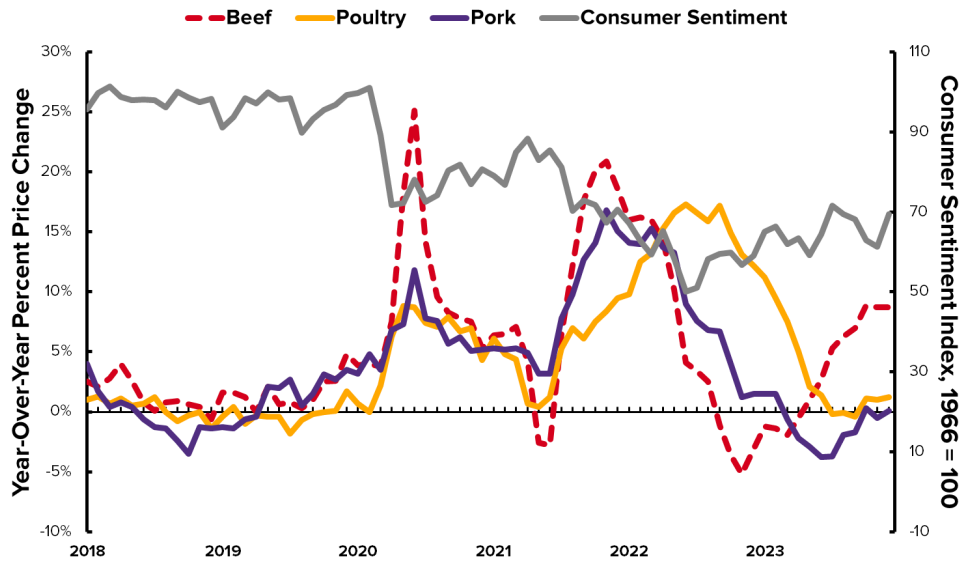


# BEEF PRICES AND CONSUMPTION TRENDS

All proteins experienced inflation volatility in recent years, with beef seeing annual inflationary increases approaching 9% in 2023.

In response to marketplace conditions, consumer sentiment, as measured by the University of Michigan, rebounded in 2023, up 11% from record lows experienced in 2022 albeit more than 15% below pre-COVID levels.

Inflation Rates of Popular Proteins vs. Overall Consumer Sentiment

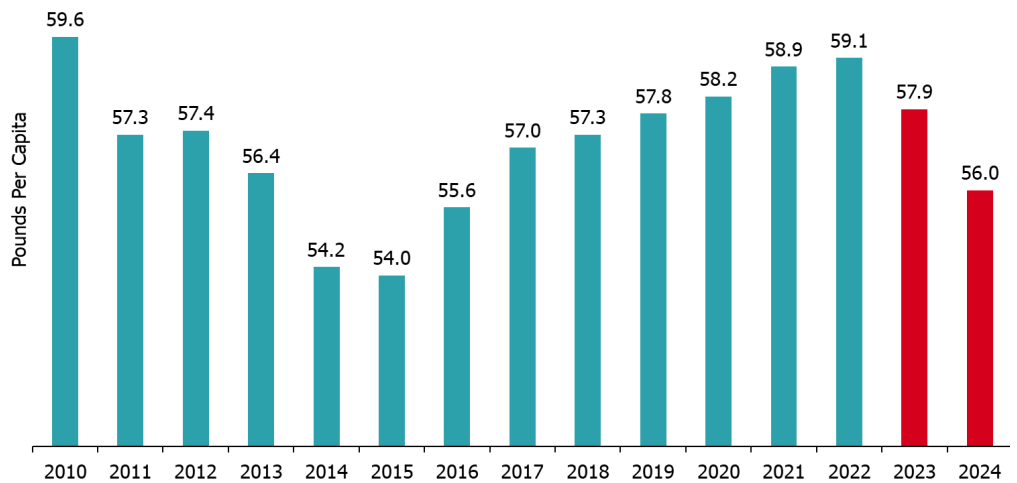


Source: U.S. Bureau of Labor Statistics; University of Michigan

Beef is likely to face some softening through 2024, with contributing factors including contraction of the beef herd, ongoing drought, higher producer input costs, supply chain issues, and other factors.

Although beef remains a top choice in the marketplace, consumers have responded to increased prices with modest levels of substitution of other proteins.

Yearly Per Capita Net Beef Availability (in Pounds)



Source: USDA, Office of the Chief Economist, "World Agricultural Supply and Demand Estimates"