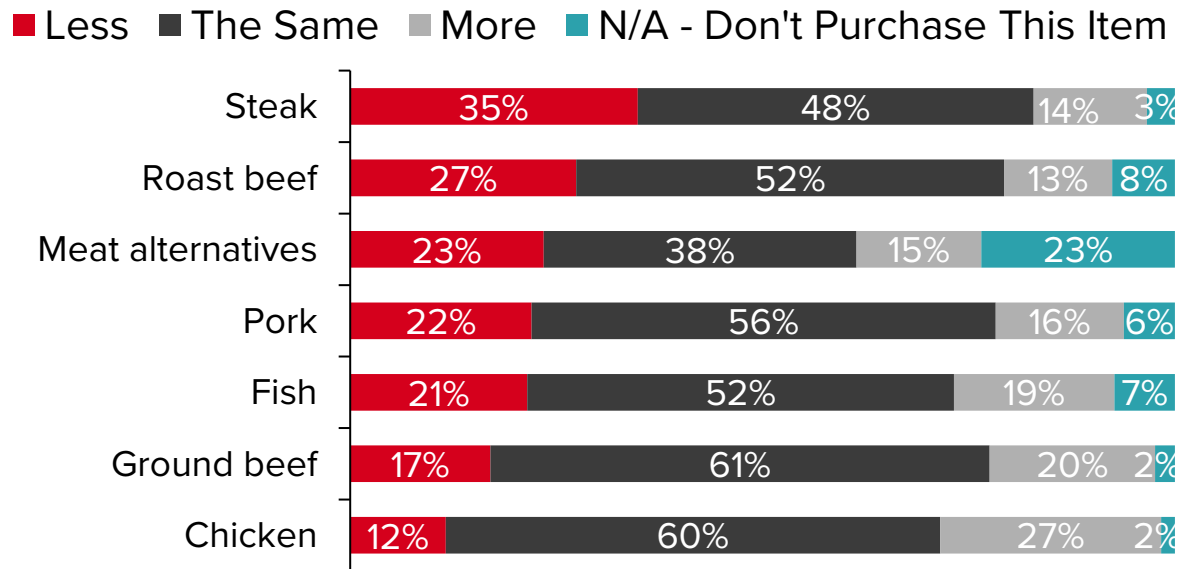


CURRENT PURCHASING TRENDS AND FUTURE BEEF CONSUMPTION

Many consumers are planning on increasing purchases of lower priced items, such as ground beef and chicken.

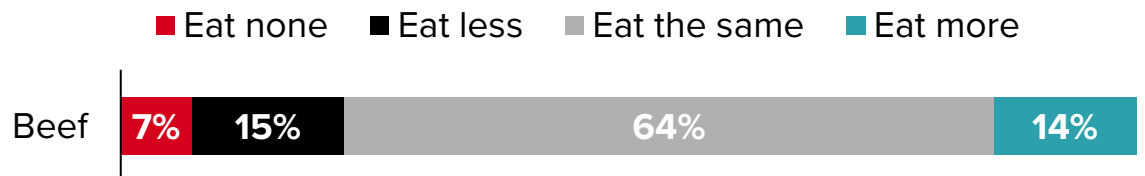
Purchasing More/Less



Source: State of Consumer Survey, August 2022.

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

Future Beef Consumption



Reasons to Eat Less

- Price is too expensive
- Other meats are healthier
- Concerned beef will negatively impact long-term health
- Beef has too much fat
- Trying to eat more plant-based protein

Reasons to Eat More

- You enjoy the taste of beef
- Grilling more often
- A beef meal is quick and easy to prepare
- Adding proteins to your diet
- Beef has become more of a family favorite

Almost two-thirds of consumers plan on eating at least the same amount of beef they currently do.

Source: Directions Research, Consumer Beef Tracker Jan – Dec 2022.

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