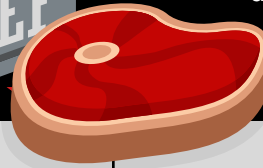


The MVP

[Most Valuable Protein]



BEEF.
IT'S WHAT'S FOR DINNER.®

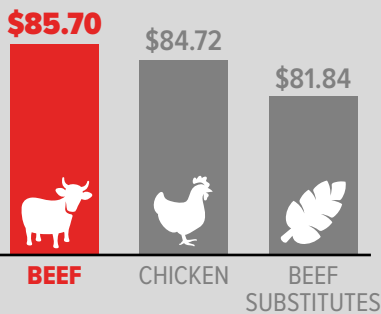
Plant-based proteins may be driving headlines, but beef is the most valuable protein when it comes to **sales, sustenance** and **sustainability**.

Sales:

Nothing can replace beef when it comes to salesⁱ

Basket size for beef is **BIGGER** than basket size of other proteinsⁱ

TOTAL BASKET SIZE OF CARTS CONTAINING:



CARTS WITH BEEF PRODUCE \$ SALES **19X GREATER** THAN CARTS WITH BEEF SUBSTITUTES

Sustenance:

It's hard to beat the nutrients that a serving of real beef provides

Beef is an authentic source of high-quality protein with 10 essential nutrients **WITHOUT ADDED SODIUM** and other ingredients

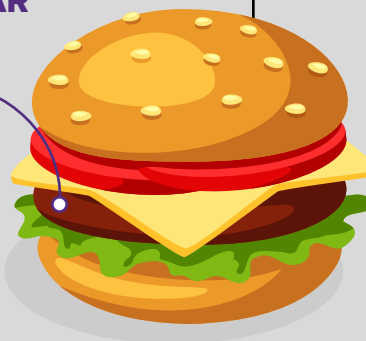
Nutrient	Ground Beef 80% Lean* (Raw, 4 oz)	Ground Beef 93% Lean* (Raw, 4 oz)	Ground Beef 96% Lean** (Raw, 4 oz)
Calories (kcal)	290	170	150
Total Fat (g)	23	8	4.5
Saturated Fat (g)	9	3.5	2
Cholesterol (mg)	80	70	70
Sodium (mg)	75	75	75
Total Carbohydrate (g)	0	0	0
Protein (g)	19	24	25

*USDA National Nutrient Database for Standard Reference NDB# 23572 and NDB# 23472
**USDA Ground Beef Calculator: <https://ndb.nal.usda.gov/ndb/beef/show>

According to USDA, more than 80% of beef graded today is **PRIME OR CHOICE**, the highest quality grades available

MOST POPULAR BEEF ITEMS:

- Ground Beef
- Ribeye Steak
- Strip Steak
- T-Bone Steak



Sustainability:

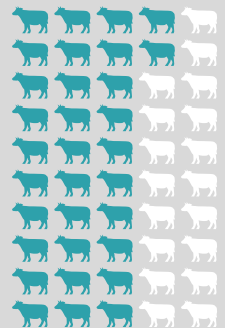
Beef is more sustainable than ever

COMPARED TO THE 1970S:



The carbon footprint of beef is **16% LOWER**ⁱⁱⁱ

Today's beef farmers use **36% FEWER CATTLE** to produce the same amount of beefⁱⁱ



BEEF ALTERNATIVES 0.5%

MARKET SHARE

The \$ share of beef substitutes is 0.5% compared to beef's **99.5% OF MARKET SHARE**ⁱ

BEEF 99.5%



Funded by Beef Farmers and Ranchers

Sources:

ⁱIRI Panel Data, All Outlets, 52 weeks ending 1/6/19, Market Basket Study, February 2019.

ⁱⁱUSDA NASS Quickstats Data calculated using data as of January 1, 2018

ⁱⁱⁱ<https://www.beefresearch.org/sustainability/q01/index.html>