

Farm animal well-being is important to meat & seafood consumers¹

65%

of consumers consider information about farm animal well-being and care practices extremely/very valuable, including veterinary oversight and health monitoring

Almost as valuable as nutrition information

RISING INTEREST

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

Animal welfare practices are a high priority when putting meat & seafood in the grocery cart

WHAT MATTERS MOST:

72%

Farm animals' access to veterinary care, vaccinations & treatment

71%

Overall farm animal nutrition, comfort, care & handling

68%

Animal housing, adequate space to express natural behaviors

68%

Verification of farm practices by food processors & brands

66%

Raising animals in ways that sustain our environment

63%

Transportation & care to minimize animal stress

Women place a higher priority than men on animal welfare practices.

Percent of consumers who rate these animal care practices as extremely or very important when deciding what meat or seafood to purchase

Women also find traceability benefits significantly more valuable than men in every category

Verification of label information and claims

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

Validating Animal Welfare Claims
Tracking detailed information about animal care and farm practices from individual animals and farms

% Extremely or Very Valuable

79%
WOMEN

70%
MEN

74%
WOMEN

61%
MEN

73%
WOMEN

57%
MEN

Farm-to-table traceability & smart technology to monitor animal health positively impact consumer confidence

Percent of consumers reporting increased confidence

66%

Farm-to-table traceability that verifies farm origin, product quality, animal care, environmental and other claims

63%

Farmers use of smart technology to monitor each animal's health 24/7, resulting in early intervention and better overall animal and herd health

59%

Technology is used to increase transparency about how meat and seafood are grown and raised, tracking information to individual animal/farm

59%

Farm animals are vaccinated to prevent illness, resulting in healthier animals to help sustain our environment and reduce the need for antibiotics

Detailed farm practice information resonates the most with younger audiences, ages 18-34.

Certain transparency & traceability information is more likely to INCREASE CONFIDENCE in women than men

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

Transparency + Traceability = Trust

FOR MORE INFORMATION, PLEASE VISIT OUR WEBSITE.

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 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 Series. September 2024.