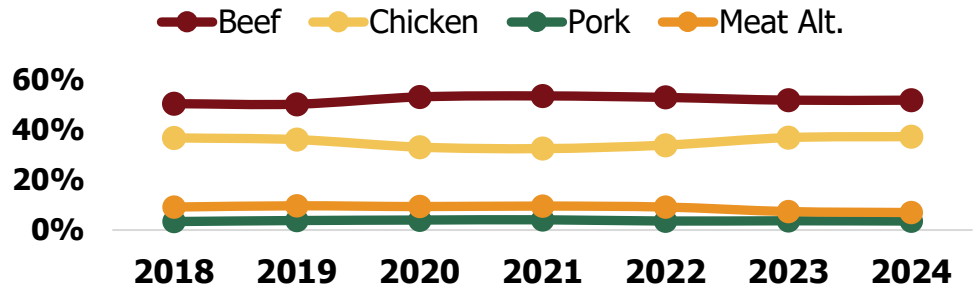


# Beef Demand Driver: Nutrition

Beef is consistently viewed as a **great source of protein** by a margin of at least 15 percentage points over the past 5 years.

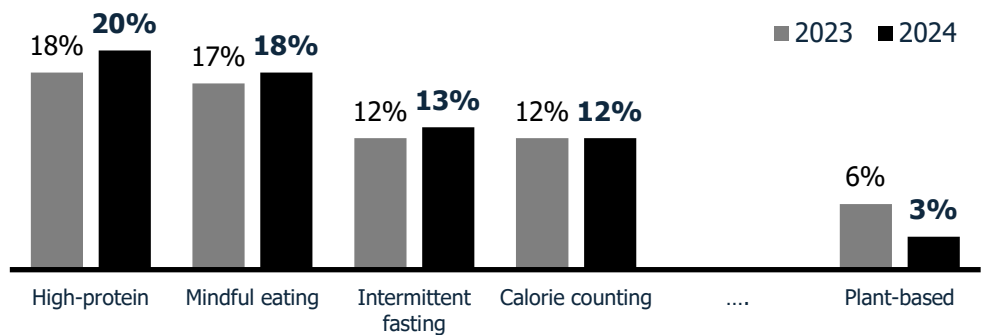
## Consumer Perception: Great Source of Protein



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

In 2023, 52% of Americans reported following some type of diet. Among those following a diet, year-over-year, **high-protein** diets saw an **increase** in popularity in 2024.

## Share of diet type followed by Americans



Note(s): United States; March 23 to April 4, 2024; 18-80 years; 1,005 respondents  
Source(s): IFIC; Greenwald & Associates; ID 993725.

**Protein content is a motivation** for those who plan to eat more beef, while perceived negative health and nutritional traits are reasons to eat less.

### Reasons to Eat Less Beef 12%

- Price is too expensive
- Other meats are healthier
- Beef has too much fat
- Concern beef will negatively impact long-term health
- Cutting back due to health conditions

### Reasons to Eat More Beef 16%

- Enjoy the taste
- Grilling more
- Beef is quick & easy to prepare
- Adding protein to your diet
- Lean beef fits a healthy diet

Source: Consumer Beef Tracker, 2024.  
\*6% report they do not eat beef, 66% do not intend to change their beef consumption.  
Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.