

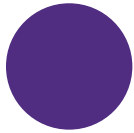


Funded by the Beef Checkoff

Market Research

BEEF
RESEARCH

Goal: To understand today's consumer in an increasingly complex food environment and uncover opportunities to strengthen consumer demand for beef.



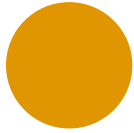
Mapping the Protein Demand Driver Landscape

Identify, quantify, and prioritize the factors that drive consumer demand for proteins and influence purchase, preference, value perception, and consumption behavior.



Monitoring and Assessing the Evolving Consumer

Track changes in consumer attitudes, behaviors, lifestyles, and market conditions that influence protein demand.



Understanding Future Beef Opportunities

Identifying emerging trends, audiences, issues, and market opportunities that may influence future beef demand.



Validation of Checkoff Marketing Strategies and Materials

Ensure beef checkoff programs, messaging, and creative assets are grounded in consumer insights and optimized for effectiveness.