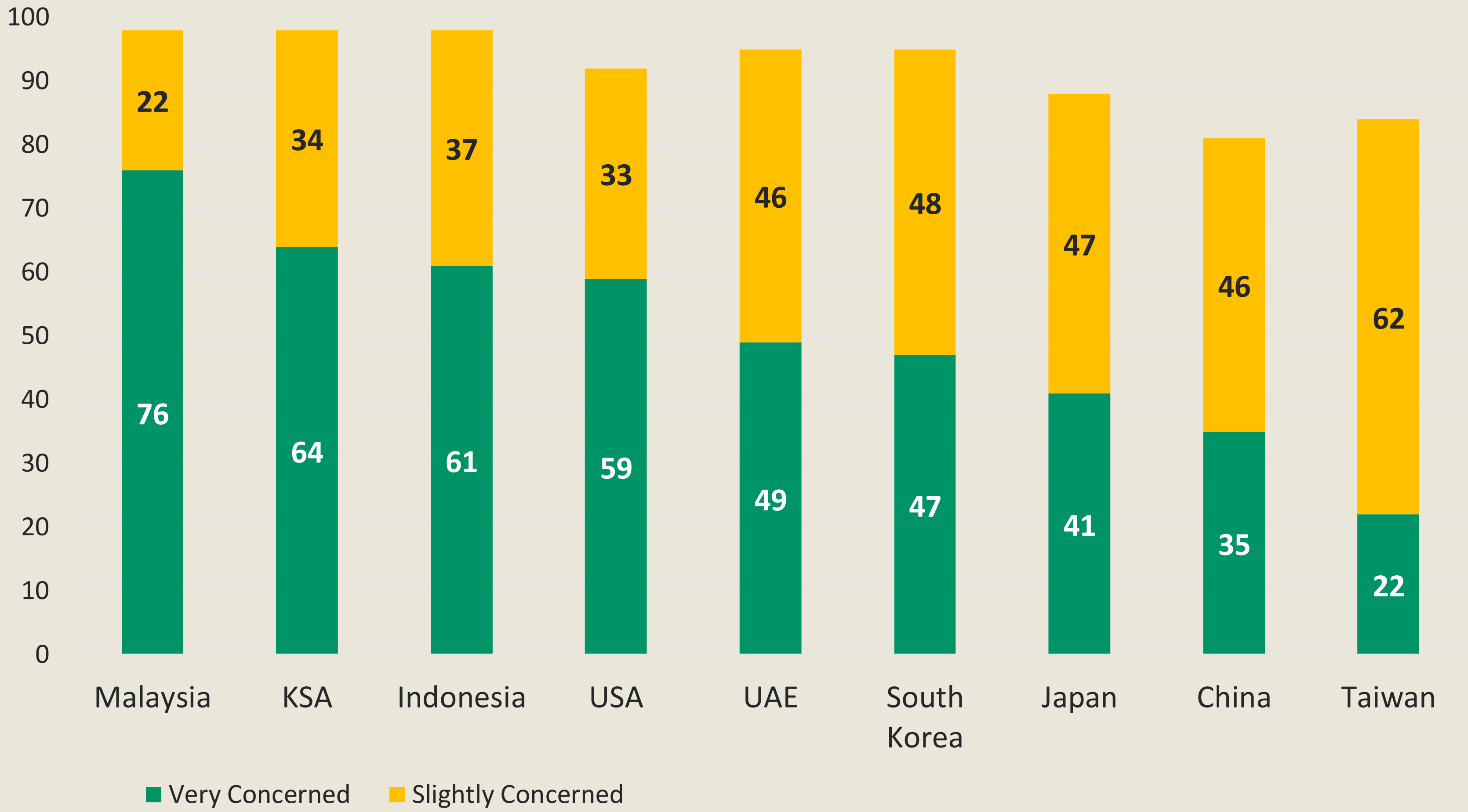
A majority of consumers were concerned about the C19 pandemic in July across the markets measured. The markets who experienced early waves e.g. China and/or quickly responded/controlled e.g. Taiwan see typically lower levels of high concern.

COVID PANDEMIC CONCERN (%)

JULY 2020



GLOBAL AVERAGE (T2B %)



KANTAR

COV1: How concerned do you currently feel about the coronavirus (Covid-19) pandemic? Base: USA n=2400, KSA n=499, UAE n=500, China n=801, Indonesia n=500, Malaysia n=503, South Korea n=800, Japan n=800, Taiwan n=501

For more information, please see the COVID19 Global Pack

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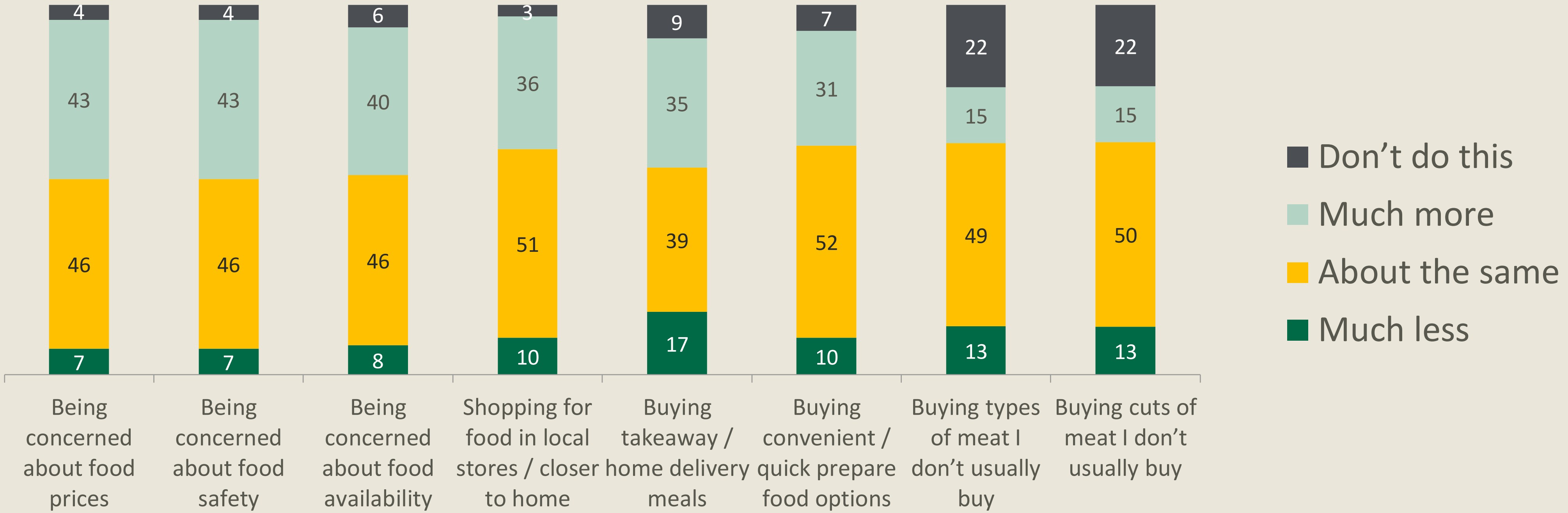
Consumers pandemic concerns reflect in growing fears related to food prices as well as safety and availability (especially for higher income consumers) which prompts some changing behaviours. AU proteins can leverage consistent quality to reassure on safety.

SHOPPING HABITS CHANGES VS BEFORE THE PANDEMIC (%)



KANTAR

COV3: In light of the changing coronavirus situation, how have your shopping habits changed compared to before the pandemic?

For more information, please see the COVID19 Global Pack

Much less
Much more
About the same
Don't do this

MEAT & LIVESTOCK AUSTRALIA

COVID 19: WHAT FACTORS WERE MOST IMPORTANT DURING THE PANDEMIC?

The pandemic has prompted some shifts in what matters most to consumers when buying red meat - with safety, freshness and price top of mind. This closely aligns to consumers top concerns of safety, availability and affordability challenges posed by the pandemic.

TOP 3 FOOD CONCERNS DURING PANDEMIC: SAFETY PRICES AVAILABILITY

TOP 3 IMPORTANT FACTORS FOR RED MEAT DURING PANDEMIC: SAFE FRESH PRICES

	GLOBAL	USA	UAE	Indonesia	Malaysia	South Korea	Japan	China	Taiwan	KSA
Top 3 Factors of Importance when buying red meat during C19	How fresh it looked	Price in general	Whether it was safe to consume	Whether it was safe to consume	Whether it was safe to consume	How fresh it looked	Price in general	Whether it was safe to consume	Whether it was safe to consume	Use by date
	Whether it was safe to consume	Value/cost per pound	How fresh it looked	How fresh it looked	How fresh it looked	Whether it was on special	Value/cost per kg	How fresh it looked	How fresh it looked	How fresh it looked
	Use by date	How fresh it looked	Nutritional content	Use by date	Price in general	Whether it was safe to consume	Use by date	The country of origin of the meat	Whether it was on special	Nutritional content
Lowest 3 Factors of Importance when buying red meat during C19	Grain fed	The country of origin of the meat	Grain fed	Grain fed	Grain fed	Number of meals it can make	Grain fed	Whether it was on special	Grain fed	Value/cost per kg
	Grass fed	Grain fed	Grass fed	Grass fed	Grass fed	Grain fed	Grass fed	Grain fed	Grass fed	Whether it was on special
	Whether it was on special	Grass fed	Not having too much fat/not looking too fatty	The country of origin of the meat	Whether it was on special	Grass fed	Nutritional content	Grass fed	Number of meals it can make	Price in general

KANTAR

(COV3) How have your shopping habits changed compared to before the pandemic
(COV5) How has the importance of the following factors changed when buying red meat during the COVID19 outbreak, compared to before the outbreak

For more information, please see the COVID19 Global Pack

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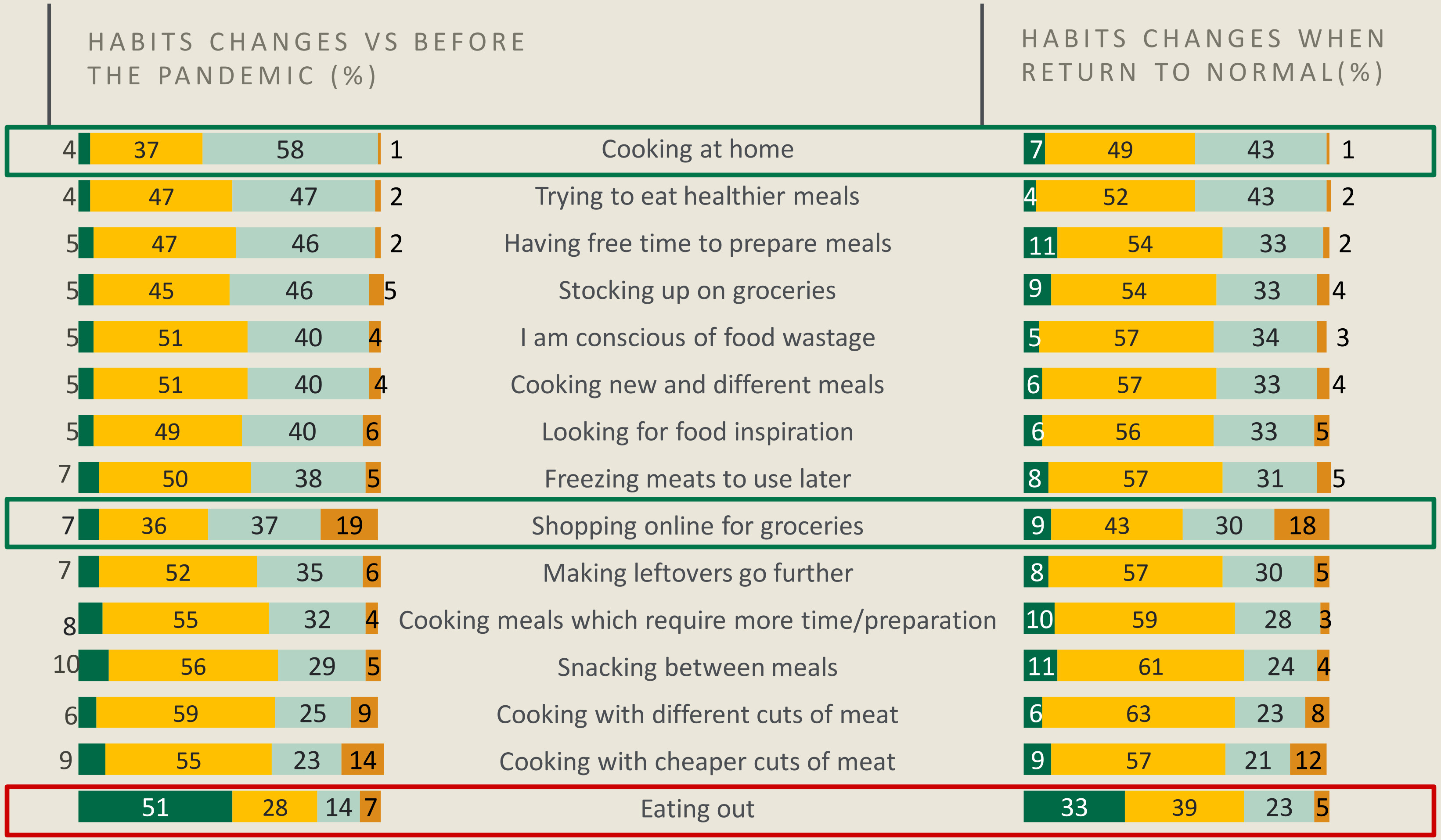
Consumers adapted to restrictions, cooking more at home and eating out less. Trends like this are expected to reduce when markets return to 'normal' – however, ~20-30% expect to maintain some habits e.g. cooking at home, shopping online. Cooking different/cheaper cuts of meat was not common, with consumers more likely to turn to what they knew.

How has the importance of the following factors changed when buying red meat during Covid-19 outbreak, compared to before the outbreak?



Much less
Much more
About the same
Don't do this

KANTAR

COV6: How have your following habits changed during the Covid-19 outbreak, compared to before the outbreak? Base: (n=800)
COV10: And when life returns to normal, which of the following shopping and eating habits do you think will change compared to what they were before the pandemic? Base: (n=800)

MEAT & LIVESTOCK AUSTRALIA

While small vs other channels, online saw the greatest uptake during the pandemic – at the expense of traditional channels e.g. wet/farmer's markets. Establishing or growing an effective online presence is key to tapping into this growing trend, need and sales space.

SHOPPING CHANNELS CHANGES VS BEFORE THE PANDEMIC (%)

KANTAR

COV5A: During the coronavirus pandemic, how has your purchase of red meat through the following channels changed, compared to before the pandemic?

For more information, please see the COVID19 Global Pack

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ONLINE RETAIL / ECOMMERCE

THE PREFERENCE FOR SEEING MEAT REMAINS BUT BARRIERS ARE REDUCING WITH GROWING USAGE. ONLINE SUPERMARKETS ARE THE 1st PRIORITY.

- Prior to COVID19 a strong preference for visually inspecting meat before purchase was a significant barrier to online meat sales – however, C19 has prompted more online trial
- In 2021 this preference remains #1, but, some barriers are reducing e.g. with more consumers considering the channel for meat & fewer concerns online won't match what's delivered.
- In 2021, safety/hygiene concerns grow (likely COVID driven).
- Mitigating these key concerns e.g. via quality guarantees and transparency on process/hygiene can support online purchases
- Online meat purchase skews to online supermarkets over online-only retailers – however, the spread is more even in Japan, Korea and USA. As such, presence in online supermarkets is the priority within an online strategy.
- Alternative online channels, while small, hold some share in Japan and KSA.
- Time saving/convenience are key motivators for online channel; supported by easy deal navigation and comparison and safety during the pandemic. Leveraging facilitators can maintain/grow channel usage.
- Supporting AU Beef/Lamb's clear online portrayal of benefits is relevant in the comparative setting. Building predisposition is also key to making it into and generating search.

Prior to the COVID19 pandemic a strong preference for visually inspecting meat before purchase was a significant barrier to further growth in online meat sales – however, the C19 has prompted more consumers to trial the channel.

HAVE BOUGHT ONLINE IN PAST SIX MONTHS – GLOBAL AVERAGE

	2018	2020	2021
	21%	32%	34%
	40%	52%	60%

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Global average does not include Australia. Beef place of purchase asked of beef buyers. Lamb place of purchase asked of lamb buyers.

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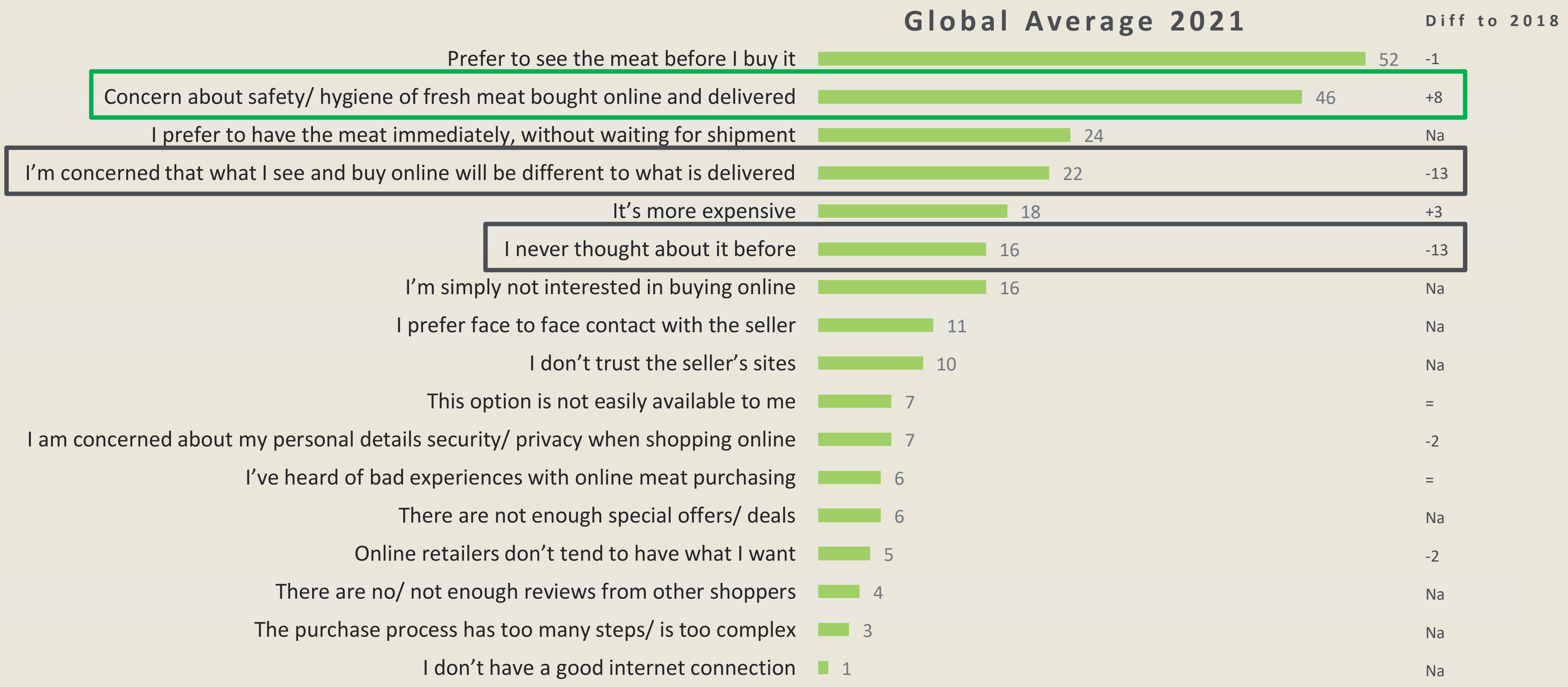
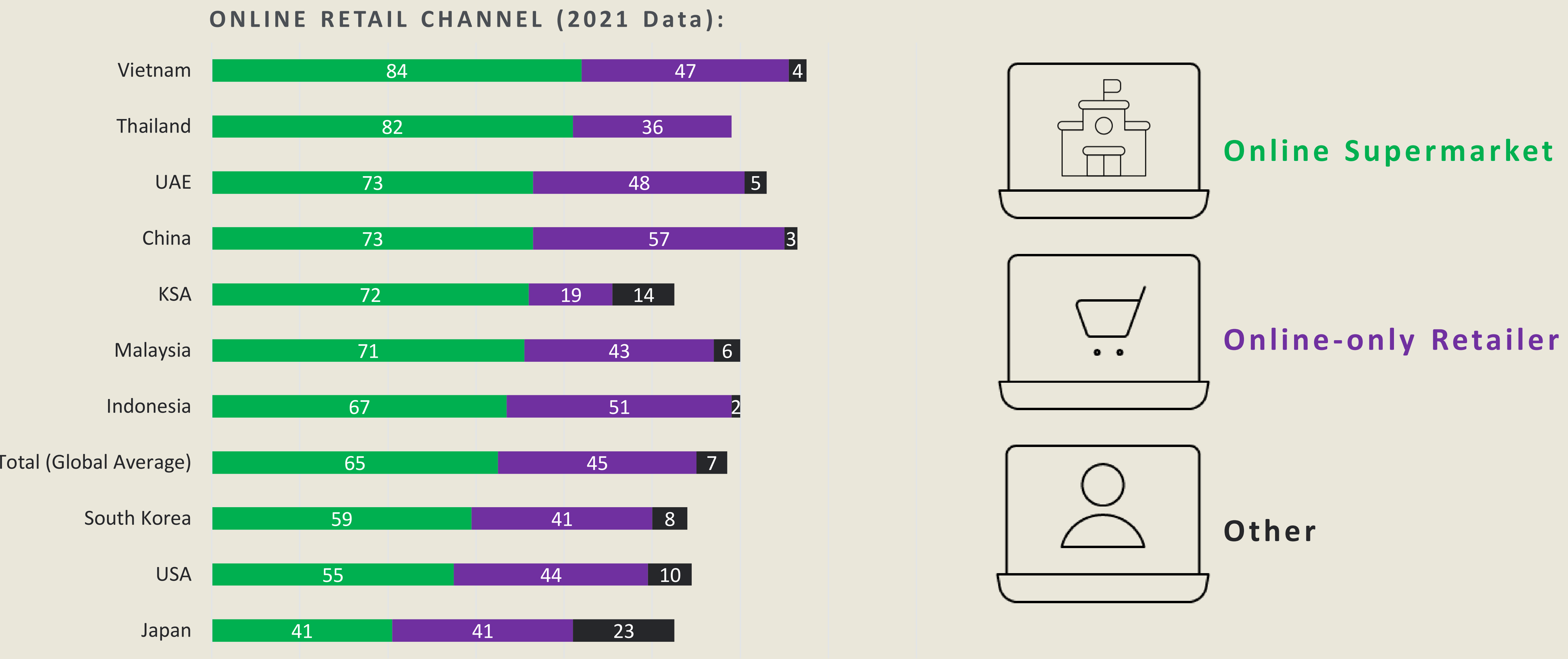
In 2021 the preference to see meat before purchase remains #1. But, online barriers are reducing with more consumers considering the channel for meat and fewer concerns online ≠ delivery. Likely COVID driven, safety/hygiene concerns grow. Mitigating concerns e.g. guarantees, transparency can aid uptake.

BARRIERS TO ONLINE BEEF PURCHASE (2021 Data):



2021 Data Average: USA, KSA, UAE, China, Indonesia, Malaysia, South Korea, Japan, Thailand, Vietnam
2018 Data Average: USA, KSA, UAE, China, Indonesia, Malaysia, South Korea, Japan, Thailand, Hong Kong
(R10) You said you have never bought beef from an online retailer. Which of the below would you say are the main reasons you have never done this?

Online meat purchase currently skews to online supermarkets over online-only retailers – however, the spread is more even in Japan, Korea and USA. Alternative online channels, while small, hold a share in Japan and KSA. As such, presence in online supermarkets is the priority within an online strategy.



KANTAR

2021 Data Average: USA, KSA, UAE, China, Indonesia, Malaysia, South Korea, Japan, Thailand, Vietnam
ONL5b. Where did you buy your beef online? / ONL5l. Where did you buy your lamb online?

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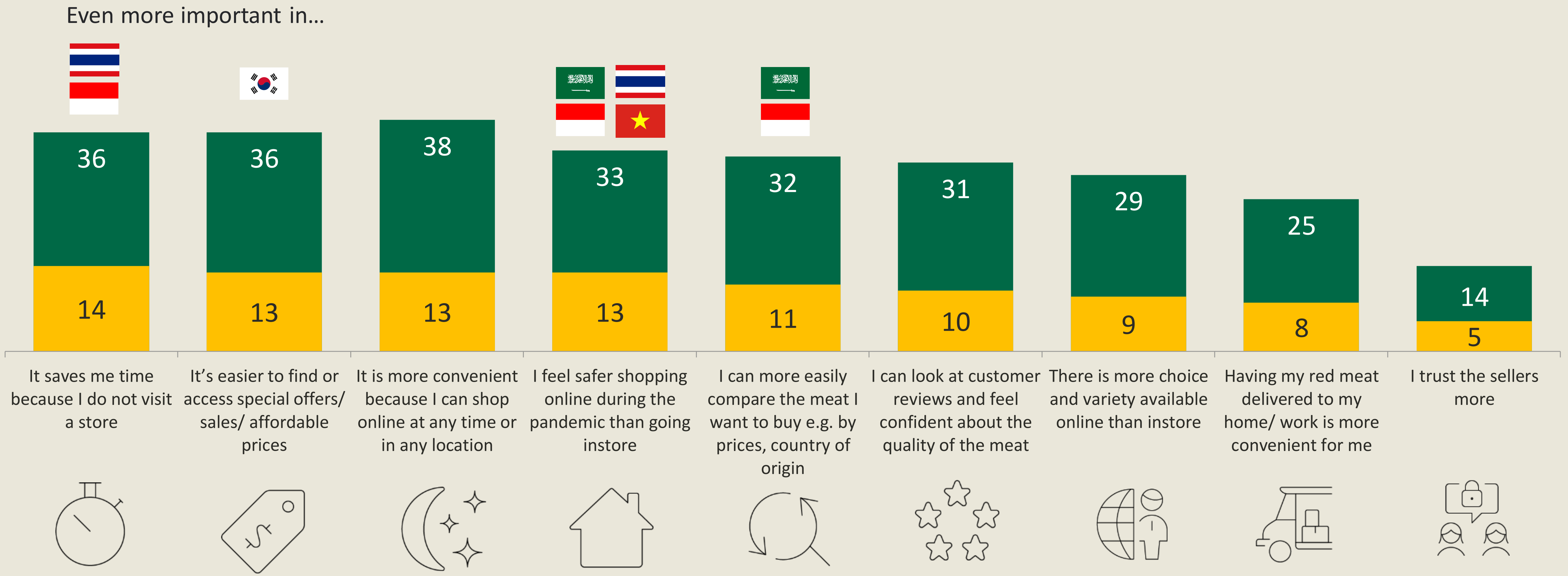
Time saving/convenience are key motivators for online channel; supported by easy deal navigation and comparison and safety during the pandemic. Leveraging facilitators can maintain/grow channel usage. Supporting AU Beef/Lamb's clear online portrayal of benefits is relevant in the comparative setting. Building predisposition is also key to making it into and generating search.

FACILITATORS OF ONLINE BEEF PURCHASE (2021 Data):



KANTAR

2021 Data Average: USA, KSA, UAE, China, Indonesia, Malaysia, South Korea, Japan, Thailand, Vietnam
ONL3B. Which of the following reasons best describes why you buy beef online?

MAIN REASON TOTAL REASON

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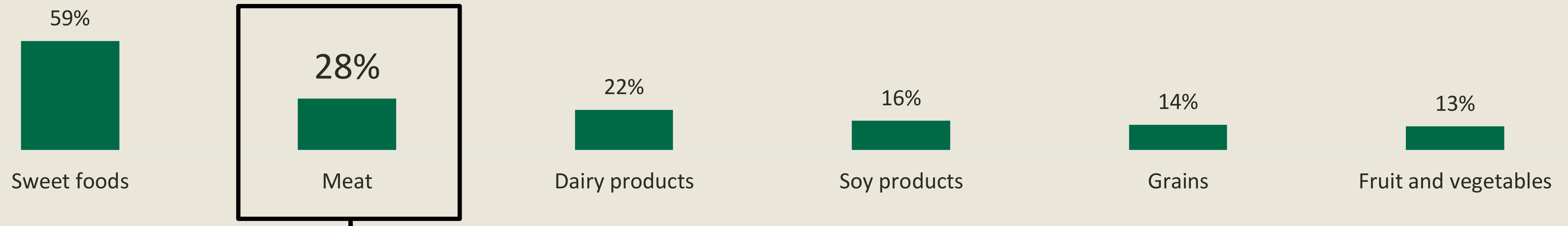
HEALTH & LIMITATION

MEAT CATEGORY FACES SOME LIMITATION CHALLENGES LINKED TO HEALTH – WITH INTERNET SEARCH A KEY EDUCATION PLATFORM

- As a category, meat faces some health challenges. After sweet foods, it is the food type people around the world are most looking to limit consumption of for health reasons.
- Limitation is typically focused on red meat (esp. beef) and pork rather than white meats (chicken, fish, seafood)
- The highest concerns for consumers reducing red meat consumption relate to cholesterol/fat and associated risks (heart disease/weight gain). As a result, some consumers eat red meat less often, reduce portions/meals and trade proteins (e.g. other meats or for young consumers alt. proteins).
- Internet search is the biggest source of nutritional information for consumers; most popular for all except 60yrs+ who turn more to packaging. Consumers also turn to friends and family - driven most by under 39s. As such, online/search optimisation are important channels for sharing info.

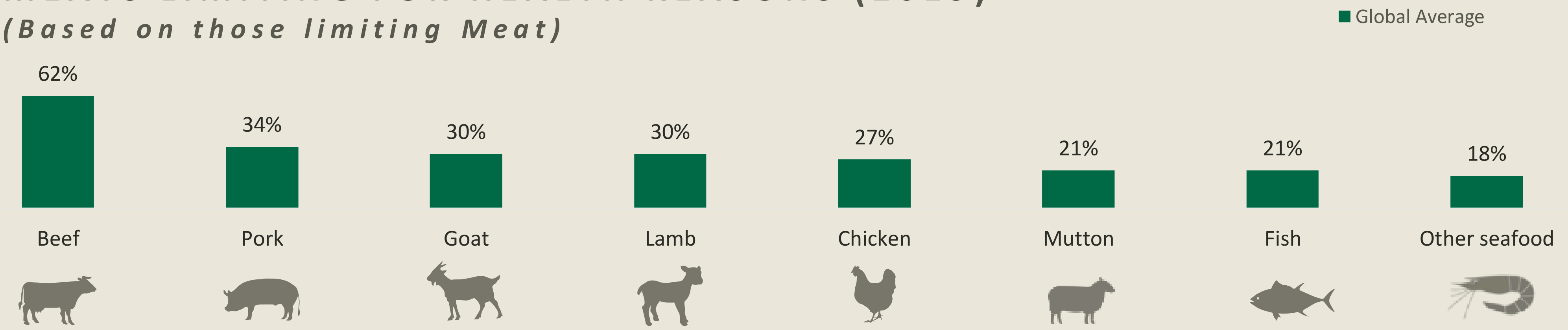
As a category, meat faces some health challenges. After sweet foods, it is the food type people around the world are most looking to limit consumption of for health reasons. Limitation is typically focused on red meat (esp. beef) and pork rather than white meats (chicken, fish, seafood)

FOOD TYPES LIMITING FOR HEALTH REASONS (2019)



MEATS LIMITING FOR HEALTH REASONS (2019)

(Based on those limiting Meat)



KANTAR

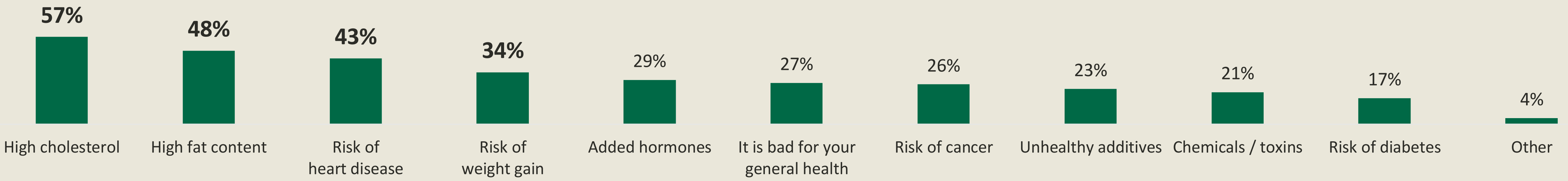
2018 figures amongst same markets except Jordan, which was not surveyed in 2017. Figures for individual meats are averages only in markets where that meat was included. Global average does not include Australia.

MEAT & LIVESTOCK AUSTRALIA

The highest concerns for consumers reducing red meat consumption relate to cholesterol/fat and associated risks (heart disease/weight gain). As a result, some consumers eat red meat less often, reduce portions/meals and trade proteins (e.g. other meats or for young consumers alt. proteins).

REASONS FOR LIMITING RED MEAT CONSUMPTION (2019)

– Amongst consumers limiting red meat consumption



ACTIONS TAKEN FROM REDUCED MEAT CONSUMPTION

– Amongst consumers limiting red meat consumption

38% of consumers claim to undertake 1 action, while the remainder employ 1+ actions

Equally male/female driven – but highest amongst 50yrs+

(Highest amongst under 50s)

KANTAR

2019 Data: (N3) For which health reasons are you limiting your consumption of red meat?
(N3A) What actions are you taking to change your consumption of red meat?

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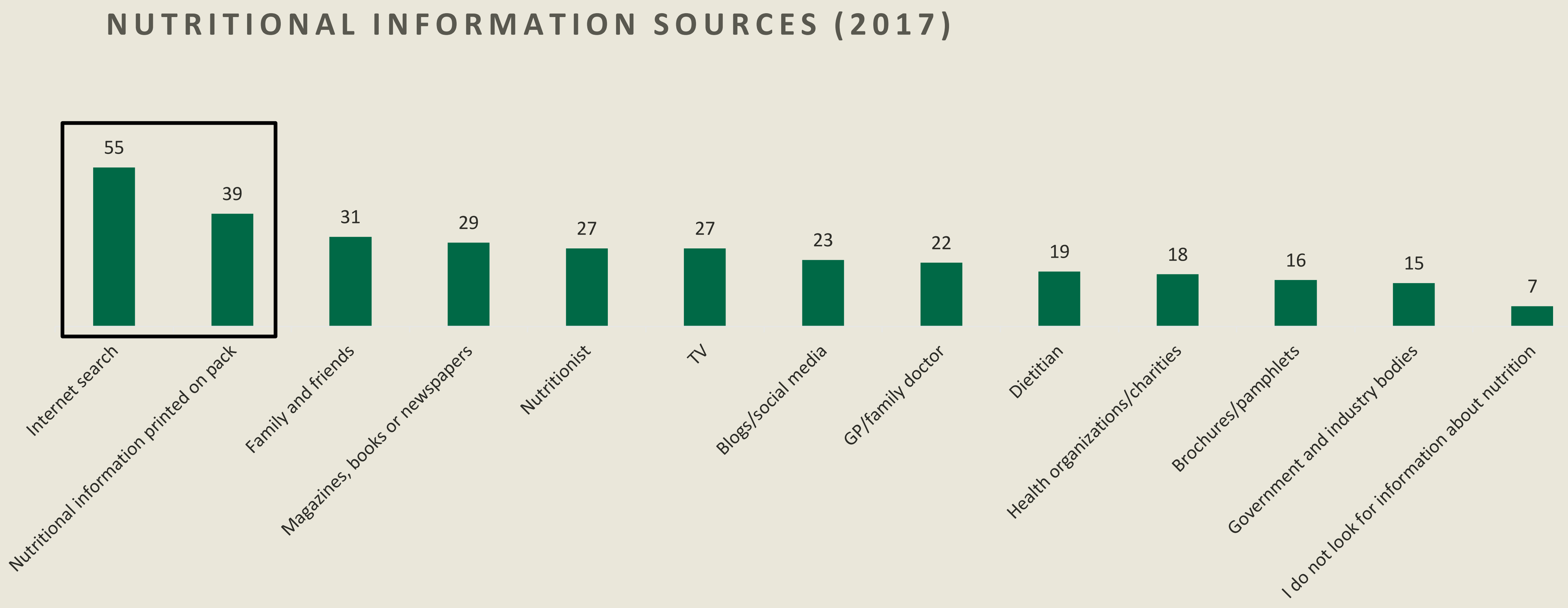

KANTAR

2017 Data: (N3) For which health reasons are you limiting your consumption of red meat?

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IN THE MEAT CONTEXT, WHAT DOES 'HEALTH' MEAN?

Overwhelmingly, when it comes to meat, protein is the key association with regards to health. Followed by the nutrition/nutrients and energy it provides.

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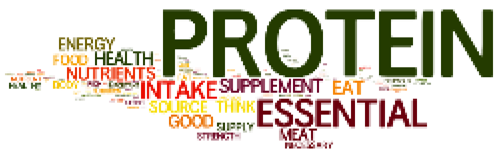


IMPORTANT IN MOST MARKETS

- PROTEIN
- NUTRITIOUS/NUTRIENTS
- ESSENTIAL (LESS IN MENA)
- ENERGY (LESS IN MENA)

IMPORTANT IN SOME MARKETS

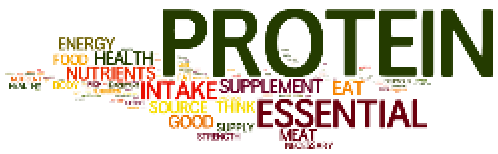
- SOURCE (ENERGY/PROTEIN) (JAPAN, INDO, USA)
- FAT (CHINA, INDONESIA, USA)

IMPORTANT IN JUST A FEW MARKETS

- SAFE TO CONSUME (CHINA, THAILAND)
- HEALTHY (Saudi, HK)
- ORGANIC (KOREA, MALAYSIA)
- GRASS FED (KOREA)

WHAT DOES 'HEALTH' MEAN?

Overwhelmingly, when it comes to meat, protein is the key association with regards to health. Followed by the nutrition/nutrients and energy it provides.



	Japan	Korea	Chinese Mainland	Malaysia	Indonesia	Saudi	UAE	Qatar	Kuwait	USA
1	Protein	Protein	Protein	Protein	Protein	Protein	Protein	Benefits	Protein	Protein
2	Source (Energy, Protein)	Essential	Nutritious	Important	Source(Energy, Protein)	Useful	Fresh	Protein	Useful	Source (Energy, Protein)
3	Essential	Nutrients	Fat	Nutrition	Nutrition	Natural	Nutritious	Useful	Nutrients	Fat
4	Energy	Energy	Energy	Fresh	Fat	Vitamins	Hormones	Disease	Important	Moderation
5	Power	Supplements	Safe	Energy	Energy	Fresh	Natural	Beneficial	Energy	Diet

KANTAR MEANING2.Thinking about meat, what does it mean to you in terms of health?

MEAT & LIVESTOCK AUSTRALIA

IN THE MEAT CONTEXT, WHAT DOES ‘SAFE’ MEAN?

For majority of consumers this means three things: Safe to Consume, Fresh and assurance through hygiene controls (process, pack) and quality control systems

WHAT DOES 'SAFE' MEAN WITH REGARD TO MEAT?

For majority of consumers this means three things: Safe to Consume, Fresh and assurance through hygiene controls (process, pack) and quality control systems

IMPORTANT IN MOST MARKETS

- FRESH
- SAFE
- HYGIENE STANDARDS

IMPORTANT IN SOME MARKETS

- NO HORMONES
- HEALTHY

IMPORTANT IN JUST A FEW MARKETS

- NATURAL GROWN (MENA, CHINA)
- ETHICAL RAISING ANIMALS (MEXICO, KOREA)
- USE BY DATE (AUSTRALIA, CHILE)
- NO RISK/HEART DISEASE (HK, JAPAN)

WHAT DOES 'SAFE' MEAN WITH REGARD TO MEAT?

For majority of consumers this means three things: Safe to Consume, Fresh and assurance through hygiene controls (process, pack) and quality control systems

	Australia	USA	Mexico	Japan	Korea	China	HK	Malaysia	Indo	Thailand	Saudi	UAE	Chile	UK
1	No Hormones	Safe to Consume	Fresh	Safe to Consume	Fresh	Healthy	No risk/heart disease	Safe to Consume	Fresh	Hygiene Standards	Safe to Consume	Hygiene Standards	Fresh	Safe to Consume
2	Fresh	Fresh	Quality Controls	Fresh	No antibiotics	Safe to Consume	Safe to Consume	Hygiene Standards	Disease Free	Safe to Consume	Fresh	No Hormones	Quality Controls	Fresh
3	Hygiene Standards	No Hormones	No Hormones	Healthy	Hygiene Standards	No additives	Healthy	Halal	Safe to Consume	Healthy	Naturally Grown	Healthy	Colour of Meat	Hygiene Standards
4	Use by Date	Bacteria Free	Ethical raising animals	No risk/heart disease	Safe to Consume	No Hormones	Fresh	Fresh	Healthy	No chemicals	Healthy	Fresh	Use by Date	Ethical raising animals
5	Safe to Consume	Hygiene Standards	No chemicals	Disease free	Ethical raising animals	Naturally Grown	Quality Controls	Healthy	Fat content low	No Hormones	No Hormones	Naturally Grown	Guarantees	Healthy

MEANING2. Thinking about meat, what does 'SAFE' mean to you?

IN THE MEAT CONTEXT, WHAT DOES 'NATURAL' MEAN?

Essentially no tampering (hormones, chemicals, preservatives) and through natural farmed animals (naturally raised, looked after, no welfare issues, cared for)

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Essentially no tampering (hormones, chemicals, preservatives) and through natural farmed animals (naturally raised, looked after, no welfare issues, cared for)

IMPORTANT IN MOST MARKETS

NATURALLY FARMED

NO HORMONES
(LESS IN ASIA)

NO PRESERVATIVES

NO CHEMICALS

NO ADDITIVES

IMPORTANT IN SOME MARKETS

FRESH
(MENA, SOUTH AMERICA, INDO/MALAYSIA)

NOT PROCESSED/CONTAMINATED
(Asia, Saudi)

IMPORTANT IN JUST A FEW MARKETS

SAFE TO CONSUME
(CHINA, THAILAND)

HEALTHY
(Saudi, HK)

ORGANIC
(KOREA, MALAYSIA)

GRASS FED
(KOREA)

WHAT DOES ‘NATURAL’ MEAN?

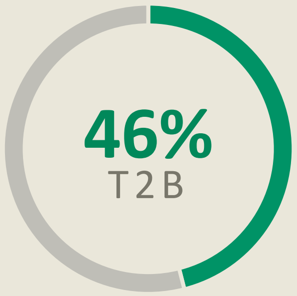
Essentially no tampering (hormones, chemicals, preservatives) and through natural farmed animals (naturally raised, looked after, no welfare issues, cared for)

	Australia	USA	Mexico	Japan	Korea	China	HK	Malaysia	Indo	Thailand	Saudi	UAE	Chile	UK
1	No Hormones	No Hormones	No Hormones	Don't Know	Naturally farmed	Healthy	No additives	Naturally farmed	Fresh	Naturally farmed	Naturally farmed	Naturally farmed	Free Range	Free Range
2	Free Range	Naturally farmed	No preservatives	Naturally farmed	Free Range	No additives	Naturally farmed	Organic	Naturally farmed	Safe to Consume	Fresh	No Hormones	Fresh	Untampered
3	Nothing Added	No antibiotics	No chemicals	Not processed	No antibiotics	Naturally Framed	No chemicals	Fresh	No chemicals	No additives	No Hormones	Fresh	No Hormones	No additives
4	No preservatives	No preservatives	Fresh	Free Range	Organic	Safe to Consume	Healthy	No Hormones	No preservatives	No Hormones	Healthy	No preservatives	No preservatives	Naturally farmed
5	No chemicals	No additives	Naturally farmed	No additives	Grass Fed	Not contaminated	No preservatives	No chemicals	No Hormones	No chemicals	Not processed	No chemicals	Naturally farmed	No preservatives

IN THE MEAT CONTEXT, WHAT DOES ‘SUSTAINABILITY’ MEAN?

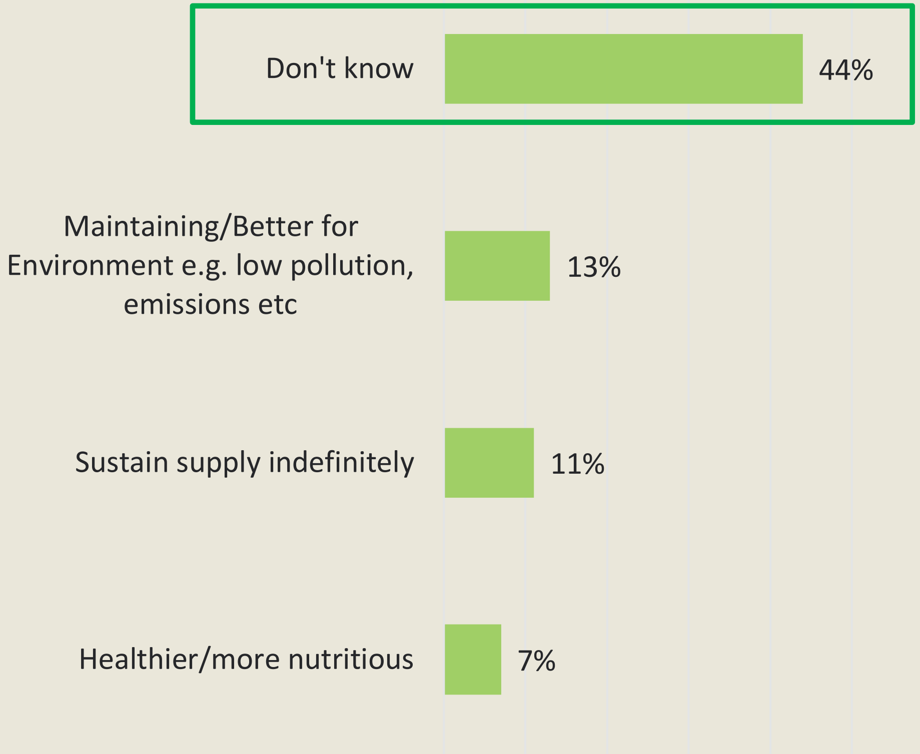
- While a portion of consumers are inclined to say sustainability regularly influences their red meat purchases, many are unclear what sustainability means – with only 1 in 10 spontaneously connecting it to a practice that’s better for the environment or ensures continuous supply.
- As such Sustainability is a positive association, currently associated to some markets – however, other factors remain more important at driving choice.

SUSTAINABILITY:
While a portion of consumers are inclined to say sustainability regularly influences their red meat purchases, many are unclear what sustainability means – with only 1 in 10 spontaneously connecting it to a practice that's better for the environment or ensures continuous supply.



SUSTAINABILITY INFLUENCES DECISION WHEN BUYING BEEF/LAMB (T2B)

How do consumers define Sustainability in the context of Beef and Lamb?
(Average Spontaneous %)



As such Sustainability is a positive association, currently associated to some markets – however, other factors remain more important at driving choice.

Top 3 Countries associated with sustainability *(Average Spontaneous %)*

#1: 30% #2: 22% #3: 16%

KANTAR

(SUS3B) To what extent does sustainability influence your decision when buying beef/lamb
(SUS1B) When thinking specifically about beef/lamb, what does sustainability mean to you
(SUS2B) What country(ies) of origin of beef do you associate with this definition of sustainability

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HOW DO CONSUMERS FEEL ABOUT FAT IN MEAT?

- Around the world there are different preferences for different levels of fat within meat
- These preferences can be split apart on a number of factors including whether consumers feel fat adds to taste/tenderness (or not), health and has implications on willingness to pay more (for leaner or fatter meat)
- While individual preferences exist, certain markets/regions can lean more towards certain preferences which can help when determining what style product is best suited to each markets culture, cuisine and fat preferences – and how best to communicate its benefits and downplay dislikes (e.g. Japan sees the strongest proportion of 'Fat Lovers' which feel fat adds taste /tenderness, are not as worried about fat being unhealthy and prefer inside fat i.e. marbling rather than outside fat – and are neutral between white & yellow fat)

EXPLANATION OF FAT CLUSTERS - TECHNIQUE

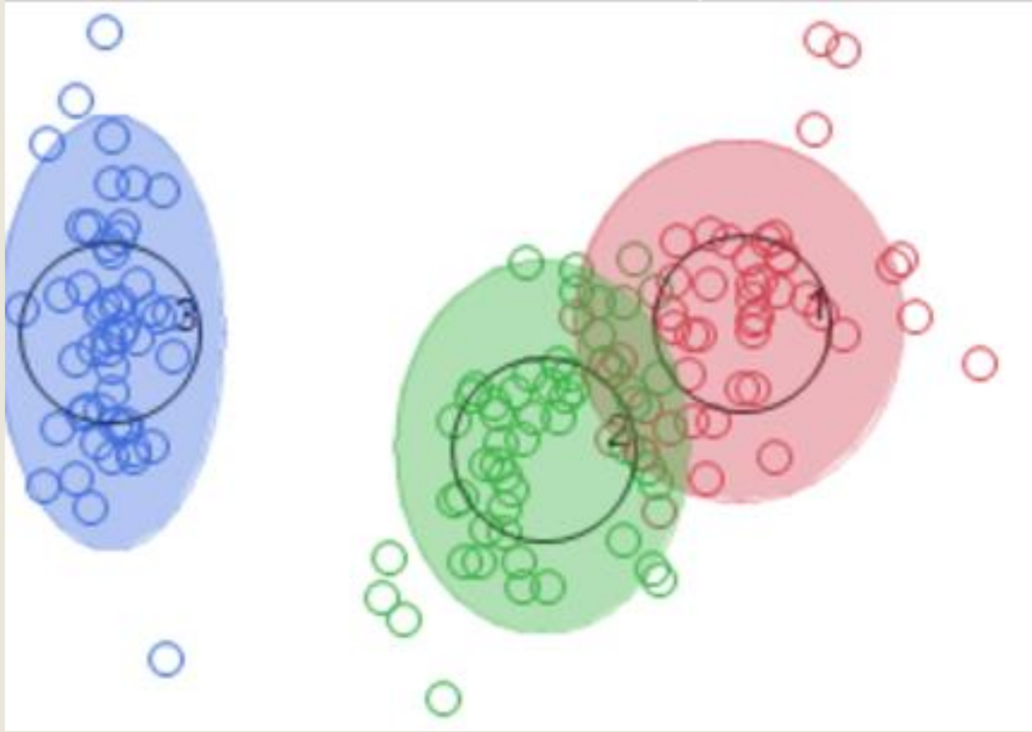
2017 DATA

Cluster analysis is a technique that lets us get a better sense of the underlying dimensions of our data.

It allows us to identify and divide our respondents into “natural” groups that exist within the dataset based on their responses to question F1.

The groups (“clusters”) are based on “distance” from one another – with respondents within clusters being similar to other respondents within the same cluster, but being dissimilar to respondents in other clusters.

Our Fat Cluster solution seeks to maximise this “distance” between clusters to create distinguishable & insightful groups of respondents.



EXPLANATION OF FAT CLUSTERS

2017 DATA

We have identified 5 natural clusters that respondents fall into based on their attitudes towards fat in meat

Stage 1: Lean Meat Eaters

- Disagree that fat adds taste /tenderness
- Do not want fat in meat
- Would pay more for lean meat

Stage 2: Fat Apologists

- Agree that fat adds taste /tenderness
- Do not want fat in meat – think fat is unhealthy
- Prefer outside fat vs. inside fat, prefer white vs. yellow fat
- Would pay more for lean meat

Stage 3: Fat Appreciators

- Agree that fat adds taste /tenderness
- Do not want fat in meat– but not as worried about fat being unhealthy
- Prefer inside fat vs. outside fat, neutral between white & yellow fat
- Would pay more for lean meat

Stage 4 – Fat Lovers

- Agree that fat adds taste /tenderness
- Neutral about fat in meat – not as worried about fat being unhealthy
- Prefer inside fat vs. outside fat, neutral between white & yellow fat
- Neutral about paying more for lean meat

Stage 5 – Fat Fanatics

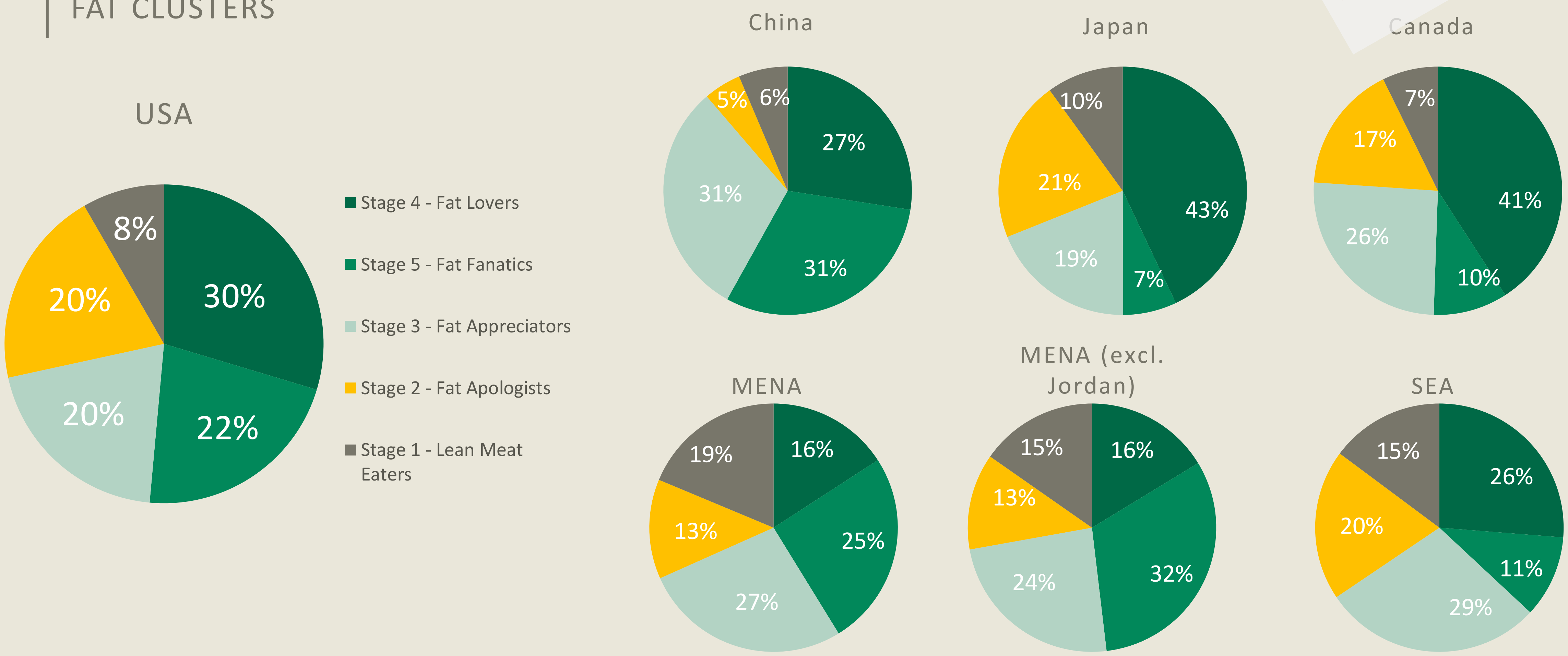
- Agree that fat adds taste /tenderness
- Want more fat in meat –but acknowledge fat being unhealthy
- Prefer inside fat vs. outside fat, prefer yellow fat vs. white fat
- Willing to pay more for meat – including lean meat if necessary

Five Stages of Fat Acceptance

ATTITUDES TOWARDS FAT IN MEAT

2017 DATA

FAT CLUSTERS



Base: Fat Apologists (n=243), Fat Fanatics (n=264), Lean Meat Eaters (n=101), Fat Lovers (n=359), Fat Appreciators (n=244)
QF1. How strongly do you agree or disagree that these phrases apply to fat in meat? Base: (n=1211)
11 country base: USA (n = 1211), China (n = 532), Japan (n = 422), MENA (n = 524), SEA (n = 204)

KANTAR

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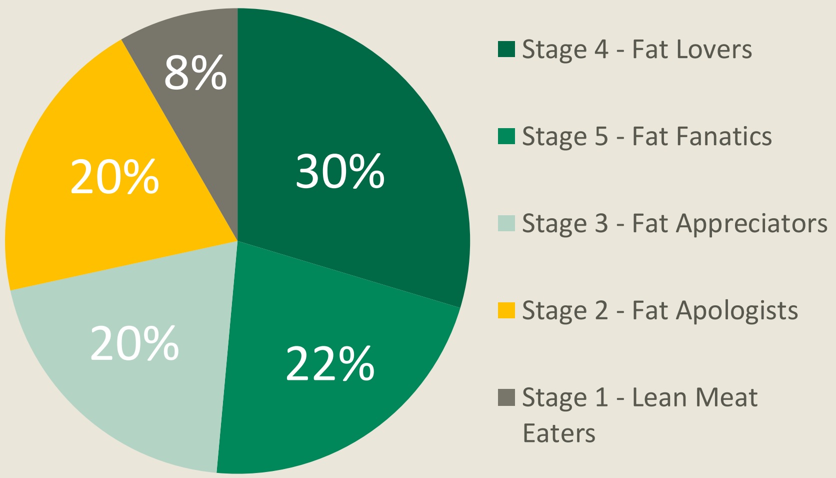
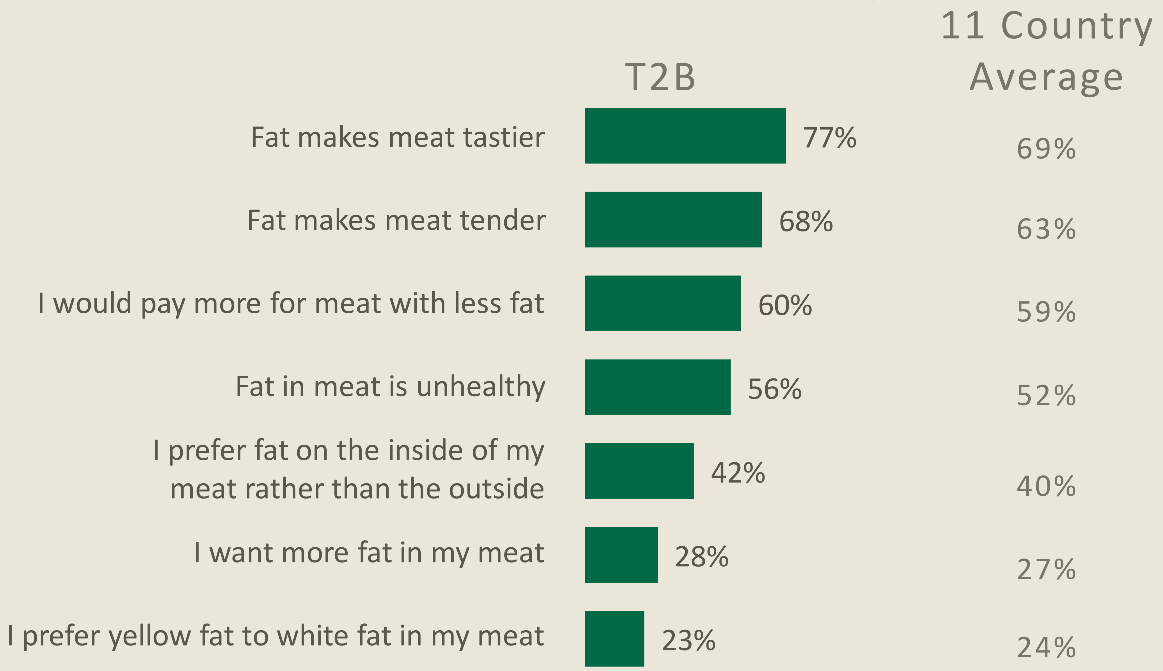
ATTITUDES TOWARDS FAT IN MEAT – USA EXAMPLE

2017 DATA

FAT CLUSTERS



FAT ATTITUDES (F1)



KANTAR

Base: Fat Apologists (n=243), Fat Fanatics (n=264), Lean Meat Eaters (n=101), Fat Lovers (n=359), Fat Appreciators (n=244)
QF1. How strongly do you agree or disagree that these phrases apply to fat in meat? Base: (n=1211)
11 country base: USA (n = 1211), Canada (n=372), KSA (n = 195), UAE (n = 204), Jordan (n=125), China (n = 532), Indonesia (n = 212), Malaysia (n = 212), Korea (n = 421), Japan (n = 422). Singapore (n=258)

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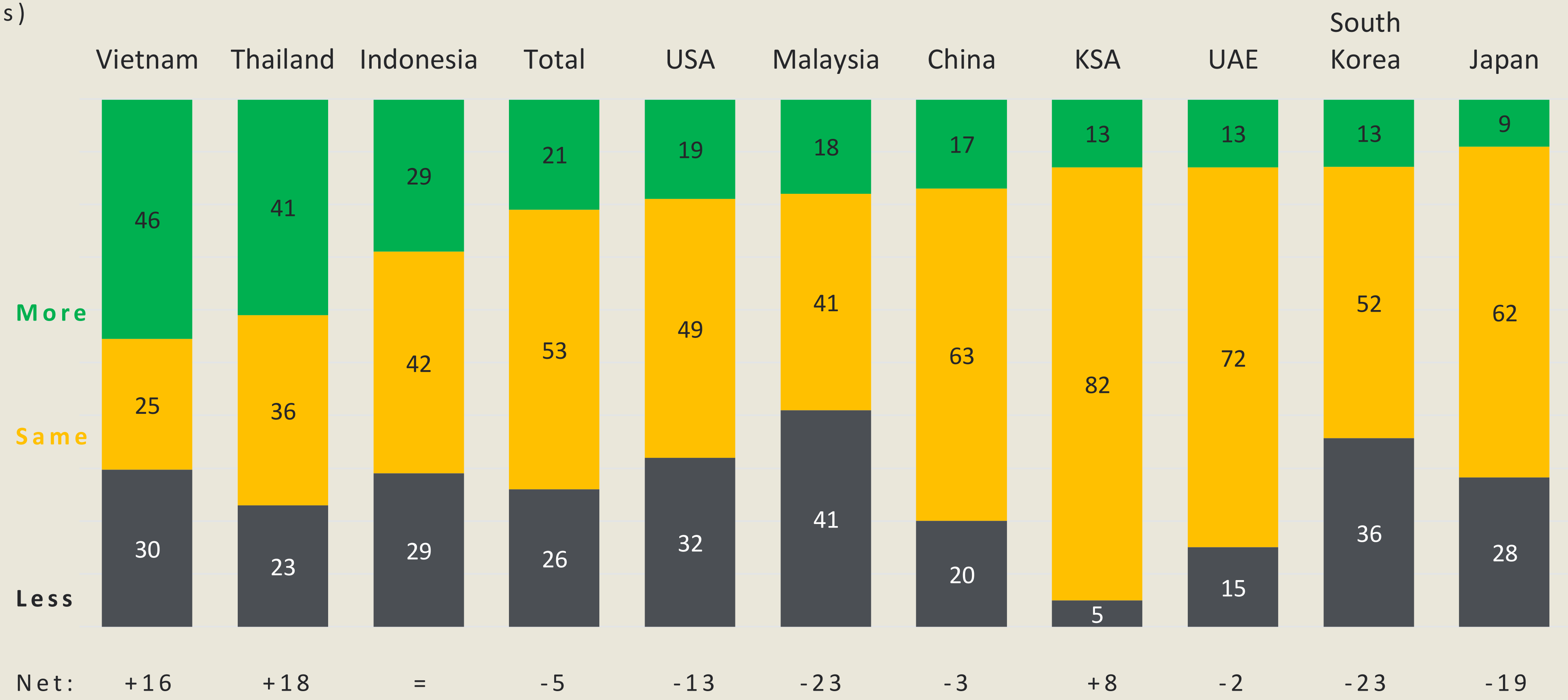
LAMB VOLUME CHANGES

- Most consumers purchasing lamb in 2021 perceive to by buying the same volume vs the past year.
- Some markets buck the trend – growing in Vietnam/ Thailand/KSA while shrinking in South Korea/ Japan (where consumption already small) and Malaysia.
- Good quality, cooking at home more often and a growing popularity in the family are aspects influencing consumers purchasing lamb in greater volumes than last year. Maintaining consistent quality is a typical driver of choice for AU across the markets.
- Meanwhile affordability, availability and reducing meat are the most typical reasons for the perception of reducing lamb volume purchases vs the previous year.
- Focusing on the key drivers of Lamb COO choice in each respective market (and managing the controllable barriers) encourages growth/predisposition to seize the greatest portion of available meals/serves.

VOLUME CHANGES: On the whole, of those consumers purchasing lamb in 2021, the majority perceive to buying the same volume vs the past year. Some markets buck the trend – growing in Vietnam/Thailand/KSA while shrinking in Malaysia/South Korea/Japan.

Perceived Lamb Volume vs last year
(All markets)



VOLL1. Which of the following best describes the amount (g/kgs) of lamb purchased ?

Base: USA (1393), KSA (451), UAE (426), China (621), Indonesia (324), Malaysia (369), Korea (211), Japan (234), Thailand (287), Vietnam (334)

KANTAR

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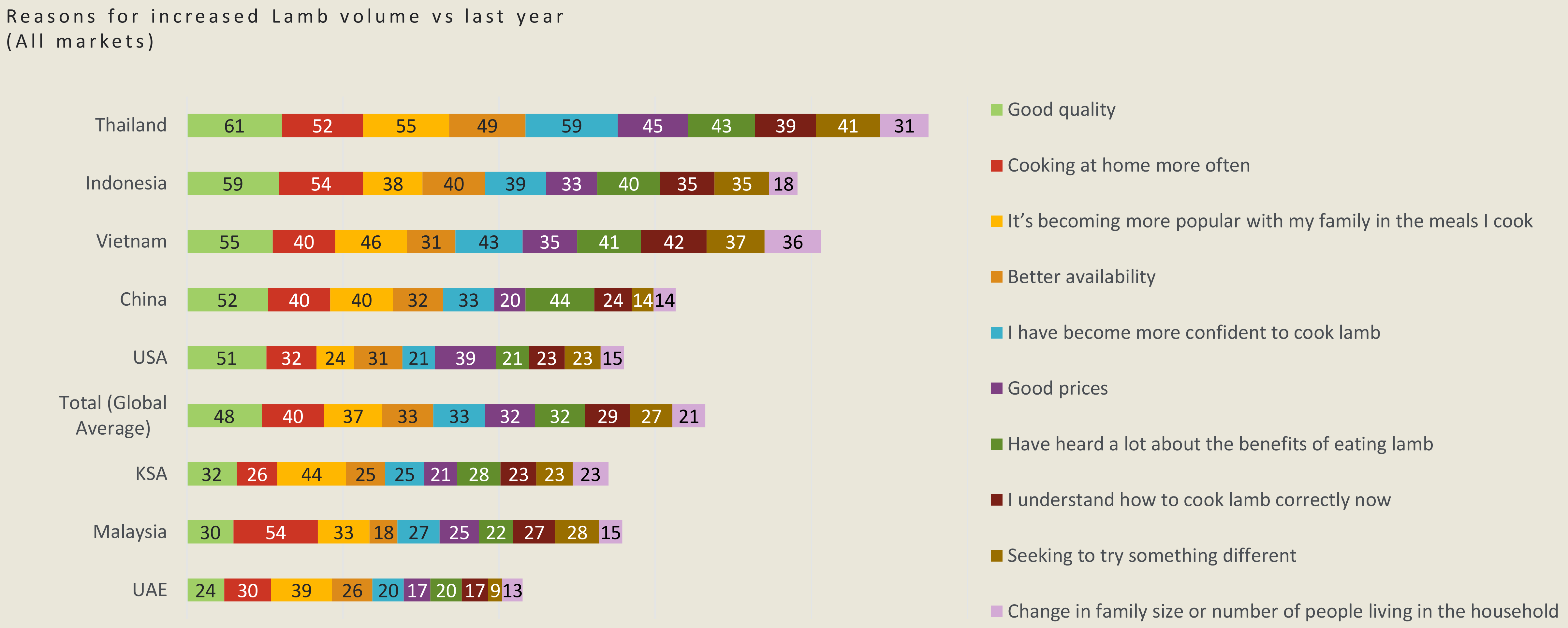
VOLUME CHANGES:
Good quality, cooking at home more often and a growing popularity in the family are aspects influencing consumers purchasing lamb in greater volumes than last year.



KANTAR

VOLL2. Why would you say you have increased the amount of lamb you are purchasing?

Base: USA (266), KSA (57), UAE (54), China (104), Indonesia (95), Malaysia (67), Korea (27 – too low to report), Japan (22 – too low to report), Thailand (118), Vietnam (153)

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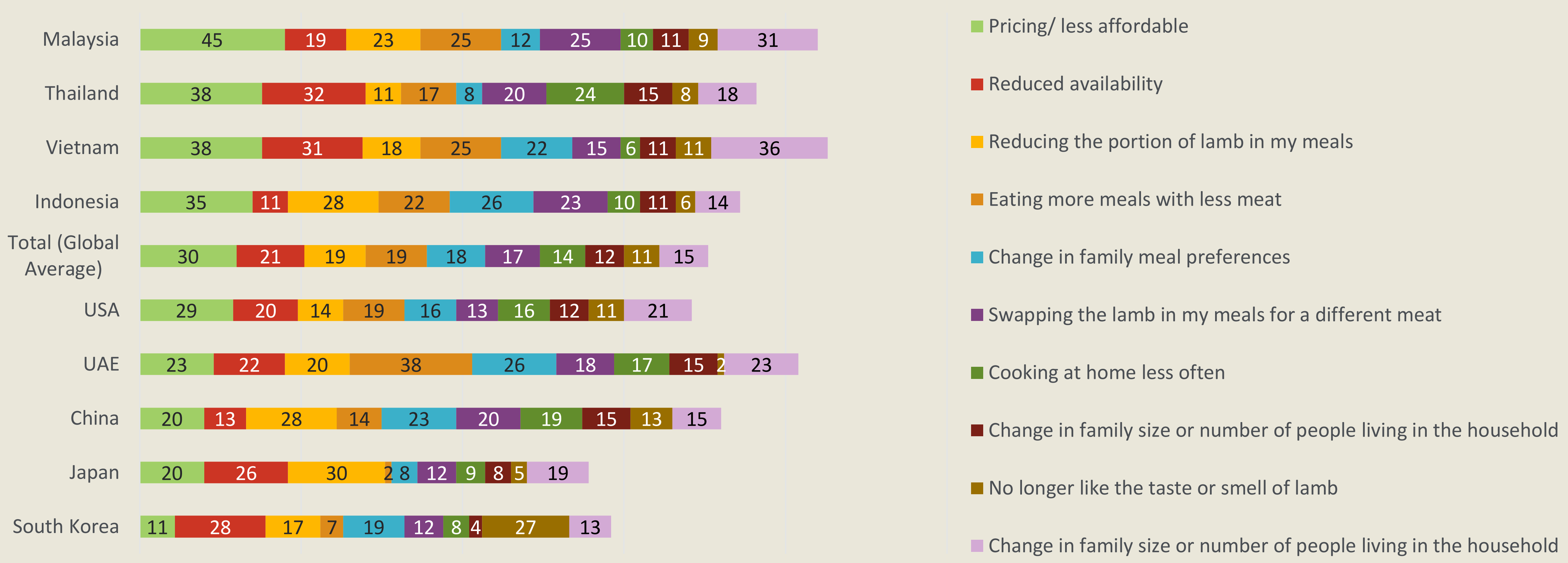
VOLUME CHANGES:
Meanwhile affordability, availability and reducing meat are the most typical reasons for the perception of reducing lamb volume purchases vs the previous year.

Reasons for decreased Lamb volume vs last year
(All markets)



KANTAR

VOLL3. Why would you say you have reduced the amount of lamb you are purchasing?

Base: USA (447), KSA (23 – too low to report), UAE (65), China (127), Indonesia (93), Malaysia (152), Korea (75), Japan (66), Thailand (66), Vietnam (99)

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