

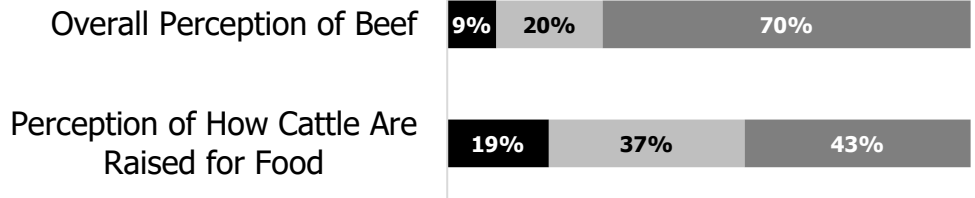
Beef Demand Driver: Raised & Grown

Over **90%** of consumers express a **positive** to neutral **perception** of beef as a protein.

When considering how cattle are raised for food, over **80%** respond **positive** to neutral.

Consumer Perception of Beef

■ Negative ■ Neutral ■ Positive

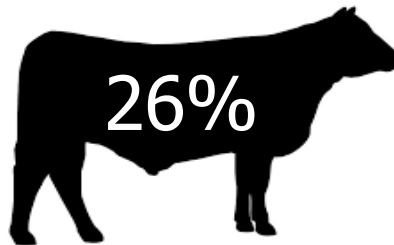


Source: Consumer Beef Tracker, 2024.
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

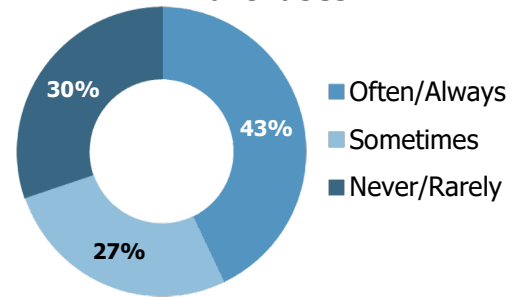
Over 1/4 of consumers feel they know a lot about how cattle are raised for food.

When making purchasing decisions, **70%** consider how an **animal is raised**.

Claim to Know A Lot About How Cattle Are Raised



Consider How Food Was Raised/Grown When Making Purchases

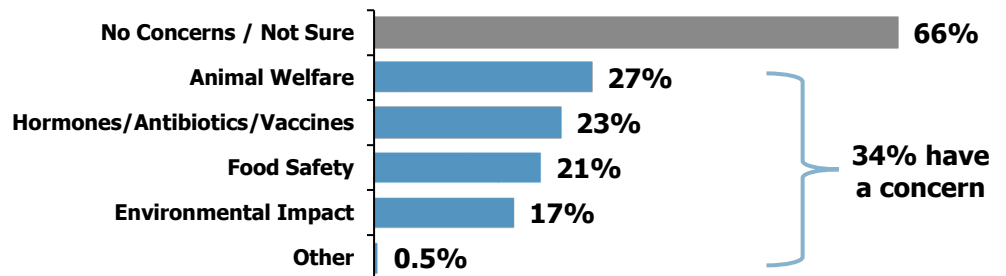


Source: Consumer Beef Tracker, 2024.
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

2/3 of consumers indicate they have **no concerns** about how cattle are raised for food.

Of the 34% who do have a concern, animal welfare is most commonly cited.

Consumer Concerns with How Cattle are Raised for Food (Aided)



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