

NPB Ham Research

Qualitative and Quantitative
January and March, 2016



How did we approach the research?

Qualitative (exploring if consumers are open to consume ham during the year): Six Focus Groups

- 3 markets (Boston, Chicago, Orange County)
- 2 groups of “Foodies” (one in Boston and one in Orange County); 4 groups of non-foodies
- General ham purchase/consumption exploration
- New ham ideas exploration

Quantitative (projectable U.S. sample to quantify interest): On-Line Consumer Survey

Fielded an online survey with 1100 completed interviews with U.S. consumers.

The survey screened for consumers who meet the following criteria:

- Shop for and prepare meals for their households at least half of the time
- Do NOT avoid pork, beef or poultry
- Purchase fresh pork for at-home consumption at least twice a month
- Purchase a ham more often than NEVER

The length of the survey was approximately 15 minutes and it was fielded with a demographically and geographically balanced panel of U.S. consumers who meet the above screening criteria.

The survey included the following topics:

- Purchase frequency for pork, beef, chicken and lamb products
- Frequency of at-home consumption for fresh and processed pork products
- Attitudes about ham
- Frequency of ham consumption
- Meal occasions for ham
- Ham cooking methods

Focus Groups

Key Findings



Focus Group Results

- Energy and passion for ham
 - ***“my family loves ham, we can eat it all day long ...what I love (about ham leftovers) is that late night thing where you’re hungry and you go to the refrigerator and just get a slice of ham and eat it standing there...that is the best”***
- Strong connection with holidays
 - ***“I guess ham just feels like it goes with a big meal...during the holidays...but that’s because that’s how we always eat it... at Easter or Christmas... I cannot recall any other time”***
- Lack of marketing and innovation
 - ***“to me, ham is a cold weather comfort food, but I also have never thought about grilling it”***
 - ***“I do not recall seeing ham during summer time... it seems as it is only available around Easter and around Christmas time ... you do not see coupons at other times ... or advertised in the weekly specials”***
- Not a product issue, it’s a marketing issue
- Education will help

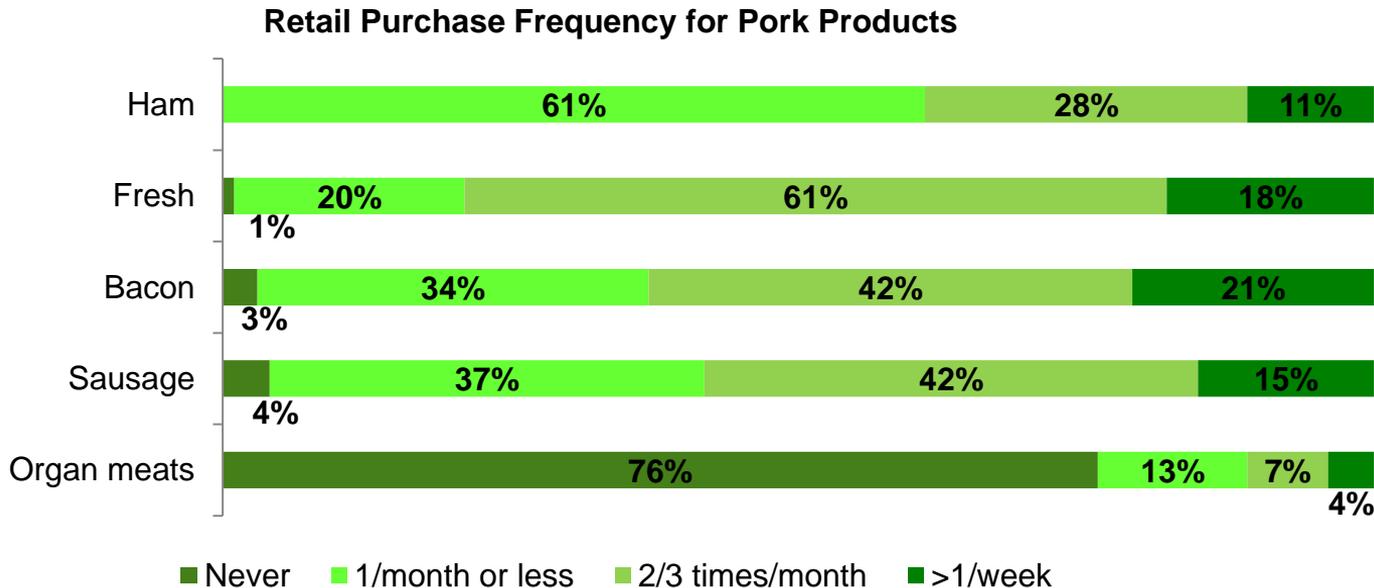
Consumer On-line Research

Key Findings



PORK PURCHASES

Bacon and fresh pork are the most frequently purchased pork products. Ham is typically purchased once a month or less.

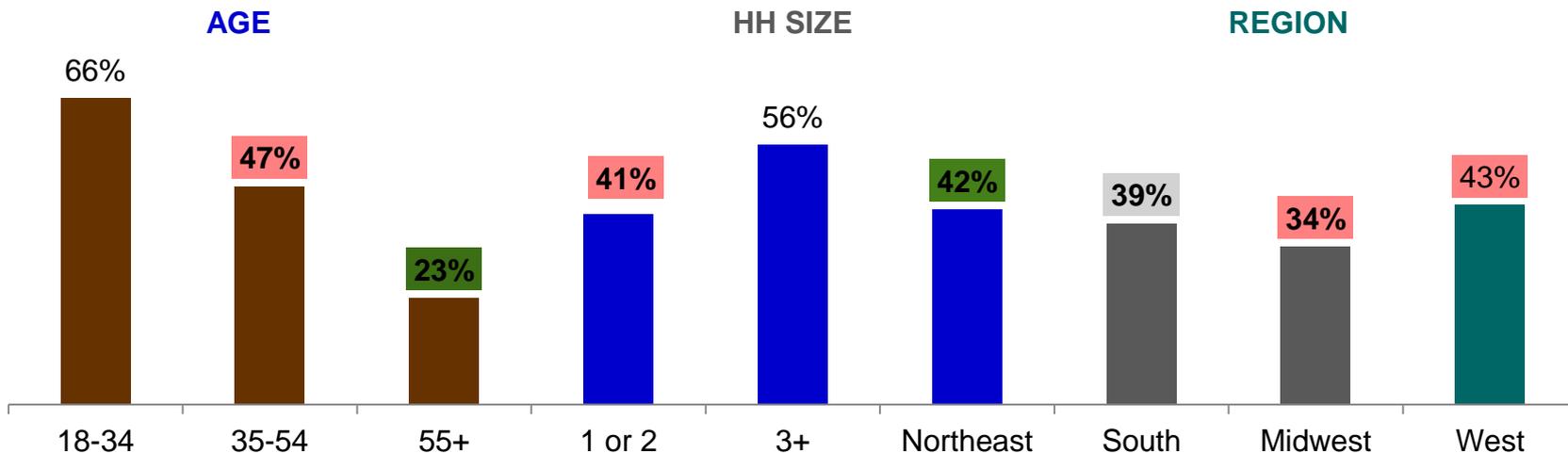


Q11: How often would you say that you purchase for at-home consumption each of the following pork products at a retail grocery store, food warehouse, membership store or any other store where you prefer to shop for meats such as beef, pork, poultry, etc. (Ham – whole, half, steak) (Base n=1100)

HAM PURCHASING

Frequency of purchasing ham varies considerably by age and household size – younger people and larger households purchase ham significantly more often than older people or those with smaller households.

Percent Who Purchase Ham At Least Twice A Month: Demographic Variations

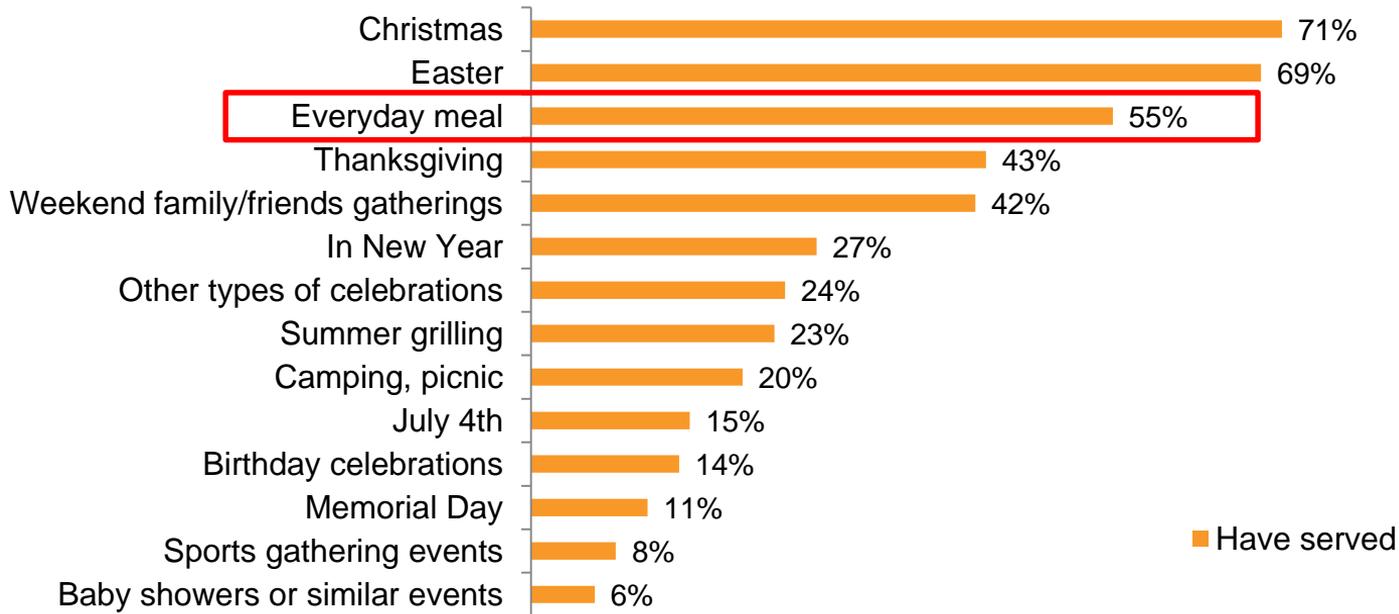


Red boxes significantly higher than gray boxes
All comparisons are within groups not across groups

Q11. How often would you say that you purchase for at-home consumption each of the following pork products at a retail grocery store, food warehouse, membership store or any other store where you prefer to shop for meats such as beef, pork, poultry, etc. (Ham- whole, half, steak) (Base n=1100) :

Holidays are the most common serving occasions, but 55% serve ham as an everyday meal.

Ham Serving Occasions (multiple responses)



Q14: In which of the following situations/events do you normally prepare ham ..(multiple responses, Base n=1100)

HAM SERVING BEHAVIOR

Ham serving occasions are strongly associated with age and income.

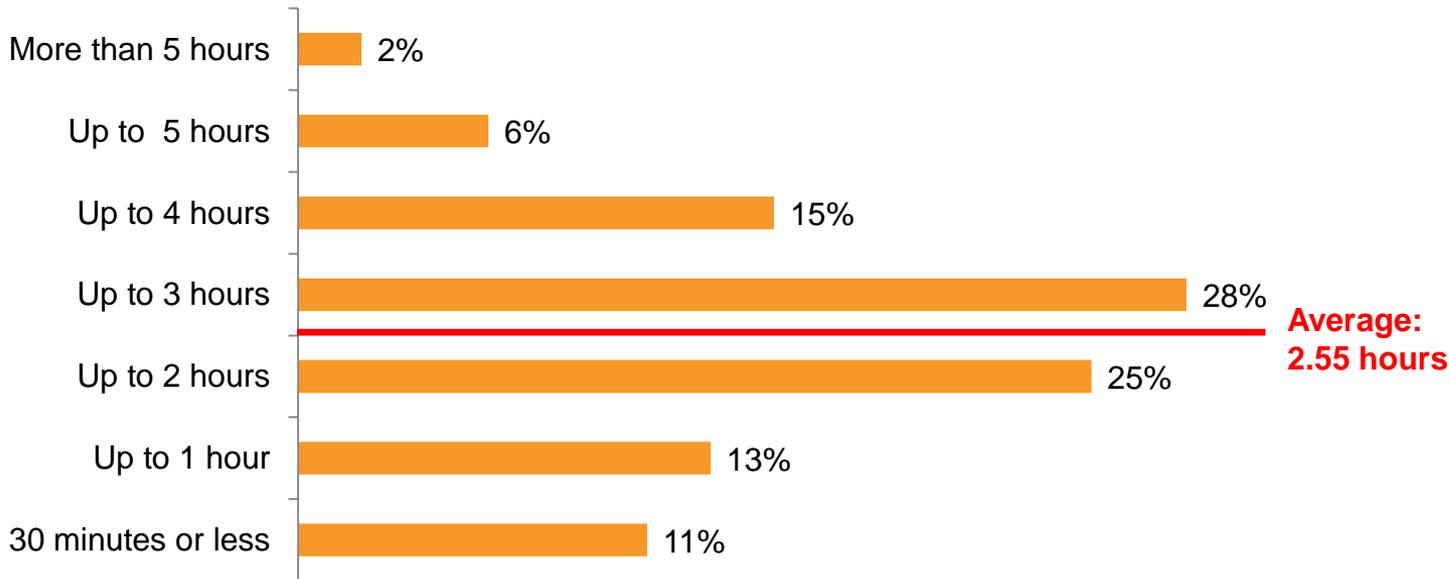
- Younger and more affluent consumers are more likely to serve ham for a variety of holiday occasions, while older consumers are more likely to serve it as an everyday meal
- Foodies are also more likely to serve ham as an everyday meal and on outdoor occasions.

	TOTAL	SIGNIFICANTLY MORE LIKELY TO SERVE			
		AGE	INCOME	REGION	OTHER
In New Year	27%	<35	>=\$75K		
July 4th	15%	<35	>=\$75K		HH w/children
Birthday celebrations	14%	<35	>=\$75K		
Memorial Day	11%	<35	>=\$75K		
Sports gathering events	8%		>=\$75K		
Easter	69%	>=35	<\$75K	Midwest	
Christmas	71%	<55		South and Midwest	
Baby showers or similar events	6%	<55			
Thanksgiving	43%	<55	<\$75K	South, Midwest, West	HH w/children
	55%	>=55			Foodies; HH <=2;
Summer grilling	23%				
Camping, picnic	20%			West	Foodies

Q14: In which of the following situations/events do you normally prepare ham ..(multiple responses Base n=1100)

Half of consumers are spending 2-3 hours preparing their ham.

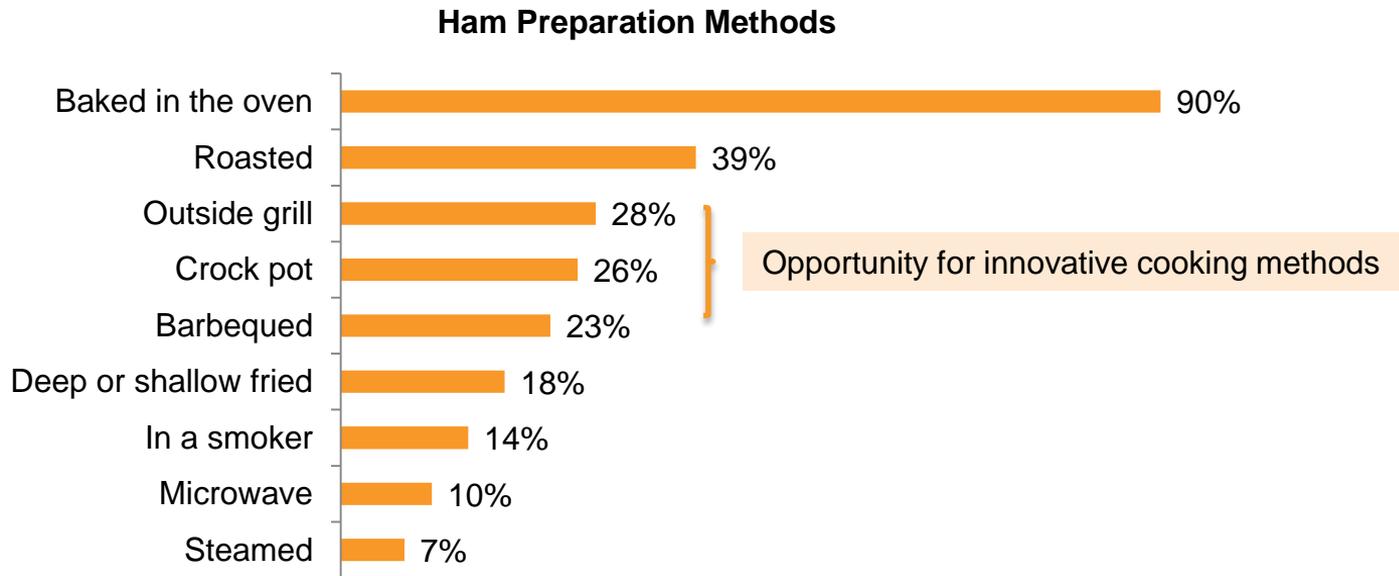
Ham Preparation and Cooking Time



No significant differences across groups were found

Q17: When preparing ham, how long does it take you? Please include preparation time and cooking time. (Base n=1100)

By far the most common method of preparing ham is to bake it in the oven.



Q15: With respect to preparing ham, which of the following cooking methods do you use when preparing ham at home? (Base n=1100)

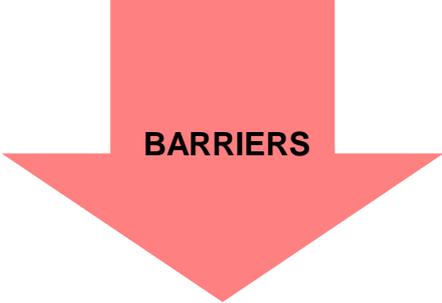
SUMMARY

Purchase, usage and consumption varies. Overall positive attitudes suggest a strong opportunity to reposition ham as a “product for all seasons.”

Usage and Behavior	Findings
Ham Purchasing Behavior	<p>Hams are the most common form of pork purchased at retail.</p> <ul style="list-style-type: none"> • Purchase frequency is higher households of 3+ people, and in the Northeast and West.
Retail Preferences	<p>Supermarkets remain the #1 channel for all groups.</p> <ul style="list-style-type: none"> • However alternative channels (i.e. Super centers, club stores, natural) are higher among age 18-34, and income >=\$75K.
Serving Behavior	<p>The most common ham occasions are Christmas, Easter, and everyday meals.</p> <ul style="list-style-type: none"> • However, nearly all 14 occasions listed are thought to be “fit” for serving ham by around 50% of consumers or more.
Ham Preparation	<p>Baking remains the most common preparation method, but certain groups are using alternative methods.</p> <ul style="list-style-type: none"> • Those under age 35 are much more likely to be using a grill, microwave, or even a steamer. • Those with children at home are using a wide variety of cooking methods, including barbeque, smoking, and a crock pot • Using ham in stir fry and stew is higher among those age <55, and those with children
Ham Attitudes	<p>Overall attitudes are quite positive among all groups.</p> <ul style="list-style-type: none"> • However, the youngest stand out as being more likely to feel that preparing ham is a lot of work AND to be more open to new ways of preparing ham.

HAM OPPORTUNITIES

Younger pork consumers (age 21-49, also known as Gen X and Gen Y) offer the greatest opportunity for the expansion of ham consumption.



BARRIERS

Ham is:

- Seasonal
- For older people
- For holidays/special occasions
- Traditional
- Takes a lot of time
- Is hard work
- Don't know how to prepare



OPPORTUNITIES

- Would like to grill it
- Want to learn new ways to prepare
- Like to try new recipes
- Like to experiment with prep
- Like to add new flavors
- Want to eat year round

Marketing to these younger consumers should focus on specific retail outlets, with preparation information specific to their interests.

