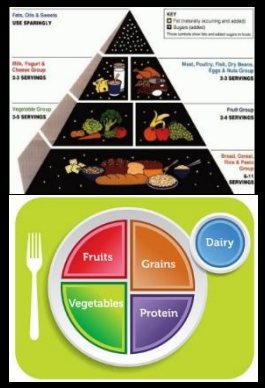
Meat Your Future

Jayson L. Lusk
Distinguished Professor and Head
Department of Agricultural Economics
Purdue University
jlusk@purdue.edu
www.jaysonlusk.com
@JaysonLusk

USDA

Scientific Report of the 2015 Dietary Guidelines Advisory Committee

Advisory Report to the Secretary of Health and Human Services and the Secretary of Agriculture



THE HILL

TRENDING: GOP debate | Donald Trump | Planned Parenthood | Iran
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NEWS | POLICY | REGULATION | BLOGS | BUSINESS | CAMPAIGN | OPINION | CONTRIBU

BLOG BRIEFING ROOM — Obama rooting for no one in GOP debate 01:17pm
CONGRESS BLOG — Basin and Range makes me proud to be an... 04:00pm
CONTRIBUTORS — Kelly Osbourne echoes Obama on immigration 12:00pm
TECH — FCC sets bi spectrum sa 01:31pm

HOME | REGULATION

Health officials call for less meat, more plants in dietary guidelines

5.1K 586 657 COMMENTS 22

The Washington Post

Food

Eat less meat, a government panel says. Is science on their side?

23

By Tamar Haspel April 20

Most Read Lifestyle

Meat has "more of an impact on the environment than any other food we eat."
-NPR Morning Edition, 2012

HEALTH

The New York Times

Meat Is Linked to Higher Cancer Risk, W.H.O. Report Finds

Why does it matter?

- **2018 Total Farm Receipts = $373 billion**
  - **$175 billion of animal products (47%)**
  - **$56.5 billion of feed grains (15%)**
    - **43% of domestic corn use goes directly to animals**
    - **Another 20% indirectly reaches animals via distillers grains**
  - **$39.8 billion soybeans (11%)**
    - **About 85% soybean meal goes to animals**

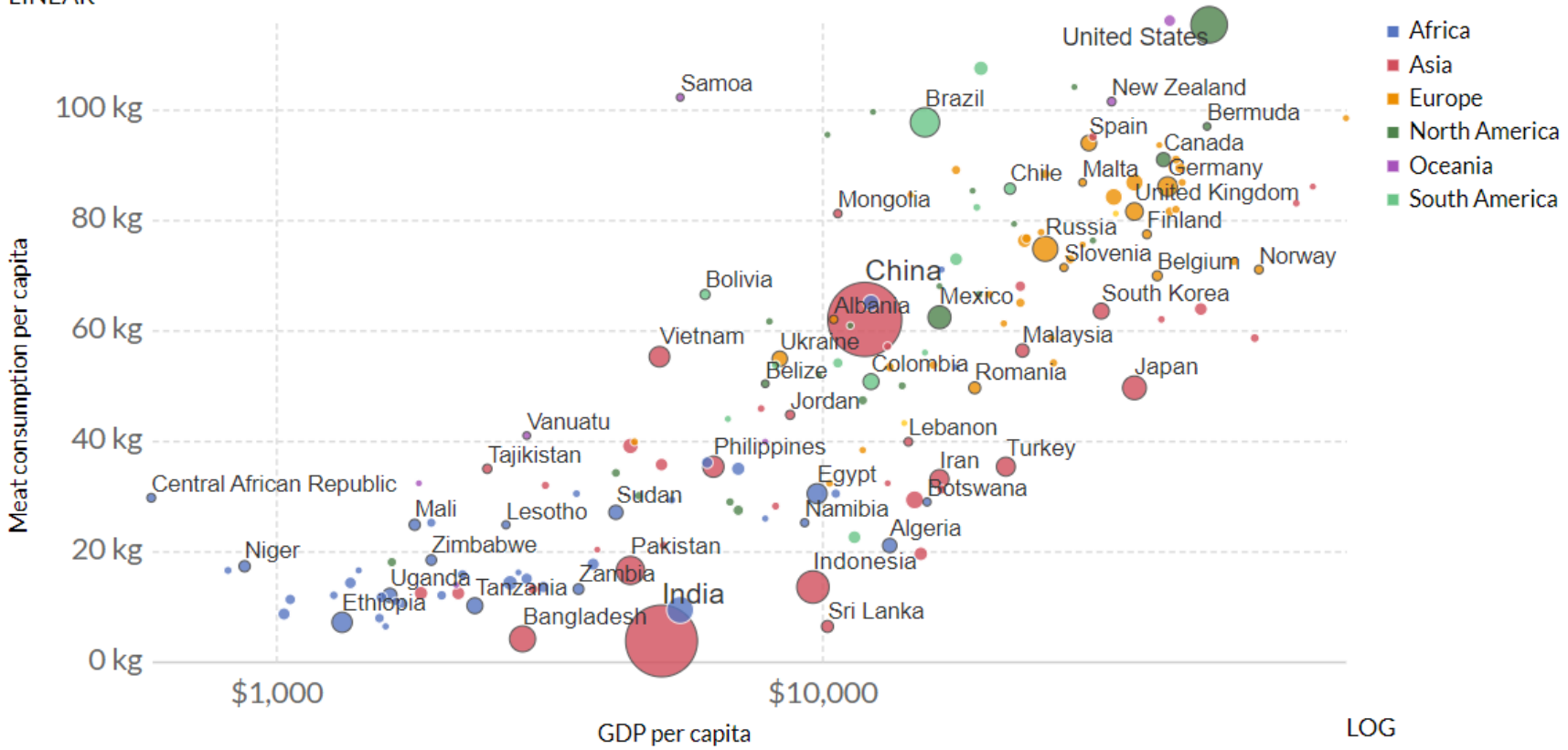
Source: USDA ERS and USDA WASDE reports

Meat consumption vs. GDP per capita, 2013

Our World in Data

Average meat consumption per capita, measured in kilograms per year versus gross domestic product (GDP) per capita measured in 2011 international-$. International-$ corrects for price differences across countries. Figures do not include fish or seafood.

LINEAR



Source: UN FAO; World Bank, World Development Indicators

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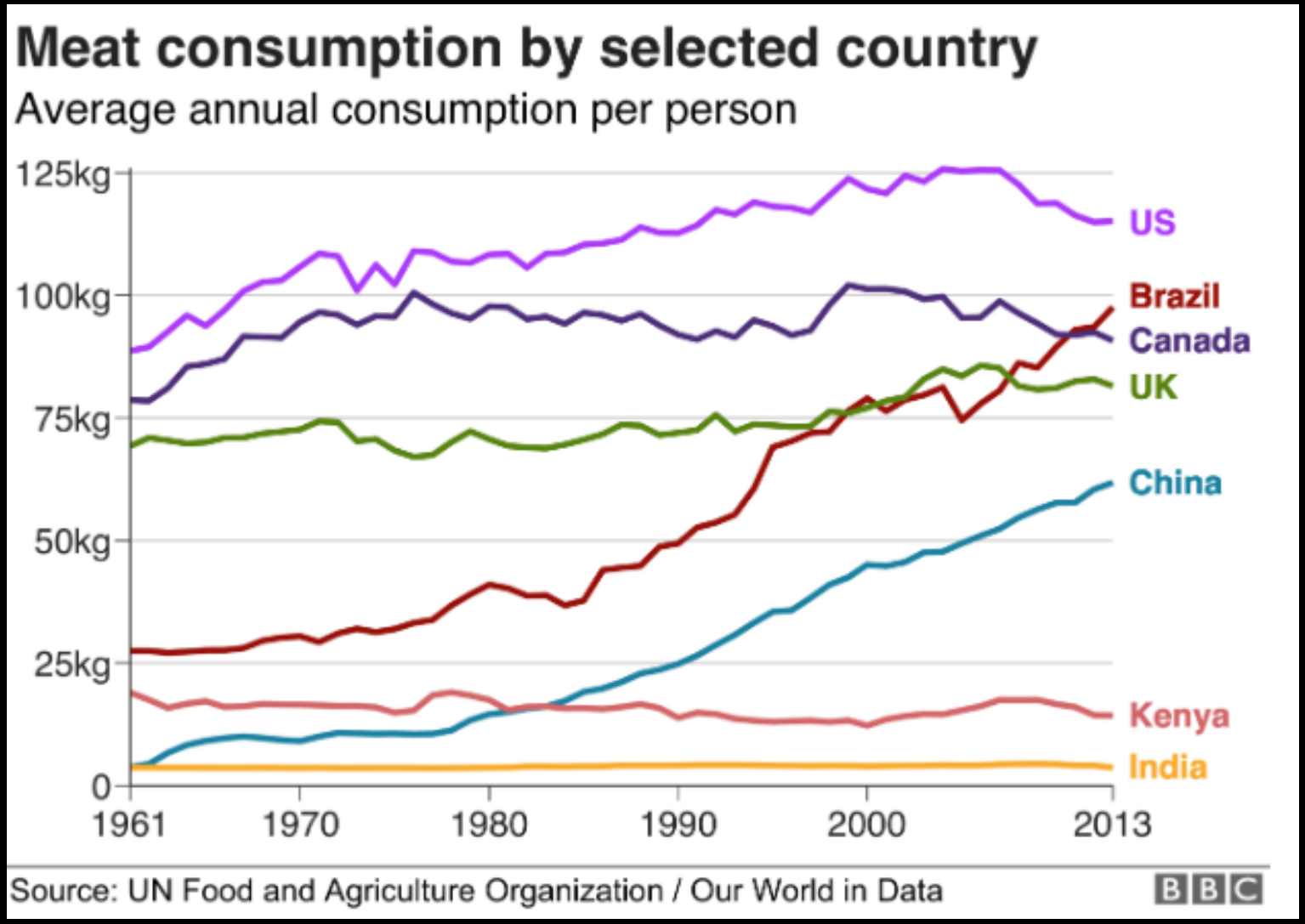
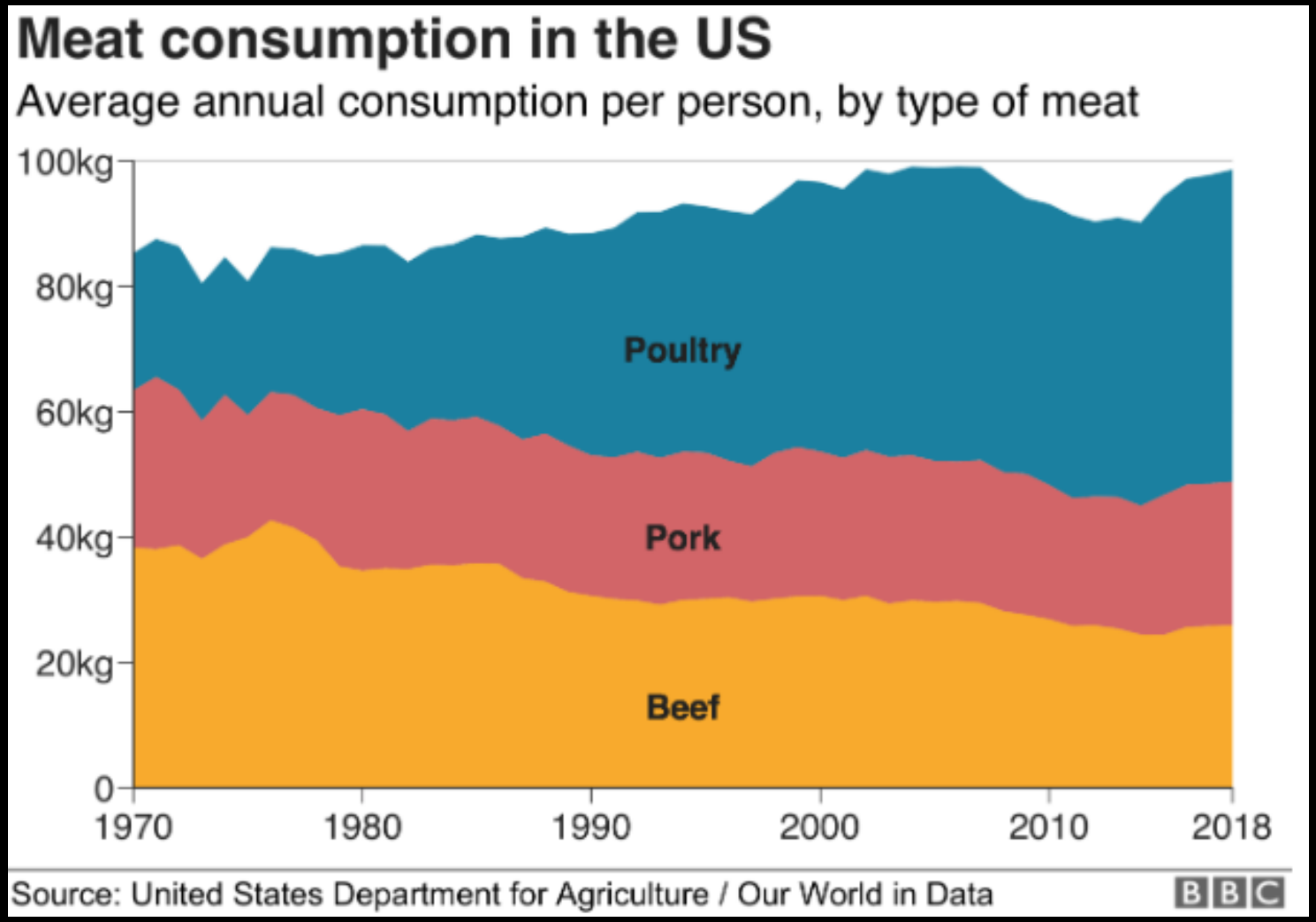
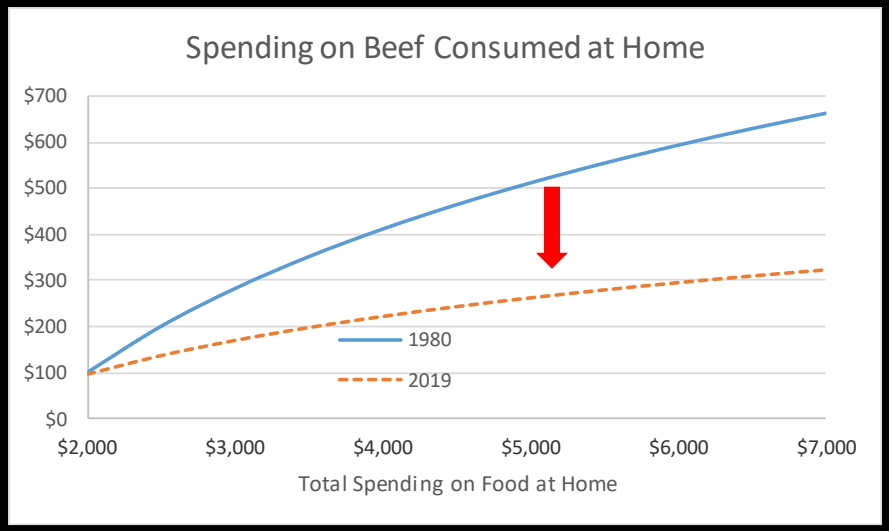
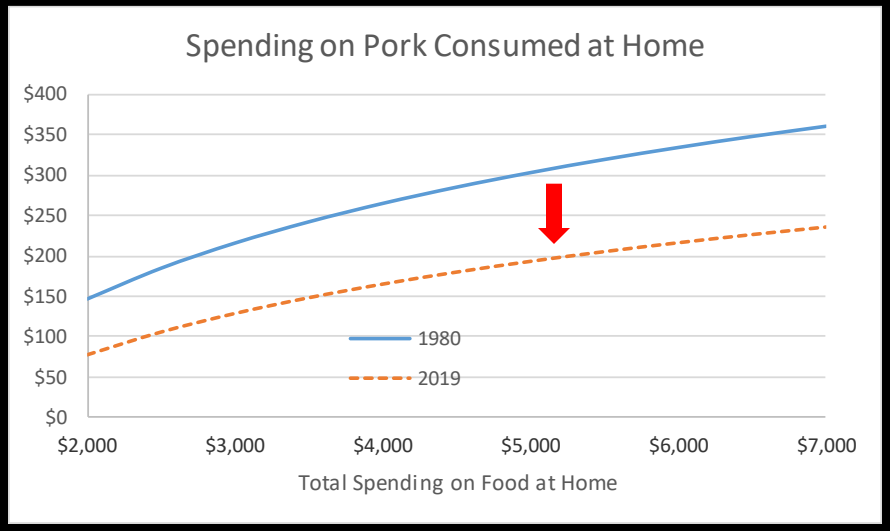
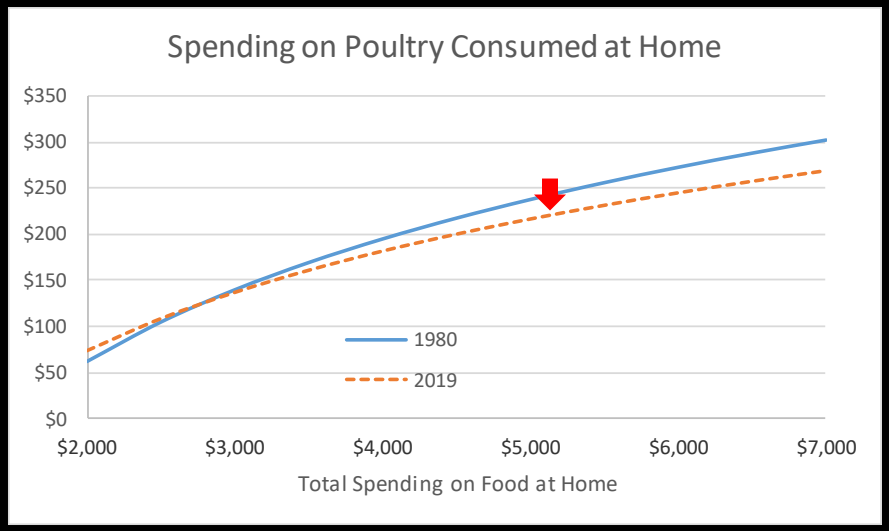

Meat consumption by selected country
Average annual consumption per person
125kg
100kg
75kg
50kg
25kg
0
1961
1970
1980
1990
2000
2013
US
Brazil
Canada
UK
China
Kenya
India
Source: UN Food and Agriculture Organization / Our World in Data
BBC

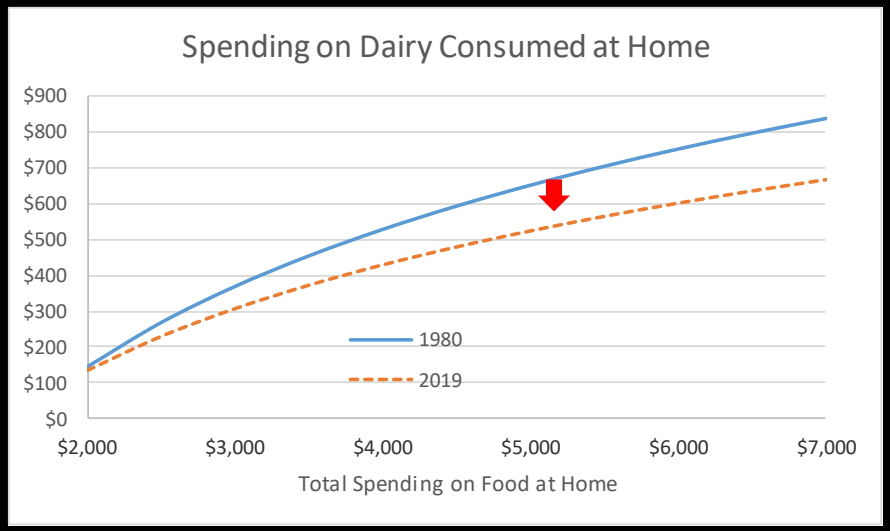

Meat consumption in the US
Average annual consumption per person, by type of meat
100kg
80kg
60kg
40kg
20kg
0
1970
1980
1990
2000
2010
2018
Poultry
Pork
Beef
Source: United States Department for Agriculture / Our World in Data
BBC

Household demand for animal products has fallen, particularly for high income consumers

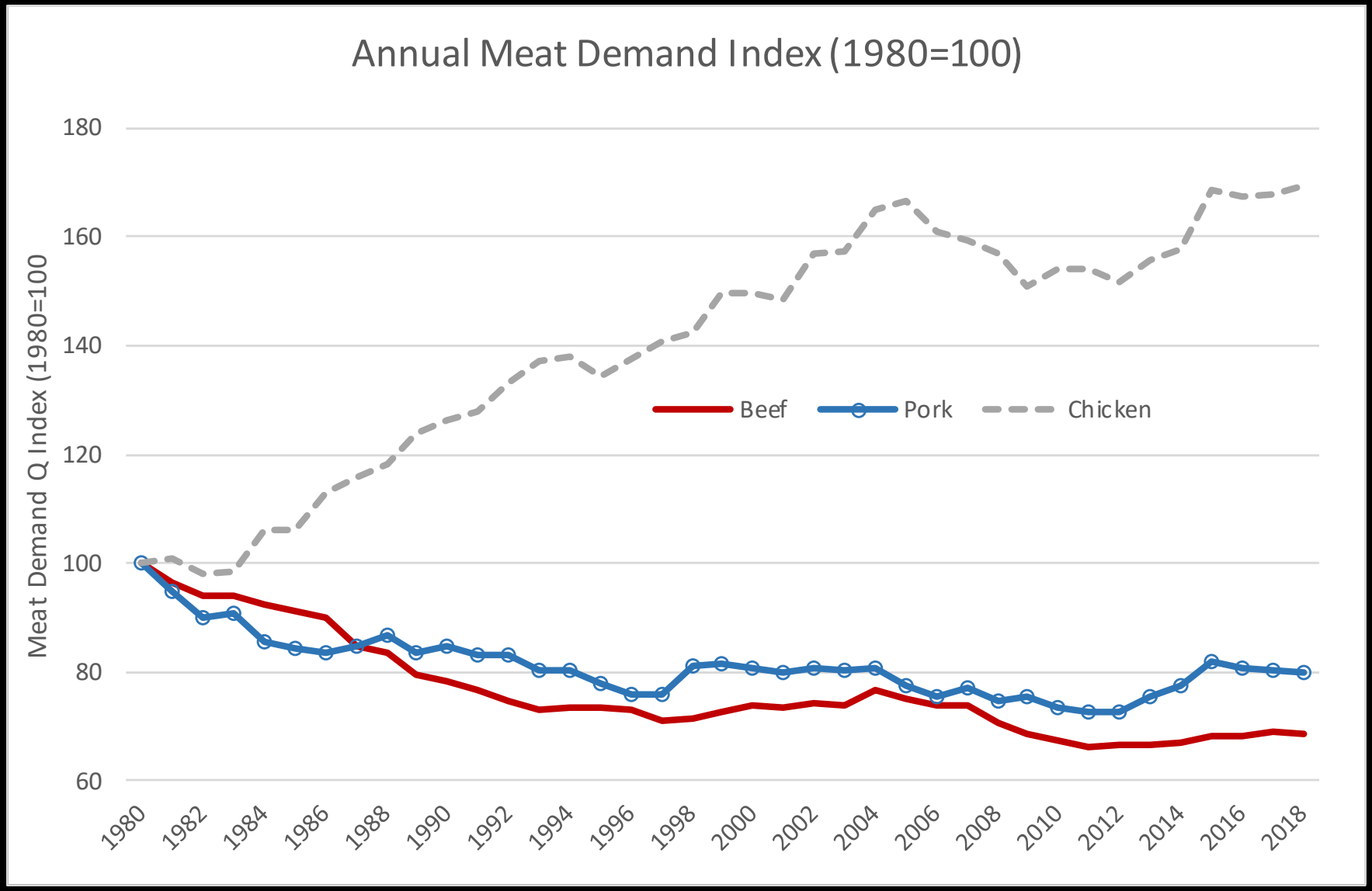




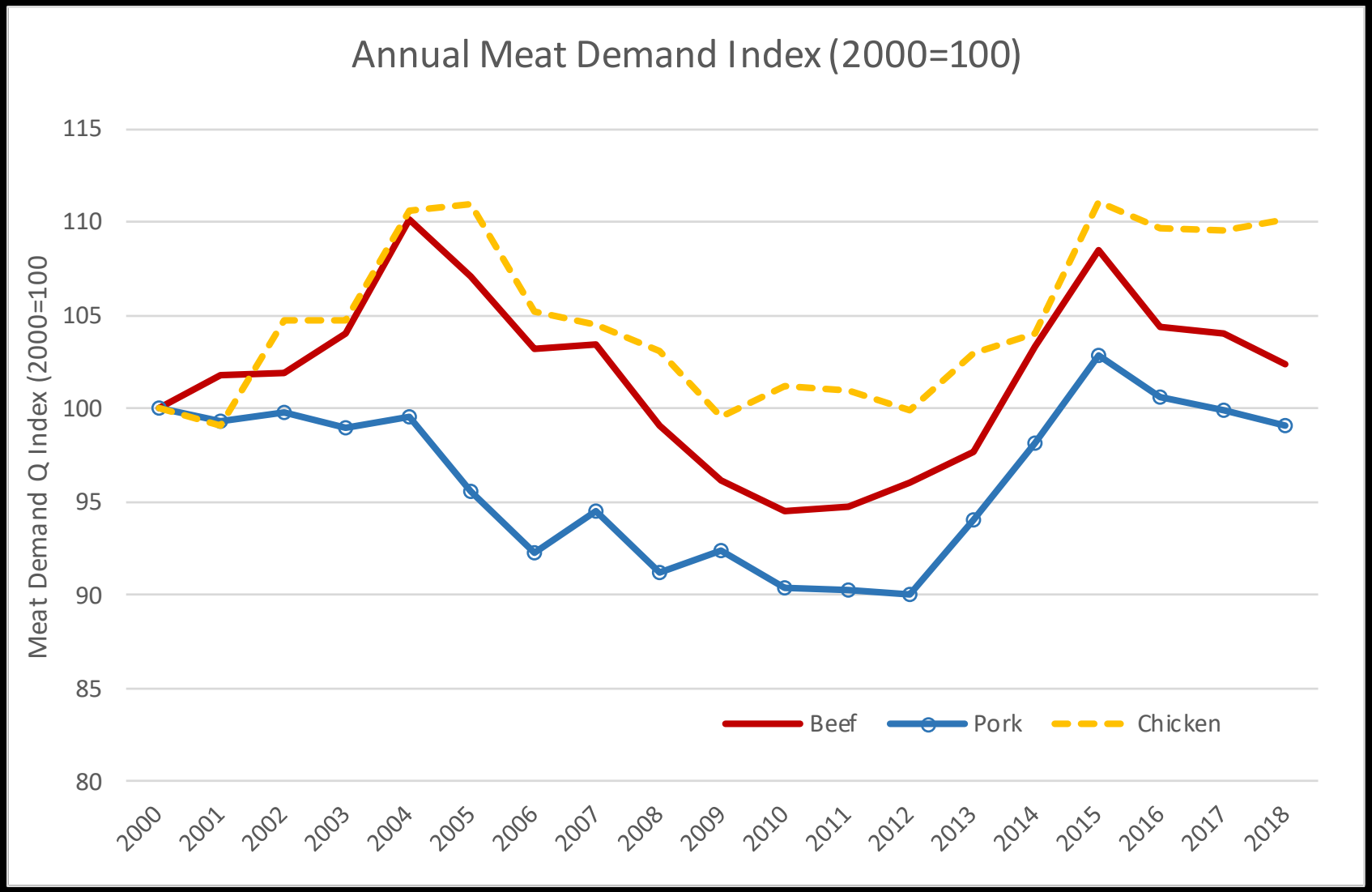




Source: Analysis of BLS, Consumer Expenditure Survey Data; in 2017 $'s per Household per Year



Source: Analysis of USDA-ERS data



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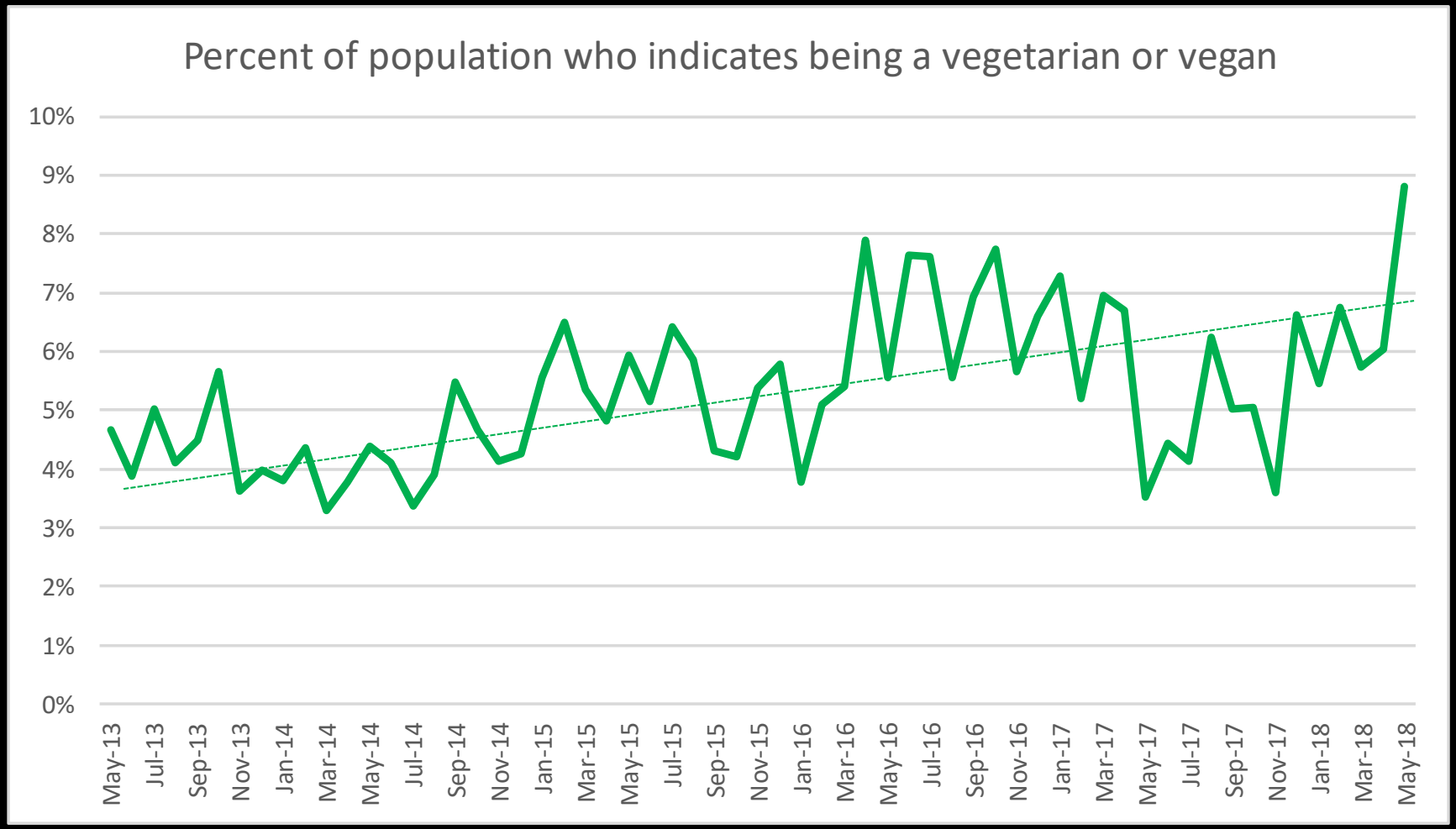

Source: Lusk, Food Demand Survey (FooDS)

New Competitive Pressures

Control: No Brand Names

Which burger option would you buy?

$5.99
Lab-grown beef

$5.99
Plant-based using pea protein

$5.99
Plant-based using animal-like proteins produced by yeast

$5.99
Farm raised beef

If these were the only options,
I would not buy any

With Brand Names

Which burger option would you buy?

$5.99
Lab-grown beef

$5.99
Plant-based using pea protein

$5.99
Plant-based using animal-like proteins produced by yeast

$5.99
Farm raised beef

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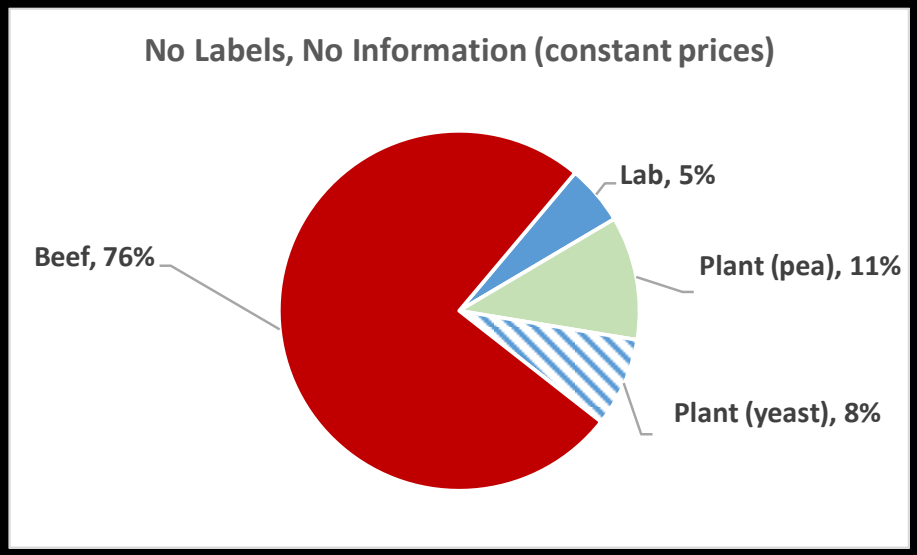
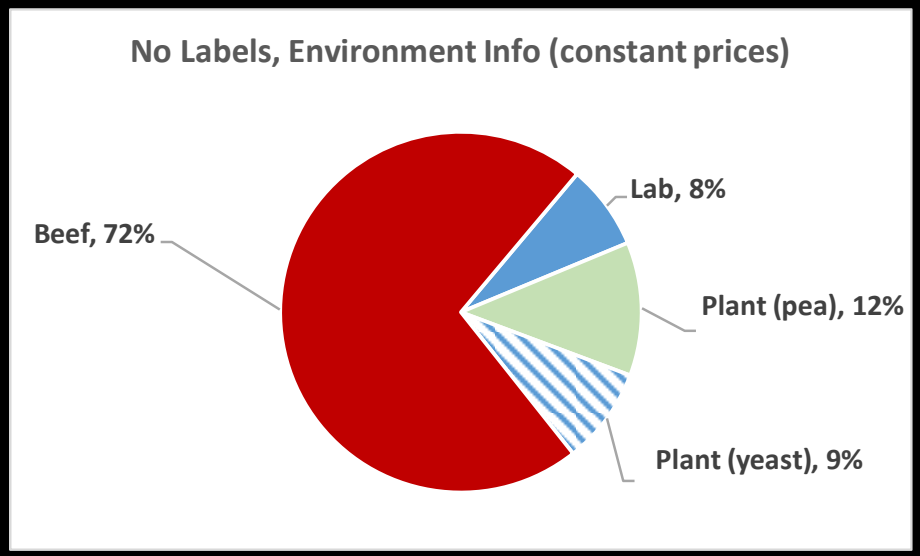
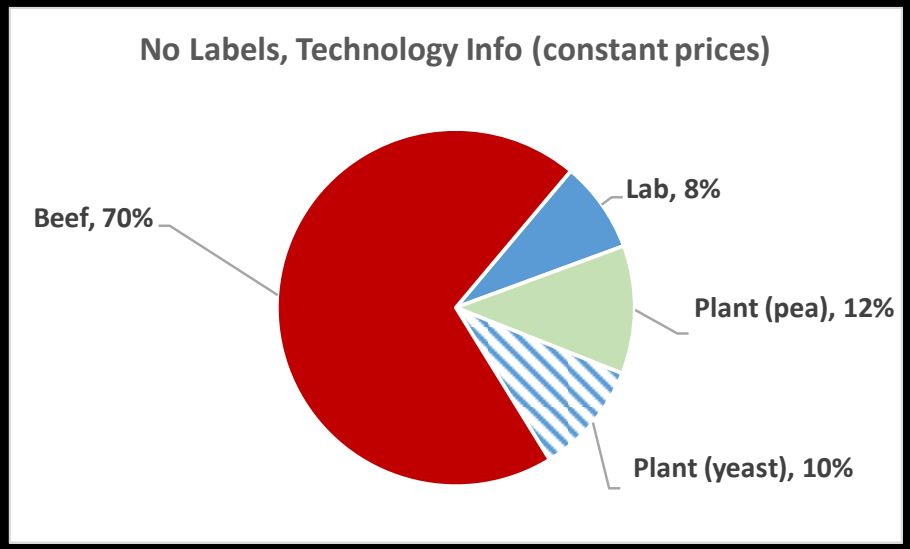
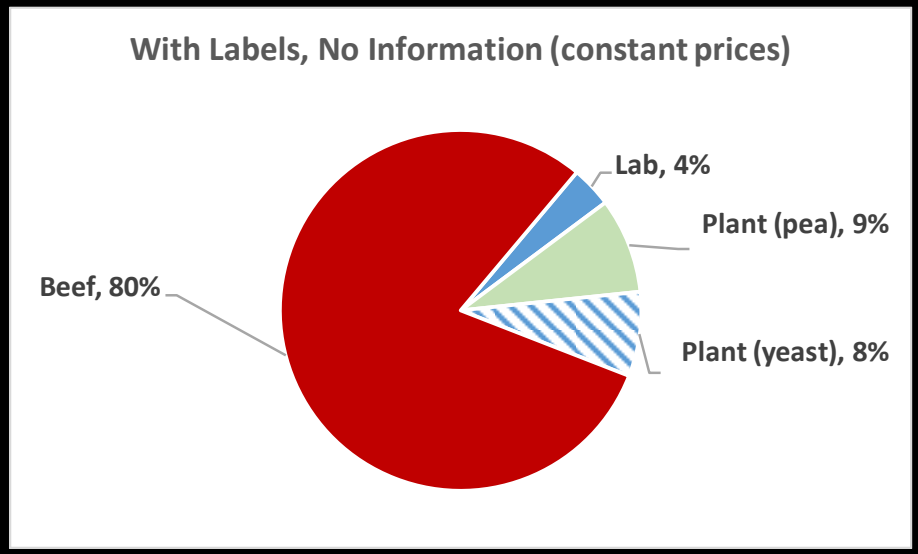
Market Shares?

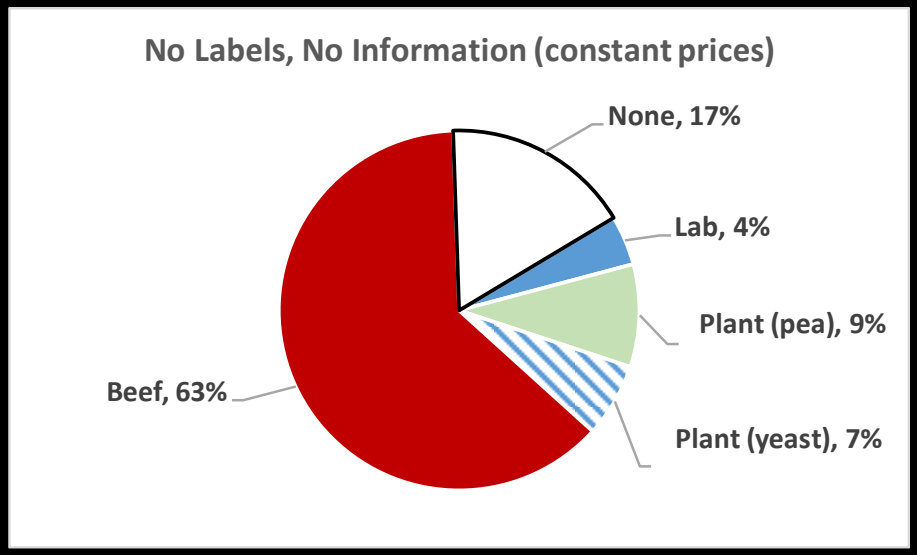


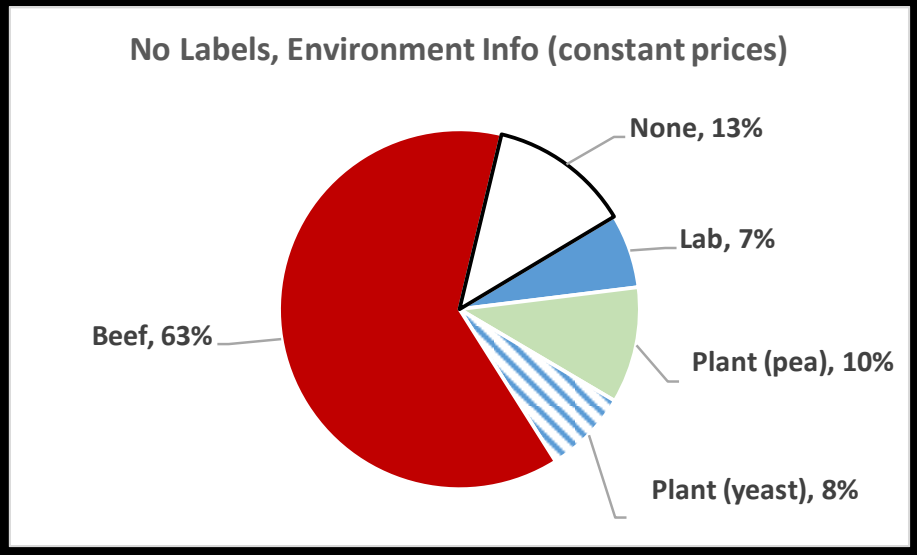


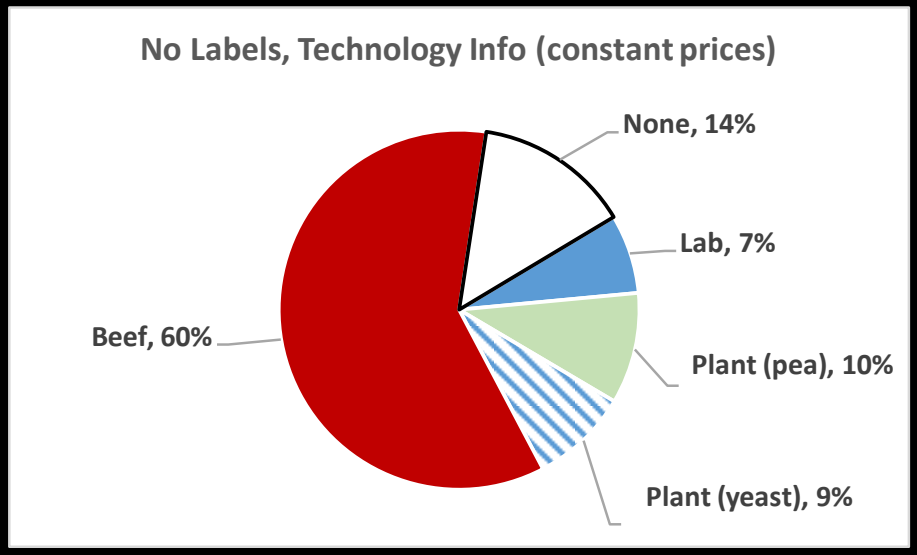


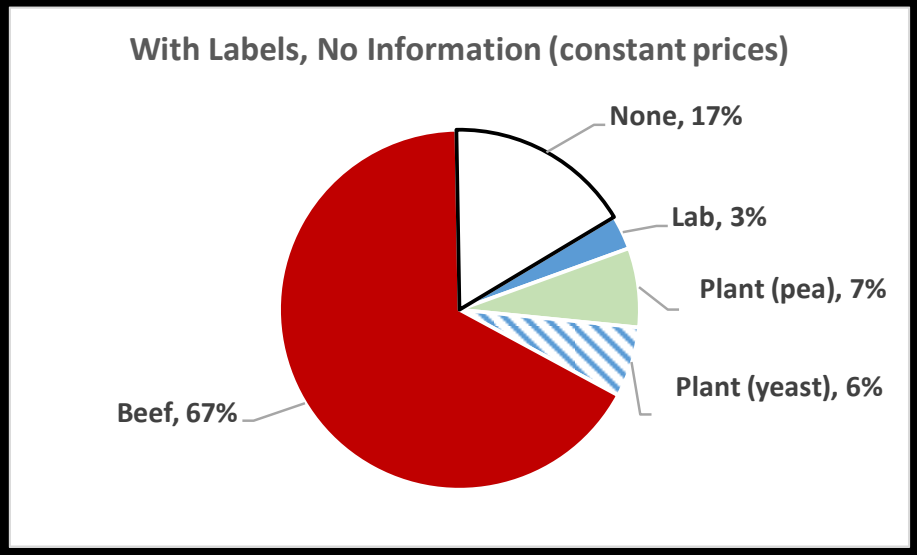


Source: Van Loo, Caputo, and Lusk, 2019, working paper









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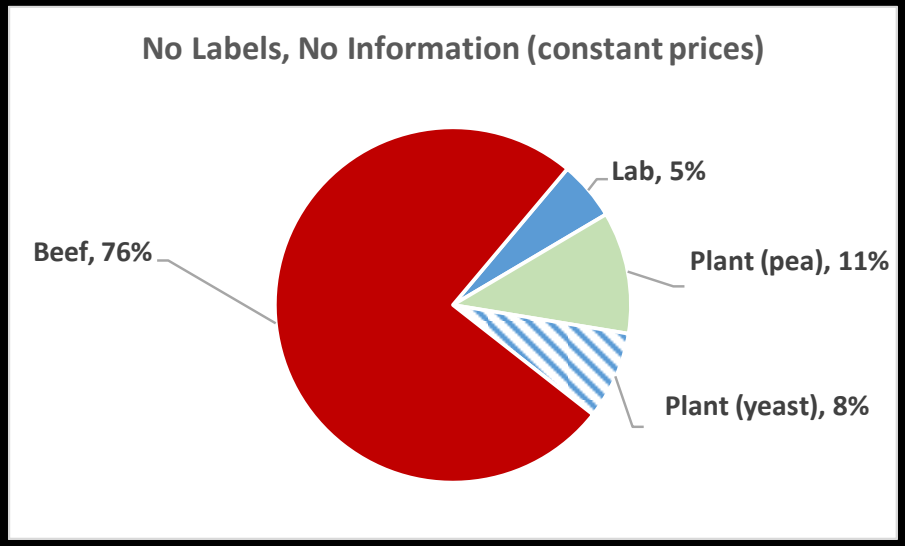
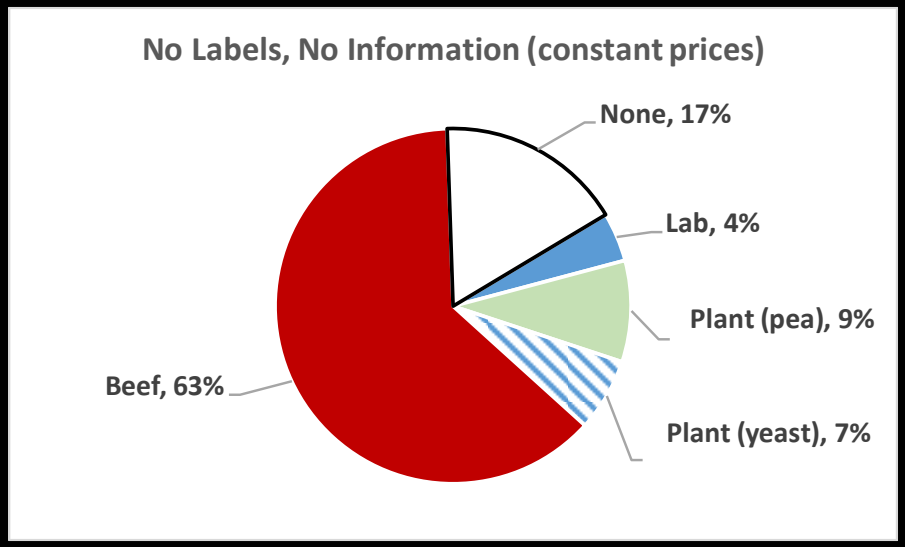
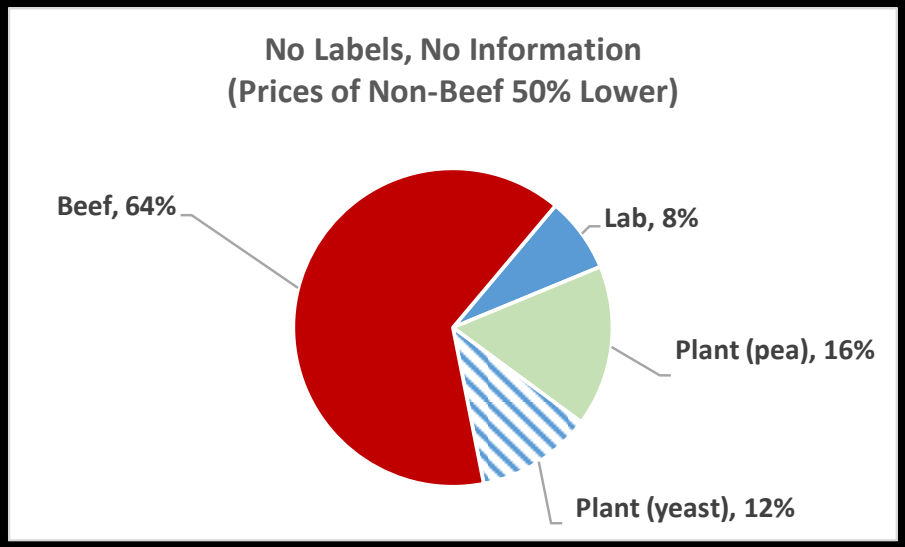
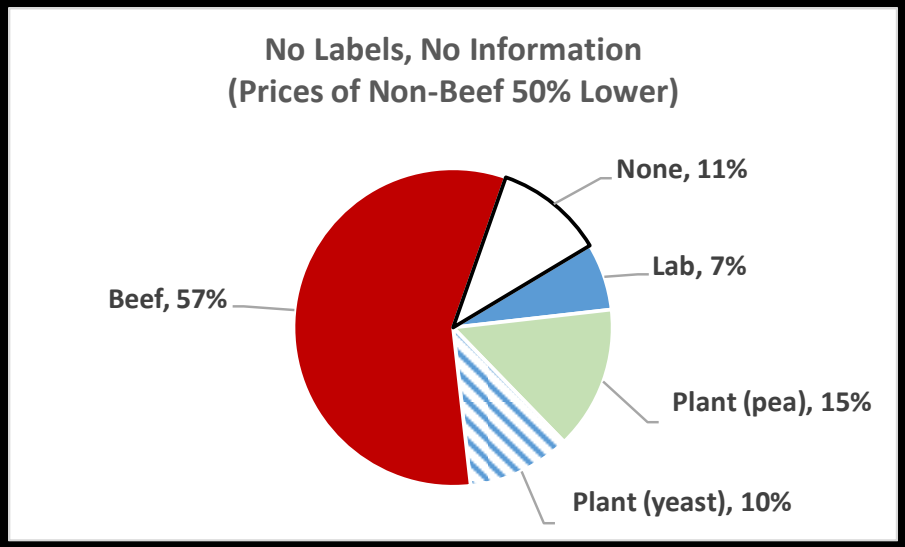








Source: Van Loo, Caputo, and Lusk, 2019, working paper

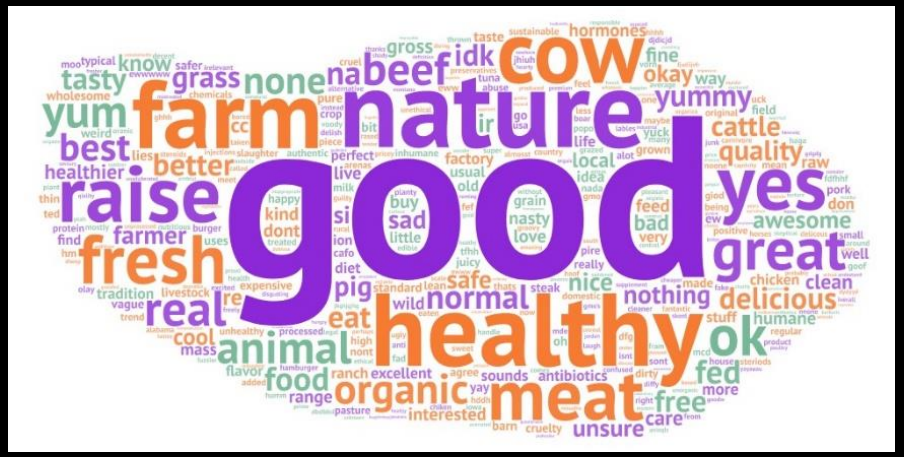
Mean Willingness-to-Pay

	Treatment 1 Control	Treatment 2 Branding	Treatment 3 Enviro	Treatment 4 Technology
Labgrown vs. none	-$0.34	$0.33	$0.86	$0.32
Plant-based using pea protein vs. none	$4.16	$2.30	$4.61	$3.14
Plant-based using animal-like proteins produced by yeast vs. none	$2.92	$2.73	$3.87	$3.34
Farm raised beef vs. none	$10.18	$10.89	$10.45	$11.35

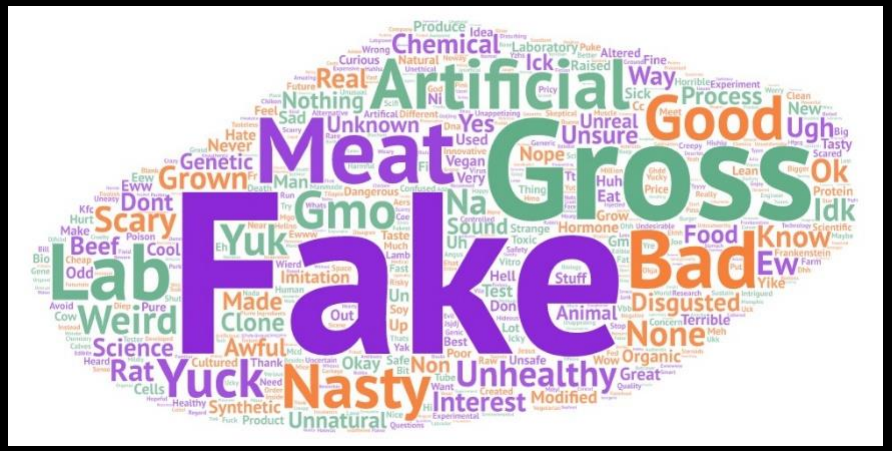
Source: Van Loo, Caputo, and Lusk, 2019, working paper

What do you think about when you hear the words...?

Farm-raised meat



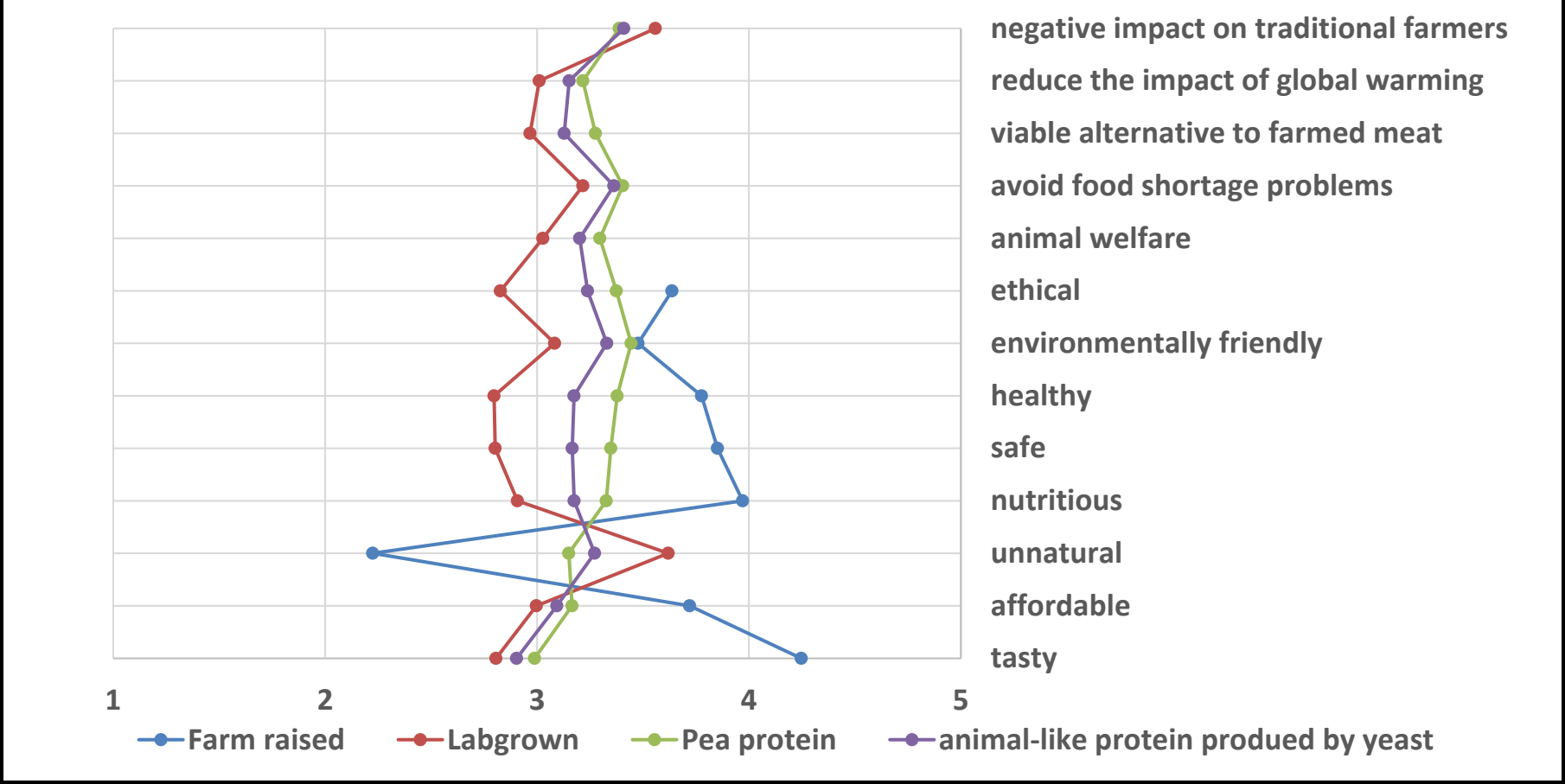
Labgrown meat

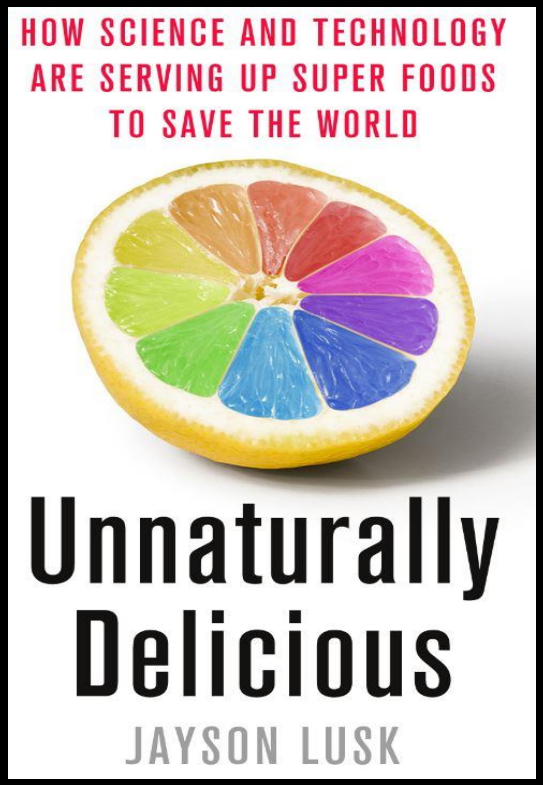


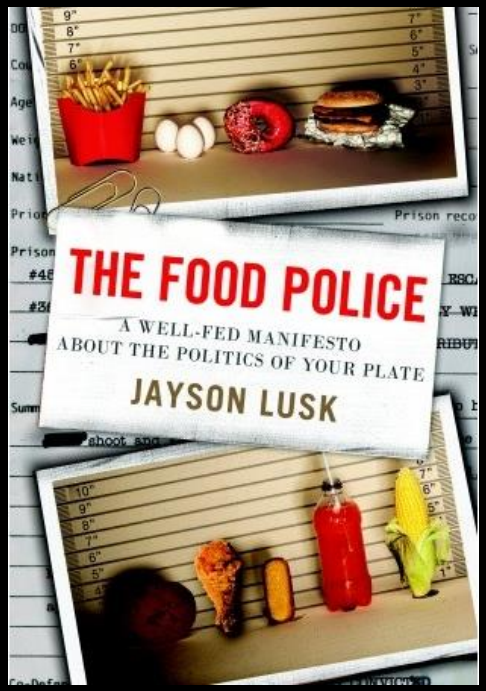
Plant-based meat using pea protein

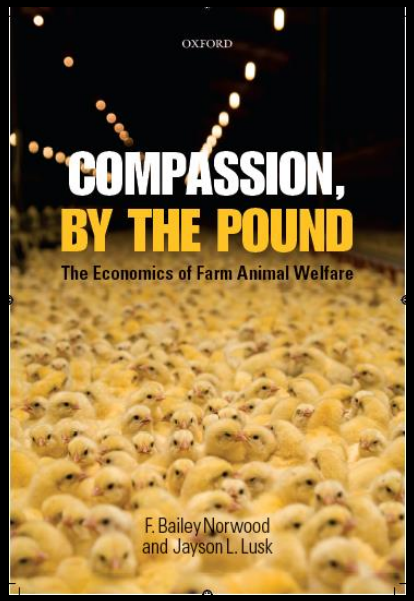
Plant-based meat using animal-like protein produced by yeast

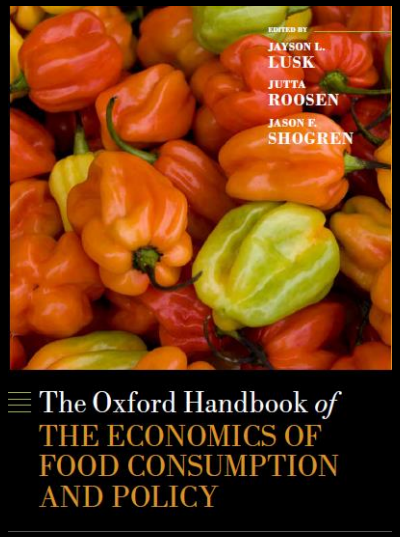
Quality Perceptions











Contact:
jlusk@purdue.edu
765-494-1903
www.jaysonlusk.com
@JaysonLusk