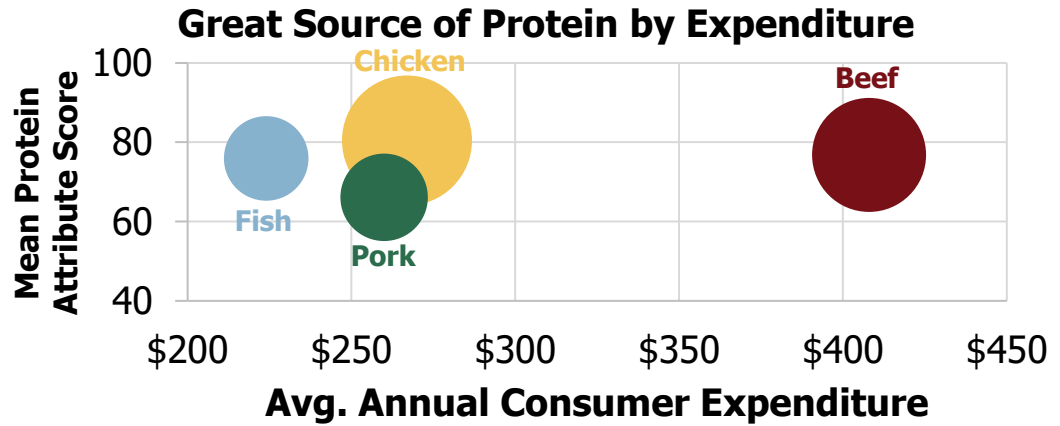


Beef Demand Driver: Nutrition

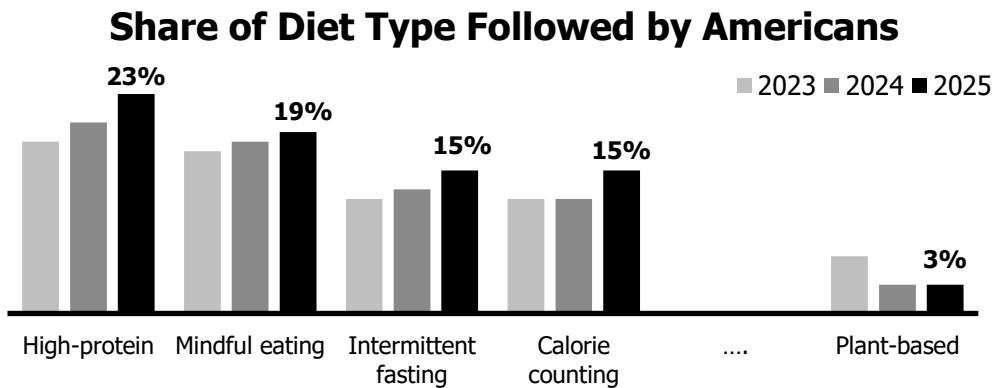
Beef, chicken and fish viewed as **great sources of protein**.

How to read: Vertical Axis – mean score for 0-100, great source of protein; Horizontal Axis – annual per capita expenditure on protein; bubble size – reflects weekly+ consumption of protein.



Source: Consumer Beef Tracker, January – December 2025. Consumer Expenditure Surveys 2024, data released December 19, 2025.
Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

In 2025, 57% of Americans reported following some type of diet. Among those following a diet, year-over-year, **high-protein diets** saw an **increase** in popularity in 2025.



Source: IFIC Food & Health Survey, 2025.

Protein content is a motivation for those who plan to eat more beef, while perceived negative health and nutritional traits are reasons to eat less.

Reasons to Eat Less Beef 12%

- Price is too expensive
- Other meats are healthier
- Concern beef will negatively impact long-term health
- Beef has too much fat
- Cutting back due to health conditions

Reasons to Eat More Beef 15%

- Enjoy the taste
- Adding protein to your diet
- Grilling more often
- Beef is quick & easy to prepare
- Lean beef fits a healthy diet

Source: Consumer Beef Tracker, January – December 2025.

*6% report they do not eat beef, 67% do not intend to change their beef consumption.
Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.