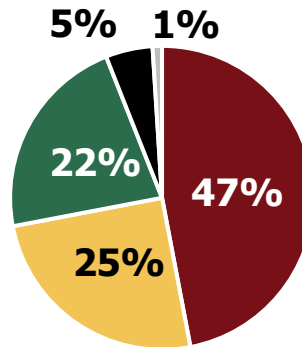


Foodservice: Beef Sales

In 2024, **beef** is expected to occupy the **largest** foodservice market share in terms of value.

2024 Foodservice Protein Value (\$)

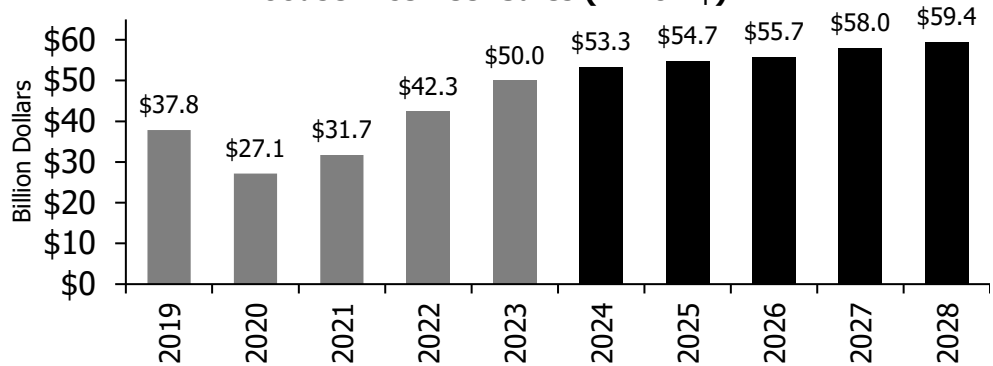


- Beef
- Chicken
- Pork
- Turkey
- Lamb, Goat, Other

Source: GlobalData, Protein Product by Channel, 2024 Projection.
Analysis: National Cattlemen's Beef Association, on behalf of The Beef Checkoff.

The **value** of beef sales in dollars is projected to **increase** through 2028.

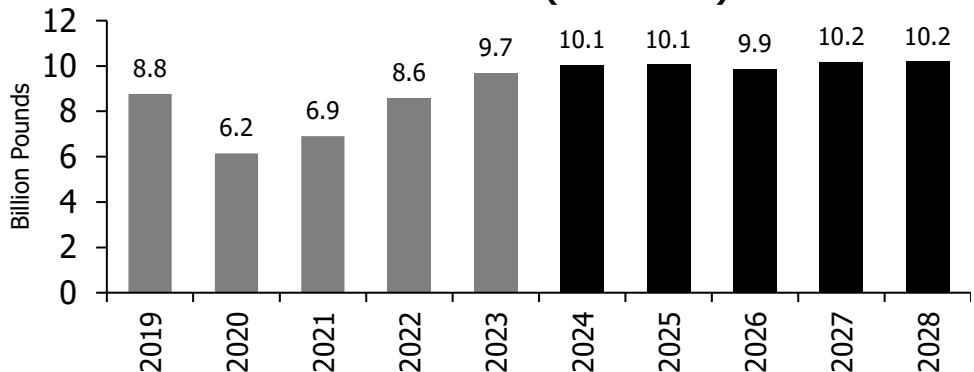
Foodservice Beef Sales (Billion \$)



Note: Projections in black
Source: GlobalData, Beef Product by Channel in U.S., 2019 – 2028.
Analysis: National Cattlemen's Beef Association, on behalf of The Beef Checkoff.

The **volume** of beef sales in foodservice is projected to hold **steady** through 2028.

Foodservice Beef Sales (Billion Lbs.)



Note: Projections in black
Source: GlobalData, Beef Product by Channel in U.S., 2019 – 2028.
Analysis: National Cattlemen's Beef Association, on behalf of The Beef Checkoff.