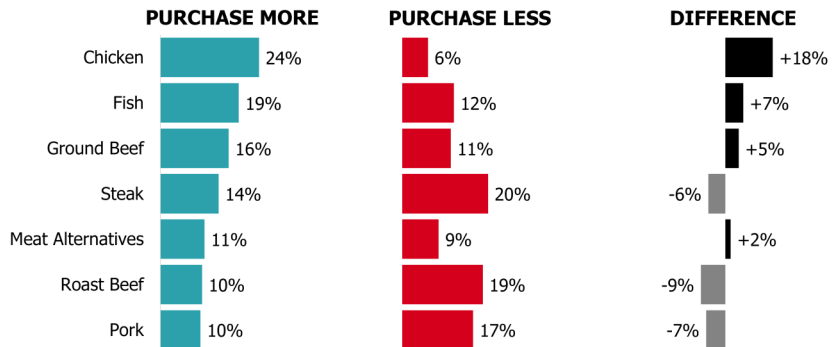


# IN-STORE PURCHASING BEHAVIOR

Reflecting inflationary pressures, consumers are looking to stretch their dollar noting an increase purchase intent of chicken, fish and ground beef while noting a decrease in steak and roasts.

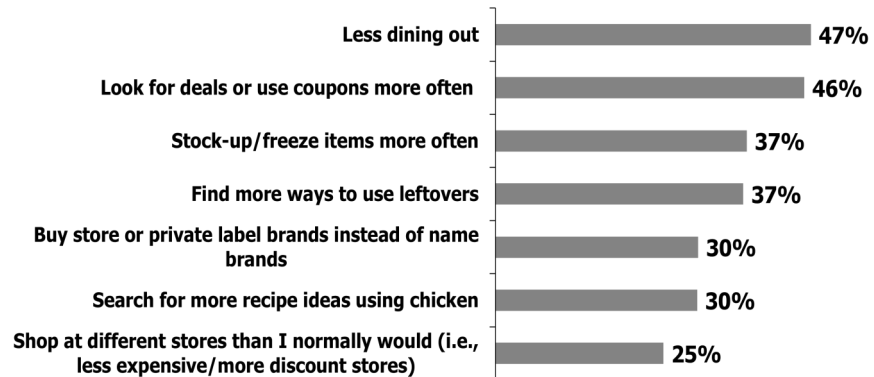
## Plans to Purchase More/Less of Compared to 2022



Source: State of the Consumer Survey, 2023.

Looking ahead to the next six months, nearly 50% of consumers anticipate dining out less and using coupons to maximize their dollar.

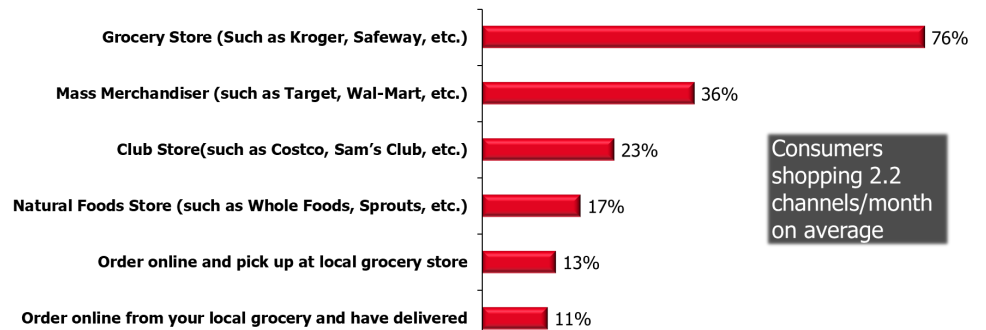
## Anticipated Changes to Shopping & Dining Habits in Next 6 Months



Source: State of the Consumer Survey, 2023.

When purchasing beef to eat at home, consumers are most likely to make purchases from a grocery store or mass merchandiser.

## Most Common Locations Where Beef Is Purchased



Consumers shopping 2.2 channels/month on average

Source: Consumer Beef Tracker, 2023.