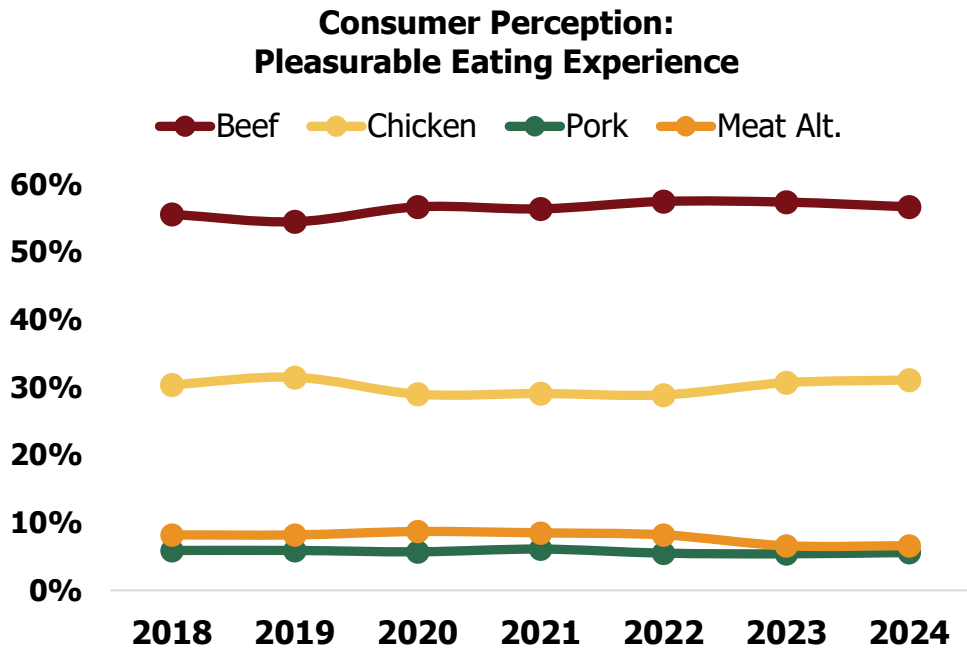


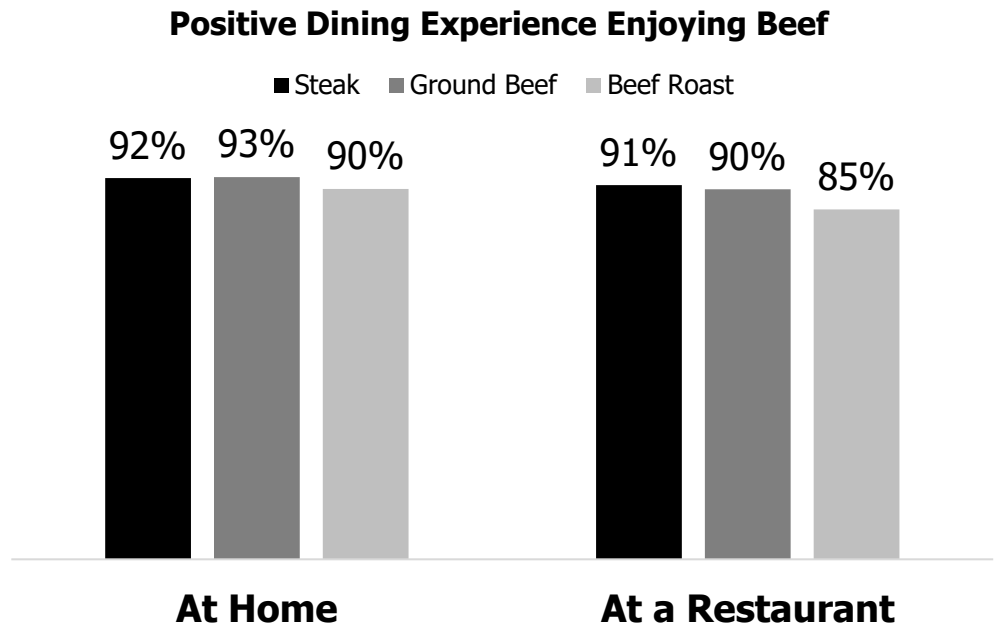
# Beef Demand Driver: Eating Experience

Beef far outpaces other proteins when consumers consider which protein provides a **pleasurable eating experience**.



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

Whether dining out or eating beef at home, consumers consistently report a **positive beef eating experience**.



Source: Consumer Beef Tracker, 2024.  
Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.