

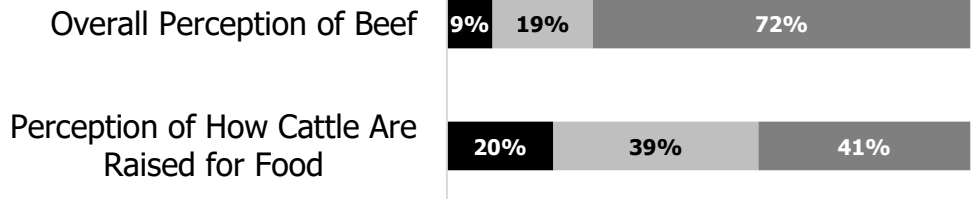
# Beef Demand Driver: Raised & Grown

Over **90%** of consumers express a **positive** to neutral **perception** of beef as a protein.

When considering how cattle are raised for food, **80%** respond **positive** to neutral.

## Consumer Perception of Beef

■ Negative ■ Neutral ■ Positive

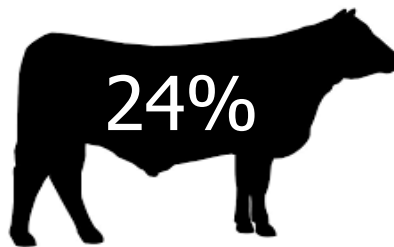


Source: Consumer Beef Tracker, January – December 2025.  
Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

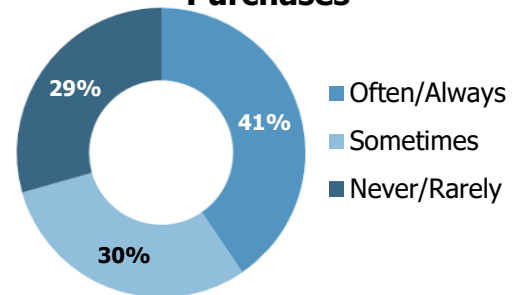
**Less than 1/4** of consumers feel they **know a lot** about how cattle are raised for food.

When making purchasing decisions, **70%** **consider** how an **animal is raised**.

## Claim to Know A Lot About How Cattle Are Raised



## Consider How Food Was Raised/Grown When Making Purchases

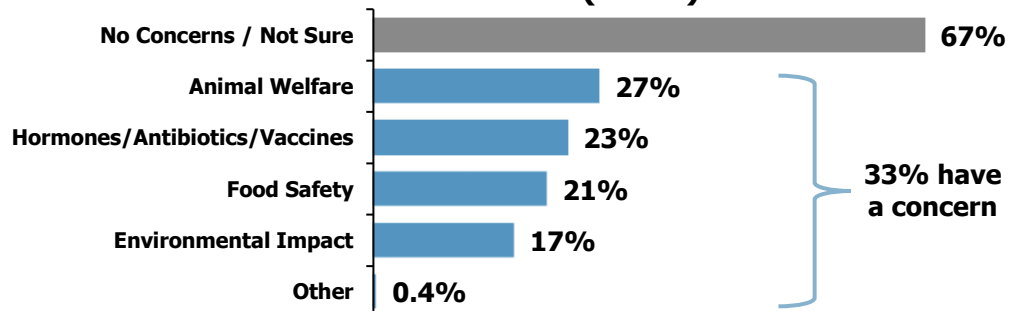


Source: Consumer Beef Tracker, January – December 2025.  
Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

**2/3** of consumers indicate they have **no concerns** about how cattle are raised for food.

Of the 33% who do have a concern, **animal welfare** is most commonly cited.

## Consumer Concerns with How Cattle are Raised for Food (Aided)



Source: Consumer Beef Tracker, January – December 2025.  
Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.