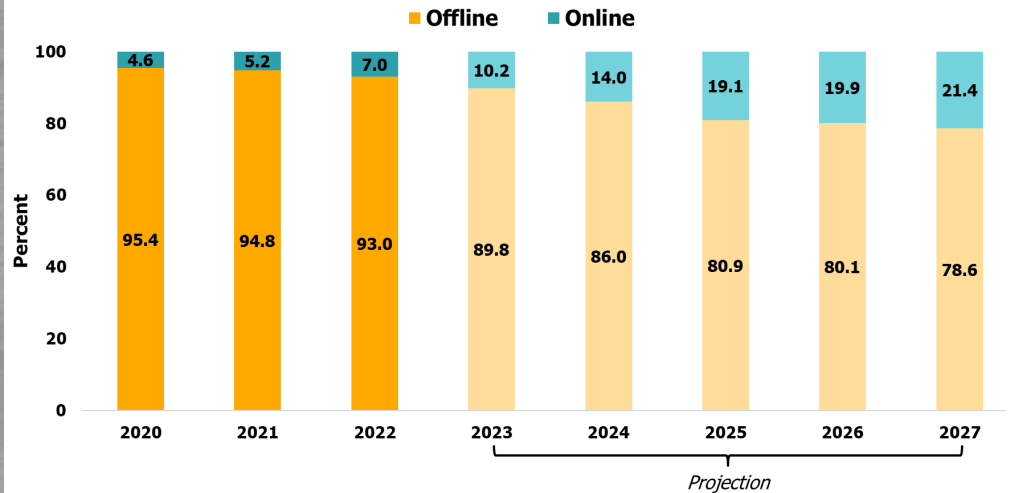


FUTURE MARKETPLACE EXPECTATIONS FOR BEEF

Looking forward to 2027, brick and mortar is projected as the dominant outlet for food purchases although steady growth in e-commerce is expected.

Brick and Mortar vs. Online Food Purchases



Asked about future consumption of beef, 80% of consumers respond they will maintain or increase current levels, while just 14% are planning to eat less. Driving increased consumption of beef: taste, protein in the diet and quick and easy preparation.

Future Consumption of Beef

