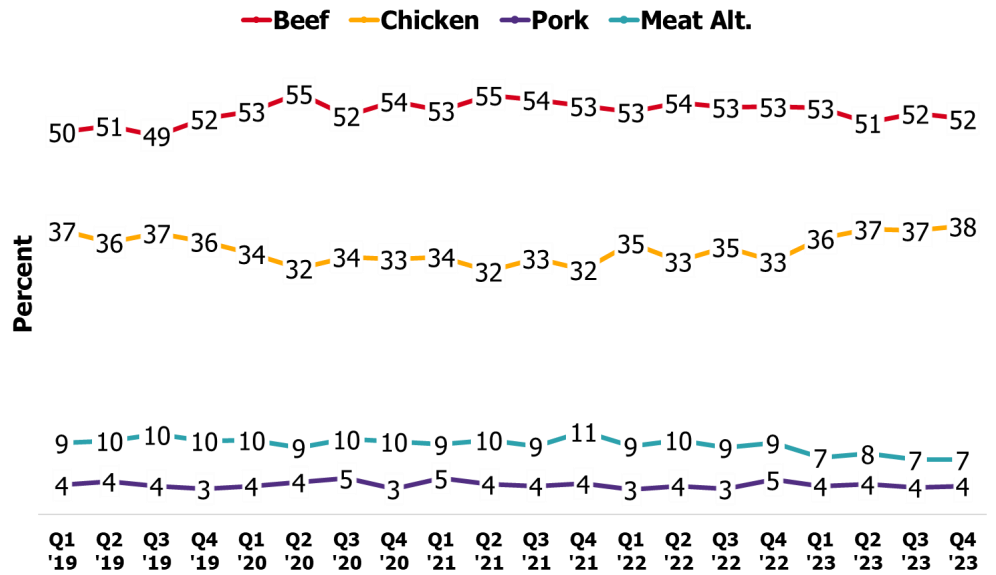


# NUTRITION

Beef is consistently viewed as a great source of protein, topping chicken by nearly 15 points across 2023 and exceeding both pork and meat alternatives by more than 40 points across the same measurement period.

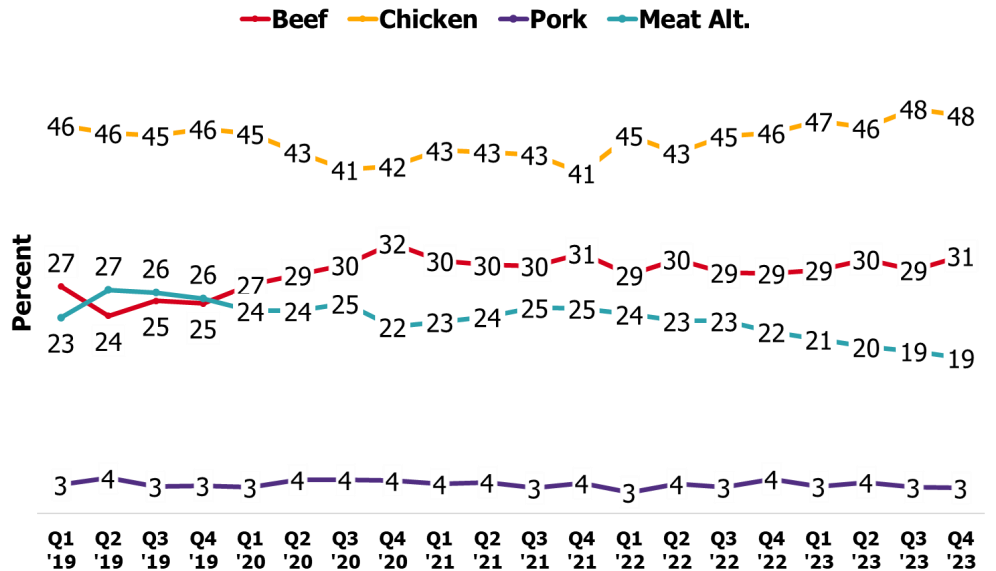
## Consumer Perception: Is A Great Source of Protein



Source: Consumer Beef Tracker, 2019-2023.

Among consumers, chicken outpaces other proteins measured as a healthy choice, followed by beef, meat alternatives and pork.

## Consumer Perception: Is A Healthy Choice



Source: Consumer Beef Tracker, 2019-2023.