

MSU Product Center

For Agriculture and Natural Resources

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Beef Snacks – Selective opportunities

Market drivers that provide selective opportunities

- Beef snack products that appeal to the demand driver of **wellness** have selective opportunities.

Specific opportunities

- One way to appeal to the demand driver of wellness is to offer low salt beef snack products. Traditionally, beef snacks have been high in salt.
- The development of meat snacks with a softer, easier to chew texture could also appeal to aging baby boomers and female consumers. People aged between 45 and 64 are a growing percentage of the population. These consumers are not traditional consumers of beef snacks and tend to begin to have health problems. This creates both an opportunity and a threat for the beef snack market. Products that are easy to chew and are low in fat and sodium create an opportunity.
- Females interested in lowfat foods are a growing market for the beef snack industry.
- Many beef snacks are low in fat; making this fact known to consumers could expand this market.

New product examples

- Oberto Edge meat snacks low carb product with 10 grams of protein and only one gram of carbohydrate.
- Jack Link's Extra Tender Beef Steak Nuggets 96 percent fat-free.
- Tillamook County Creamery, Teriyaki Smoke Beef Steak Bites, resealable bag, low carb, low fat.

Special issues

- There has been major investment by private label brands in the beef snack market. This could reduce market access for traditional outlets. Convenience stores account for 46 percent of meat snack sales and are the largest outlets.
- However, this market is growing, non traditional outlets such as vending machines, hunting and fishing retailers, truck stops, dollar stores, and others show promise.
- One way to address distribution issues is through the use of a strategic alliance with an established food manufacturer or distributor. For example, Oberto Sausage Company has entered into an agreement with Frito-Lay to distribute Oberto meat snacks.
- Health food stores are also a natural extension of beef snack products that appeal to this demand driver.

Keys to success

- Consider the ability to offer products that appeal to more than one demand driver such as combining wellness with, ethnicity or indulgence. Target older consumers and women
- Is there the potential to enter into a strategic alliance with a retailer or wholesaler, especially a health oriented firm.

Sources

Mintel. Meat Snacks.