EATING EXPERIENCE

Consumer Perception: Great Tasting

--Beef --Chicken --Pork --Meat Alt.

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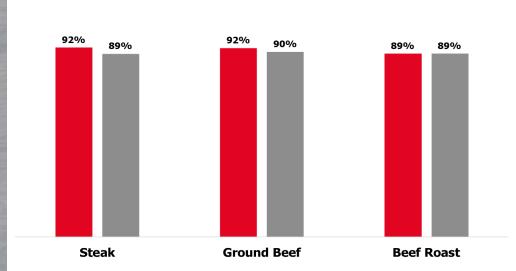
31-30³⁴ 29 27-27 30 26 29-30-28-29-30-29-31 28-29 32-31-30

Source: Consumer Beef Tracker, 2019-2023.

Beef consistently tops chicken as a protein providing great taste. In 2023, beef surpassed chicken as great tasting by more than 20 points and as recent as Q4'23 by nearly 30 points.

Positive Beef Eating Experience

■ At Home ■ At a Restaurant



Source: Consumer Beef Tracker, 2023.

Whether dining out or eating beef at home, a majority of consumers report a positive eating experience when consuming steak, ground beef, or beef roast.

