

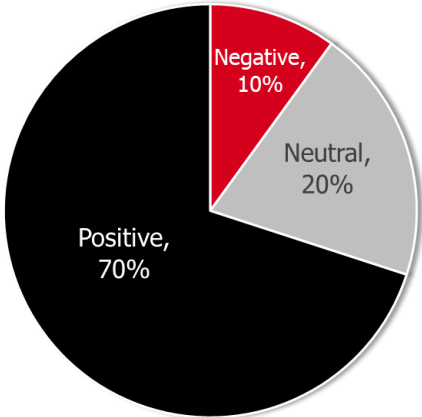
RAISED & GROWN

Consumer Perceptions of Beef

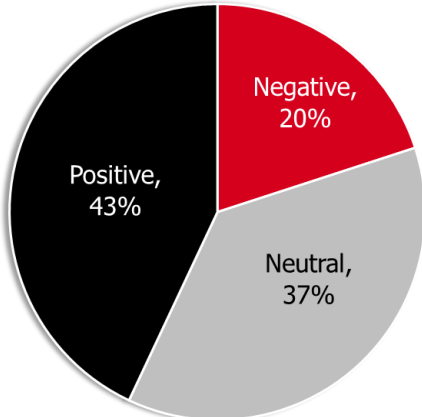
Overall, 90% of consumers express a positive to neutral sentiment about beef as a protein.

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

Overall Perception of Beef



Perception of How Cattle Are Raised for Food

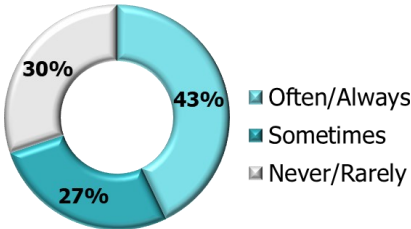


Source: Consumer Beef Tracker, 2023.

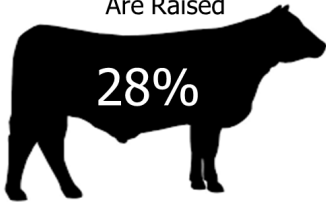
Consumer-Claimed Production Knowledge

70% of consumers consider how food was raised or grown when making purchasing decisions, but less than 30% claim to have familiarity with how cattle are raised.

Consider How Food Was Raised/Grown When Making Purchases

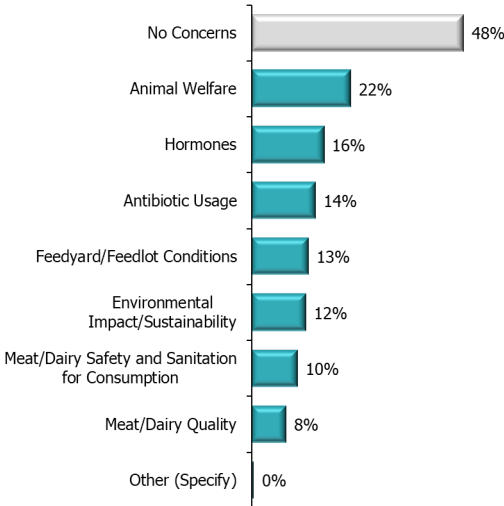


Claim to Know A Lot About How Cattle Are Raised



When asking consumers about specific concerns related to how cattle are raised for food, nearly 50% have no concerns while just 22% have concerns related to animal welfare.

Consumer Concerns with How Cattle are Raised for Food



Source: Consumer Beef Tracker, 2023.