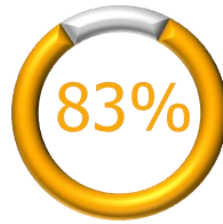


CONSUMER PROTEIN PREFERENCES

Beef and chicken are the proteins most likely to be consumed at least weekly.

Beef Consumption Remains Strong

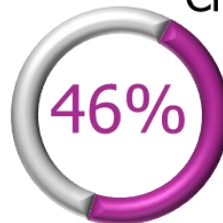
Protein	'23 v. '21
Beef	+1 pt.
Chicken	+3 pt.
Pork	No change
Fish	-3 pt.
Meat Alt.	-6 pt.



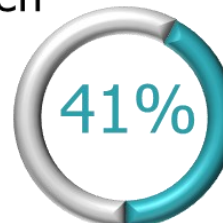
Chicken



Beef



Pork



Fish



Meat Alternatives

Source: Consumer Beef Tracker, 2023.

When asked to indicate their overall top protein of choice, 44% of consumers choose chicken and 35% of consumers choose beef.

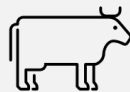
Consumers Overall Top Protein of Choice

First Choice:
Chicken



44%

First Choice:
Beef



35%

First Choice:
Fish



12%

First Choice:
Pork



4%

First Choice:
Meat Alternatives



5%

Source: Consumer Beef Tracker, 2023.