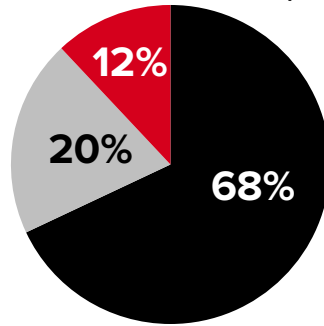


CONSUMER PERCEPTIONS AND CONCERNS

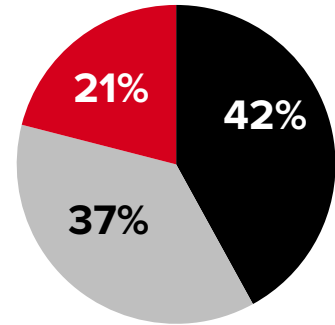
Over two-thirds of consumers are positive about beef overall and just under half have positive perceptions about beef production.

Perceptions of Beef

Overall Beef Perceptions



Beef Production Perceptions



■ Positive
■ Neutral
■ Negative

Source: Consumer Beef Tracker Jan – Dec 2022.
Analysis: National Cattlemen’s Beef Association, on behalf of The Beef Checkoff.

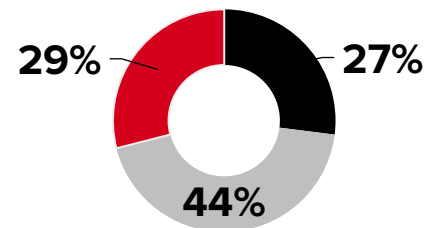
Most consumers are unfamiliar with how cattle are raised but consider this aspect when choosing a protein source.

Consumer Knowledge

Familiarity with How Cattle are Raised



Consider How Food Was Raised/Grown

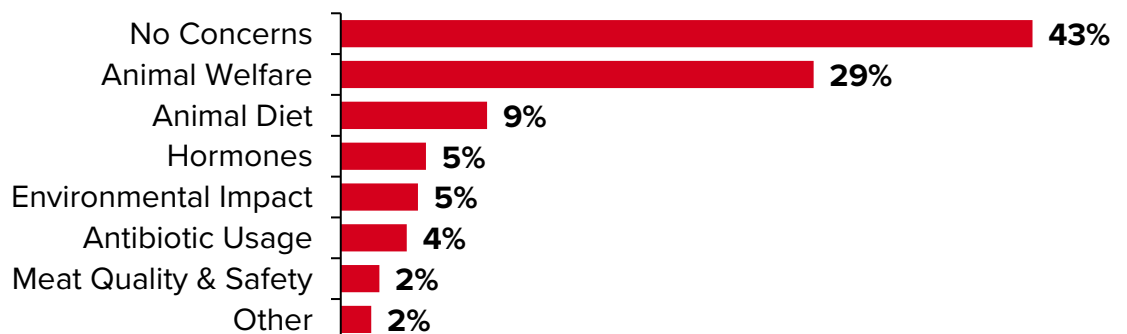


■ Sometimes ■ Often/Always ■ Never/Rarely

Source: Consumer Beef Tracker Jan – Dec 2022.
Analysis: National Cattlemen’s Beef Association, on behalf of The Beef Checkoff

43% of responses indicated no concerns. The top expressed concern was Animal Welfare (29%).

Unaided Concerns with Production



Source: Consumer Beef Tracker Jan – Dec 2022.
Analysis: National Cattlemen’s Beef Association, on behalf of The Beef Checkoff.