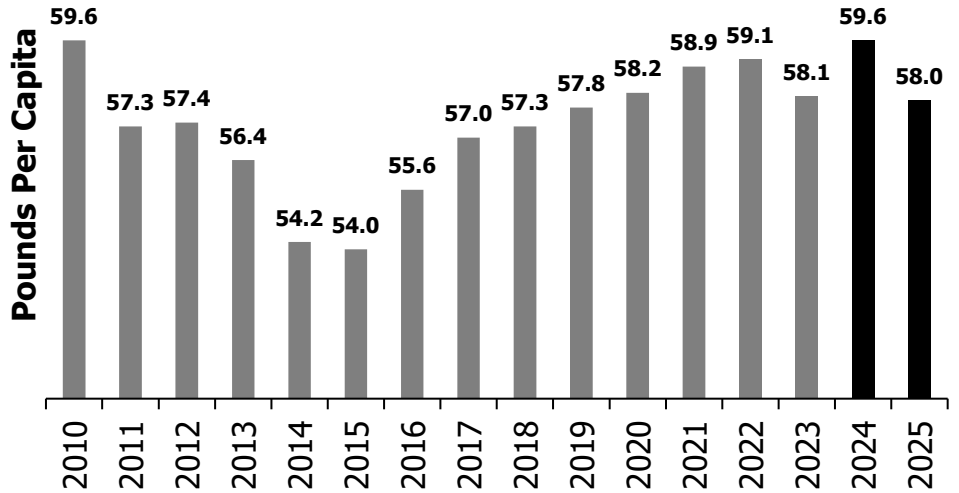


Trends in Beef Availability & Consumer Expenditure

Per Capita Net Beef Availability

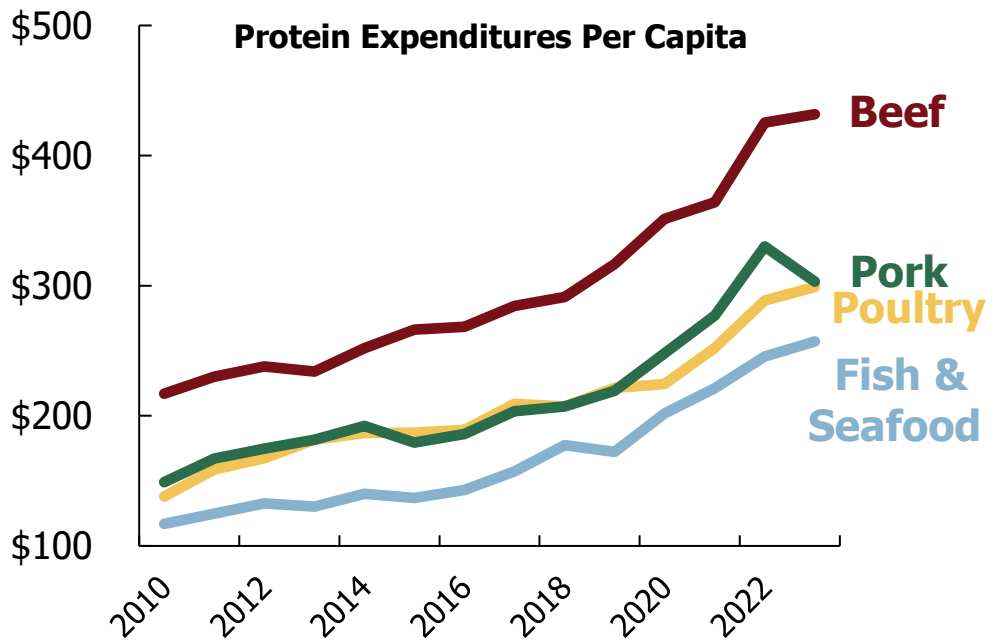


Domestic per capita net beef **availability** (supply) **remained strong** through 2024, in part due to an increase in the amount of beef imported into the U.S. While harvest levels were smaller, the increase in average carcass weights also kept production levels close to 2023 totals. Projections for 2025 suggest supply/availability may decrease with lower harvest levels expected and only a slight increase of imports.

USDA projection shown in black.

Source: USDA, Office of the Chief Economist, "World Agricultural Supply and Demand Estimates Report: December 2024" and Supporting Materials. Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Protein Expenditures Per Capita



Aside from 2012 to 2013, real **beef expenditures** per capita on beef have **grown** since 2010, up nearly 100%.

Shown in 2010 Dollars

Source: U.S. Bureau of Labor Statistics. September 2024.

Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.