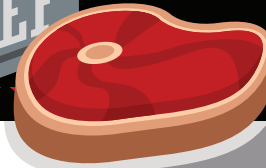


The MVP

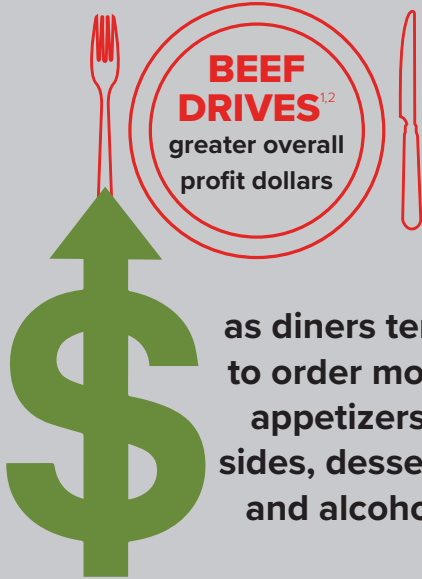
[Most Valuable *Protein* in Foodservice]



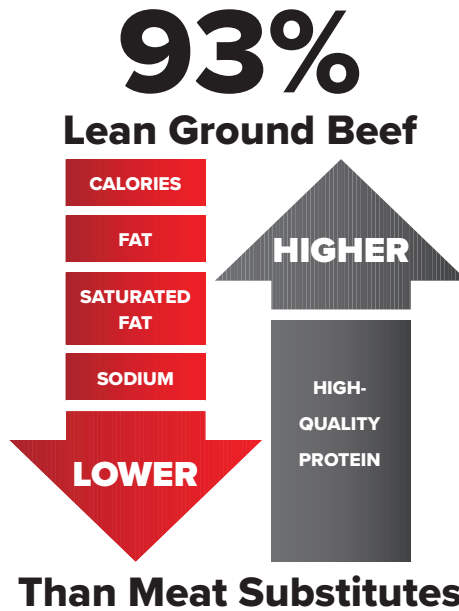
BEEF.
IT'S WHAT'S FOR DINNER.®



Sales:



Sustenance:

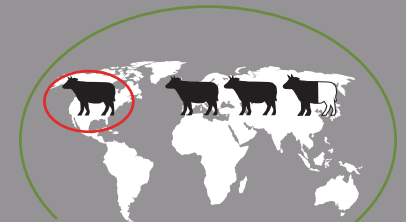


Funded by Beef Farmers and Ranchers

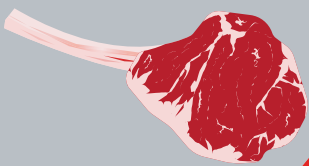
Sustainability:

Beef is more sustainable than ever

The U.S. has had the **LOWEST** beef emissions intensity in the world since 1996.³



Globally, it takes 2.66 cattle to produce the same amount of beef that comes from **JUST ONE ANIMAL IN THE U.S.**⁴



70%

of operators say steak on the menu increases traffic²



39%

of operators say increased demand for the product is why they've increased ground beef volume²

	Calories (kcal)	Total Fat (g)	Saturated Fat (g)	Cholesterol (mg)	Sodium (mg)	Total Carb (g)	Protein (g)
Ground Beef 80% Lean, 4 oz, raw ⁵	290	23	9	80	75	0	19
Ground Beef 93% Lean, 4 oz, raw ⁶	170	8	3.5	70	75	0	24
Ground Beef 96% Lean, 4 oz, raw ⁷	150	4.5	2	70	75	0	25
Soy-Based Burger, 4 oz, raw ⁸	240	14	8	0	370	9	19
Pea-Based Burger, 4 oz, raw ⁹	250	18	6	0	390	3	20

2021 © Cattleman's Beef Board and National Cattleman's Beef Association #032221-22

1. 2016 Chef and Beef Value Study (Datassential)

2. 2019 Technomic Volumetric Study

3. Climate Watch Data, Agriculture. Found on <https://www.climatewatchdata.org/sectors/agriculture?emissionType=136&emissionsCountry=EUU&filter=#drivers-of-emissions>; FAO-STAT, Emissions intensities. Found on <http://www.fao.org/faostat/en/#data/EI>

4. U.N. Food and Agriculture Organization, FAOSTAT Database – Food and agricultural data. Available at: <http://www.fao.org/faostat/en/#home> accessed December 6, 2019

5. USDA National Nutrient Database for Standard Reference for beef. NDB# 23572 <https://ndb.nal.usda.gov/ndb/search/list>

6. USDA National Nutrient Database for Standard Reference for beef. NDB# 23472 <https://ndb.nal.usda.gov/ndb/search/list>

7. USDA Ground Beef Calculator. <https://ndb.nal.usda.gov/ndb/beef/show>

8. www.impossiblefoods.com/burger/

9. <https://fdc.nal.usda.gov/fdc-app.html#/food-details/797991/nutrients>