

CONSUMERS CRAVE more high-quality protein ...

97%

of U.S. adults
choose to eat
meat or seafood
at least once a
week,¹ and in
the past year

at least
1 IN 3

increased
their interest
in eating meat
or seafood as
a source of
high-quality
protein

... AND THEY ARE HUNGRY FOR MORE TRANSPARENCY AND TRACEABILITY

Nearly 2 in 3 consumers believe more transparency around animal protein is needed and would make them feel more comfortable consuming it – particularly meat and seafood.

67%

U.S. raised,
locally grown
meat or
seafood

Claims
consumers find
**most
valuable**

64%

"Free-from" claims
(hormone-free,
antibiotic-free,
etc.)

63%

Animal welfare
standards or
care claims

51%

Meat animal
breed (Black
Angus, Duroc
Pork, etc.)

60%

Environmental
and sustainability
claims

Younger adults
value animal welfare
and environmental
claims most.

More than half of consumers

find additional transparency information extremely or very valuable.

Interest in traceability is growing

In the past year, more than 40% of consumers report increased interest in traceability technologies – and a desire for more information or verification.

Increased Consumer Interest

More information about meat and seafood through traceability technologies 44%

How meat and seafood was raised, handled and transported 40%

Knowing the meat or seafood was sustainably raised 40%

Seeing transparency claims on meat or seafood product labels 39%

Knowing product label claims were verified by a third party 36%

CONSUMERS ARE READY TO PAY MORE FOR transparent/traceable meat and seafood

nearly **40%**

of consumers are willing to pay \$0.10 to \$1.00/pound more for transparency/traceability claims on the label

Younger adults
(18-34) are the most
willing to pay more,
and women are
more willing
than men.

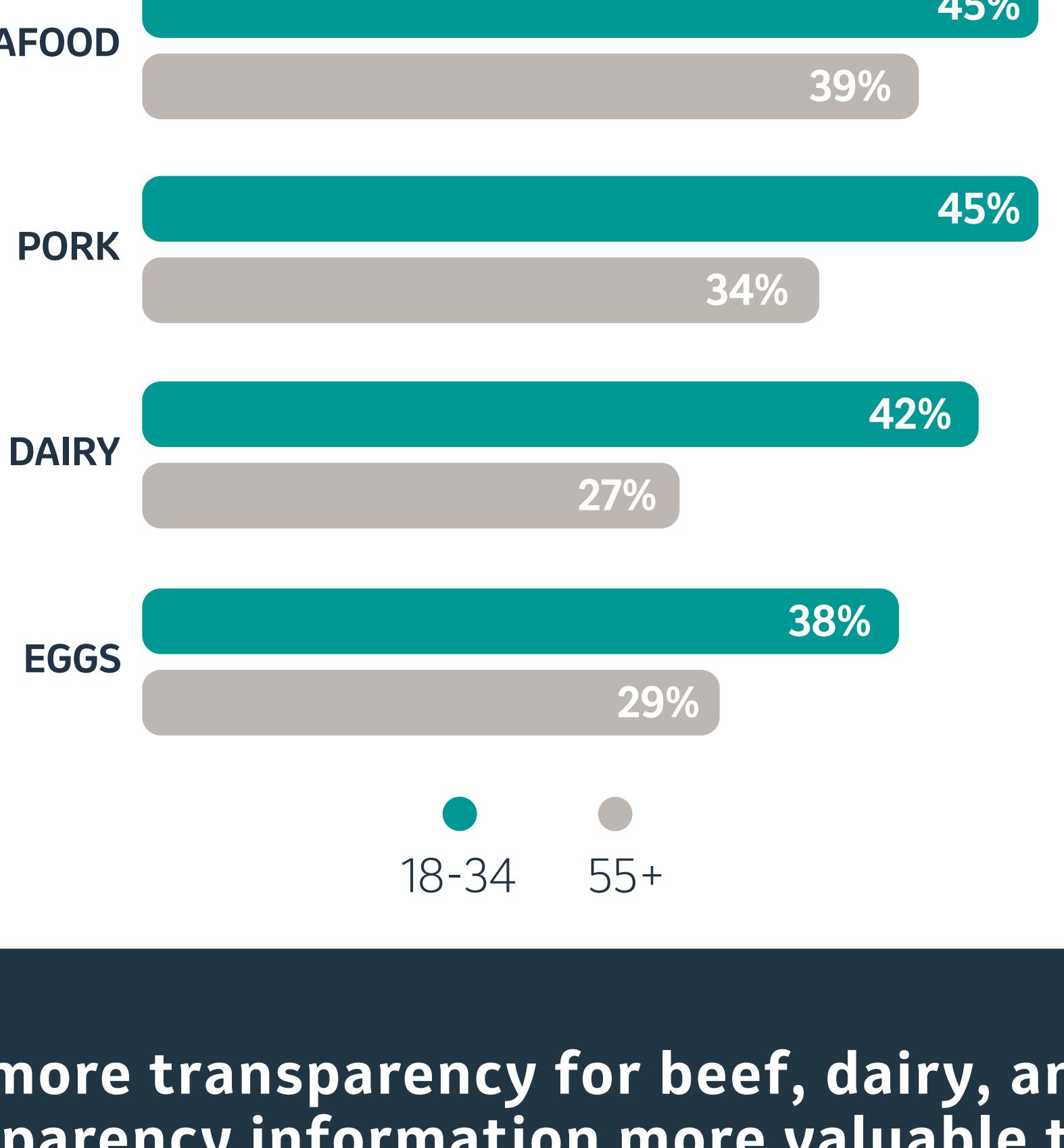
Gender and Generation Differences

TRANSPARENCY IS VERY IMPORTANT TO
WOMEN AND YOUNGER ADULTS



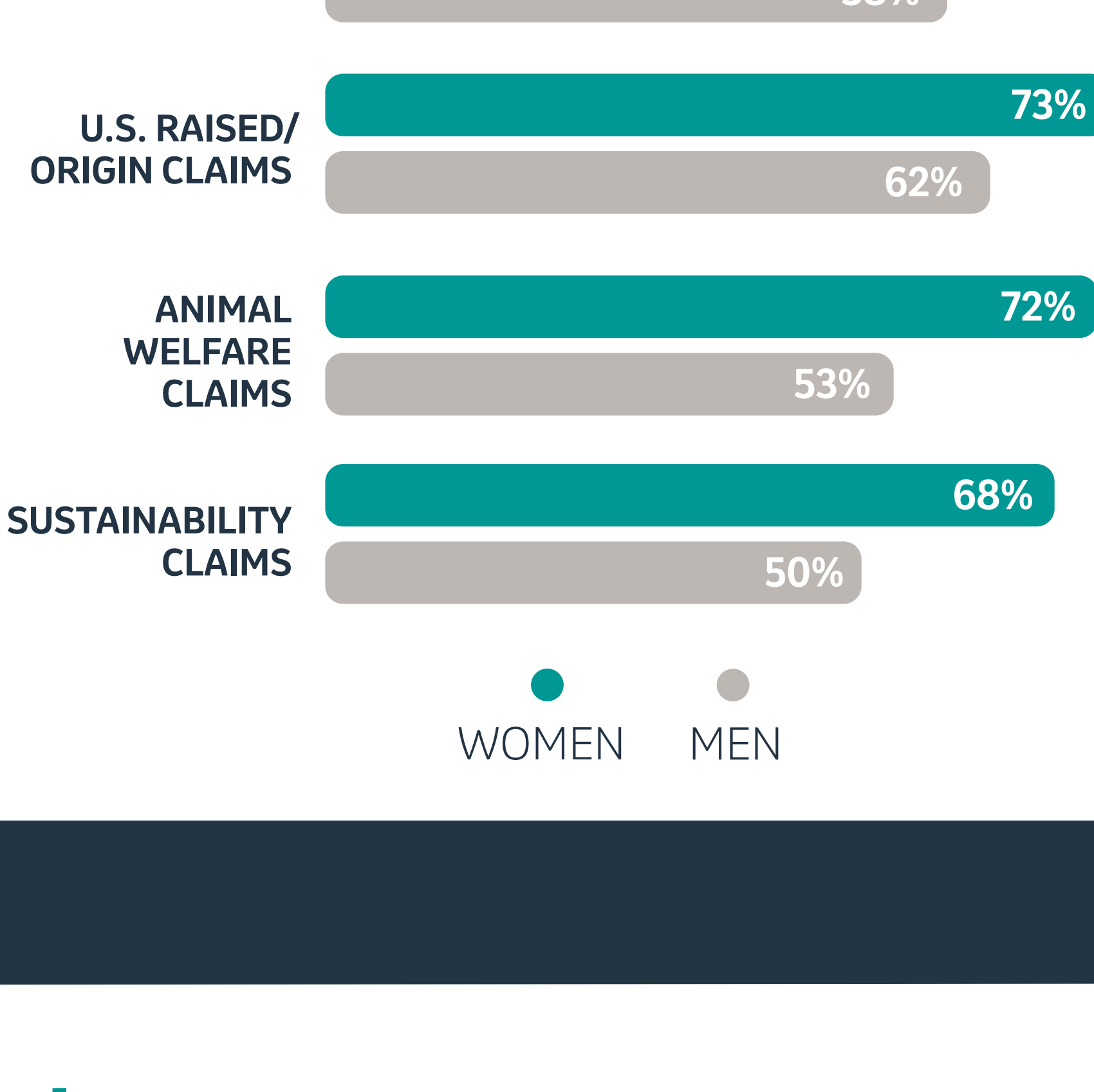
Younger adults (18-34 years old) want significantly more transparency compared to older adults (55+ years old).

A Lot More Transparency Needed



Women want more transparency for beef, dairy, and poultry and find transparency information more valuable than men.

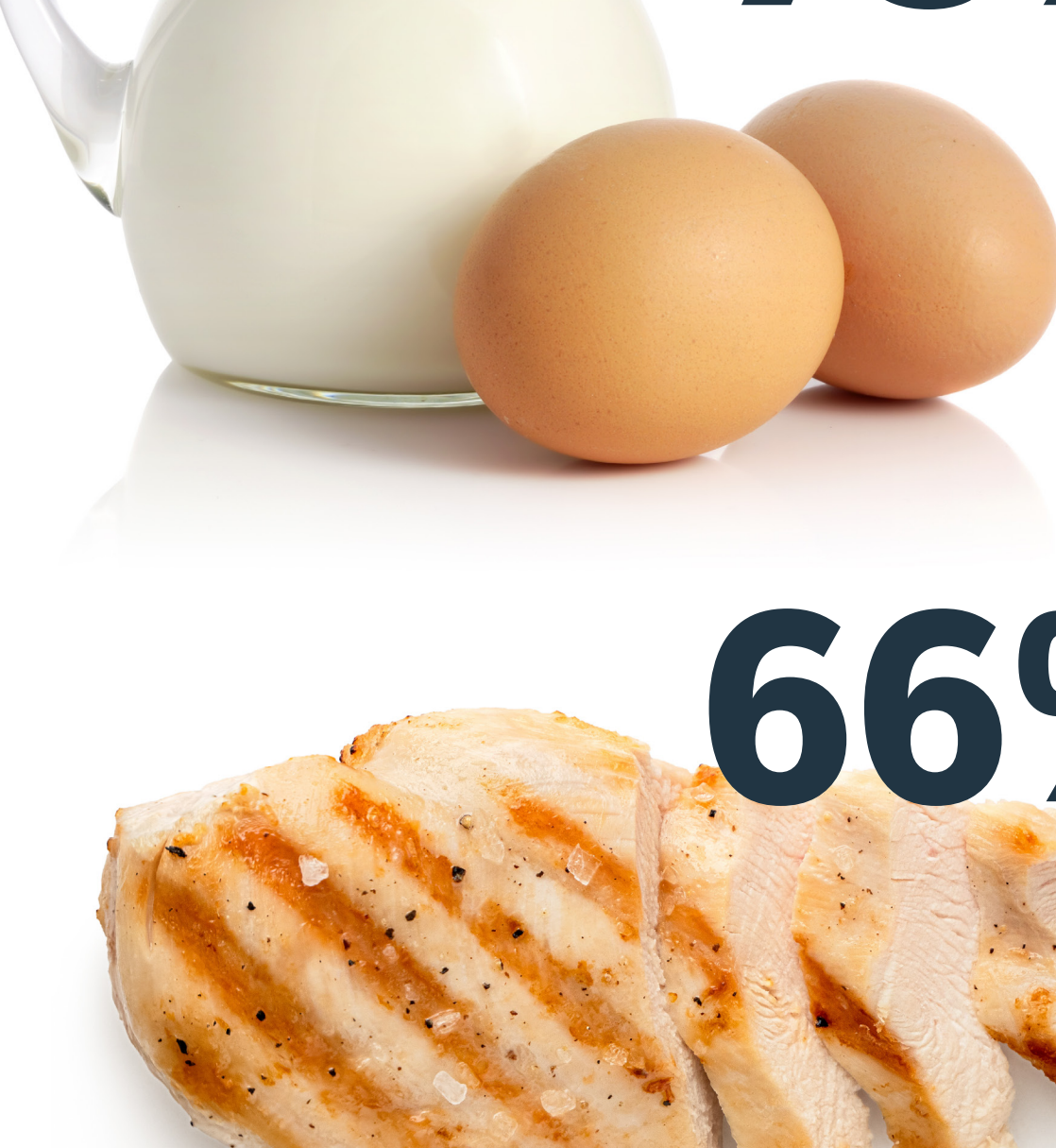
Percent Who Find Transparency Information Extremely or Very Valuable



Greater transparency + traceability offers an opportunity to build more consumer trust.

Trust is highest
for dairy and eggs

75%



On average,
67% of consumers
say they have "a lot"
or "some" trust in
how meat and seafood
products are raised,
grown or made.

69%

followed
by beef
and poultry



66%

58%
and lowest
for pork and
seafood



Transparency + Traceability = Trust

FOR MORE INFORMATION, PLEASE VISIT OUR WEBSITE.

The infographic data are the results of a Merck Animal Health consumer transparency research study, conducted by Fountainhead Brand Strategy, with 975 consumers who represent the U.S. adult census and have eaten meat, fish, eggs, or dairy in the last week. The March 2024 study defined transparency as knowing how food is grown, raised, or made. Traceability was defined as being able to follow the movement of food products and ingredients through the supply chain.

1. Merck Animal Health, Research on file, 2024; U.S. Consumer Transparency and Traceability Omnibus Research Report.



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