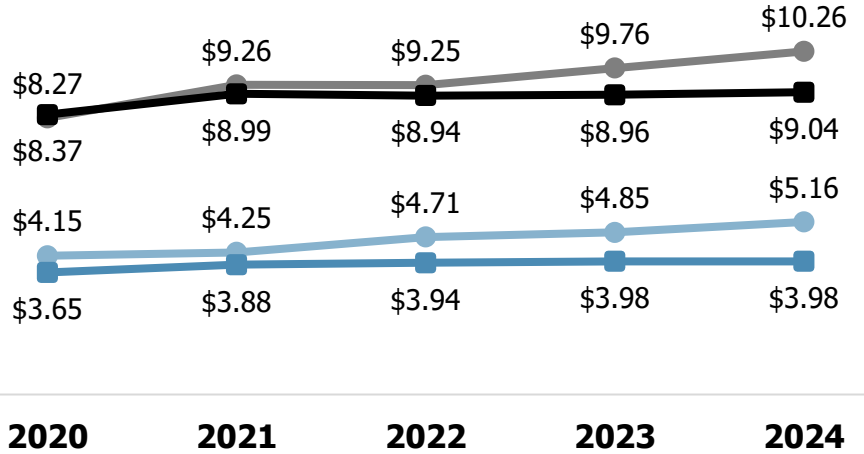


# Consumer Perception of Beef Prices

● Avg. Price - Steak      ■ WTP - Steak  
● Avg. Price - Ground Beef      ■ WTP - Ground Beef

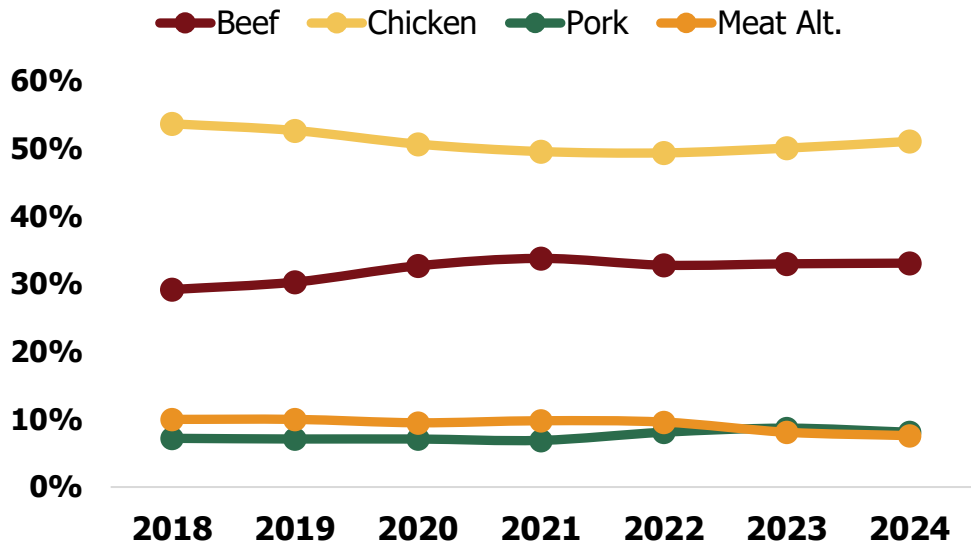
The price per pound consumers indicate they are **willing to pay** for ground beef and steak is **not keeping pace** with average retail prices.



Source: Consumer Beef Tracker 2020 – 2024. Circana, Retail Protein Sales ending 12/29/2024; Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

## Consumer Perception: Good for Value for the Money

When consumers consider which protein has **good value** for the money, chicken and beef score highest.



Source: Consumer Beef Tracker, 2018 – 2024. (% Ranked First). Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.