

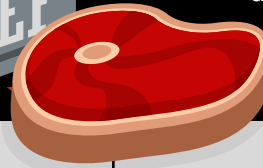
# The MVP

[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**.

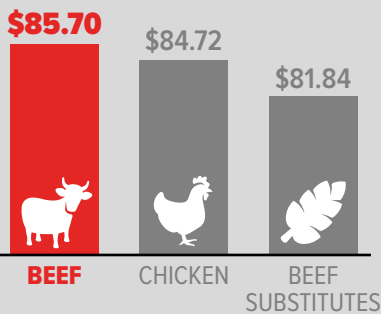


## Sales:

Nothing can replace beef when it comes to sales<sup>i</sup>

Basket size for beef is **BIGGER** than basket size of other proteins<sup>i</sup>

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

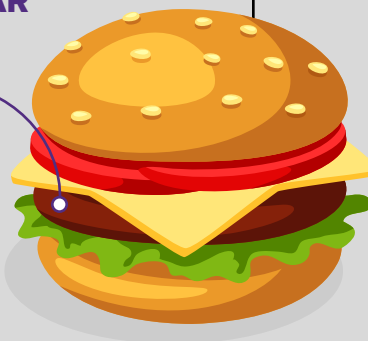
Nutrient	Ground Beef 80% Lean* (Raw, 4 oz)	Ground Beef 93% Lean* (Raw, 4 oz)	Ground Beef 96% Lean** (Raw, 4 oz)
Calories (kcal)	290	170	150
Total Fat (g)	23	8	4.5
Saturated Fat (g)	9	3.5	2
Cholesterol (mg)	80	70	70
Sodium (mg)	75	75	75
Total Carbohydrate (g)	0	0	0
Protein (g)	19	24	25

\*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:

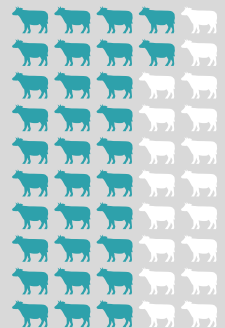
Beef is more sustainable than ever

COMPARED TO THE 1970S:



The carbon footprint of beef is **16% LOWER**<sup>iii</sup>

Today's beef farmers use **36% FEWER CATTLE** to produce the same amount of beef<sup>ii</sup>



BEEF ALTERNATIVES 0.5%

MARKET SHARE

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

BEEF 99.5%



Funded by Beef Farmers and Ranchers

Sources:

<sup>i</sup>IRI Panel Data, All Outlets, 52 weeks ending 1/6/19, Market Basket Study, February 2019.

<sup>ii</sup>USDA NASS Quickstats Data calculated using data as of January 1, 2018

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