

SPINS TRENDWATCH

MEAT & DAIRY

“The greatness of a society and its moral progress can be judged by the way it treats its animals.” – Mahatma Gandhi

If the sales growth of consciously raised meat and dairy products are any indication, we are making progress. Consumers are taking a close look at how their food is produced to make better choices and to support a ‘back to basics’ approach to farming. As the reality of modern livestock production becomes more evident and consumers realize that alternatives do exist, animal husbandry claims like Grassfed, Pastured, and No Artificial Hormones are on the rise across all retail channels. Substantial sales growth and increased market share of many of the products touting these claims are proof that consumers are seeking them out and driving more companies to reevaluate their own practices.



You are what your food ate.

Consumers are turning to label claims to give them peace of mind that their food is eating what it ought to be! Grassfed products are said to have more nutritional benefits, with beef specifically being lower in overall fat and saturated fat and higher in omega 3 fats, vitamin E and conjugated linoleic acid than beef raised on corn and grain. As word gets out, the growth of grassfed is skyrocketing, while that of products without the label claim fall flat.



Less misery on the menu.

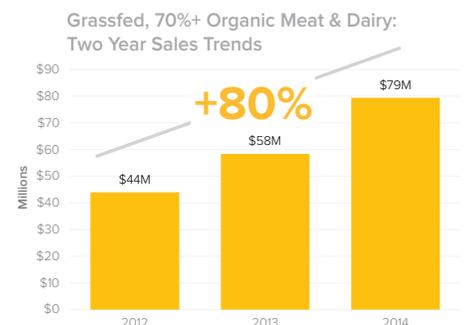
The cruelty in modern factory farming settings is so severe that the average consumer doesn't have to be an animal rights activist to find the conditions intolerable. More people are becoming aware of this harsh reality and supporting brands that practice humane treatment, sending sales soaring!

Grassfed does not equal organic.

And vice versa. Organic products may come from animals that were fed organically grown grain, but who typically lived in feedlots. On the flip side, pastured animals sometimes graze on land that has been treated with synthetic fertilizers and herbicides.

Want both? Look for Grassfed and NOP Organic labels.

Products with both have grown by 81% in the past two years!



PASTURE RAISED

Animals have continuous access to pasture throughout their life cycle and are able to graze on natural food sources.

+24%
Sales Growth

ANIMAL WELFARE CLAIM

Animals are raised according to specific production practices, such as having sufficient space, shelter, gentle handling, fresh water and a healthy diet without antibiotics or hormones.

+23%
Sales Growth

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When it comes to what’s in your food, less is more.

As consumers are paying more attention to what is - and what is NOT - in their foods, ‘free of’ label claims in meat & dairy are showing exceptional dollar growth, *and* outpacing the growth of similar products not featuring the claims!



Why are these additives used in foods?

Nitrites are commonly used to preserve meat and prevent the development of botulism food poisoning.

Hormones are commonly used in the commercial farming of cattle to speed growth rates and increase milk production.

Antibiotics are often given to farm animals to prevent or manage diseases.

What are the associated risks?

Some studies have linked the high intake of nitrites to an increased risk of stomach and pancreatic cancer.

Hormone residues may impact human hormone balance and increase the risk of certain types of cancers.

Antibiotics in meat may be contributing to the rise of antibiotic-resistant bacteria, posing a serious danger to our health.

Natural consciously raised meat & dairy is feeling the love.

For many natural brands, humane production practices are a given, and what consumers have come to expect from their products. As it becomes more necessary to inform shoppers of such practices, SPINS is seeing strong growth of many label claims across meat and dairy specifically within natural products, with segment leaders including:



Savvy Specialty and Health & Wellness brands: Category contenders?

Though fewer non-natural brands currently exist in the space, expect competition to heat up as new players tap into the growing demand. Many consciously raised label claims are showing significant growth within specialty and health & wellness as well!



Brands ranked by dollar volume.