



# “Meating” the Needs of the New Lamb Consumer

Michael Uetz — Midan Marketing



TAKING US LAMB QUALITY TO NEW HEIGHTS



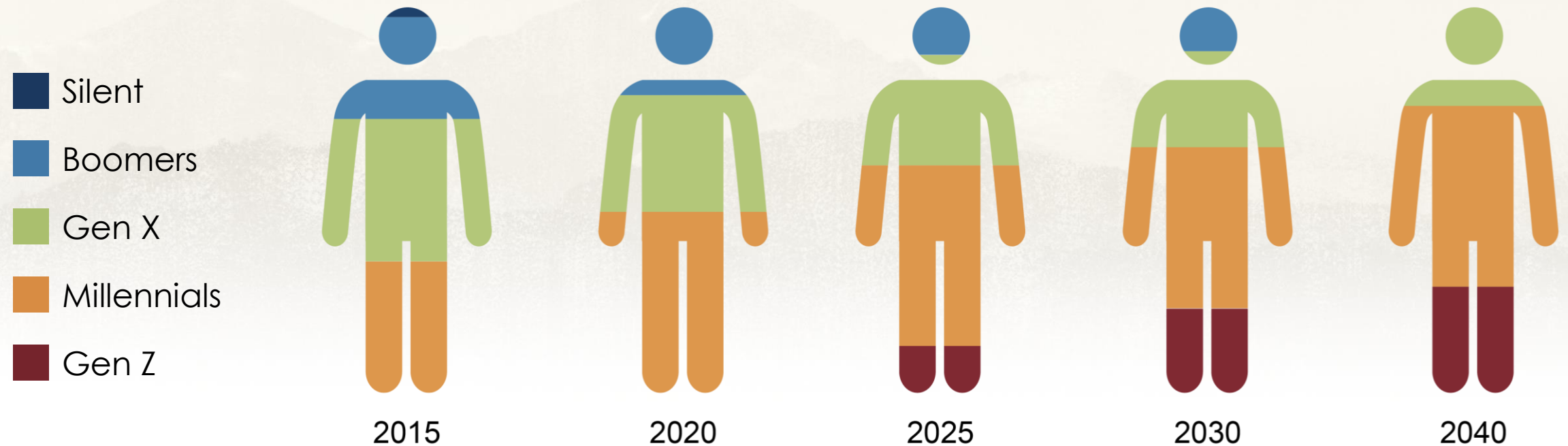


A group of five diverse young adults are sitting around a wooden table in a casual setting, likely a cafe or restaurant. They are all smiling and looking towards the camera. On the table, there are several pizzas, some on wooden boards, and several bottles of beer. The background is a bright, modern interior with large windows. The text "TOMORROW'S CONSUMER" is overlaid in white on a dark blue horizontal band across the middle of the image.

# TOMORROW'S CONSUMER

# World population by generation

Worldwide and in the U.S., Millennials are the largest generation yet – some 2.3 billion strong.  
(U.S. Census Bureau)



Source: Red Tree

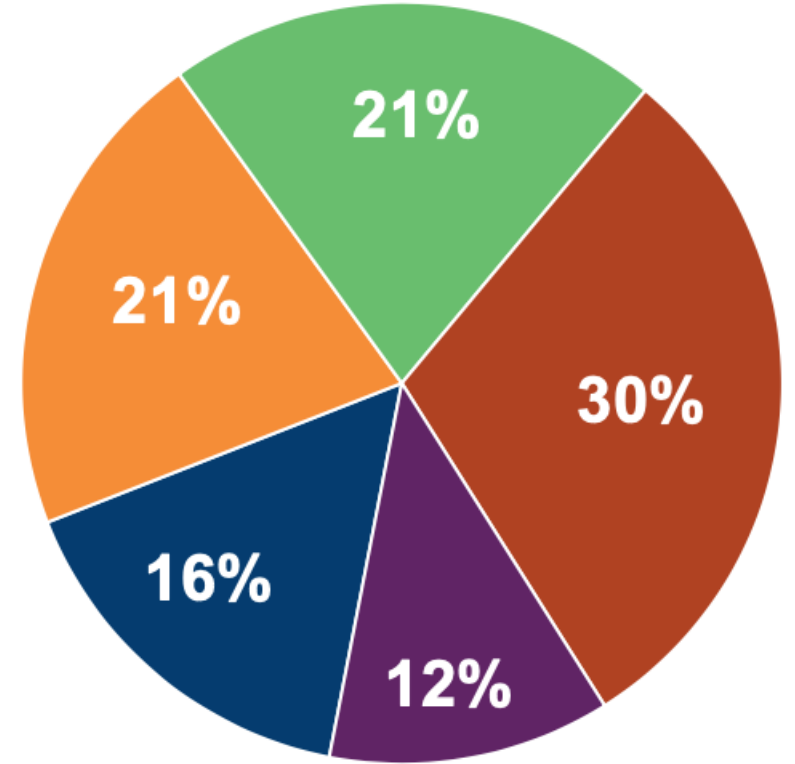


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# Meat Consumer Segmentation 2.0



**Protein Progressives**  
16%



**Family-First Food Lovers**  
21%



**Aging Traditionalists**  
21%



**Convenience Chasers**  
30%



**Wellness Divas**  
12%

# Millennials: The largest generation in history is about to move into its prime spending years and change how we do business for decades

High confidence in digital of all protein types

Concerns about the environment

Like to experiment with new foods

Access, not ownership



Increasingly eating vegetable/plant protein

Elikely to shop at supermarkets and online

Body conscious

20% have eaten lamb in the past 3 months





# By 2020, Gen Z will account for 2.56 billion of the global population and 40 percent of all consumers

Food influencers  
Social  
Educated  
Adventurous eaters  
Multi-Taskers  
Less likely to worry  
Entrepreneurs  
about nutritional  
content, but apt to be  
Philanthropists  
on a diet



Like meal kits  
Cautious

Interactive  
Alternative supercenters

Like to replace meat  
with vegetable/plant  
proteins in the future  
Less Focused

Digital Natives

14% have eaten lamb in the past 3 months

**Flexitarians are people who are actively replacing meat/poultry with vegetable/plant-based proteins as a main dish daily or several times a week. About one-fifth of general meat eaters are considered flexitarians.**

**Environmentally  
conscious**

**Ethnically diverse**

**Urban dwellers**

**See vegetable/plant-  
based protein as  
healthier**



**Younger**

**Shop online and at  
specialty stores**

**Prefer national brands**

**1 in 3 are likely to try  
cell-based when it's  
available**

**28% have eaten lamb in the past 3 months**





# More than 2 in 3 meat eaters are aware of grass-fed beef, but of those, one-quarter are regular grass-fed beef eaters.

Urban and suburban dwellers

1 in 3 have children

Environmentally conscious

Believe grass-fed promotes better animal health



Tend to be Millennial or Gen X

Shop at club and specialty stores

Meal kits and online shopping are appealing

Concerned with health; see link with food

30% have eaten lamb in the past 3 months





A person wearing a pink shirt and a dark denim apron with a white waistband is grilling chicken on a black barbecue grill. The apron has a white pocket with the text "SUR LA TABLE" on it. The person is using metal tongs to handle the chicken. In the background, there is a yellow bag of charcoal and a green plant. The word "EXPECTATIONS" is written in white capital letters on a dark blue horizontal band across the middle of the image.

# EXPECTATIONS

SUR LA TABLE



# Three levels of health

## HEALTHY 1.0

- Definition of health: weight management
- What's **NOT** in food
- Low calorie, low carb, zero fat

## HEALTHY 2.0

- Feeling good
- Food is natural, organic, sustainable and fresh
- Local is important

## HEALTHY 3.0

- Focus on function and positive nutrition
- What will food do for me?
  - supply protein?
  - support health?
  - provide energy?

'80s, '90s and early 2000s

Starting in 2004-today

Now

Source: Datassential's Foodbytes: 2018 Trends

HEALTH & WELLNESS



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# Definition of quality

PRIME

ORGANIC

SUSTAINABLY RAISED

VEGETARIAN-FED

LEAN

BRIGHT PINK

NO ADDED  
HORMONES EVER

ALL NATURAL

NO ANTIBIOTICS  
EVER

LOCALLY RAISED

HERITAGE

CERTIFIED TENDER

PREMIUM

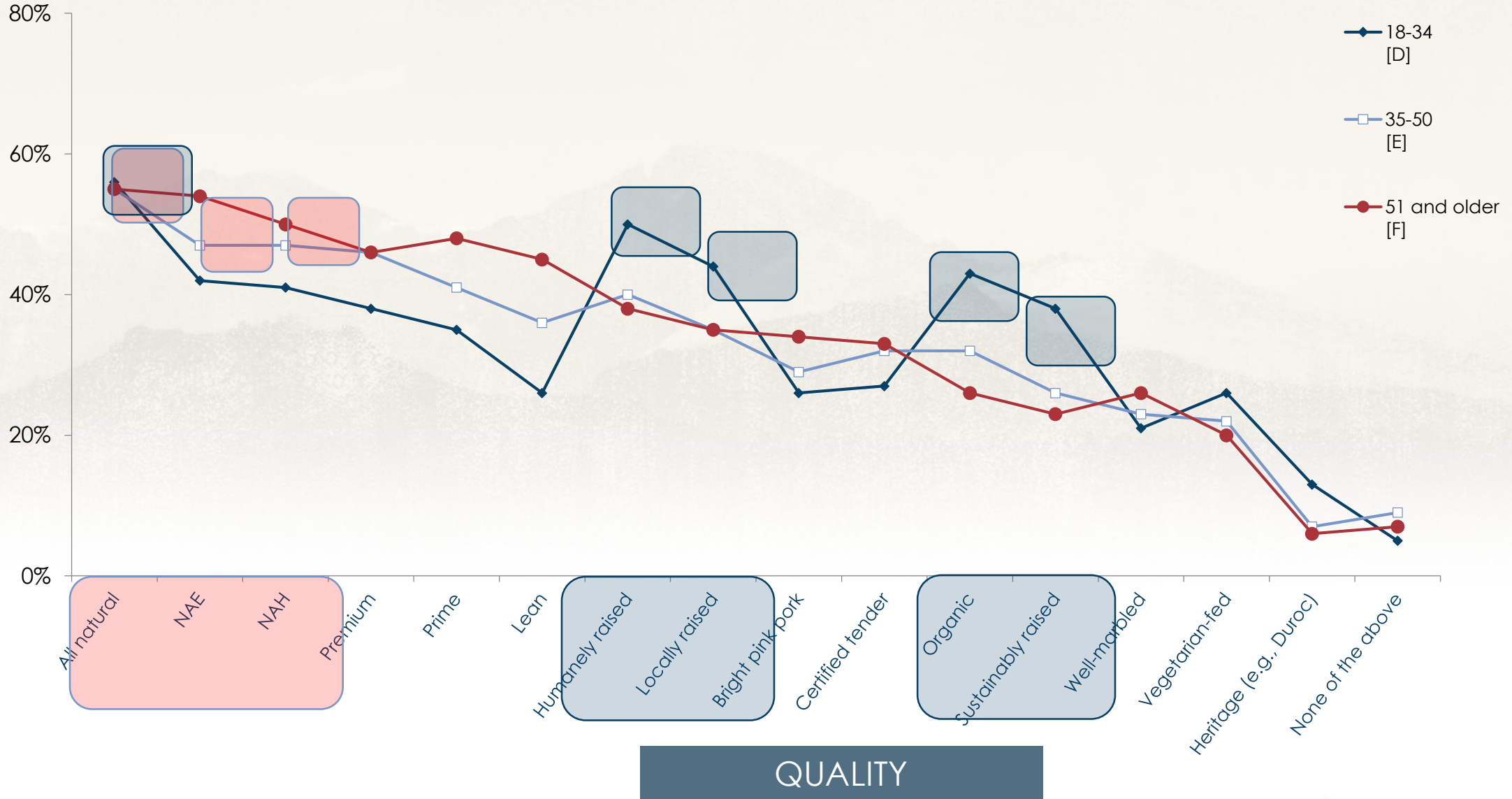
HUMANELY RAISED

WELL-MARBLED

QUALITY



# Definition of quality: Consumer age differences





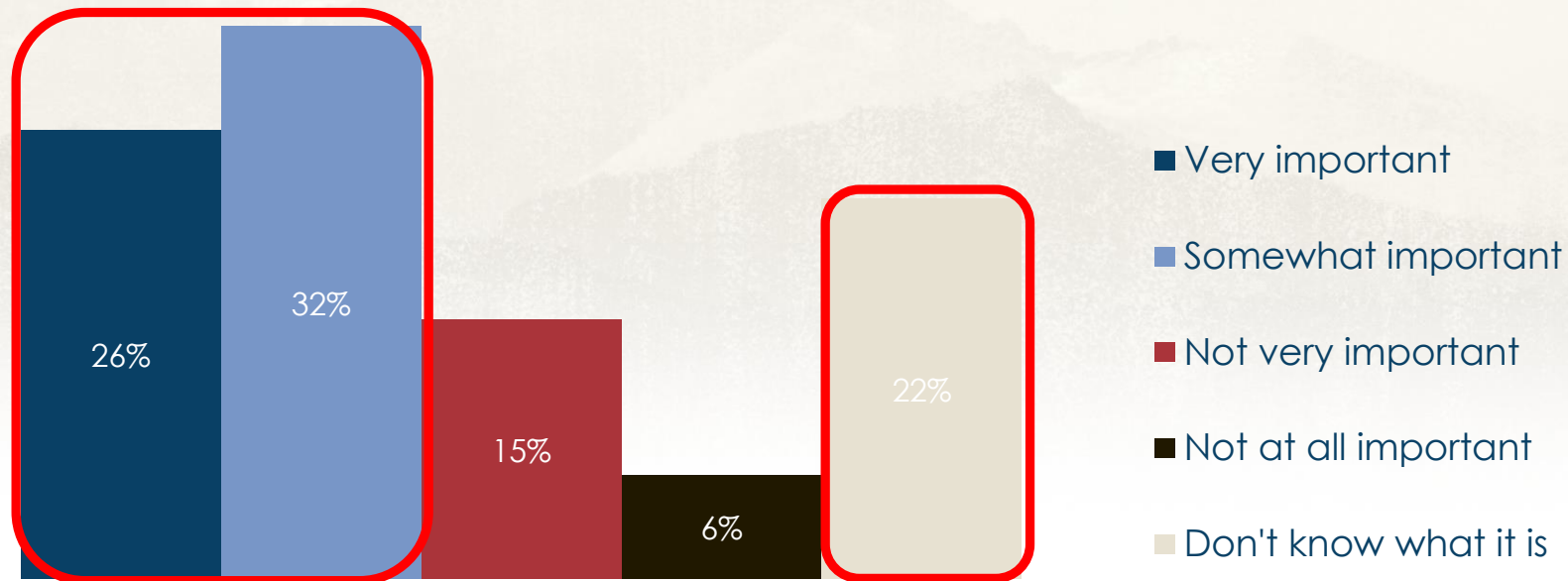
# Animal Care in the spotlight



ANIMAL CARE



# Importance of outside verification of animal welfare practices



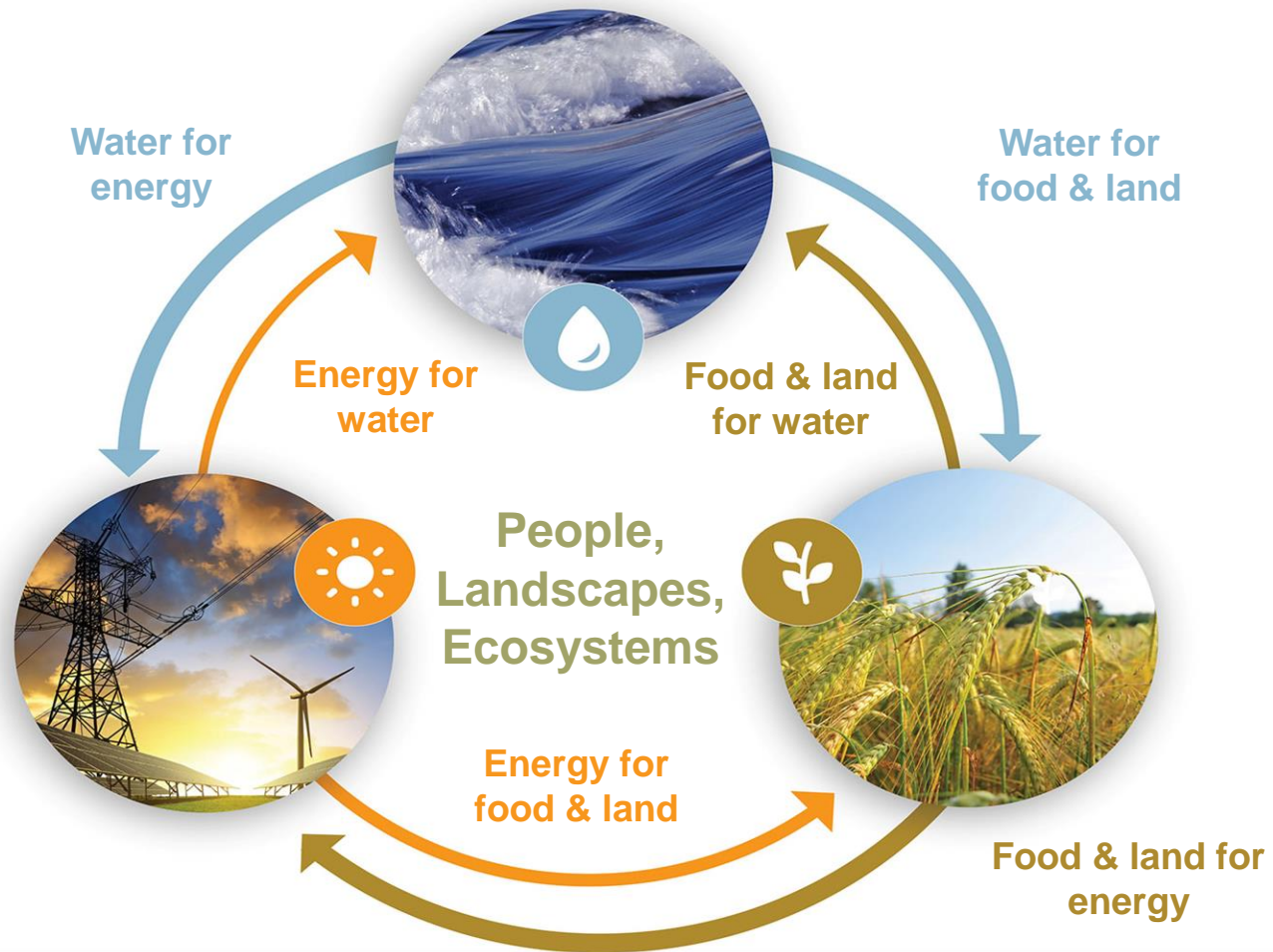


# Consumer expectations regarding transparency have evolved



TRANSPARENCY

By 2030, demand for food, water and energy will grow by approximately 35%, 40% and 50%, respectively.



SUSTAINABILITY



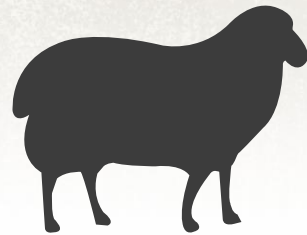


# What do consumers care about most?

The continued ability to provide consumers with high-quality sheep and lamb products in a way that sustains the lamb industry and its families, employees and communities, and does not reduce the capacity of the environment to provide for the needs of future generations.



**FAMILIES**



**FLOCKS**



**COMMUNITIES**



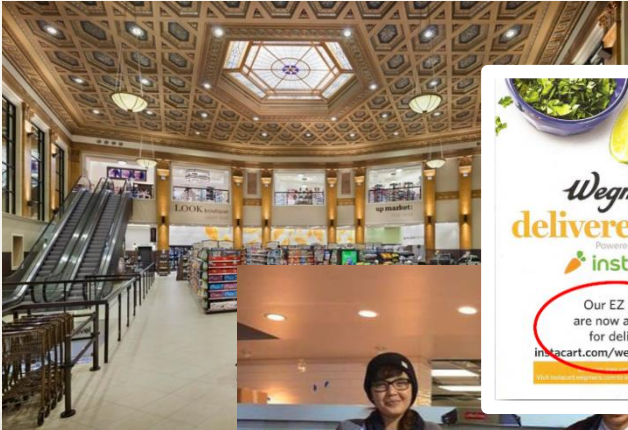
**ENVIRONMENT**

SUSTAINABILITY



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# It's all about choices



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Our EZ Meals are now available for delivery!  
[instacart.com/wegmansEZMeals](https://www.instacart.com/wegmansEZMeals)

**DOORDASH**  
delightful delivery

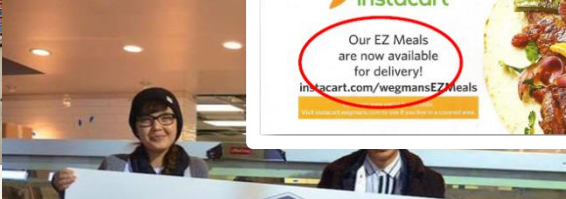
ON-DEMAND DELIVERY  
With DoorDash, order from the best local merchants in a few taps.

Sign In Get Started

Panera Bread Catering Ordering Help Meet Us/Panera® Sign In/Register

Browse Our Menu Cafe Locations

Start Your Order



**UBER EATS**

Local favorites, delivered faster



CHOICES



# Are you ready to lead?

HEALTH AND WELLNESS

PROTEIN AND NUTRITION

CONSISTENCY

QUALITY

ANIMAL WELFARE

COLLABORATION

TRANSPARENCY

SUSTAINABILITY

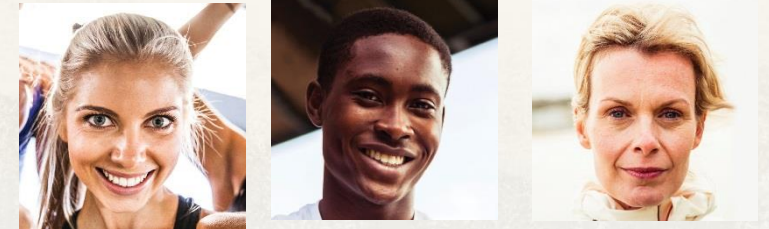
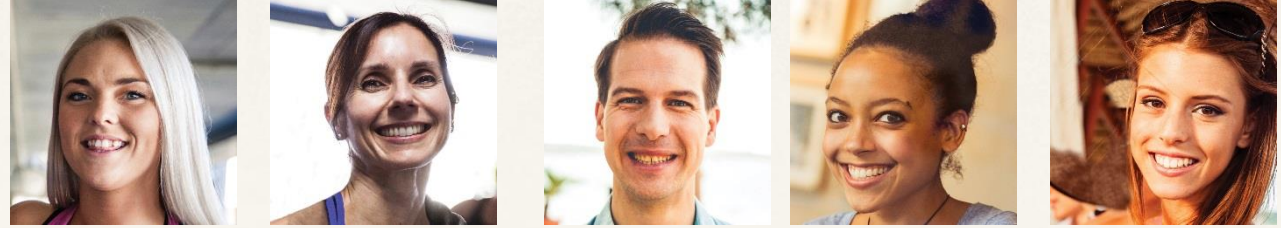
COMMUNITY

THE ENVIRONMENT

FOOD WASTE

FAMILY





*We are called to be architects  
of the future, not its victims.*

R. Buckminster Fuller

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The logo for Midan Marketing, featuring a crown icon above the word "midan" in a bold, lowercase sans-serif font, with the word "MARKETING" in a smaller, uppercase sans-serif font below it.





Faith Garrard - Raley's



Jay McCarthy – Global Chef

**Have a Question?**  
**[www.slido.com](http://www.slido.com)**

**#lamb**



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