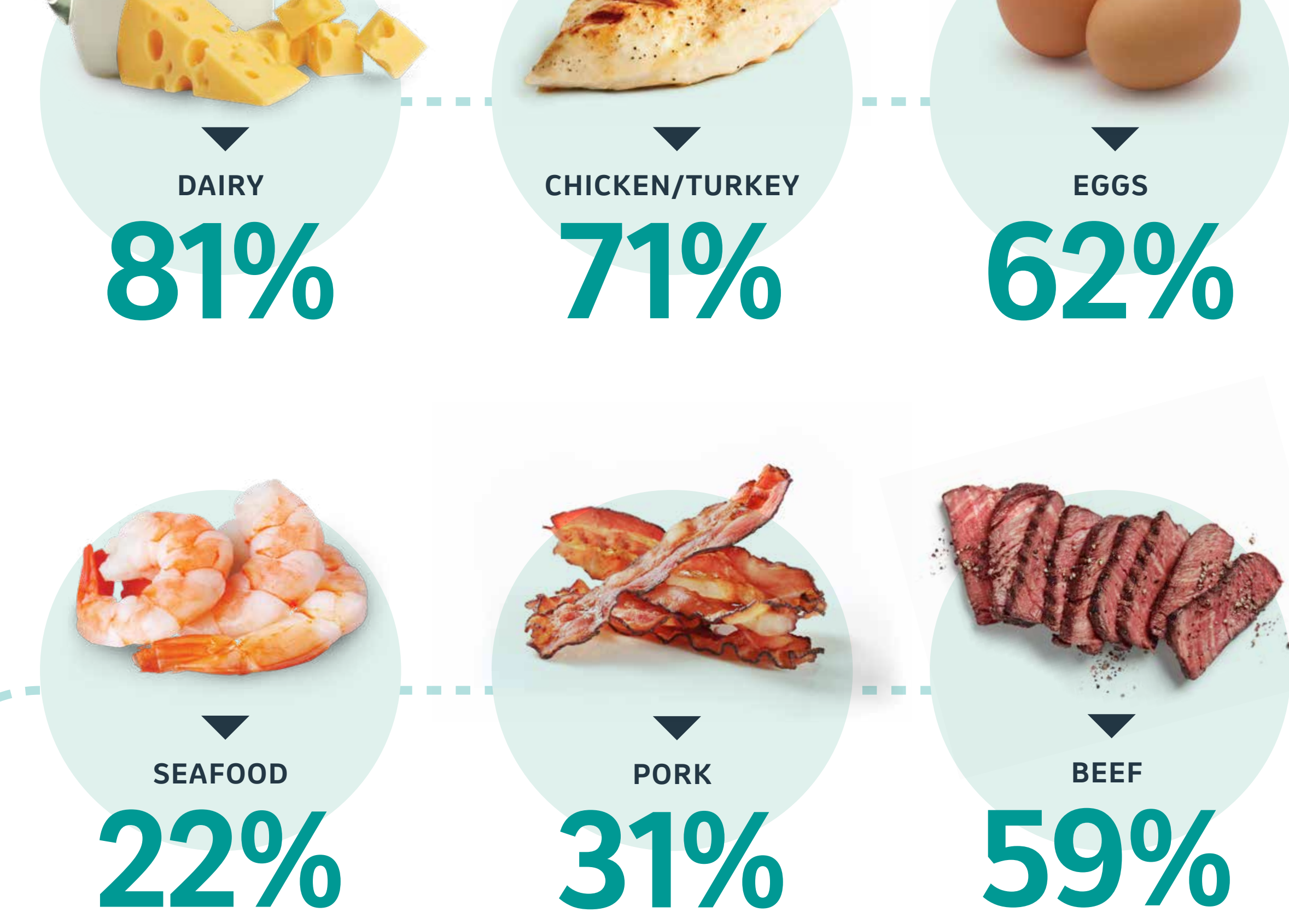




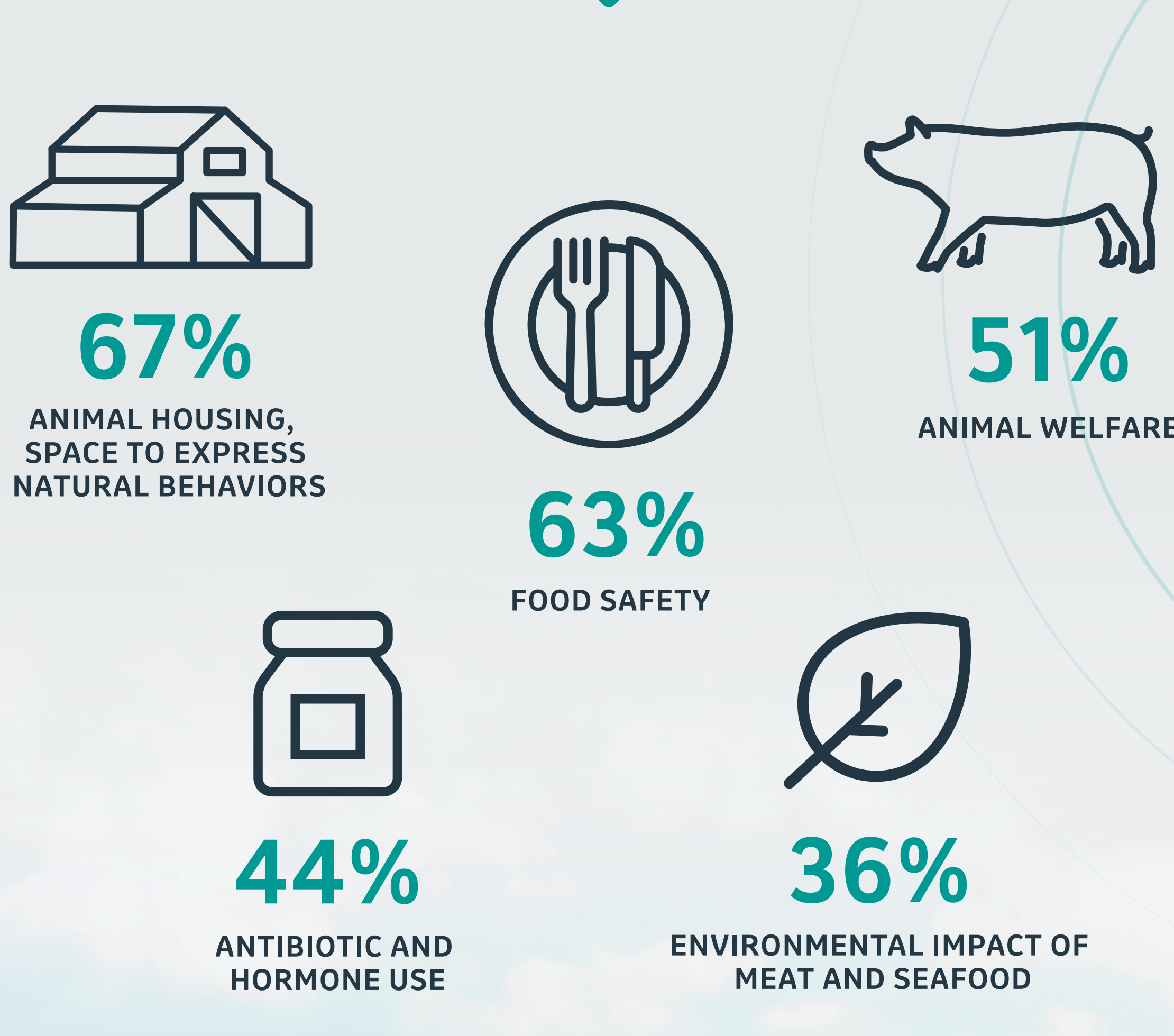
# U.S. CONSUMPTION OF animal protein remains high

PERCENT OF PEOPLE WHO EAT MEAT, SEAFOOD, DAIRY PRODUCTS OR EGGS 1 OR MORE TIMES A WEEK<sup>1</sup>

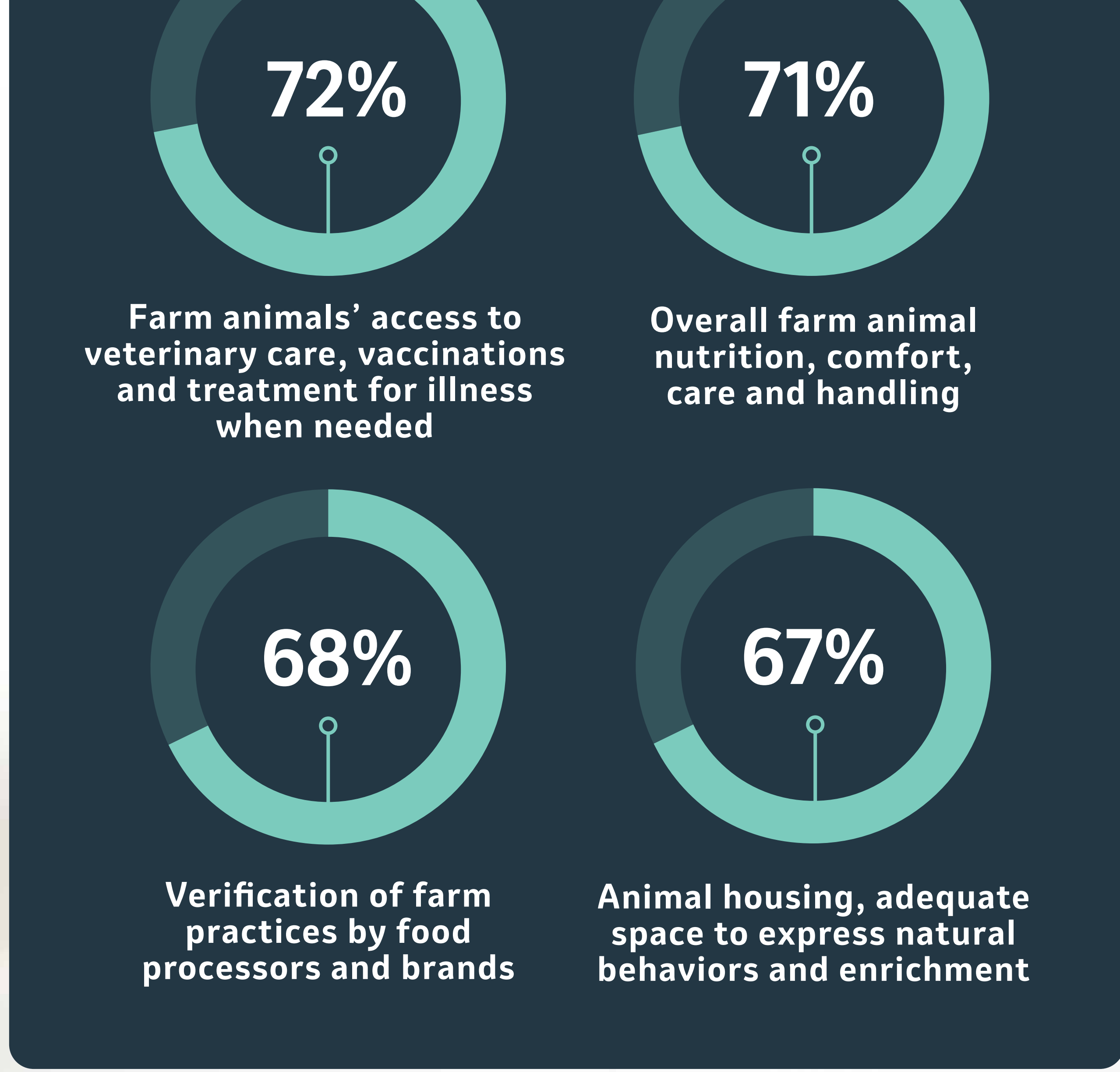


## Animal protein remains firmly on U.S. consumer plates, but there are concerns.

2 in 3 consumers express concern about **PRODUCT QUALITY, CONSISTENCY AND FRESHNESS**



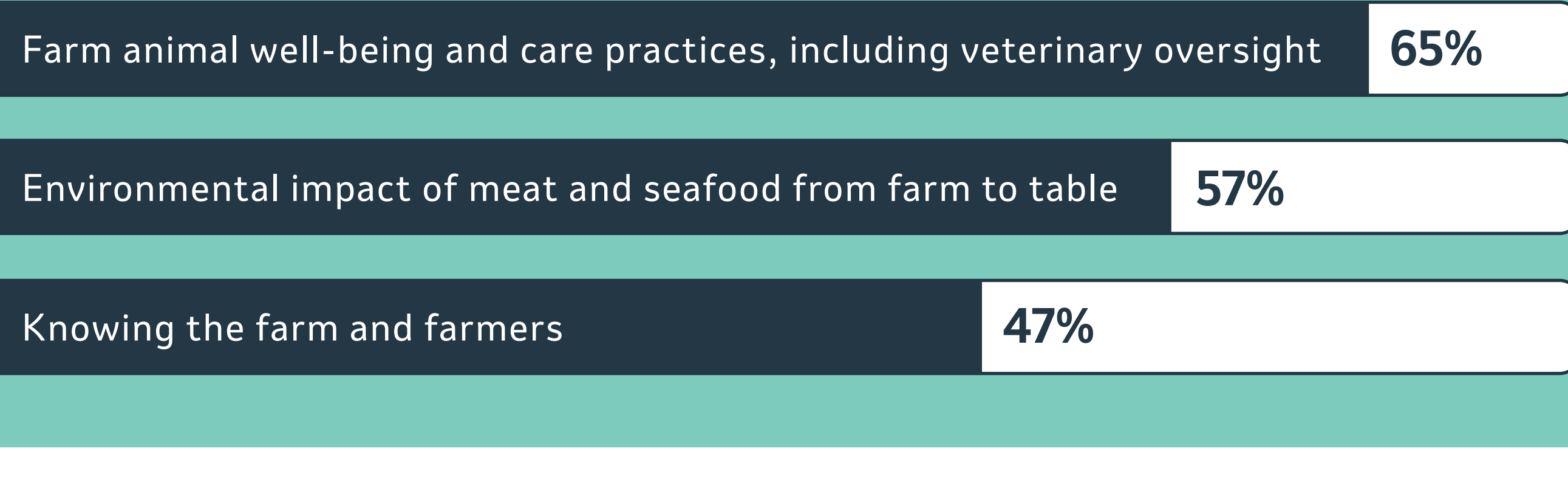
## When it comes to animal welfare, MOST IMPORTANT to consumers are:



Women care up to 17% more about animal welfare than men.

## Meat & seafood transparency is IMPORTANT to consumers ...

### MOST VALUABLE INFORMATION TO CONSUMERS



### ... so is farm-to-table TRACEABILITY

### TRACEABILITY BENEFITS RATED EXTREMELY OR VERY VALUABLE



Younger consumers (ages 18-34) and women (all ages) value the benefits of traceability more than older generations and men.

## BETTER YET IS TRACEABILITY THROUGH TECHNOLOGY

The **MORE PEOPLE KNOW, THE MORE CONFIDENCE** they have eating meat and seafood

## TECHNOLOGY MAKES IT POSSIBLE

### TOP WAYS TO INCREASE CONSUMER CONFIDENCE:

- 1 Complete farm-to-table traceability to verify farm origin, product quality, animal care and environmental claims
- 2 Farmers' use of smart technology to monitor each animal's health 24/7
- 3 Technology to track information to the individual animal or farm
- 4 Vaccination of farm animals to prevent illness, resulting in healthier and more sustainable animals



### TECHNOLOGY IS MORE IMPORTANT TO YOUNG CONSUMERS

Armed with more information, younger people (ages 18-34) are likely to feel up to 18% more confident about their meat and seafood purchases than those 55+.

Transparency + Traceability = Trust

FOR MORE INFORMATION, PLEASE VISIT OUR WEBSITE.

The infographic data are the results of an August 2024 Merck Animal Health consumer transparency research study, conducted by Fountainhead Brand Strategy, with 992 consumers who represent the U.S. adult census and have eaten meat, fish, eggs, or dairy in the last month. For this survey, traceability was defined as the ability to track food and ingredients as they move from farm to table.

1. Merck Animal Health. Research on file. U.S. Consumer Transparency and Traceability Omnibus Research Report Wave 2, August 2024.