

Consumer Sentiment Research

July 2021



Agenda

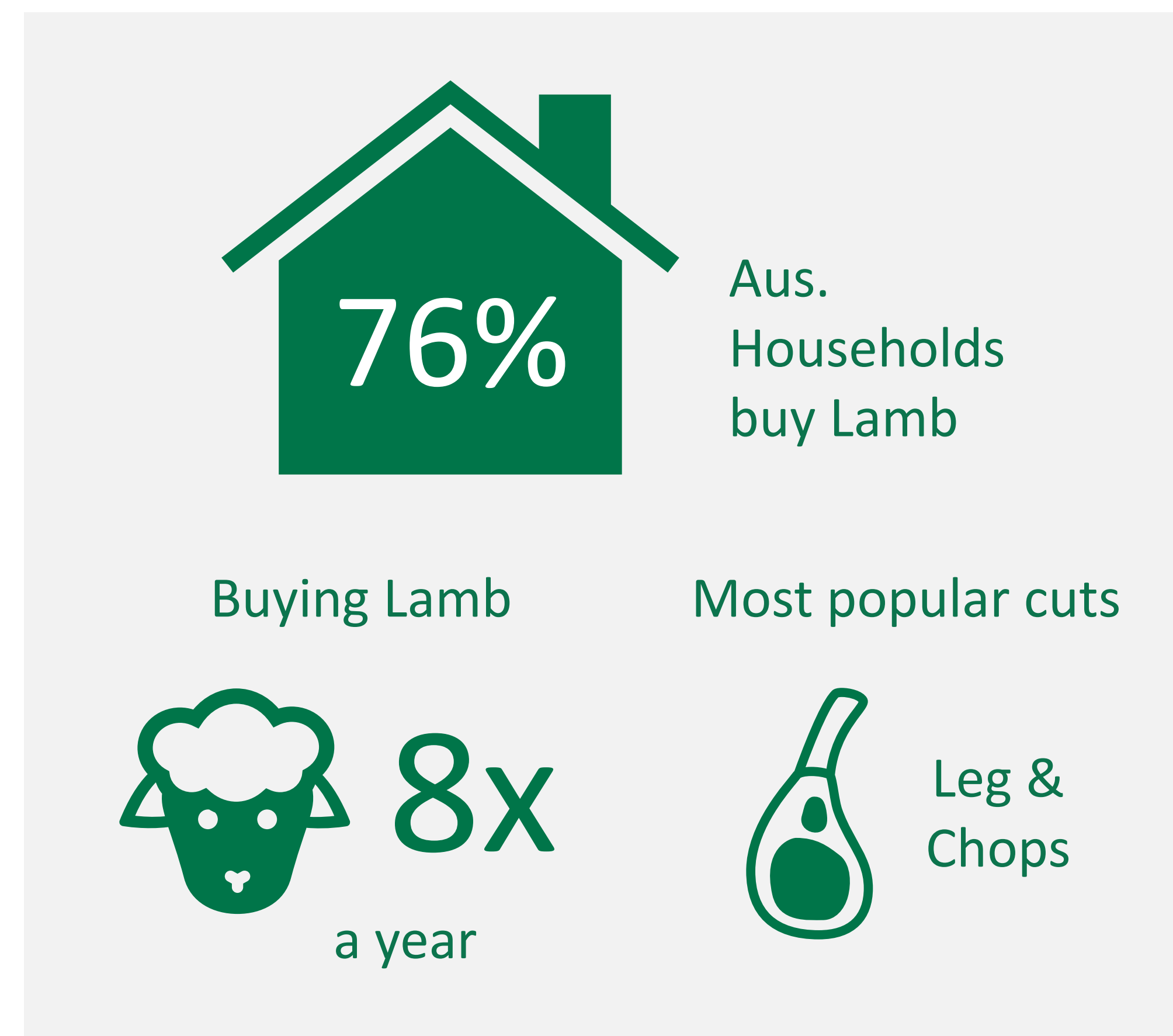
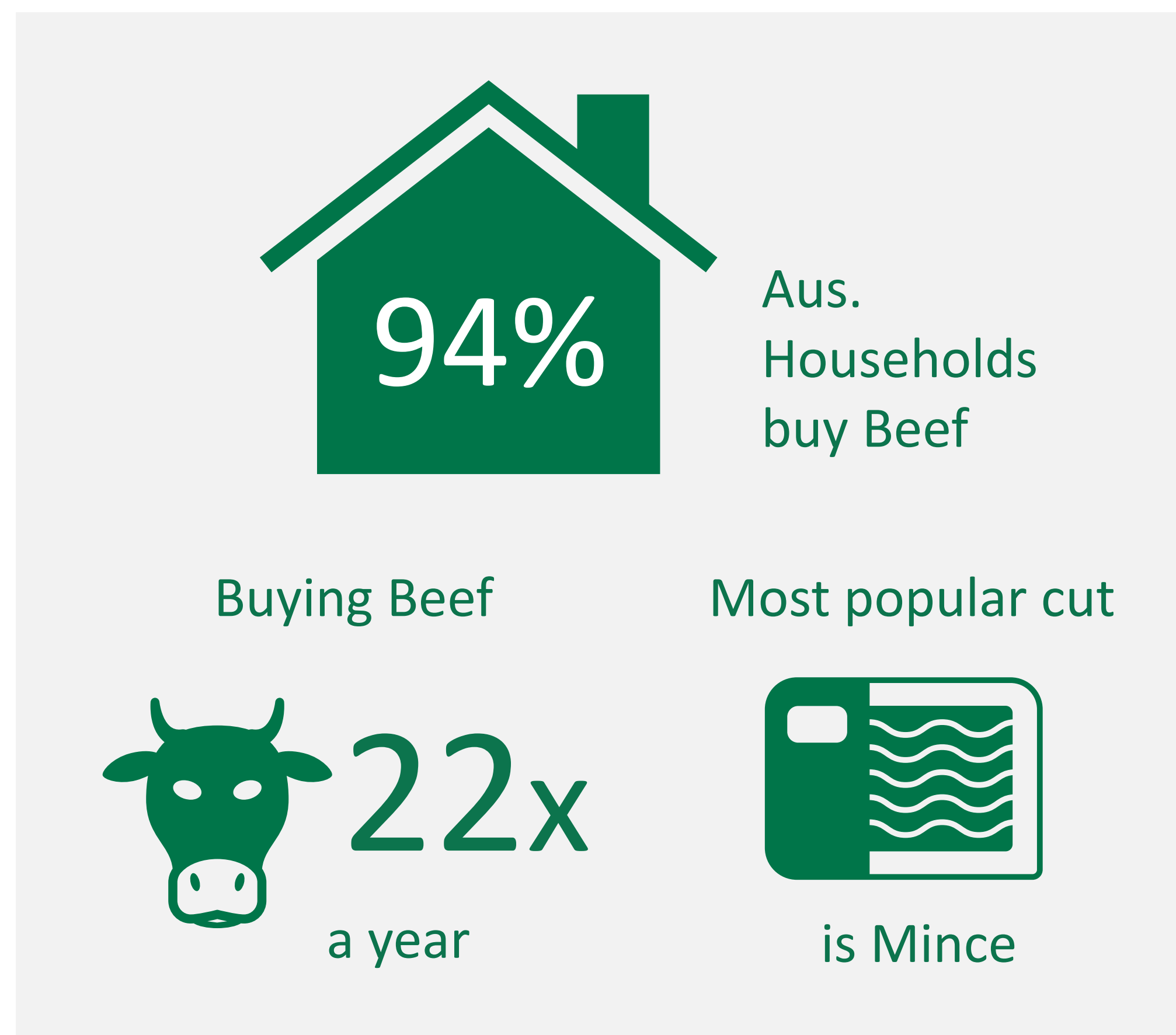
1. Industry context
2. Consumer sentiment
3. Vegetarianism understanding

Industry Context

Significant events continue to impact the industry, locally and globally



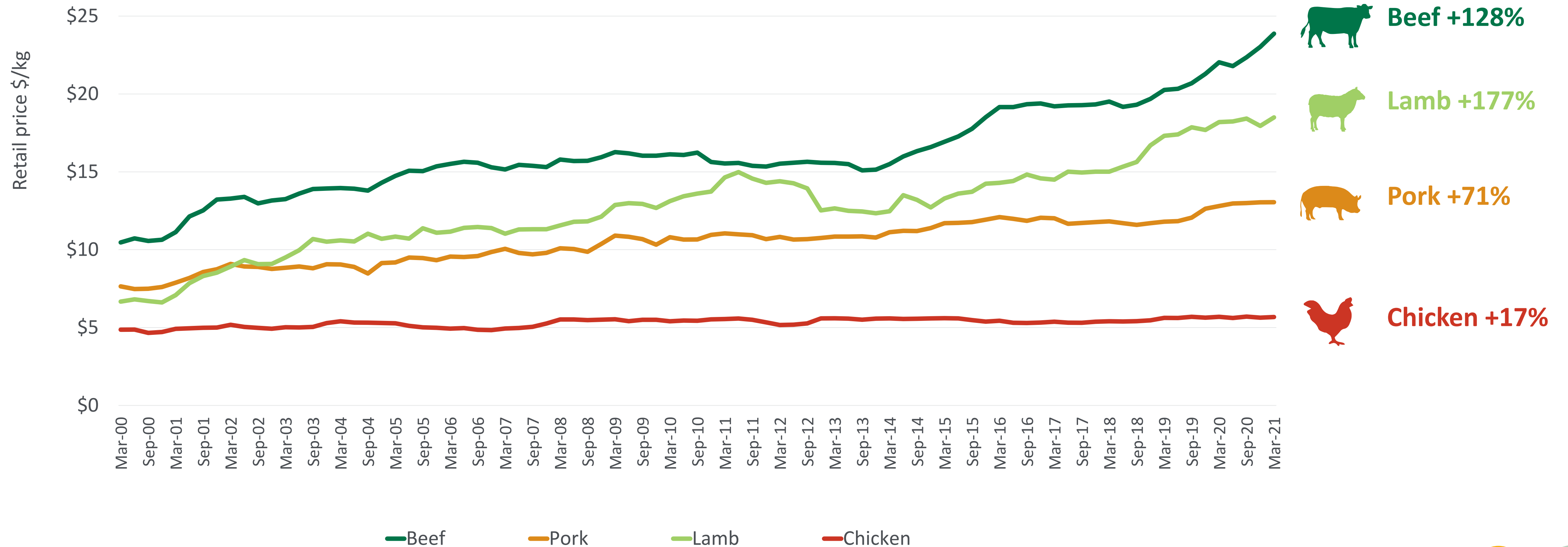
Beef and lamb are popular household 'staples'



There is a growing price gap for red meat relative to chicken and pork

Australian retail meat prices by meat type – price per kg

Price growth since 2000



Source: Australian retail meat prices by meat type, ABARES calculated using ABS data

Consumer sentiment research

Key insights for 2021

- Overall red meat consumption is stable, trending down slightly over time
- Drivers and barriers to red meat consumption are gradually changing
- Red meat industry perceptions and concerns are stable
- Knowledge increases positive industry perceptions and most Australians want to learn more
- Fewer Australians are searching for information about red meat production
- Health is polarising, but key to drive consumption of red meat

Consumer sentiment towards the Australian red meat industry tracked for over 10 years

Understand community sentiment towards the red meat industry

Identify the size and type of concerns underlying meat eaters reducing consumption

Measure the incidence of claimed vegetarians and their drivers of concern

Inform the community engagement strategy addressing community concerns

Methodology



15 minute
online survey



~n=1510 main
grocery buyers and
meal preppers aged
18-64, living in metro
Australia



Conducted
annually in June
since 2010



Conducted by Pollinate:
an external market
research agency to
ensure confidentiality
and data integrity



Consumption

Key findings

- Consumption of red meat is stable
- Most have not reduced and are not planning to reduce
- Health is a driver of both increased and decreased consumption

Most red meat eaters have not reduced consumption in the last year, nor are they planning to do so next year

Last 12 months



7 out of 10 meat eaters have NOT reduced their red meat consumption



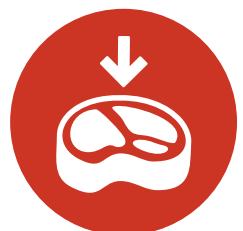
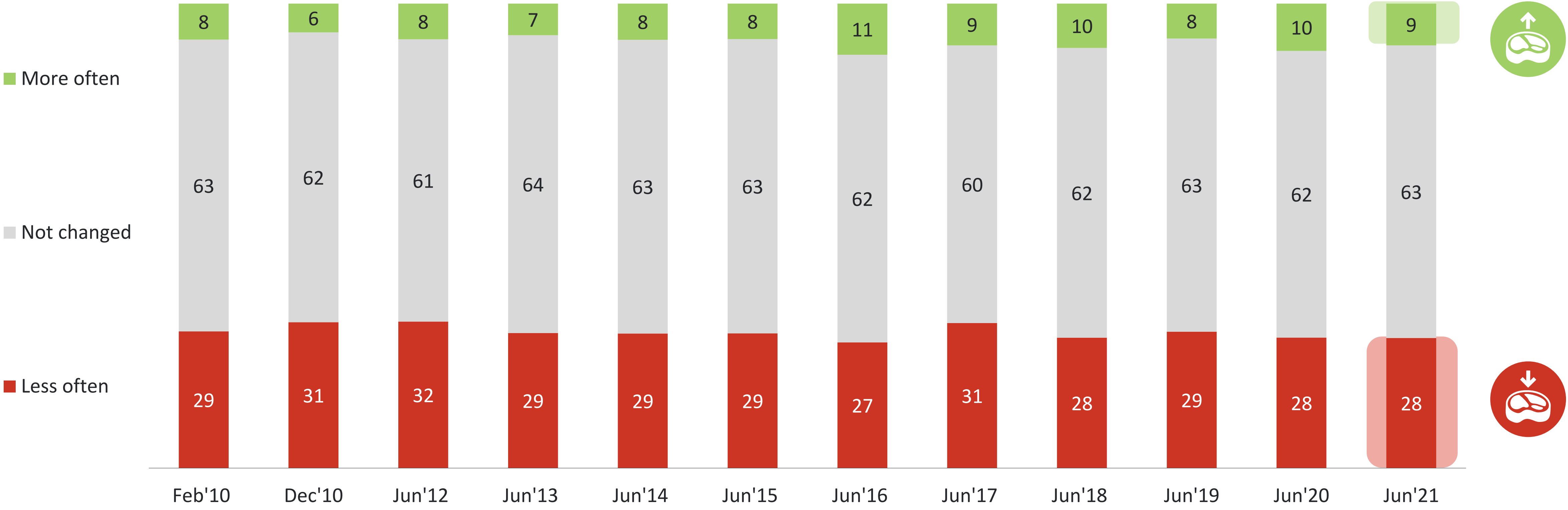
Next 12 months



8 out of 10 meat eaters are NOT planning to reduce their red meat consumption

The proportion of red meat reducers remains stable at less than 1 in 3

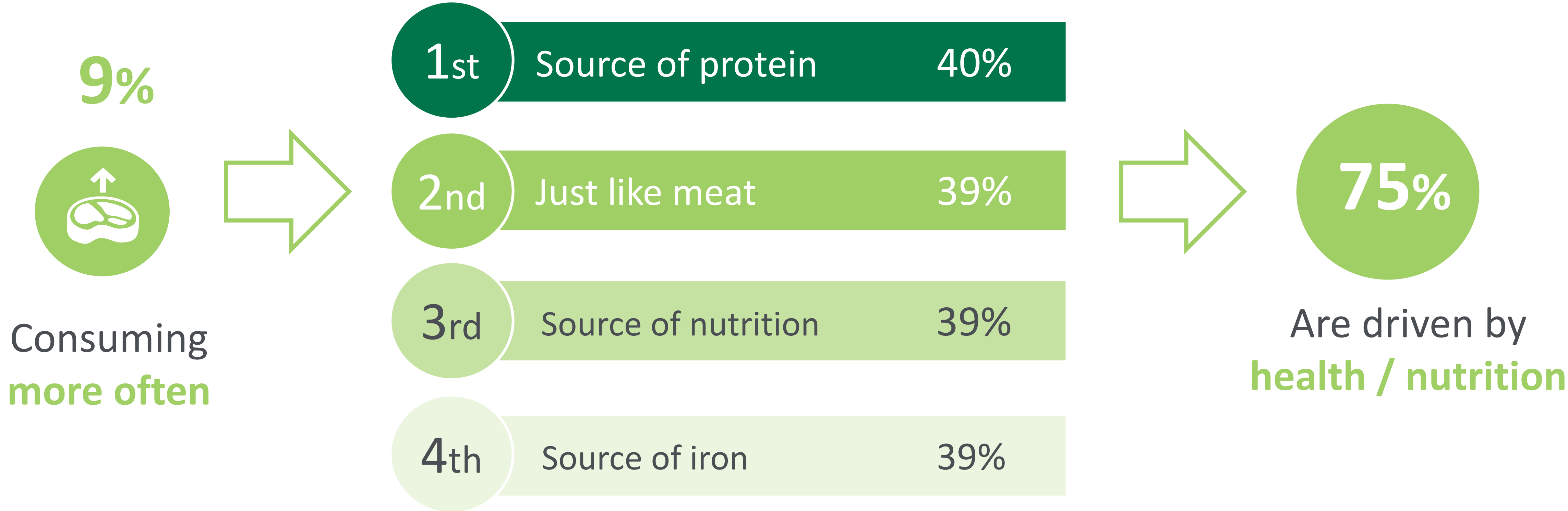
Relative red meat consumption, compared to 1 year ago (%) – Among meat eaters



A7 Which one of the following statements best describes how often you eat red meat now, compared to 12 months ago? Base n=761/ 1000/1002/602/1001/1007/1389/1400/1425/1288/1434/1362

People eat more red meat because they like it and for protein/nutrition, including iron

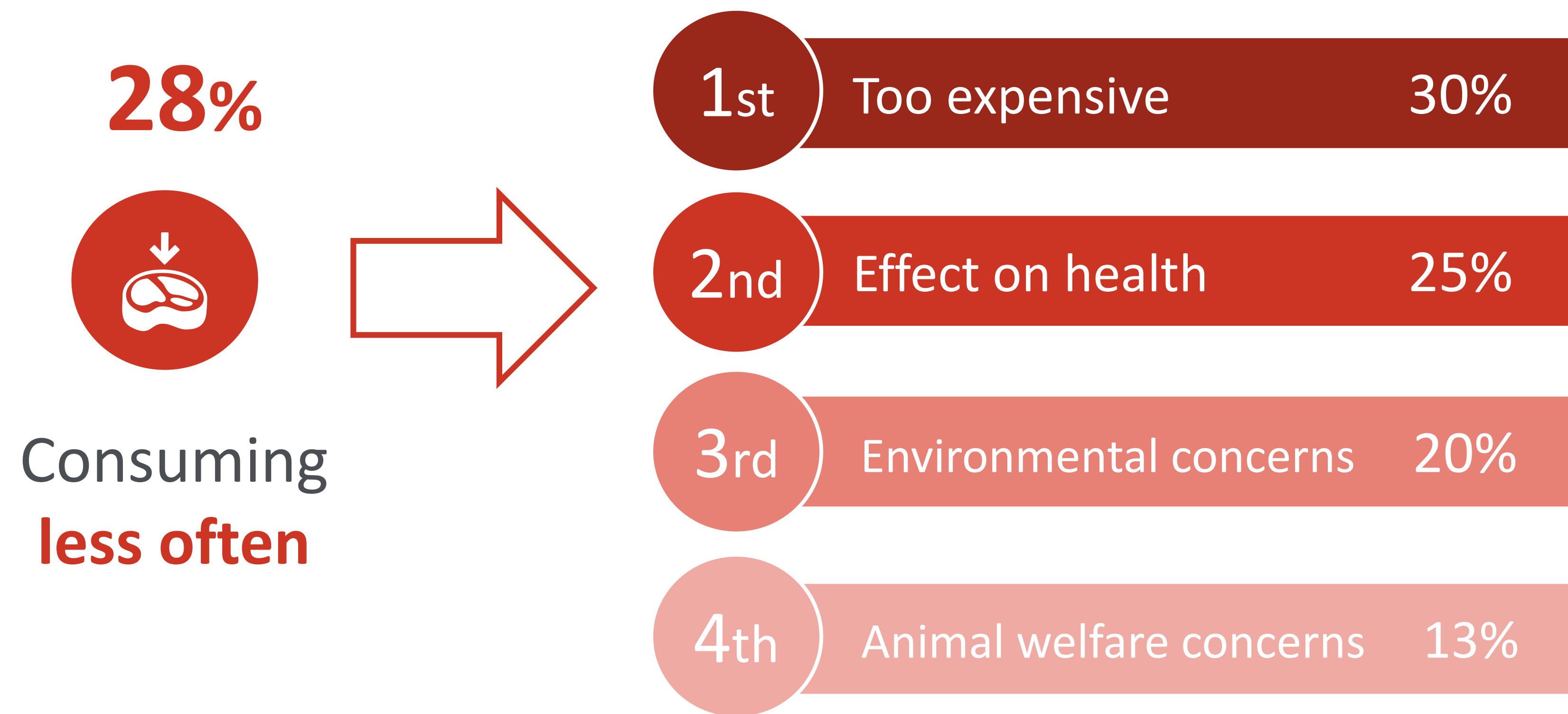
Top reasons for eating more red meat (%) | Red meat increasers



QA7A You mentioned you are eating more red meat now. Why is that?
Base: Those eating more red meat (Jun'21 n=118)

Cost and health remain the primary drivers of red meat reduction, followed by concerns about the environmental impact

Top reasons for eating less red meat (%) | Red meat reducers



A9. And which ONE of the following best describes why you have reduced the amount of red meat you are eating?

Base: Those eating less red meat (Jun'21 n=382)



Knowledge & perceptions towards industry

Key findings

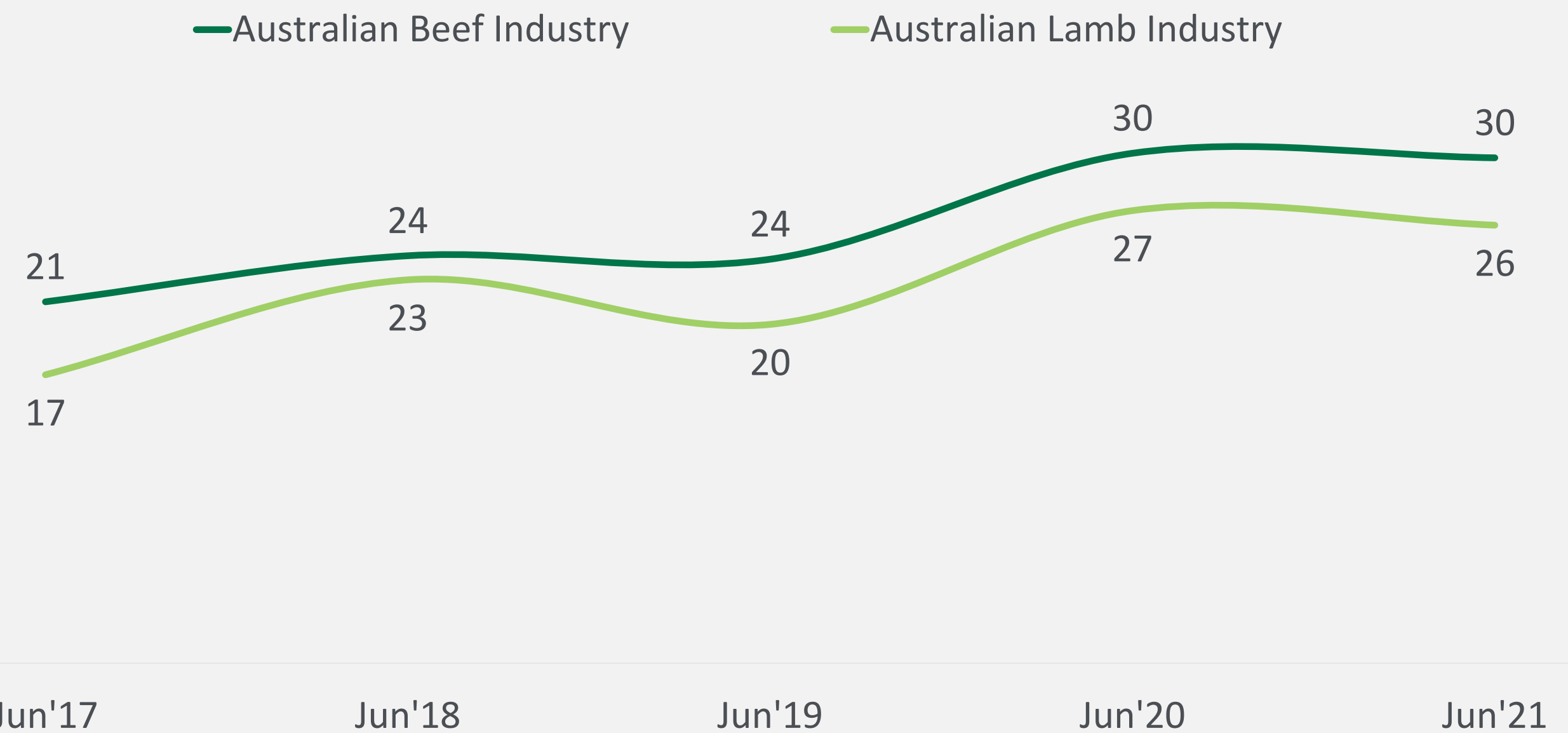
- Perceived industry knowledge has remained stable since 2020
- Those who claim to have a good knowledge of the Australian beef/lamb industries are more likely to hold good industry perceptions

Perceived knowledge of both the Australian beef and lamb industries is increasing over time

1 in 3

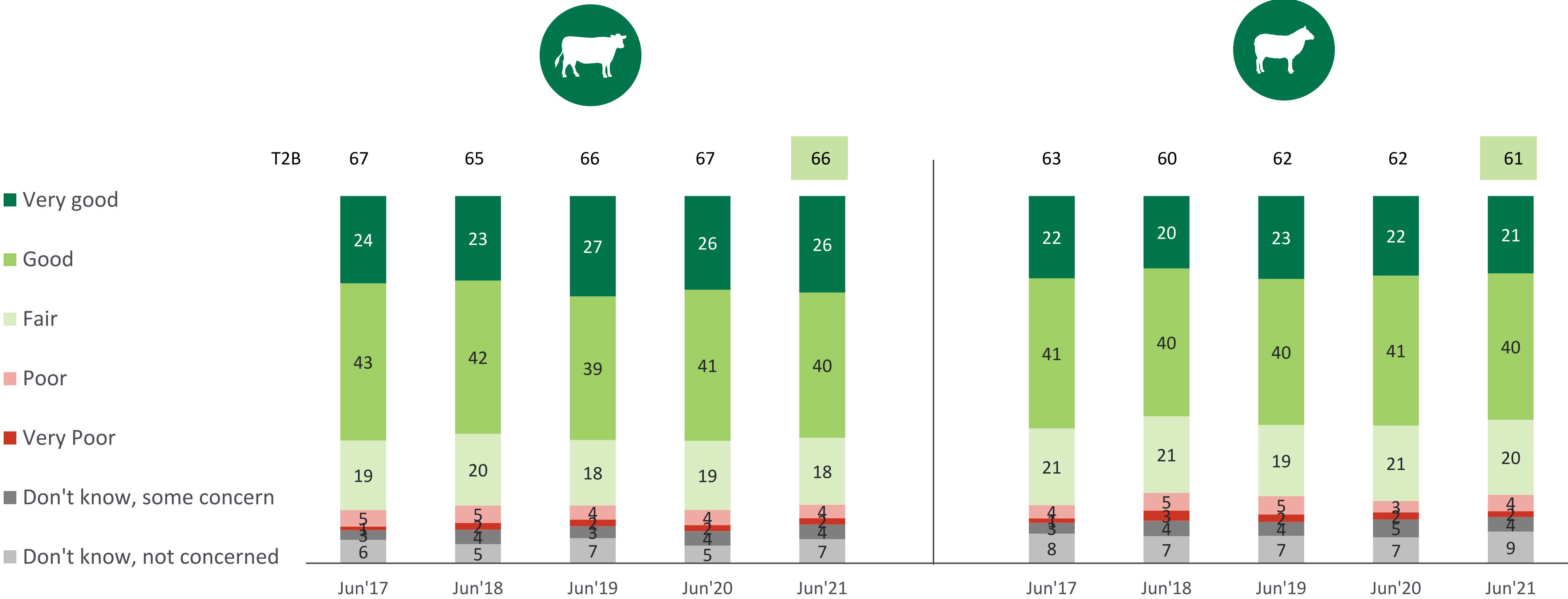
Australians feel they have good knowledge of the beef and/lamb industry

*I have a very good knowledge and understanding of...
(Agree + strongly agree %)*



Industry perceptions of the production of red meat is largely positive, and stable over time

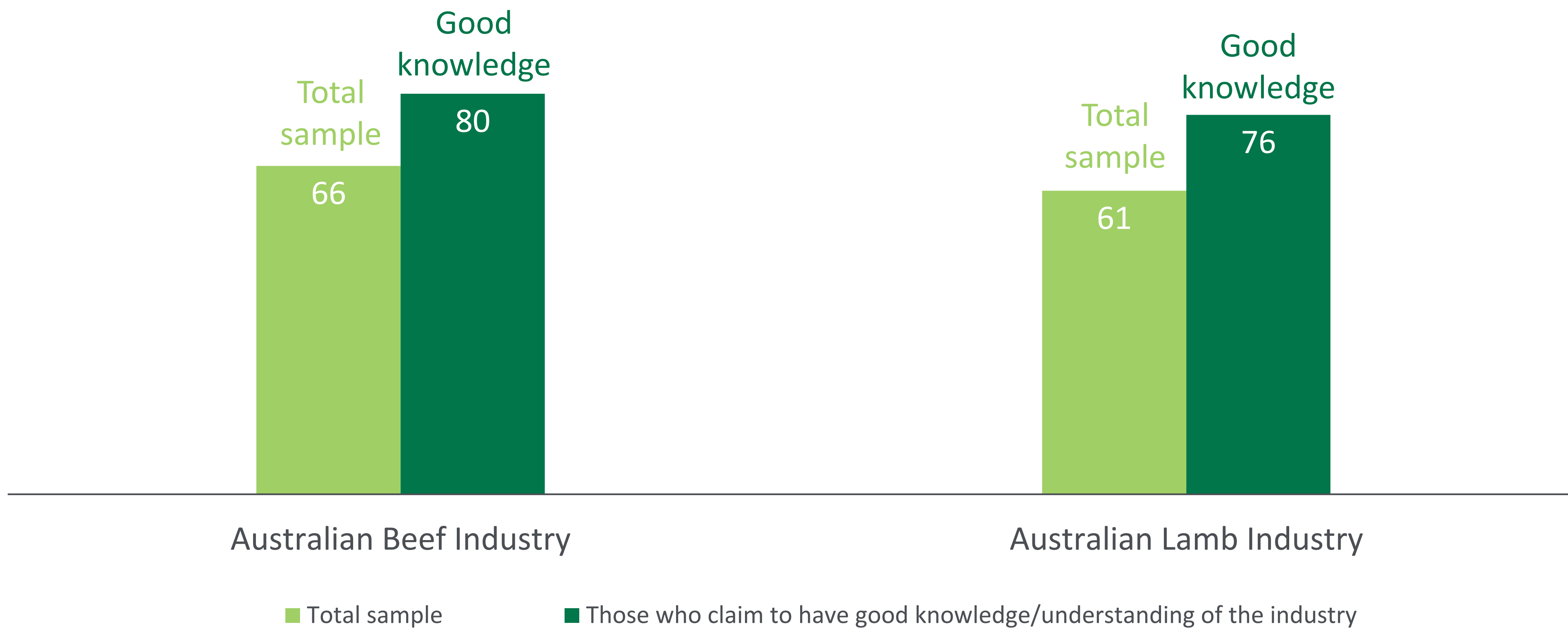
Consumer perceptions of Australian producer industries (%) – Among meat eaters



X1. Thinking about the production of the following foods in Australia, how do you feel about each industry? The Australian _____ industry is... Base n=1400/ 1425 / 1288 /1434 / 1362

Those who claim to have a good knowledge of the Australian beef/lamb industries are more likely to hold positive industry perceptions

Positive consumer perceptions of the Australian beef / lamb industry (Good + Very good %)



Most metro Australians aren't engaged with industry news



~45% have heard something positive about the Australian beef or lamb industry, returning to 2019 levels



~35% have heard something negative about the Australian beef or lamb industry (vs. ~40% in 2020)

Positive industry messaging focusing on quality and economy, while negative messaging revolves around animal welfare



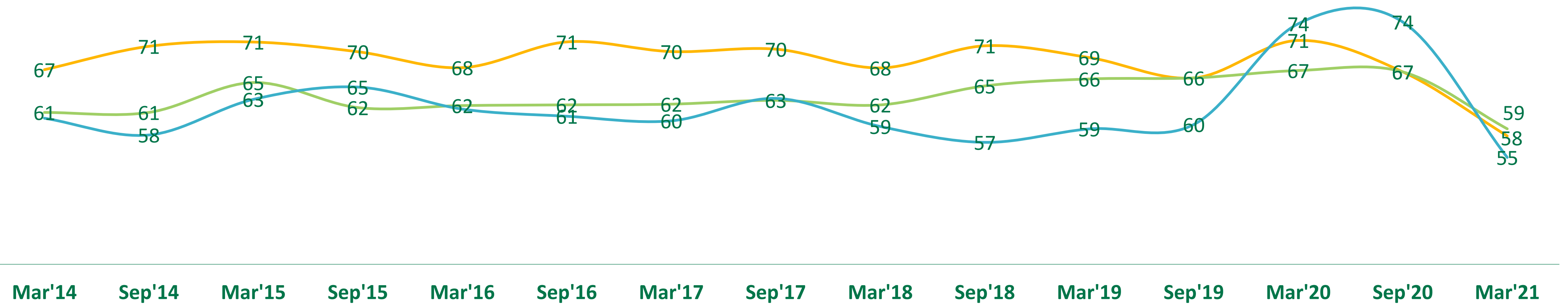
Positive messaging is mostly around **high quality** meat (~15%), and the importance of the industry to **Australia's economy** (~10%)



Negative messaging is mostly around **animal welfare** (~18%), with people hearing less about **live lamb exports**

After the heightened concern and anxiety of 2020, 2021 sees us coming down and worrying less about everything

Concern about society, economy and the environment (T2B %)



Society



Environment



Economy

Source: Pollinate Pulse March 2021 research.

BQ1/b/c. Which of the following best describes your concern [about the environment/about the economy/for society]? I am... [NOTE: question only added in Mar'14]

Base: Total sample, Australians aged 14-64 (approx. n=1000 per wave)

Positively, perceptions of farmers contributing to society are increasing over time

2 in 3

Australians think farmers make a positive contribution to society (and only 6% disagree)



Australian cattle farmers make a positive contribution to society



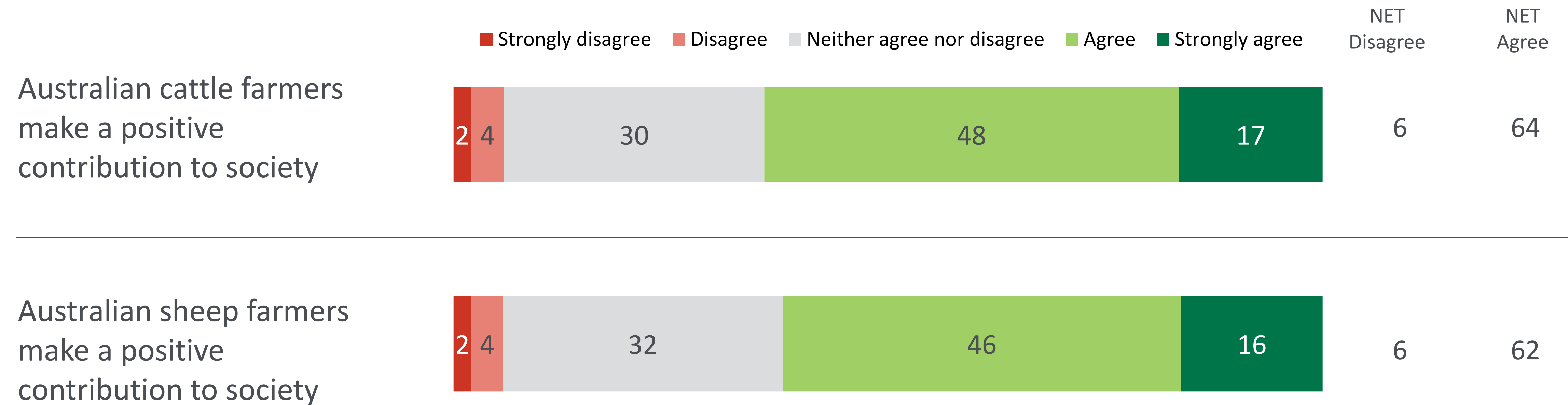
Australian sheep farmers make a positive contribution to society



■ Jun'18 ■ Jun'19 ■ Jun'20 ■ Jun'21

There is very little disagreement about the positive contributions of Australian cattle / sheep farmers

Attitudes towards beef/lamb industry (%)



Instead, 1 in 3 are on the fence – presenting an opportunity to shift perceptions

Around half of metro Australians think that the red meat industry is committed to sustainable production

Agreement with statement
(Agree / Strongly agree %)



Australian cattle farmers care about the environment



Australian beef is environmentally friendly and sustainable



The Australian beef industry is doing all it can to reduce its impact on the environment



Australian sheep farmers care about the environment



Australian lamb is environmentally friendly and sustainable



The Australian lamb industry is doing all it can to reduce its impact on the environment



■ Jun'19 ■ Jun'20 ■ Jun'21

Half are interested in learning more about the journey from paddock to plate, providing an opportunity to educate



49%

are interested in learning more about how beef and lamb gets from paddock to plate



Information sources

Key findings

- Less people are seeking information this year – in line with less concerns overall
- Internet remains the primary source of information

Less people are seeking industry information. Internet search remains the top method to find information.

1

Nutrition



Internet search 28%

Health organisations 24%

Health professionals 24%

2

Animal welfare



Internet search 30%

Industry bodies 23%

Health organisations 18%

3

Environmental impact



Internet search 30%

Industry bodies 22%

Health organisations 18%

Note: People are thinking about fewer issues so significantly less people are searching for this information

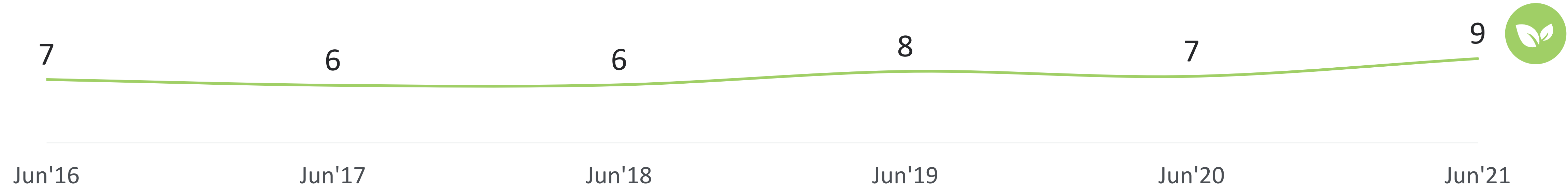




Vegetarianism understanding

The number of people in metro Australia who claim to be vegetarians remains consistent

9% 

Are you a vegetarian? (%)



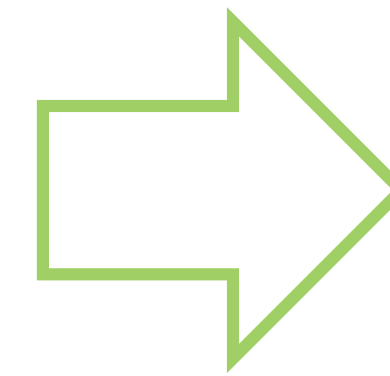
 Significant decrease vs Jun'20
 Significant increase vs Jun'20

**However, most
claimed
vegetarians still
eat meat
occasionally**

9%



Vegetarians
in metro Australia



58%

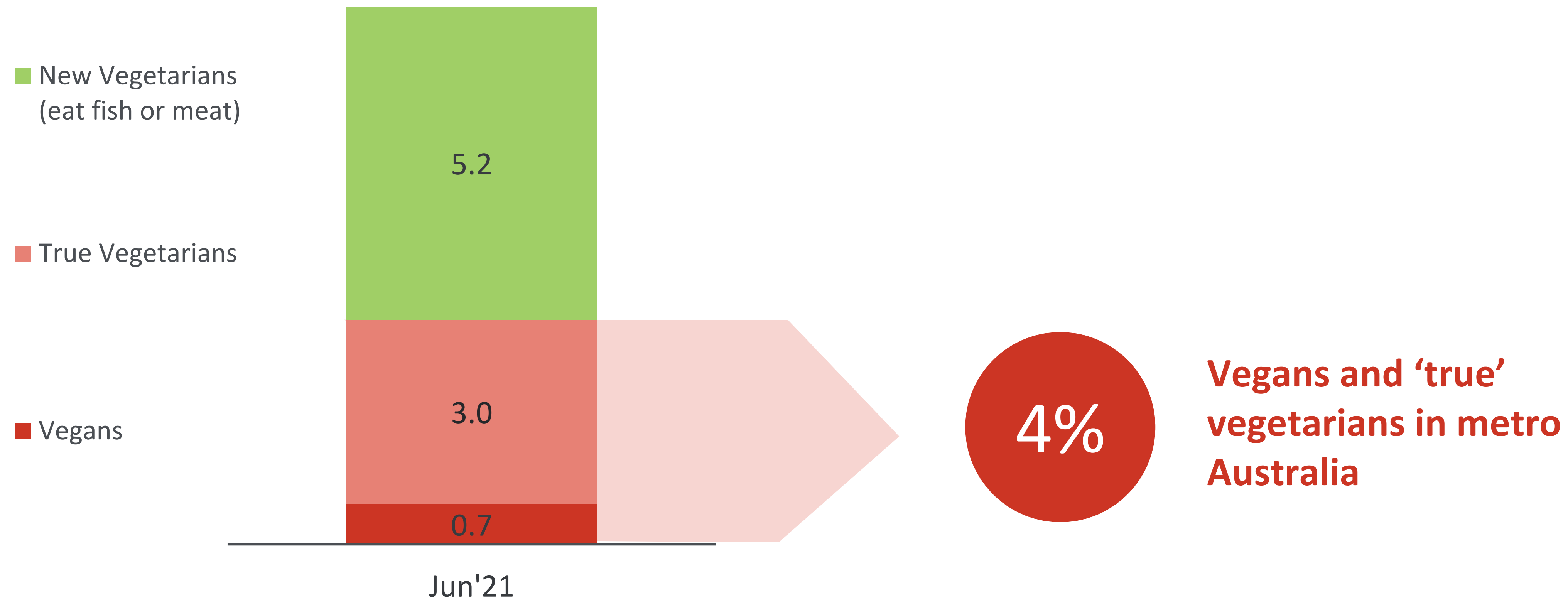


Vegetarians
who also **eat meat**
occasionally

The proportion of vegans & true vegetarians in metro Australia sits around 4%



Vegetarianism in metro Australia (%)

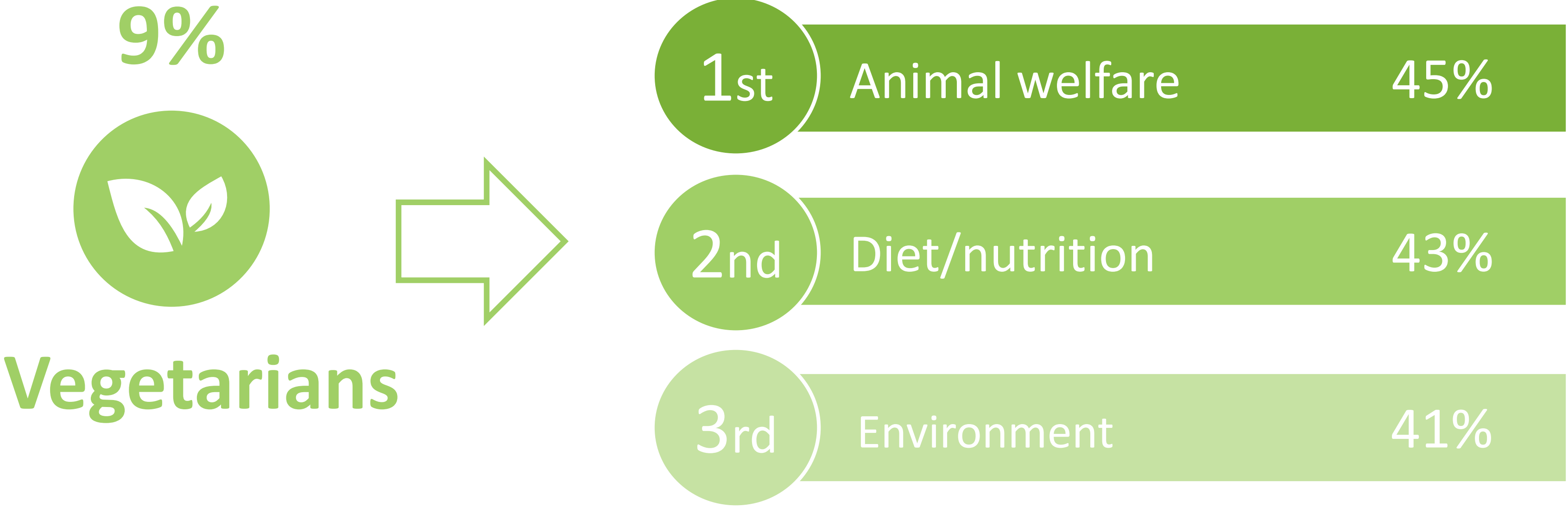


S7. Are you a vegetarian? Base n=1422 / 1556

S7B. Do you eat any of the following? Base: Those who claim to be vegetarian, n=107/109/132

Animal welfare, health, and environment are the key drivers for vegetarianism

Top reasons for not eating meat (%) | Vegetarians



↑ Significant increase vs Jun'20

Summary

Summary

Overall meat consumption is stable

The portion of red meat reducers/ increasers in the community is stable

Knowledge increases positive industry perceptions

Perceived industry knowledge has increased, however only 1 in 3 feel they have 'good knowledge'

Australians with greater perceived knowledge tend to have more positive perceptions of the red meat industry

Drivers and barriers to red meat consumption are gradually changing

Consumers are considering a wider range of factors before deciding to reduce their red meat consumption

Health is key to drive consumption of red meat

Health benefits are a key driver for 3 in 4 'red meat increasers', suggesting health is a strong message to drive consumption and advocacy

Red meat industry perceptions are stable

Farmers are trusted and perceived to contribute positively to society

Concerns around the environment and animal welfare are stable

Fewer Australians are searching for information

The internet remains the primary source of information about the red meat industry

Key insights

Industry perceptions are largely stable in 2021

There is potential to educate people about the Australian beef and lamb industries to increase engagement and positive perceptions

Health messages are key to increasing consumption of red meat, and to discourage reduction, as are environmental messages (e.g. reduce methane emissions to zero by 2030) and the journey from *'paddock to plate'*

Thank you

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