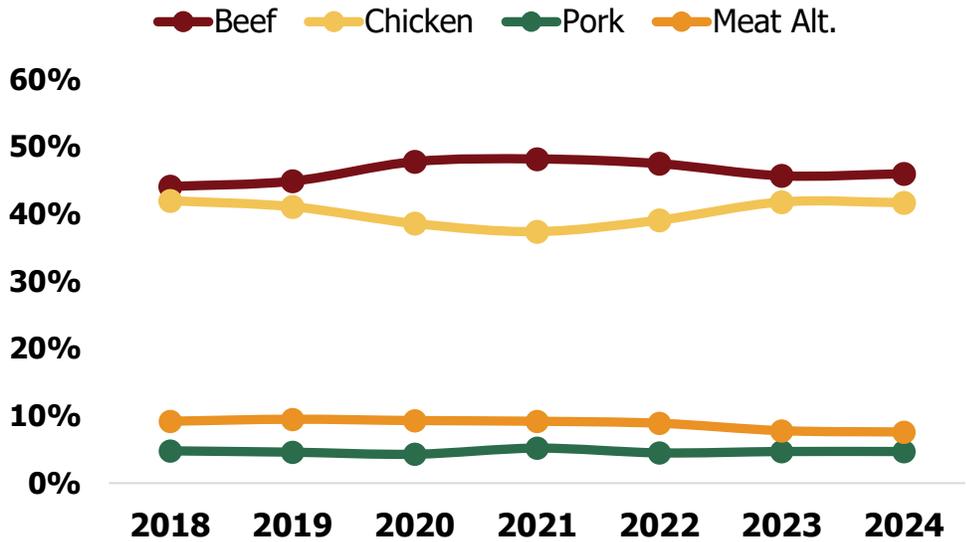


# Beef Demand Driver: Convenience & Versatility

Beef historically outranks other proteins when consumers consider **versatility**.

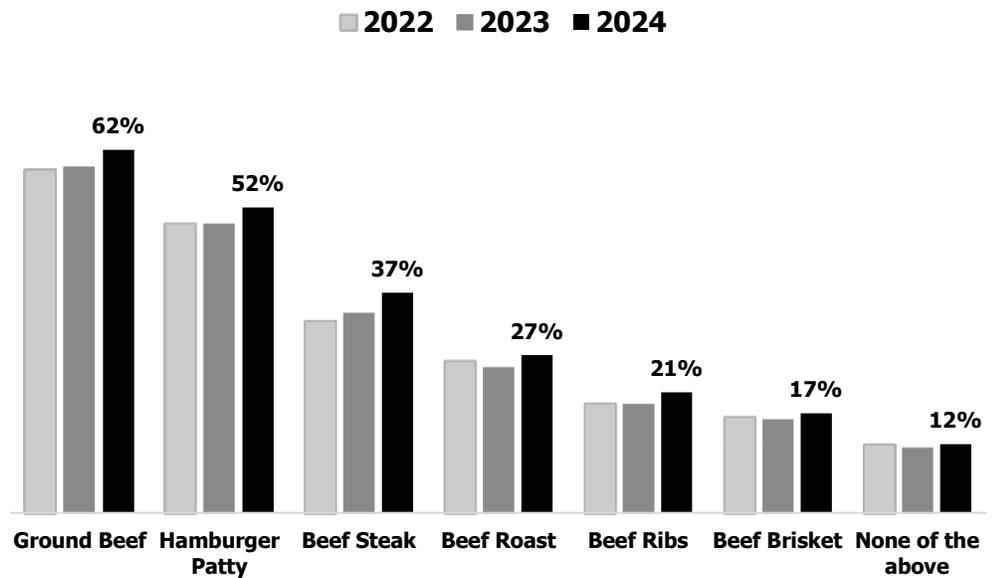
## Consumer Perception: Good for Many Types of Meals



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

## Beef Eaten at Home in the Past Week

Beef is a versatile protein which consumers enjoy at home in a variety of ways. A **majority** of respondents indicate they have eaten **ground beef** as an ingredient or a hamburger patty at home in the **past week**.



Source: Consumer Beef Tracker, 2020 – 2024.  
Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.