

Into the mind of the conscientious consumer

during the COVID-19 pandemic



Shoppers value **SHELF LIFE**

Consumers are **keeping more meat** in the fridge and freezer right now:

27% have **one-week's worth** of meat on hand

26% have **meat to last 2-3 weeks** in their fridge & freezer

Source: Datassential, May 2020

Consumers care about **FOOD WASTE**



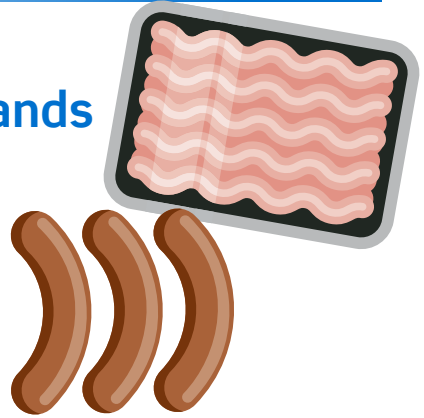
Source: Foodinsights.org, May 2020

Shoppers are focused on **VALUE**

Shoppers are **turning to less-expensive store brands** during the pandemic:

18% because preferred items are unavailable

20% to save money



Source: IRI Survey, 2020

TASTE & CONVENIENCE



of shoppers **report healthier eating habits**, compared to before COVID-19 became a national concern.

Source: FMI.org, 2020



67% say taste and flavor are most important to shopping for food & beverage items

Source: GutCheck, 2020