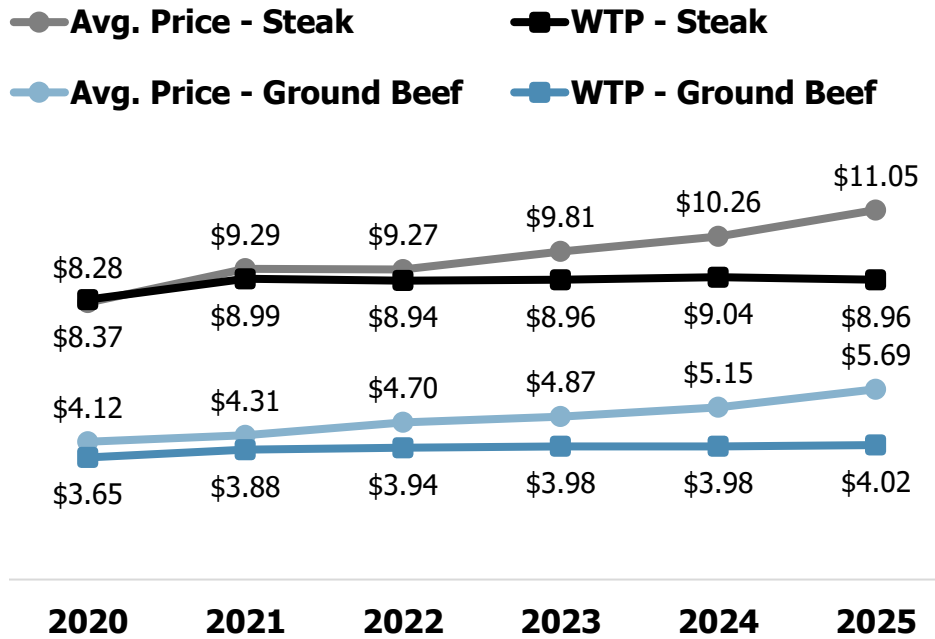


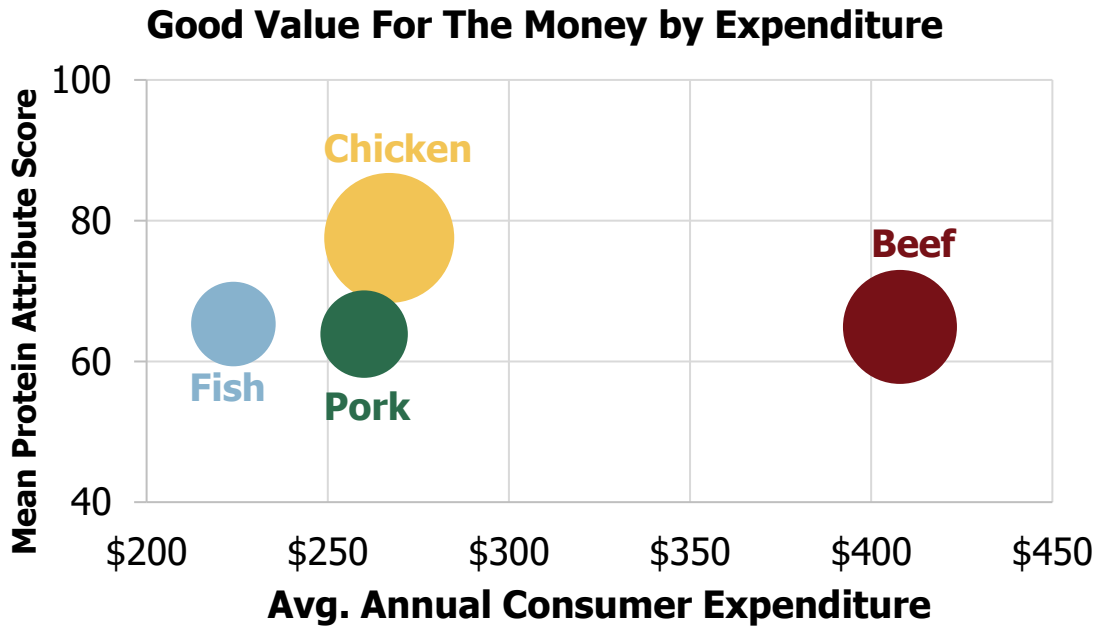
Consumer Perception of Beef Prices

The price per pound consumers indicate they are **willing to pay** for ground beef and steak is **not keeping pace** with average retail prices.



Source: Consumer Beef Tracker 2020 - 2025. Circana, Retail Protein Sales ending 12/28/2025.
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Likely driven by marketplace conditions, **chicken** viewed as **top protein** as it relates to **value for the money**.



How to read: Vertical Axis – mean score for 0-100, good value for the money; 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.