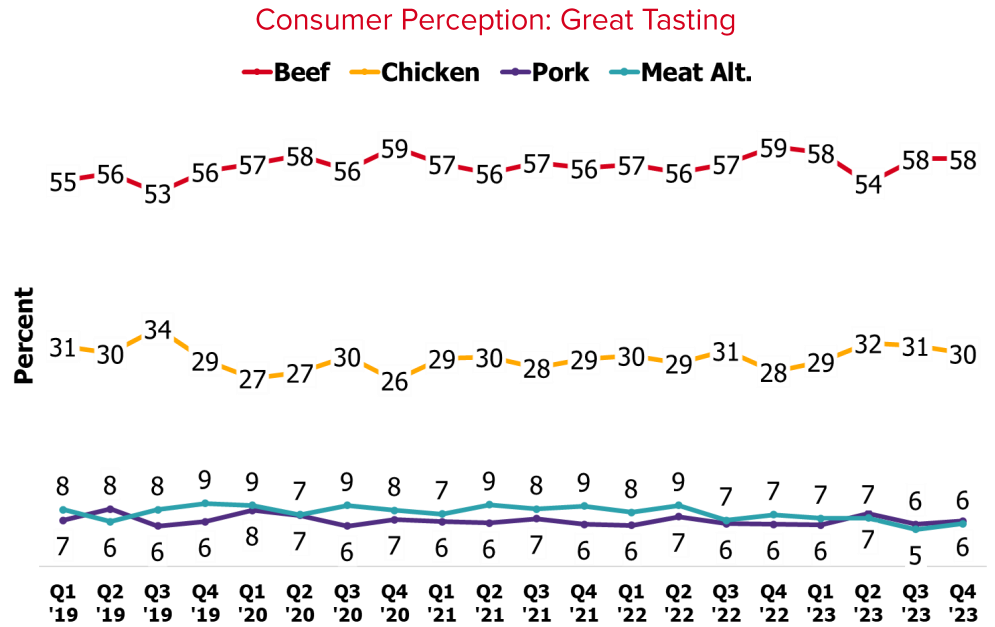


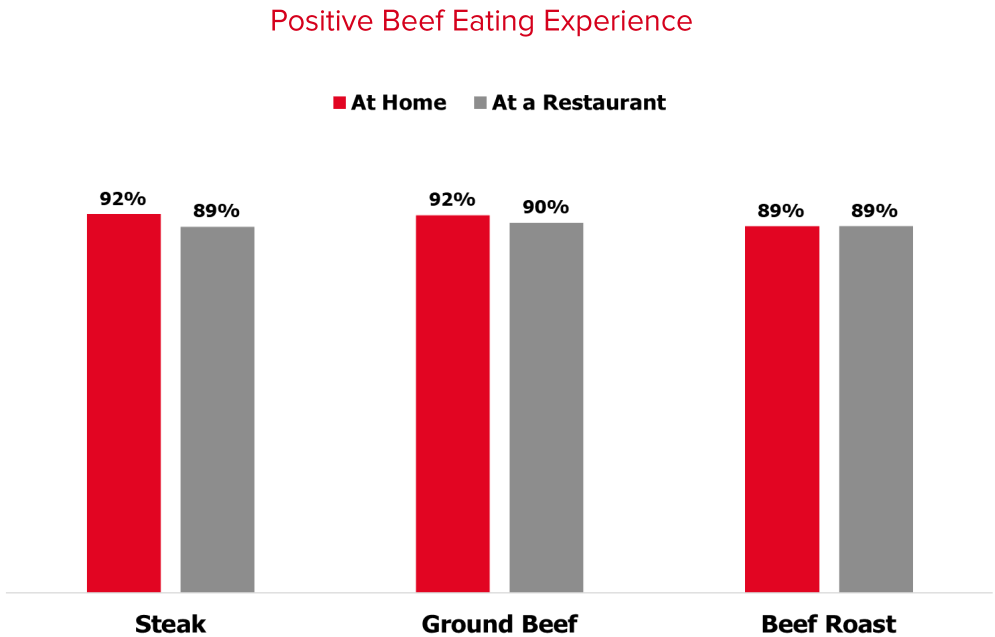
# EATING EXPERIENCE

Beef consistently tops chicken as a protein providing great taste. In 2023, beef surpassed chicken as great tasting by more than 20 points and as recent as Q4 '23 by nearly 30 points.



Source: Consumer Beef Tracker, 2019-2023.

Whether dining out or eating beef at home, a majority of consumers report a positive eating experience when consuming steak, ground beef, or beef roast.



Source: Consumer Beef Tracker, 2023.