



Global insights into consumer willingness to pay for US beef: Case studies from Japan, the UK and Germany

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Introduction

- Great opportunity for U.S. beef in Japan and the EU
 - Increase in beef consumption by 12% in the past 5 years in Japan
 - Decrease in Australian beef (top imported beef, due to drought) in Japan
- ***Where is opportunity?*** Quality? Safety? Price?

Research questions

1. What is consumers' willingness to pay for U.S. beef?
2. How do consumers value quality labels?
3. Are consumers willing to pay more for U.S. beef that carries a quality label?

Objectives

- Understand consumers' choices of beef products
- Highlight potential for the U.S. to expand exports to Japan and Europe
- Explain the impact of export-oriented labelling schemes on choices

Data

- Beef consumers recruited from general population by TNS (2013) and Qualtrics (2019, 2022 & 2023) to participate in online study
- **Japan:** 654 consumers from major cities, surveyed in 2022
- **The UK:**
 - 402 consumers surveyed in 2013
 - 625 consumers surveyed in 2019
 - 667 consumers surveyed in 2022
 - 735 consumers surveyed in 2023
- **Germany:**
 - 503 consumers surveyed in 2013
 - 622 consumers surveyed in 2019
 - 645 consumers surveyed in 2022
 - 524 consumers surveyed in 2023

**Over 5,000
beef consumers
surveyed**

Data collection in 2013 funded by the Consumer & Market Demand Network, Canada
Data collection in 2019 funded by the Institute for Social Science Research (ASU)
Data collection in 2022 & 2023 funded by the USDA

Design of choice experiment in Japan

- Product: Thinly sliced chuck eye roll, 3 alternatives + opt out

Attributes	Price (Yen / 100g)	Country of origin	Quality grade	Production label
Levels	229円	Japan	Wagyu	No growth hormones administered
	529円	U.S.	Certified Angus Beef	No label
	829円	Australia	True Aussie Beef	

Examples of choice sets in Japan



A



B



C



A



B



C



A

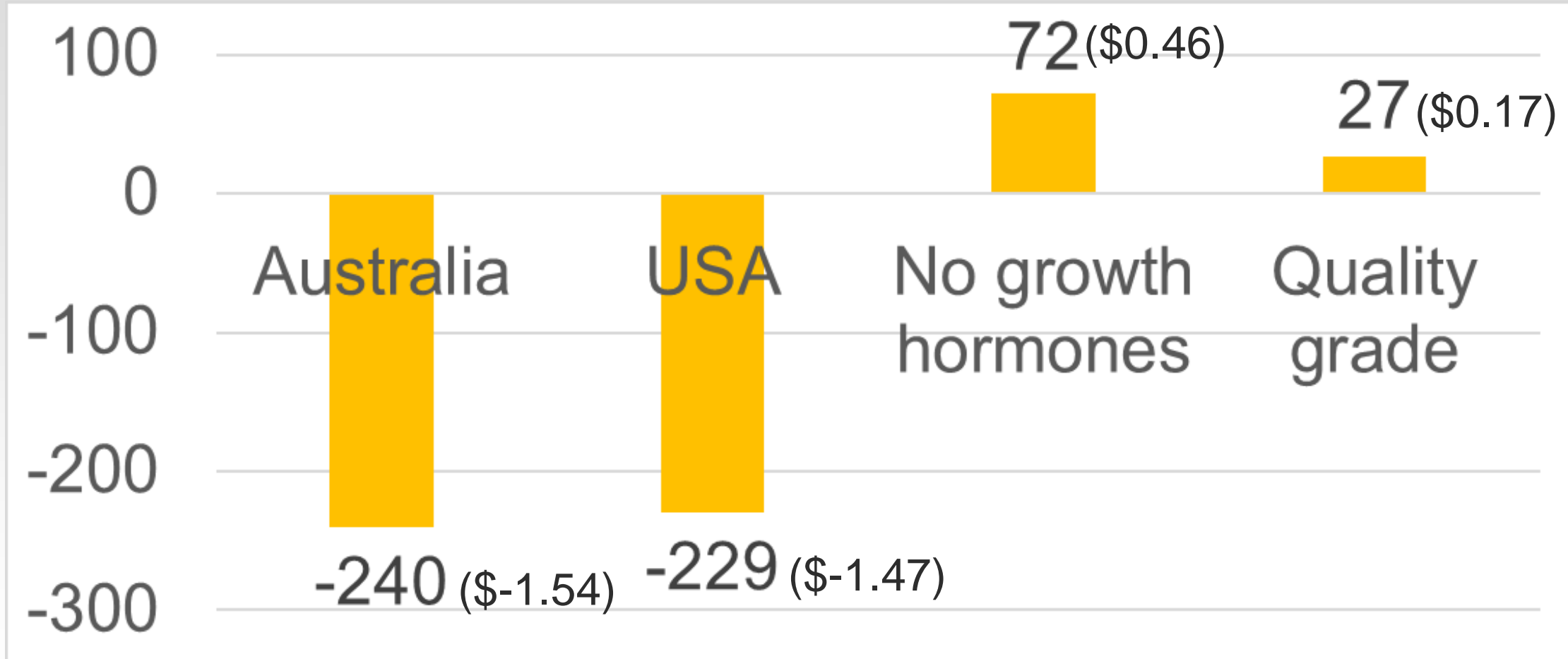


B

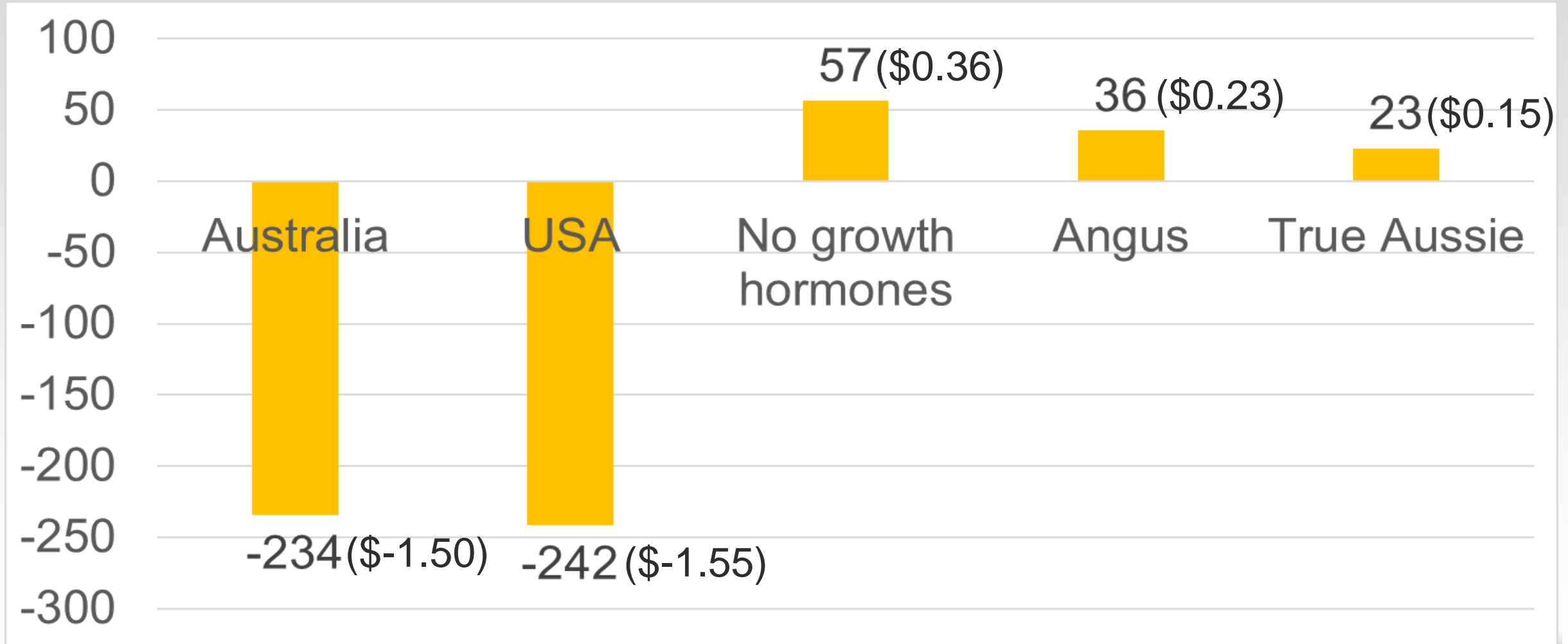


C

Japan: Willingness to pay (yen/3.5oz)





Japan: Willingness to pay (yen/3.5oz)

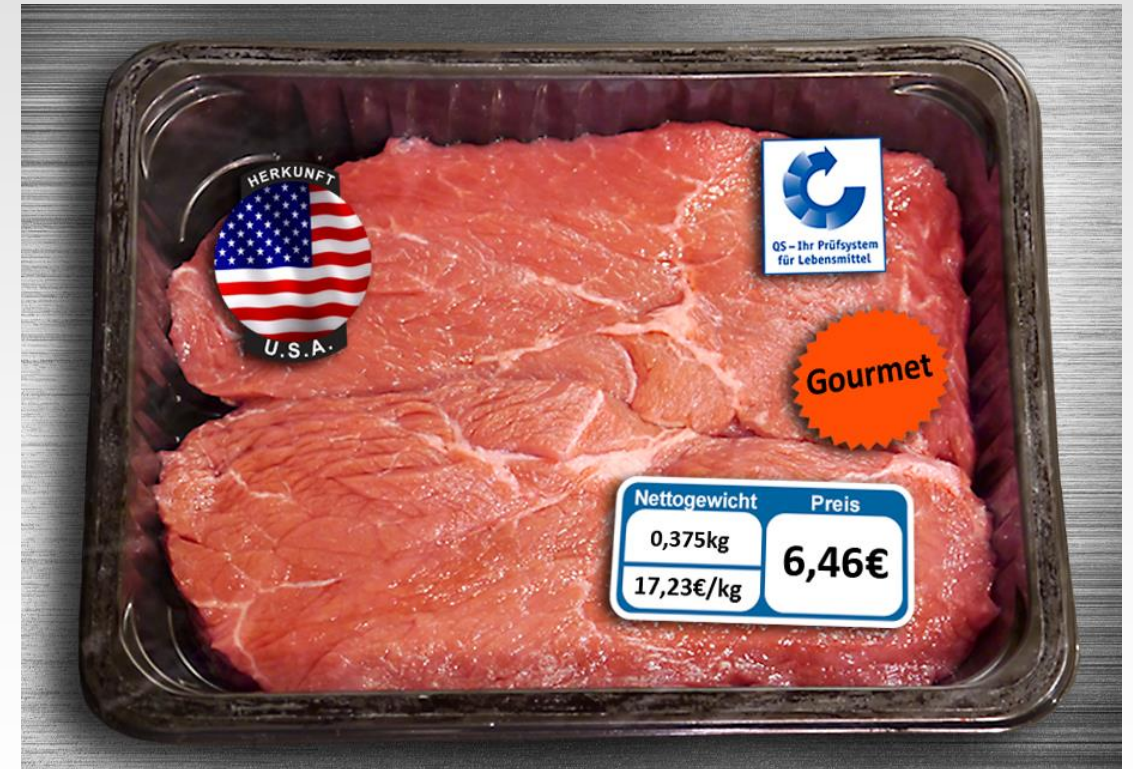


Design of choice experiments in the UK and Germany

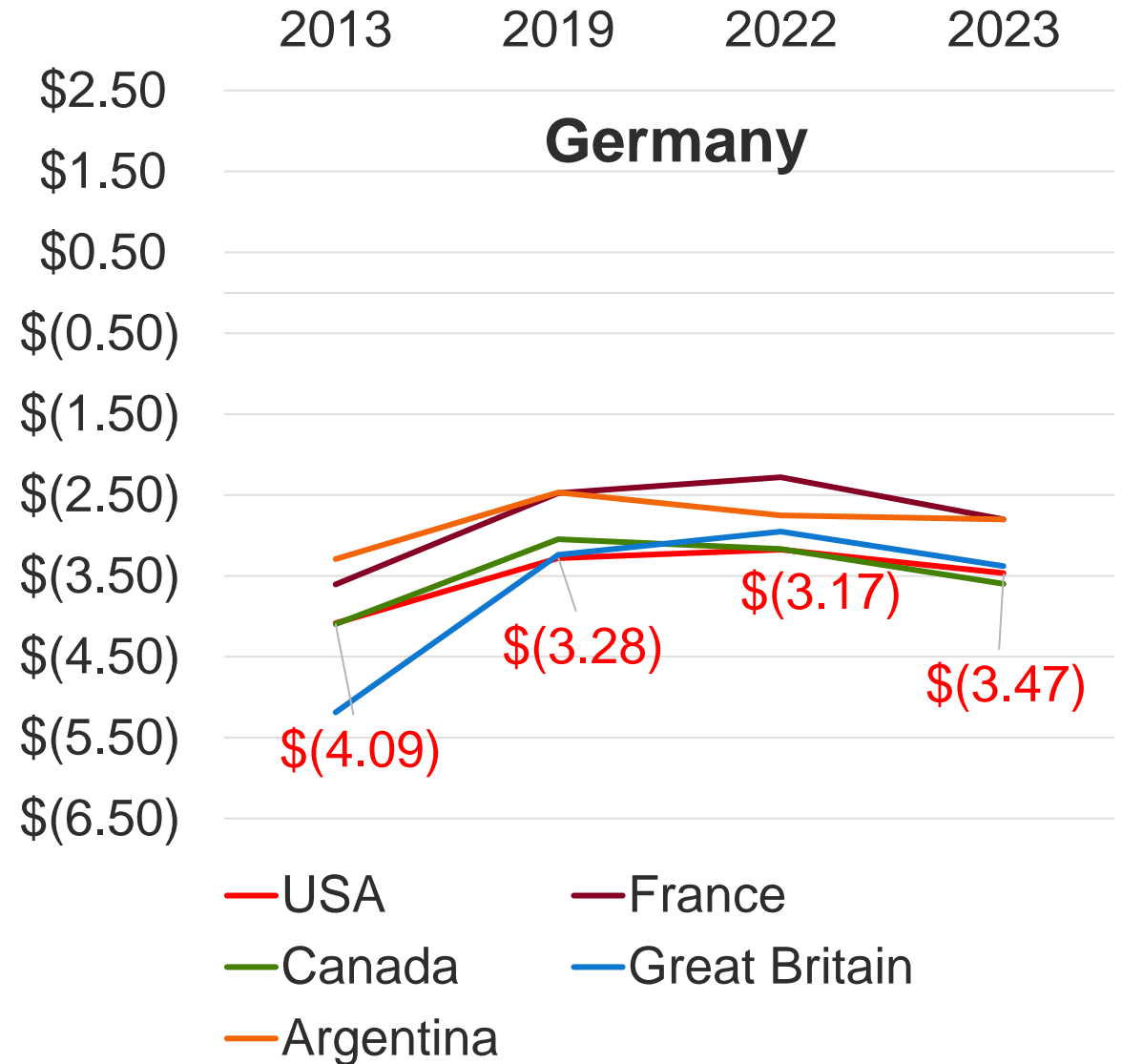
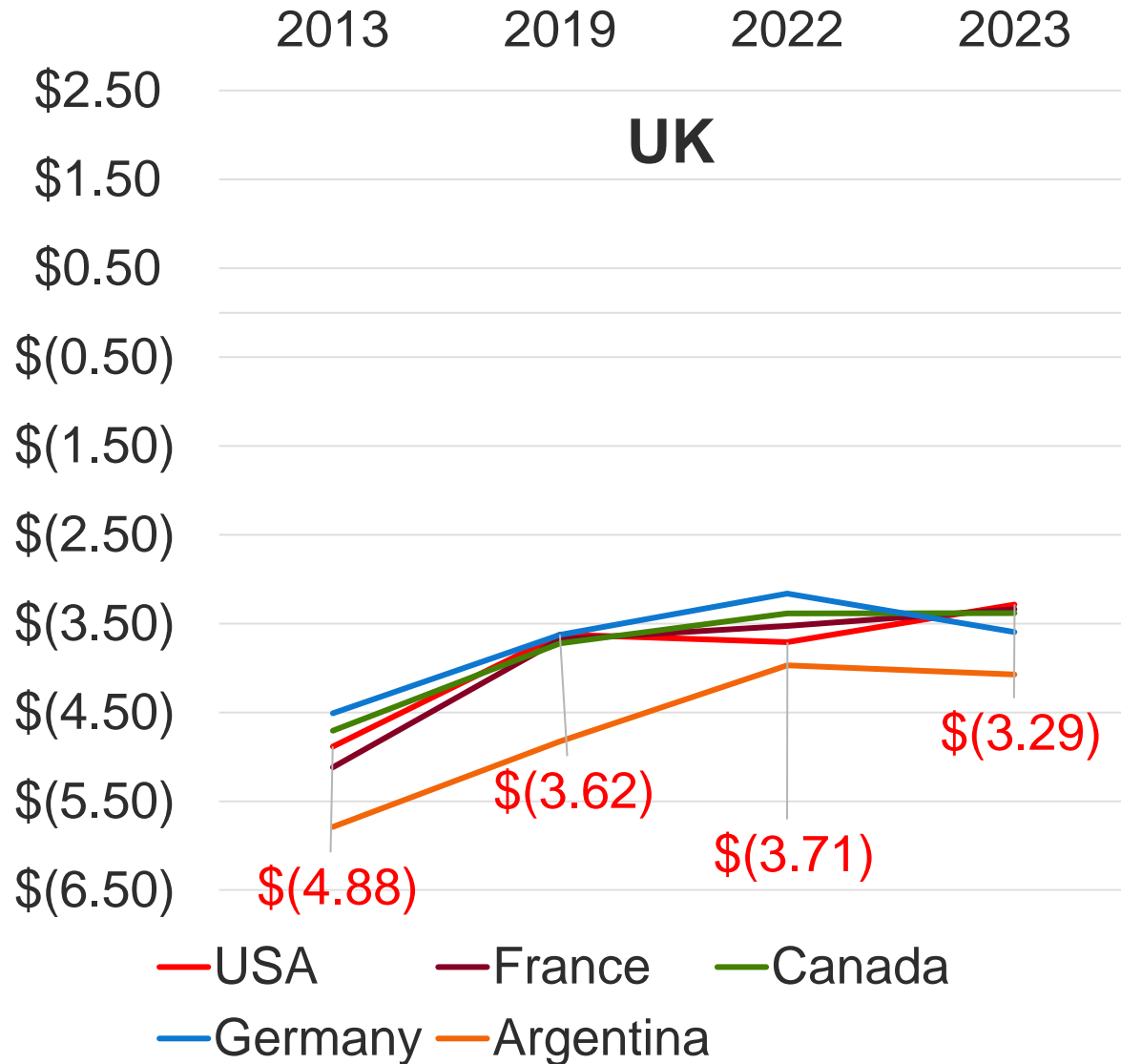
- Product: Beef steak, 2 alternatives + opt out

Price/ kg	Price/ 0.375kg	Country of origin	Certified quality seal	Promotional claim	Hormone free label
13.02	4.88	Argentina	Q&S label	Gourmet	Hormone free
15.12	5.67	Germany	(Germany)	None	None
17.23	6.46	France	Red tractor		
19.31	7.24	Canada	(Great Britain)		
21.41	8.03	UK			
23.51	8.82	USA			

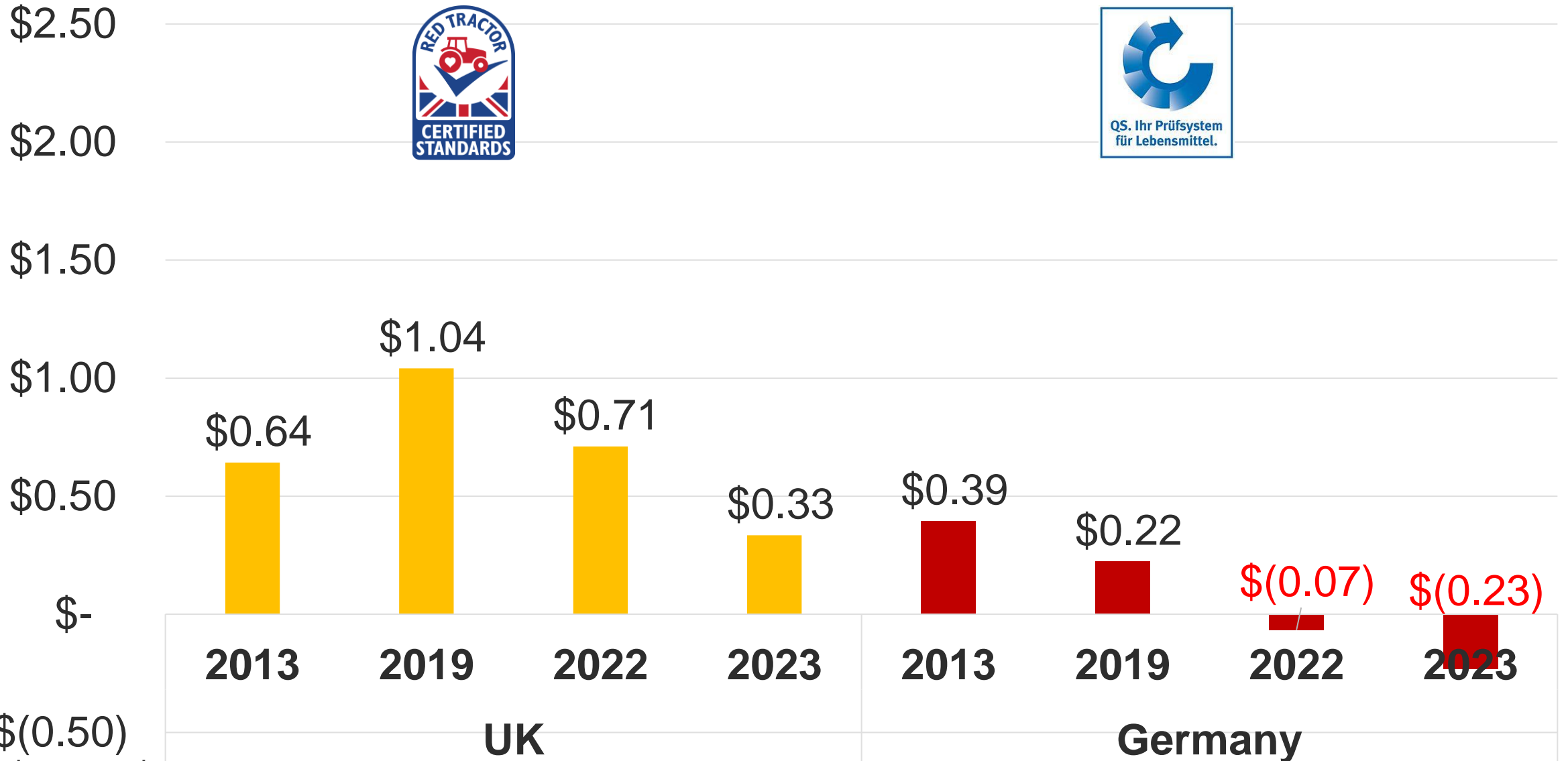
Examples of choice alternatives by country



The UK and Germany: Willingness to pay for country of origin (\$/13oz)

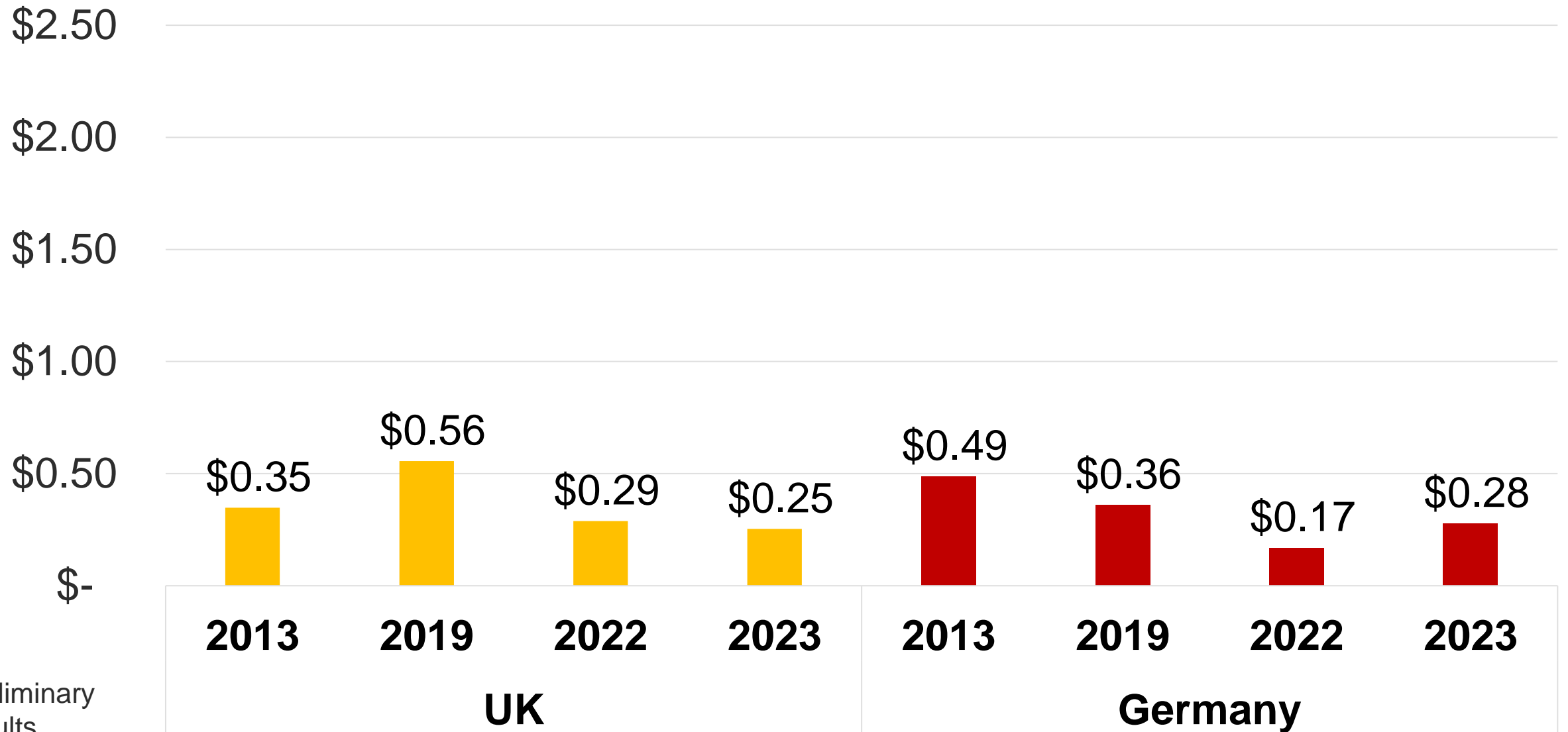


The UK and Germany: Willingness to pay for certified quality seals (\$/13oz)



Preliminary results

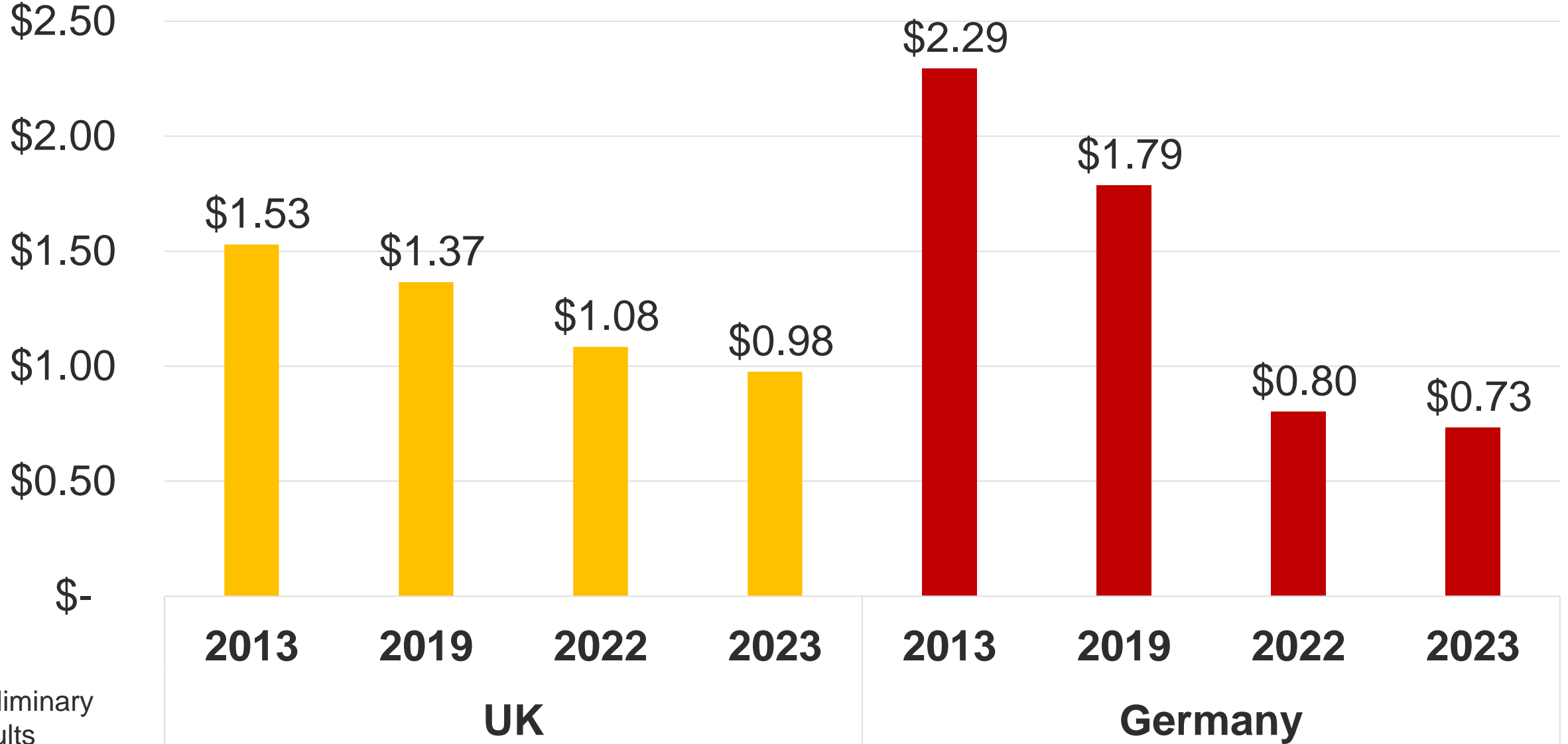
The UK and Germany: Willingness to pay for promotional claims (\$/13oz)



Preliminary
results

The UK and Germany: Willingness to pay for hormone-free production (\$/13oz)

No growth hormones



Preliminary results

Conclusion – Japan

- Consumers have positive WTP for (premium) quality grades
- Consumers favor domestic beef compared to imported beef
- Consumers pay premium for foreign beef increases if graded as *premium* quality
- Consumers pay premium for production labels

Conclusion – Germany & the UK

- Domestic beef clearly preferred
- High WTP for hormone free labeled beef
- Differences between shoppers from GER and the UK
 - Germans prefer promotional labels
 - British shoppers prefer approved quality seals

Next:

- **Identify differences between consumers across countries to tailor strategies for global marketing activities**

Thank you for your attention

Questions welcome!

Now or later...

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