

CONSUMER PROTEIN PREFERENCES

Consumption

% of Consumers Eating Weekly or More

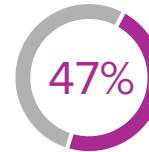
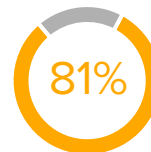
Meat Alternatives

Beef

Chicken

Pork

Fish



Among Weekly+ Meat Alt Eaters:

72%

84%

60%

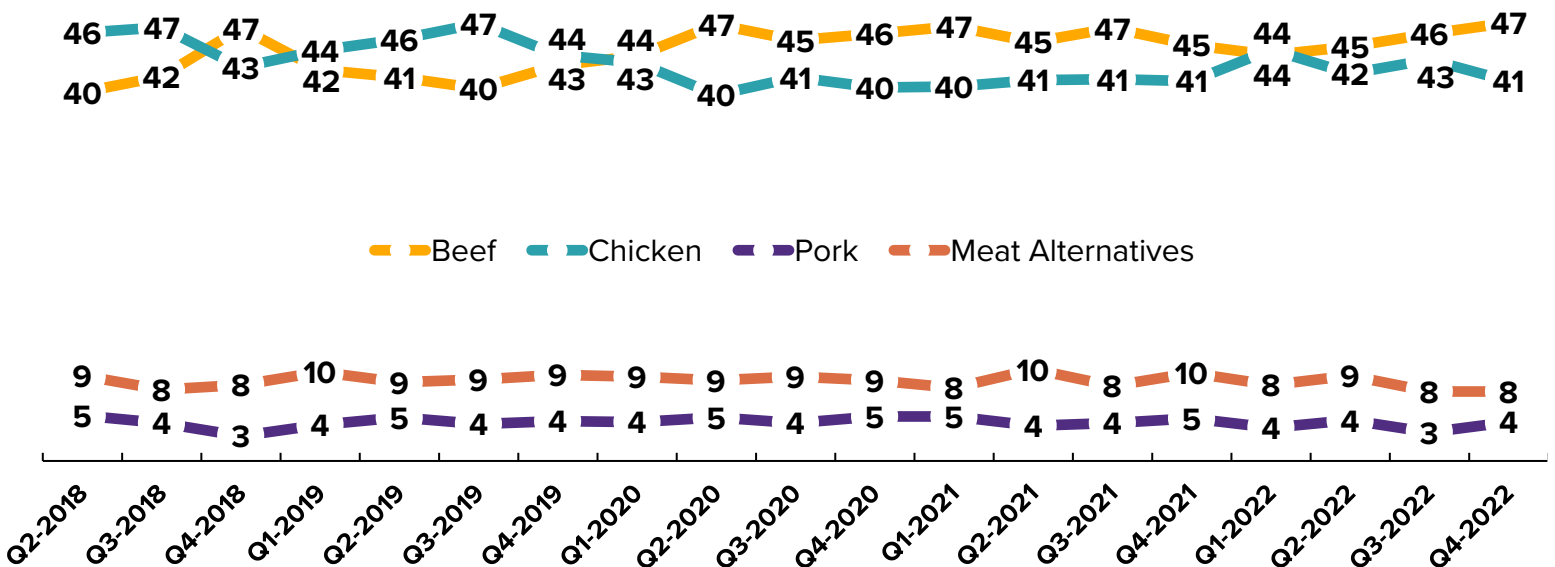
68%

Over two-thirds of consumers reportedly eat beef on at least a weekly basis.

Source: Directions Research, Consumer Beef Tracker Jan – Dec 2022.
Analysis: National Cattlemen’s Beef Association, on behalf of The Beef Checkoff.

Consumer Top Protein Sources (Percent Ranked #1)

Among a long list of proteins, consumers consistently rank beef as a top source of protein.



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Analysis: National Cattlemen’s Beef Association, on behalf of The Beef Checkoff.