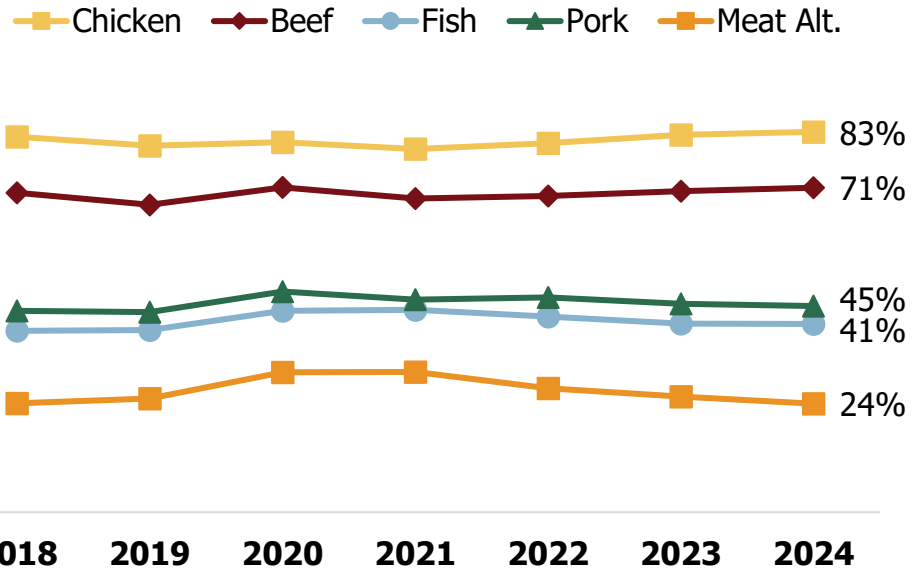


# Consumer Protein Preferences

## Weekly+ Protein Consumption



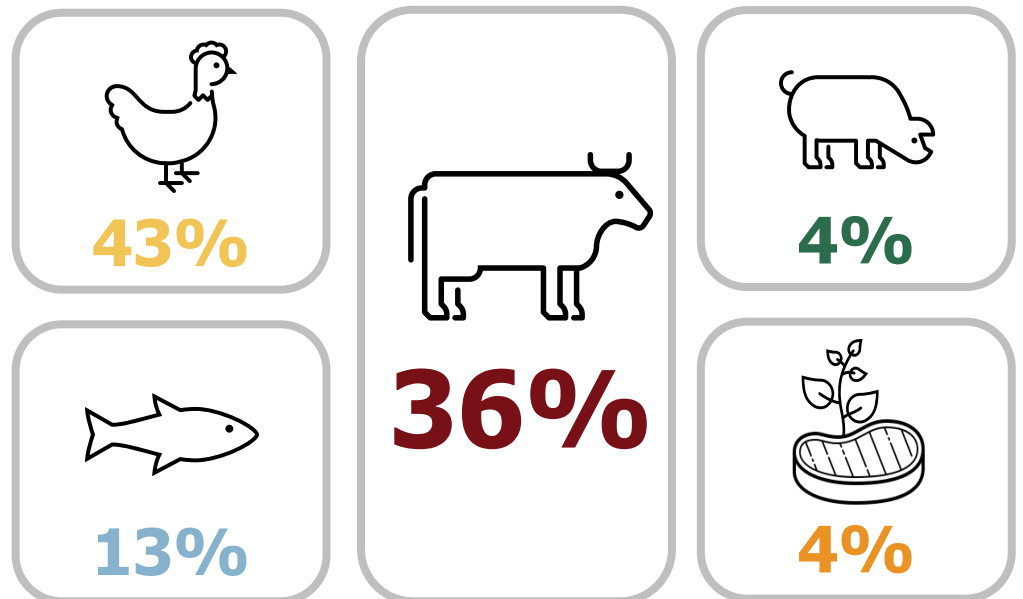
Historically, chicken is the protein the greatest number of U.S. consumers eat weekly. Nearly  $\frac{3}{4}$  eat beef at least weekly.

Weekly consumption of meat alternatives has trended down from 31% in 2021 to 24% in 2024.

Source: Consumer Beef Tracker 2018-2024.

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

## Top Protein of Choice



Over  $\frac{1}{3}$  of consumers say beef is their top protein of choice.

Source: Consumer Beef Tracker, 2024.

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