



ON-PACK NUTRITION CLAIMS & INDIVIDUAL PORTIONS

ON-LINE CONCEPT



Funded by Beef Farmers & Ranchers

Objectives and Approach

Marketing Objectives

- Assess perceptions of a simplified, pre-portioned beef packaging concept and impact on purchase intention as well as nutritional and health benefits.
- Identify messaging and packaging that draws shoppers like.
- Determine the unique strengths of on-pack messaging and other packaging elements in beyond the overall concept.

Respondent Qualifications

- Demographic criteria for qualified respondents:
 - Aged 18 to 71
 - Do not avoid eating beef
 - Eat beef more than once a month
 - Responsible for at least half of food purchasing
 - Responsible for at least half of home cooking

Research Method

- Ypulse conducted a quantitative online survey of 18 to 71 year olds showing each participant two new packaging designs in a random order.

Sampling & Fieldwork

- In the quantitative survey, we collected data for 1059 participants in total, including 349 Millennials, 349 Gen Xers, and 361 Baby Boomers.
- Participants were recruited from Ypulse's proprietary SurveyU research community.
- The quantitative survey was fielded in June 26, 2017 – June 30, 2017.

On-Line Concept Test

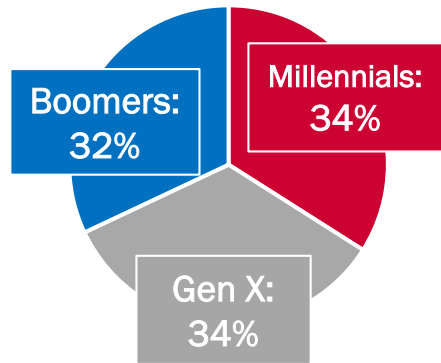
Key Findings

- The concept of pre-portioned individual serving beef packages with nutrition forward claims generates strong appeal across all consumer groups with high purchase interest.
- Consumers indicate that this concept is likely to be incremental to current beef purchases.
- The concept improves beef health perceptions and is believed to assist with portion control.

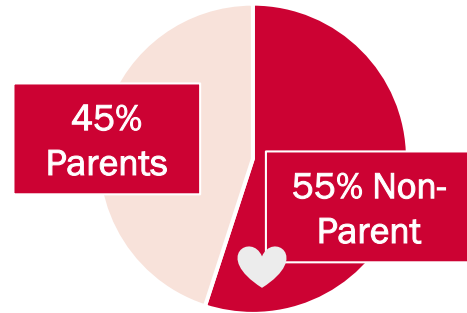
Concept Appeal Demographics

The on-pack nutrition focused individually portioned beef products appeals to a variety of consumers.

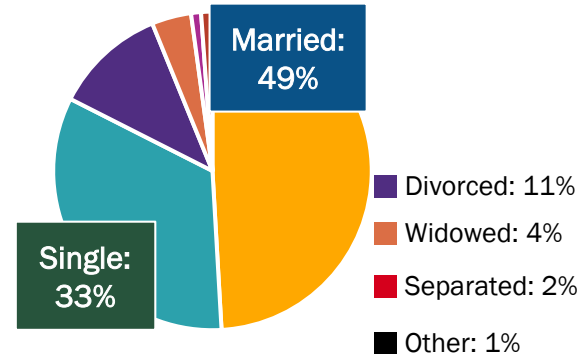
AGE



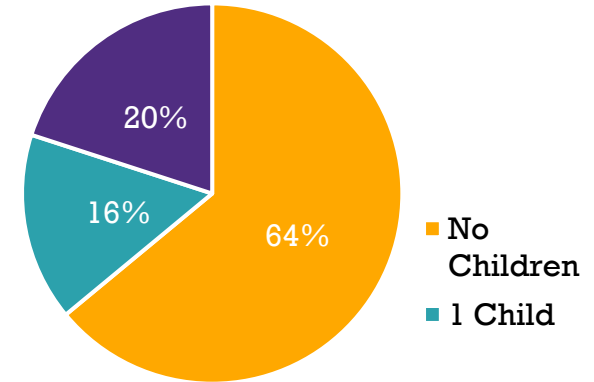
PARENTAL STATUS



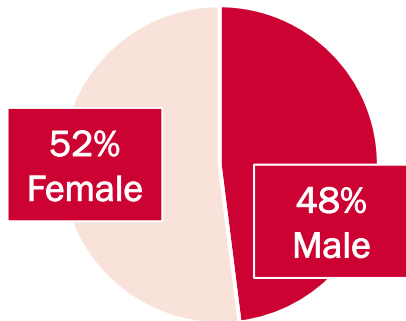
MARITAL STATUS



of CHILDREN IN HOUSEHOLD



GENDER



RACE / ETHNICITY

Af. Am / Black	11%
American Indian	2%
Asian	2%
Caucasian	81%
Hispanic	9%

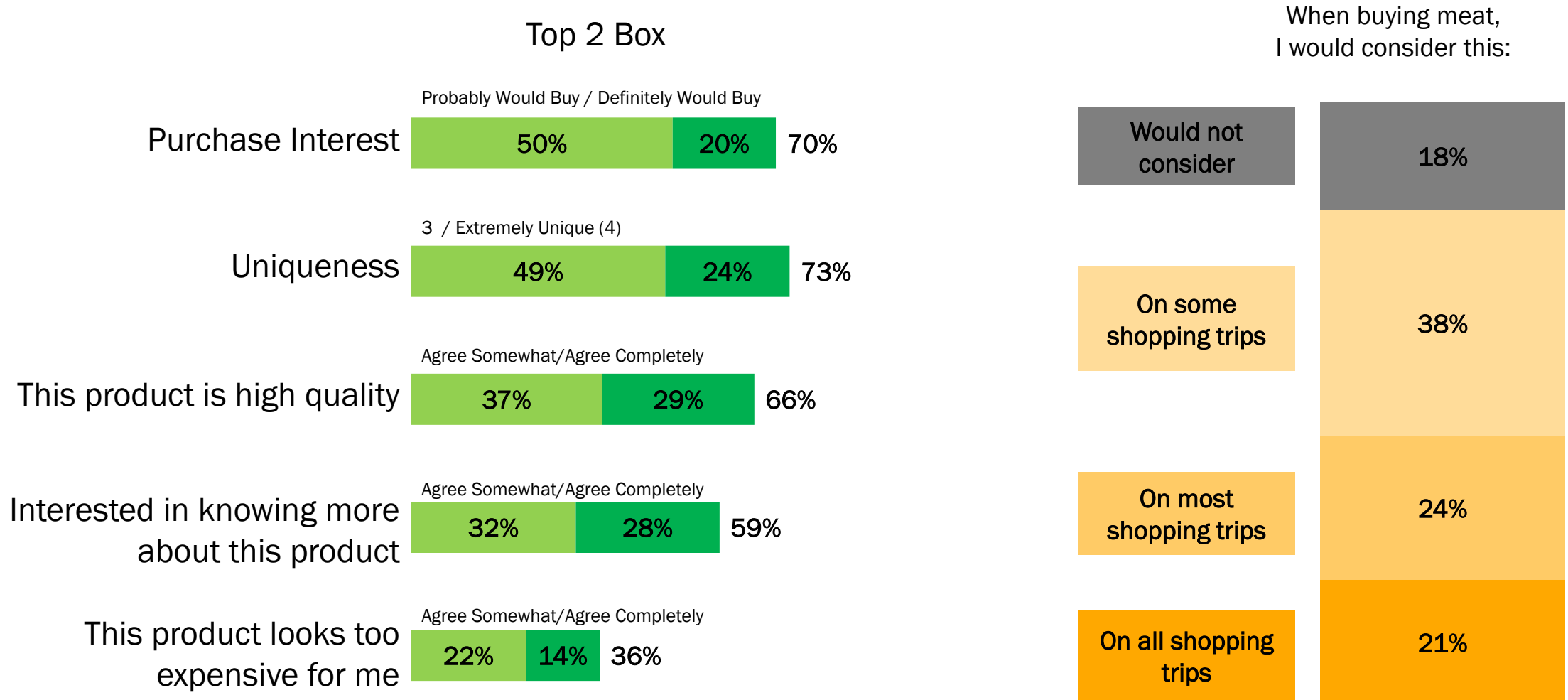
LIVING STATUS

Alone	22%
With friends / roommates	6%
With partner	45%
With parents	9%
With other family	13%

Interested shoppers are those who indicated they would probably or definitely purchase any of the products mentioned in H310.







Concept Interest

Nutrition forward beef packages that are individually portioned servings generates strong purchase interest.



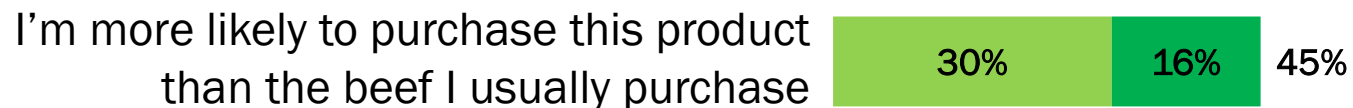
Purchase Intentions

Nearly half of consumers indicate that the new package concept would be an additional beef purchase.

					
	Be an addition	Replace Beef	Replace Chicken	Replace Pork	Would not purchase
	47%	33%	6%	9%	18%

Top 2 Box

Agree Somewhat/Agree Completely



Product Attribute Agreement

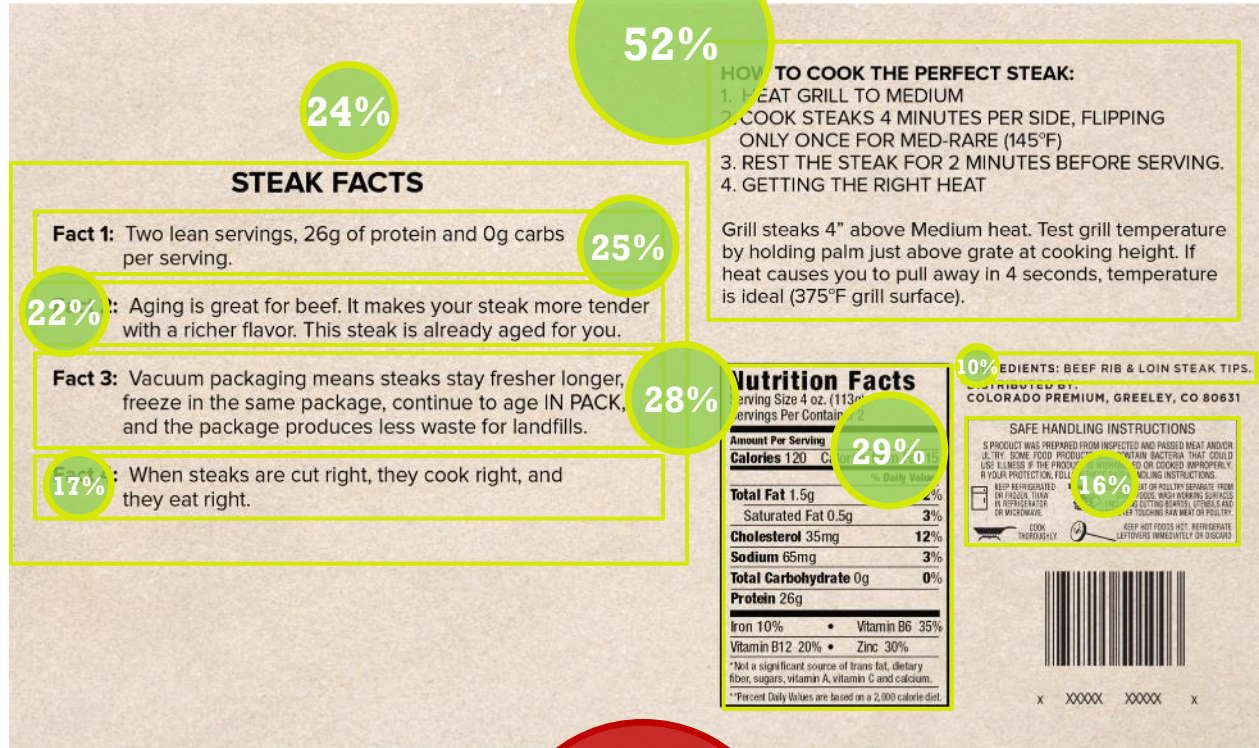
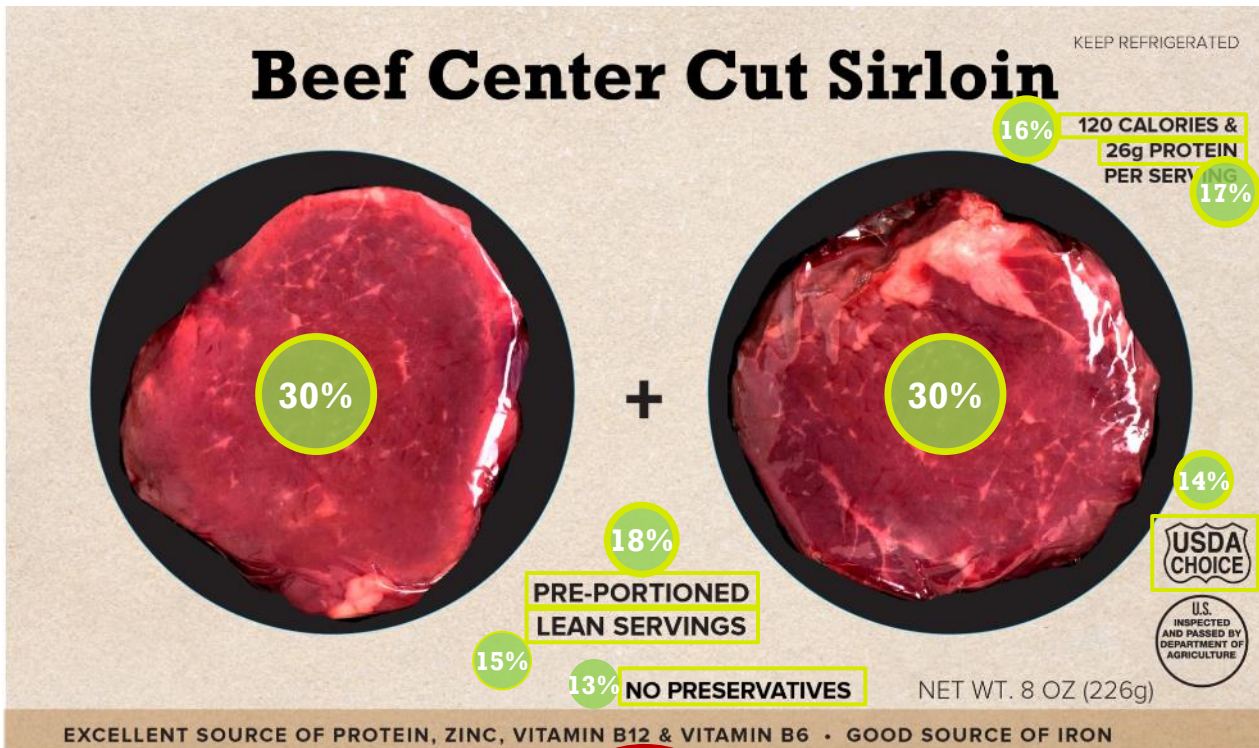
The concept, with on-pack nutrition claims and individual portions, improves beef's nutrition perceptions as well as simplifying beef purchasing and meal planning.

Top 2 Box Agreement

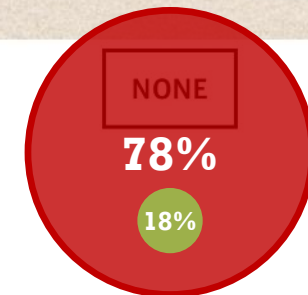
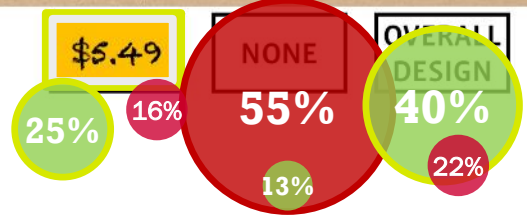


Packaging Likes & Dislikes

Shoppers enjoy the overall design and seeing the fresh meat. Nutrition, cooking, and information on vacuum sealing are appreciated.



● Likes
● Dislikes





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