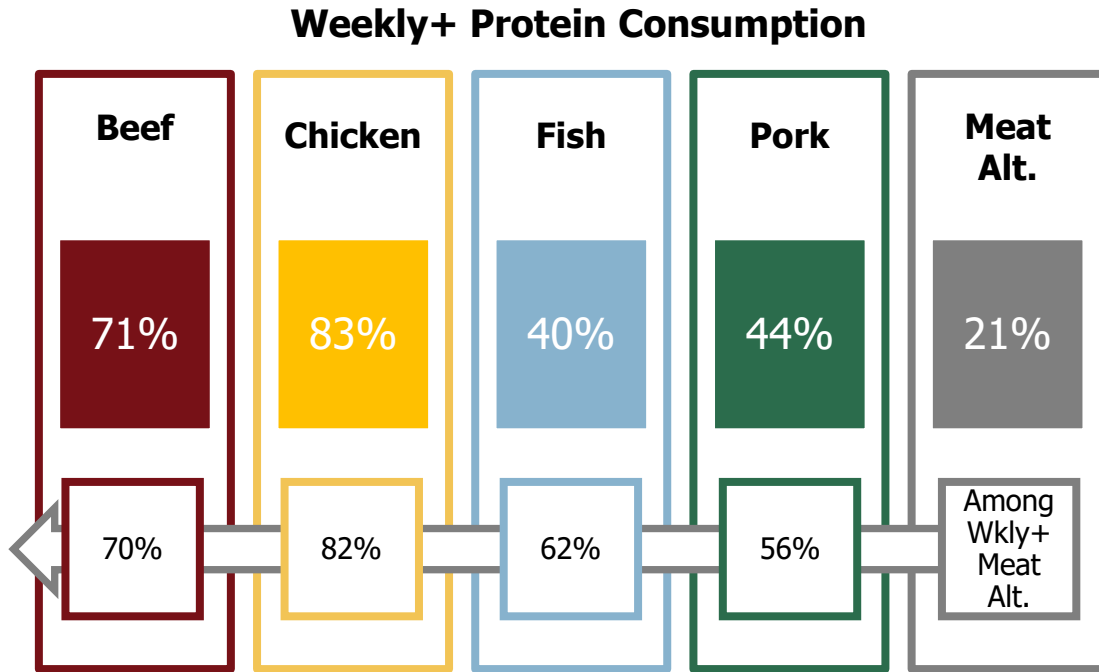


Consumer Protein Preferences

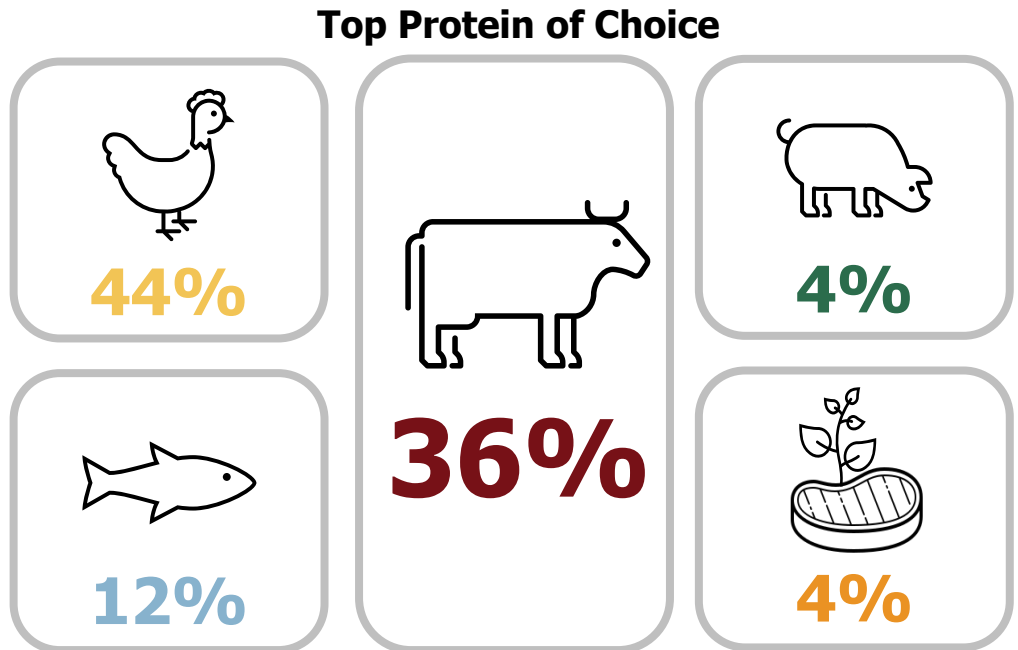
Historically, chicken is the protein the greatest number of U.S. consumers eat weekly. Nearly $\frac{3}{4}$ eat beef at least weekly.

Weekly consumption of meat alternatives has trended down from 31% in 2021 to 20% in 2025.



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

Over $\frac{1}{3}$ of consumers say beef is their top protein of choice.



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