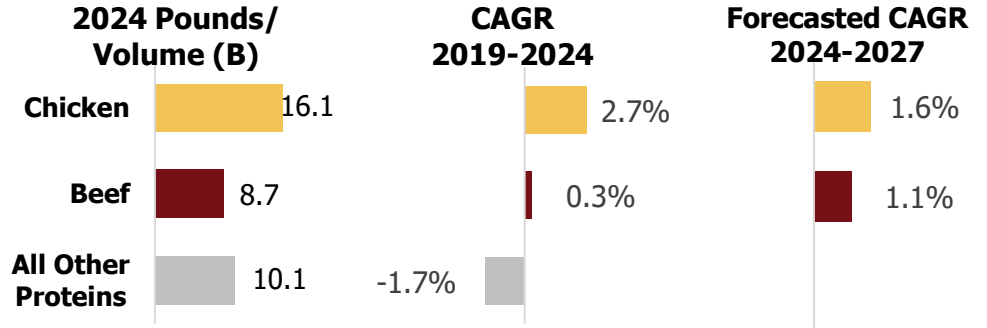


Foodservice: Beef Sales

At foodservice, chicken is the largest protein and has outperformed other protein categories since 2019. **Beef pounds volume** is expected to **grow** at a faster rate through 2027, though chicken will still outpace beef growth.

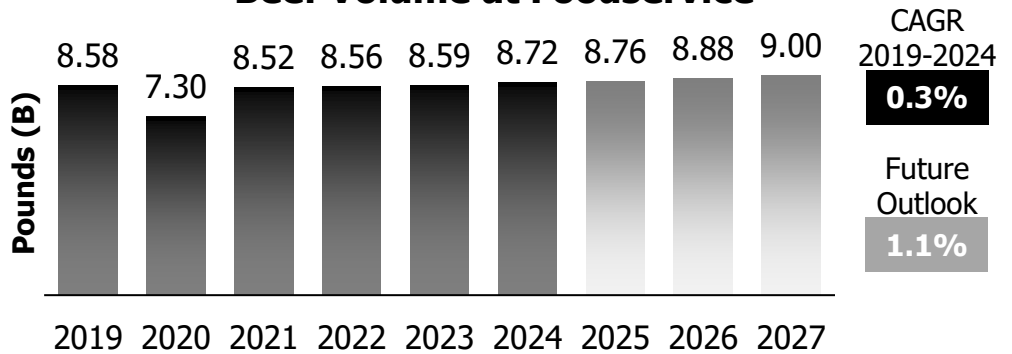
Foodservice Protein Performance Overview



Note: CAGR=Compound Annual Growth Rate.
Source: Circana Foodservice Category Sizing, 12 Month Ending December 2024.
Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

Beef **volume surpassed** 2019 levels in 2023 and **continued to grow** through 2024.

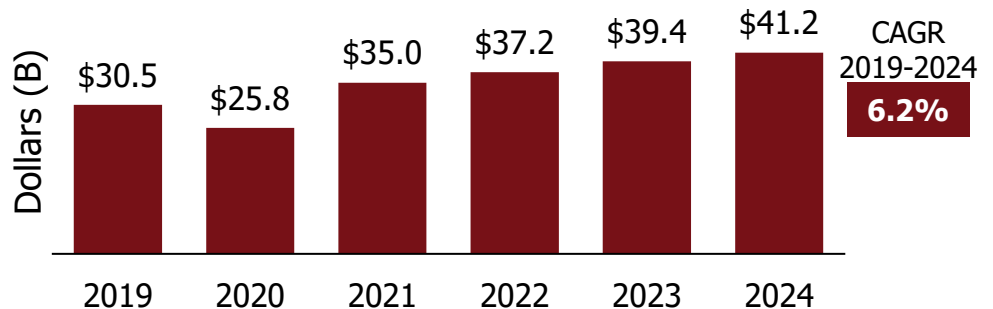
Beef Volume at Foodservice



Note: CAGR=Compound Annual Growth Rate.
Source: Circana Foodservice Category Sizing, 12 Month Ending December 2024.
Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

Operator spend in the beef category increased at an average rate of **+6% YOY** from 2019-2024, driven by **increased price per pound**.

Beef Category Dollars (Operator Spend)



Note: CAGR=Compound Annual Growth Rate.
Source: Circana Foodservice Category Sizing, 12 Month Ending December 2024.
Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.