



TASTE *the tradition*

# CHB Power

**Brand strategies address shifting consumer behavior.**

by *Certified Hereford Beef® team*



Americans are buying more fresh meat than before the COVID-19 pandemic and are seeking value in terms of price, convenience and better-for attributes in meat purchases, according to the 18th annual Power of Meat (PM) report released in March by the Meat Institute and FMI — the Food Industry Association.

The annual PM report provides research about shifting meat consumer purchasing habits. It helps businesses like Certified Hereford Beef® (CHB) align strategy with this ongoing evolution of consumer behavior.

Below are some of the key trends identified by the PM report (**bold**) and related CHB strategy (*italic*).

## **Shifts in channel choices are prompting changes in the meat/poultry dollar distribution**

Demographic and inflationary forces have resulted in a loss of share for traditional grocery from 42.8% of meat and poultry sales in 2019 to 40.3% in 2022 (IRI) — a shift of several billions of dollars. Supercenters, clubs and online outlets, all over indexing for Millennials, gained in share. Online meat sales grew on better conversion and more frequent orders.

### *CHB strategy*

*Certified Hereford Beef* focuses on building relationships with current licensed CHB e-commerce partners and empowering retail and foodservice partners to expand into the e-commerce market. CHB supports e-commerce partners by providing them with complimentary marketing materials, educational training, email marketing support and national promotional opportunities. CHB also promotes its e-commerce partners to nationwide *Certified Hereford Beef* enthusiasts nationwide on the CHB website at [CertifiedHerefordBeef.com/order-online](https://CertifiedHerefordBeef.com/order-online).

## **A strong meat department reputation helps drive traffic for the entire store**

Price, location and assortment dominate the grocery store choice, with meat being the most influential department. Prices, quality and reputation decide where people buy most of their meat/poultry. A strong meat reputation is driven by freshness and quality of the product itself, a clean and well-stocked department with good prices and excellent service.

### *CHB strategy*

Providing marketing solutions to partners is at the forefront of the CHB business model. For instance, CHB provides retail partners with complimentary marketing materials and national promotional opportunities. These efforts empower partners to establish distinguished meat departments known for offering high-quality beef with a compelling story.

In 2022, the CHB team introduced several new marketing initiatives that help retailers educate their customers about the quality of *Certified Hereford Beef* and the sustainable story behind the brand. Some of the industry-leading concepts include seasonal marketing kits for retailers, retail promotional contests and elevated Hereford farm-family signage.

CHB's packing partner, National Beef Packing Company LLC (NBPC) buys cattle that enter the CHB program. NBPC harvests the cattle and markets *Certified Hereford Beef* to licensed CHB processors and distributors. NBPC pays Certified Hereford Beef LLC a commission on licensed CHB sold.

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# Power of Meat 2023

Key findings

## Meat purchases are higher than before COVID-19



**98%**

of American households purchase meat

**78%**

of Americans are self-described meat eaters

**74%**

of meat eaters believe meat & poultry belong in healthy, balanced lifestyles



## Top purchase considerations



**#1** Appearance & quality

**#2** Price per pound

**#3** Total package price



## Shoppers' strategies to save money on meat

**42%** buy only the amount needed

**35%** look for coupons

**35%** stock up when meat is on sale

**17%** buy less meat with organic, grass-fed, or other claims

## Meat features in most dinners prepared at home

**87%**

of dinners prepared at home use meat or poultry

### Convenience matters

**55%** use some or mostly semi- or fully-prepared foods

**73%** sometimes or frequently purchase pre-cut, pre-marinated, or pre-seasoned meat (up from 60% in 2020)



## Interest in nutrition, sustainability, and more

**63%** try to make overall healthy and nutritious food choices

**52%** try to do their part for the environment

**85%** of meat shoppers consider at least one "better-for"\* attribute when buying meat

\*better for me/  
my family, better  
for animals, better  
for the planet,  
better for farmers/  
workers



The 18th annual Power of Meat study was conducted by 210 Analytics on behalf of FMI - the Food Industry Association and the Meat Institute's Foundation for Meat and Poultry Research and Education.

For more information, visit: [www.FMI.org/FreshFoods](http://www.FMI.org/FreshFoods) and [www.meatinstitute.org](http://www.meatinstitute.org)





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## Shopping for meat/poultry is a balancing act between time and money

Meat department prices rose 9.3% in 2022, below the rate of total food and beverages (+12.4%). Inflation is causing shoppers to research promotions more often and adapt what amount (78%), kind (76%), cut (74%) and brand (71%) of meat and poultry they purchase. Yet, value-added and fully cooked meat/poultry also continue to thrive as 35% of shoppers say they often do not have as much time to prepare dinner as they would like.

### *CHB strategy*

CHB partners with several beef processors who make *Certified Hereford Beef* value-added and fully cooked products available to distribute nationwide. Processors further fabricate beef subprimals into value-added items such as cut steaks, patties, deli and fully cooked products. This segment of the industry adds value to under-utilized cuts which helps to maximize carcass utilization. The CHB team continues to work with its distributor partners and licensed retail partners to show them the value of CHB value-added items and the opportunity these products can provide to their businesses.

## The thoughtful approach to meat purchases drives interest in transparency and information at the case

Among the 62% weighing better-for-me/my family, leaner cuts are the most common strategy (39%), followed by reduced portion sizes (36%). Among shoppers weighing animal welfare, planet and people in their purchase decisions, between 26% and 34% are unsure whether raising and sourcing practices are good.

### *CHB strategy*

The CHB brand is an industry leader in product integrity. Completeness and transparency in product quality is of the utmost importance when it comes to the CHB brand. It is imperative to maintain strict standards to ensure the product is consistent and reliable for business partners and customers. This transparency creates trust and demands high expectations.

“The CHB brand is an industry-leader in product integrity. Completeness and transparency in product quality is of the utmost importance when it comes to the CHB brand.”

— Brenyn Burkholder,  
CHB marketing manager

The CHB brand focuses on providing wholesome, quality beef for families across the world. In addition, the CHB team targets promoting the Hereford breed's sustainability to customers at the retail level. It is important to communicate the efficiency of the Hereford breed and its decades of focused breed improvement. The CHB team has curated the breed's decades-long evolutionary research into a powerful sustainability message for the brand and for the beef industry overall. The CHB team has created marketing kits for retail partners to empower them to tell the CHB sustainability story. These kits include social media graphics, posters, retail signage, table tents, counter fact-cards and ad graphics.

The American Hereford Association's collaborative research with Colorado State University's pioneering AgNext program to reduce the environmental impact of cattle is also creating excitement in the marketplace.

## Routine meals have plummeted as meal inspiration shifts toward social media

YouTube has emerged as the lead social media platform for meal inspiration and cooking tips, now well ahead of Facebook, Instagram and Pinterest. TikTok has become very powerful among Gen Z and Millennials. Air fryers, multi-function cookers and sous vide continue to make inroads for preparing meat/poultry.

### *CHB strategy*

The CHB team invests in educating consumers about CHB and providing meal inspiration through social media channels and influencer partnerships. *Certified Hereford Beef* has a YouTube channel that features cooking recipe videos to inspire consumers (@CertifiedHerefordBeef).

In addition, CHB's Facebook, Instagram and Pinterest accounts feature cooking tips and meal inspiration posts (@CertifiedHerefordBeef). **HW**