

A photograph of three white chickens standing in a field of tall grass under a clear blue sky. The chickens are the central focus, with one in the foreground and two slightly behind it. The text is overlaid on the left side of the image.

Consumer Confidence in the Era of Avian Influenza



marriner marketing
let clarity define you.®



**CHICKEN
MARKETING
SUMMIT**

#ChickenMarketingSummit

Why This Matters

1

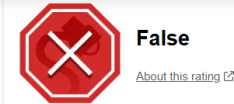
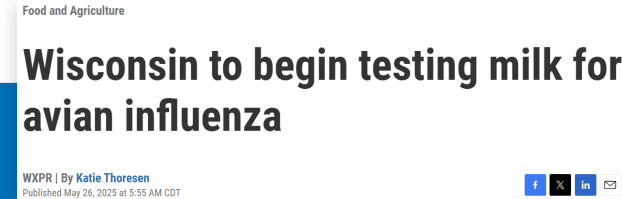
Awareness is high.
Understanding isn't.

2

Consumers see HPAI in the news—
but many misunderstand the actual risks.

3

This confusion influences what they
believe and how they shop.



In early February 2025, people were sharing a [message \(archived\)](#) with an alleged warning against buying chicken and Eggland's Best eggs in the U.S. because of a supposed recall. The message read:

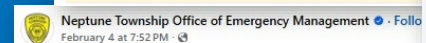
FYI: Sharing information that was just shared with me.

DO NOT BUY CHICKEN!!! Please tell your family and friends!

The president has paused all announcements and communications from until 2/1 and there is a hugggggheeeeeee recall on chicken and eggls being properly announced to the public. (Sound familiar... remember Announcement?) Please, please, please, DO NOT BUY CHICKEN, o research before you do.

A friend works for CDC, and she confirmed this. Pass it

My contact said: The bird flu is happening and there are States.



Over the past few weeks, clusters of deceased birds have been reported, Shark River. While these birds have not been confirmed to have been infected with H5N1 Influenza or the "Bird Flu", the incidents have been reported to the NJ Department of Environmental Protection so that the birds can be tested. Instances of Bird Flu being transmitted to humans are extremely rare and none have been reported in New Jersey at this time, but in rare cases, wi... See more



Could Bird Flu Be the Next Global Pandemic?

Download PDF Copy



Will bird flu spark the next pandemic?
Will bird flu spark the next pandemic? @SehgalRahesha brings you this report
WION
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Where Chicken Stands Today



68%

say chicken
is their
most-used
protein

70%

Gen Z

75%

Millennials

71%

Gen X

58%

Boomers

WORTH NOTING

Younger consumers are loyal—
but more reactive.

Awareness ≠ Understanding

74%

say they're
"familiar" with HPAI

31%

are "very familiar"

50%

believe it's easy to catch

21% are "absolutely" worried

Familiarity often breeds confusion, not clarity.

Confusion Is Common

41%

of consumers think you can get HPAI from cooked chicken

- Millennials are most likely to believe this is absolutely true at 19%
- Only 22% of consumers are confident this is false

50%

of consumers believe you can get HPAI from cooked eggs

The Source Really Matters

z

Most trusted news sources:

Government agencies like
the USDA and CDC

— 55% trust

Poultry industry

— 48% trust

Least trusted news source:

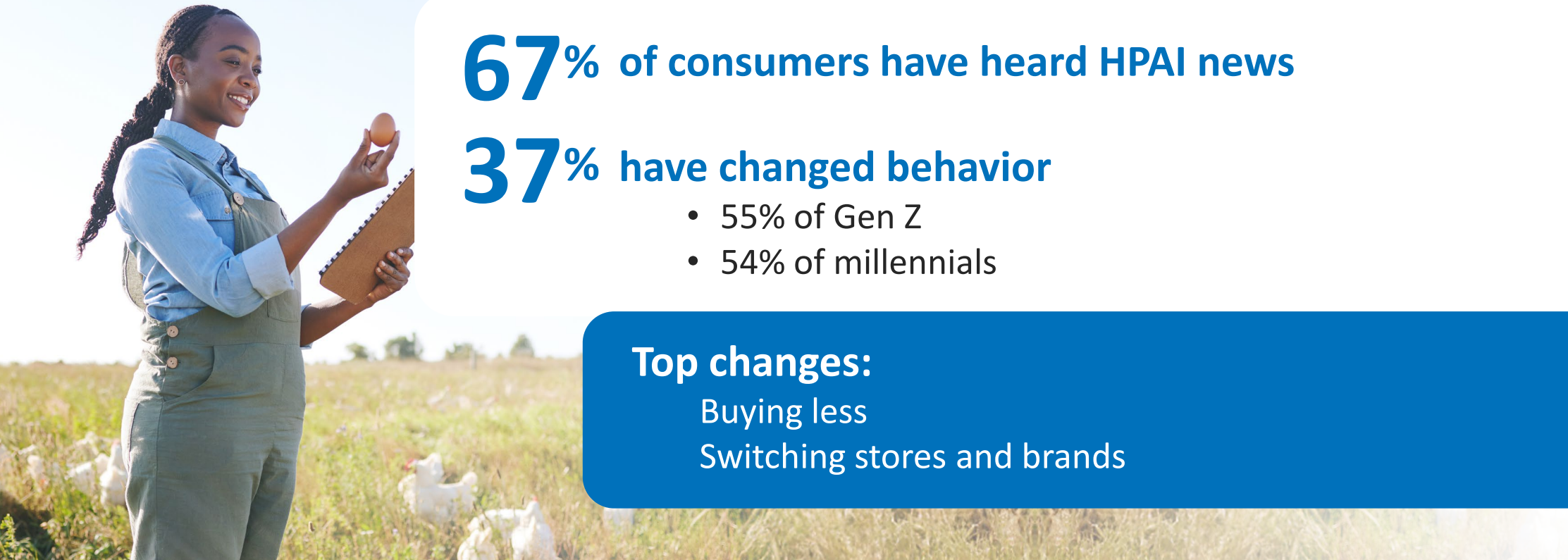
Social media

— 28% trust

— 44% distrust

Spoiler alert—despite the trust gap, younger consumers still rely on social channels.

Buying Behavior Is Changing



67% of consumers have heard HPAI news

37% have changed behavior

- 55% of Gen Z
- 54% of millennials

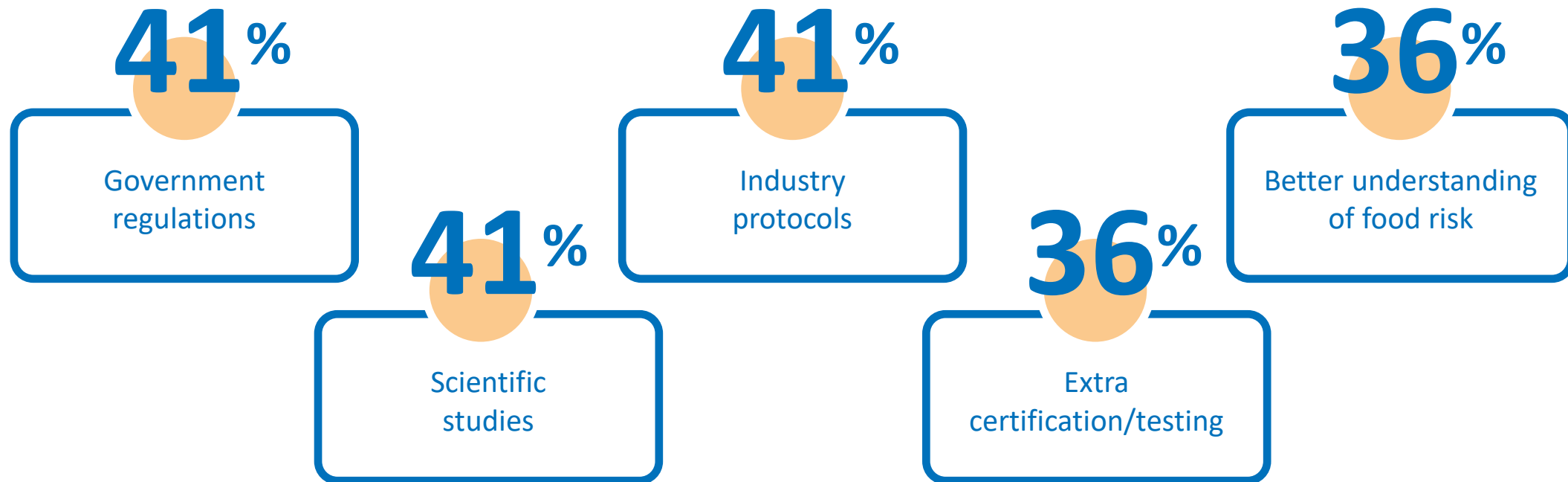
Top changes:

Buying less

Switching stores and brands

How Consumers Find Confidence

What reassures consumers during outbreaks?



Where We Communicate Is Huge

Gen Z

- Social media posts
- Video
- Infographics
- Step-by-step guides

Millennials

- Social media posts
- Video
- Expert testimonials

Baby Boomers

- Email
- Government reports



Industry Action Items

Deliver the basics clearly

Use trusted validators (e.g., USDA)

Show—don't just tell—how safety works

Coordinate trade, brand and retailer messaging

Share across owned, paid and in-store channels



Effective Messaging Examples



“Our chickens are
safe to eat—
and here’s why.”



“Cooking kills
bird flu.”



“We’re not
just watching—
we’re preventing.”



“Know more.
Worry less.”





THE BIG TAKEAWAY

**Consumer trust isn't something we defend—
it's something we build.**

Looking for More?

Scan the code to access Marriner's full report.



Let's discuss your brand's strategy. Reach out to:

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