

## Packaged Red Meat - US - February 2015

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"The red meat category features lamb and other red meats that are not regularly eaten by mainstream meat consumers. There is an opportunity to educate consumers about the lower saturated fat levels in these other meats, and provide them instruction about how they can be used in some of their favorite dishes."

Julia Gallo-Torres, Senior Analyst, Food and Drink/Foodservice Reports

This report looks at the following areas:

- How to spur trial of less familiar meats, such as lamb?
- Households with children eat more meat, but those with older children can't afford to buy more. How to appeal to parents?
- The use of red meat declines with age. How to spur interest?

The packaged red meat category has been under scrutiny for issues related to purity and health. Ever since the "pink slime" scandal of 2011, consumers have shown a keen interest in knowing the origin of their meat products, and also want information related to production processes and the humane treatment of animals.

US conditions related to drought and diseases have limited domestic beef and pork resources, resulting in volatile prices in 2014. In response, consumers are increasingly turning to non-red meat proteins, such as chicken and vegetarian sources, such as beans, tofu, and other meat-like products. Other competitive forces include fast food restaurants, which can serve meat items such as burgers, chili, and sausages at competitive prices.

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Insight: Focus on nutritional properties and product purity

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### Appendix – Trade Associations

American Association of Meat Processors (AAMP)  
American Meat Institute (AMI)  
Food Marketing Institute (FMI)  
Grocery Manufacturers Association (GMA)  
National Meat Association (NMA)  
Natural Products Association (NPA)  
Private Label Manufacturers Association (PLMA)

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