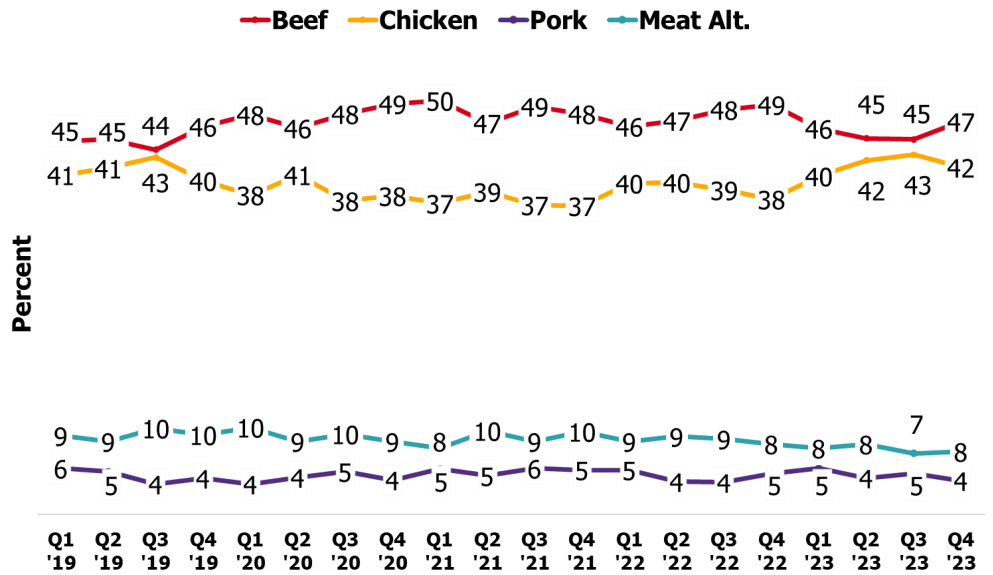


CONVENIENCE AND VERSATILITY

Versatility and value are key components of consumer demand for beef. Nearly half of consumers rank beef above other proteins for being good for many types of meals.

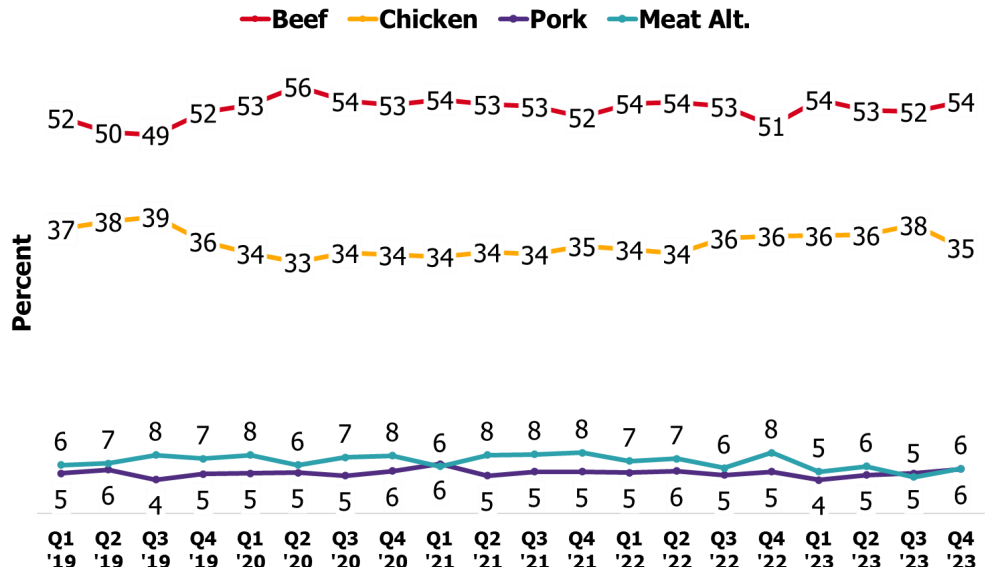
Consumer Perception: Good for Many Types of Meals



Source: Consumer Beef Tracker, 2019-2023.

Beef consistently ranks #1 when consumers are asked which protein is “good for social gatherings or special occasions”.

Consumer Perception: Good for Social Gatherings and Special Occasions



Source: Consumer Beef Tracker, 2019-2023.