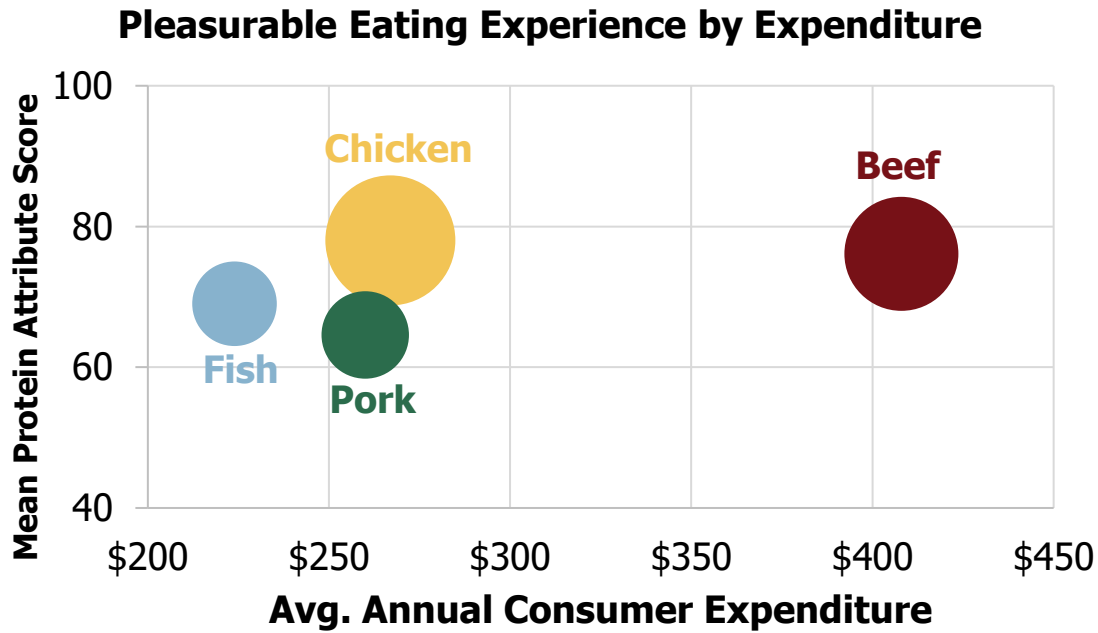


# Beef Demand Driver: Eating Experience

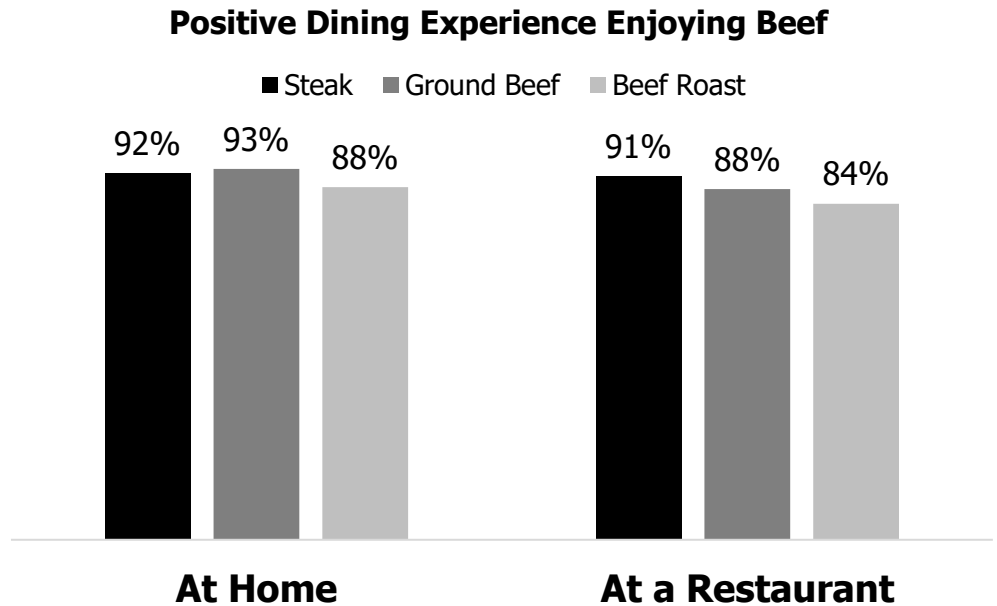
Beef and chicken are the “go-to” proteins for pleasurable eating experience.



How to read: Vertical Axis – mean score for 0-100, pleasurable eating experience; 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.

Whether dining out or eating beef at home, consumers consistently report a positive beef eating experience.



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