

RISING INTERES> 40%

of consumers report their interest in knowing more about how meat or seafood was raised, handled and transported has increased in the last year

when putting meat & seafood in the grocery cart **WHAT MATTERS MOST:**

Animal welfare practices are a high priority

71% **72%** Farm animals' access **Overall farm animal** to veterinary care, nutrition, comfort, vaccinations & treatment care & handling 68% 68% **Animal housing, Verification of farm** adequate space to express practices by food processors & brands natural behaviors 66% 63% Raising animals in **Transportation & care** ways that sustain to minimize animal stress our environment **Women place** a higher priority than men on animal Percent of consumers who rate these animal care practices as extremely or very important when deciding what welfare practices. meat or seafood to purchase

% Extremely or Very Valuable

Women also find traceability benefits significantly

more valuable than men in every category

Tracking how farm animals are fed, housed and raised to improve product quality

Ensuring Product Quality

Verification of label

information and claims

Validating Animal Welfare Claims Tracking detailed information about animal care and

farm practices from individual animals and farms

79%

74% **73% 57%**

Percent of consumers reporting increased confidence

Farm-to-table traceability & smart technology

to monitor animal health positively

impact consumer confidence



71% of women find farm animal well-being and care practices, including veterinary oversight, extremely or very valuable vs. 59% of men

64% of women find technology used to increase transparency

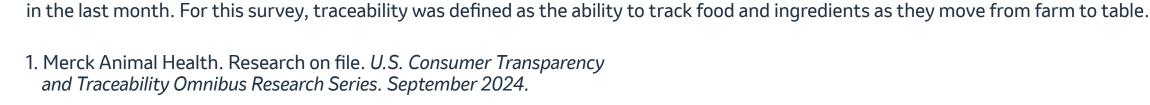
> about how meat and seafood are grown and raised extremely or very valuable vs. 54% of men



FOR MORE INFORMATION, PLEASE VISIT <u>OUR WEBSITE</u>.

The infographic data are the results of the 2024 Omnibus Research Series Merck Animal Health conducted with Fountainhead Brand Strategy.

Wave 1 included 992 consumers and Wave 2 included 975 consumers who represent the U.S. adult census and have eaten meat, fish, eggs, or dairy



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