

The MVP



BEEF.
IT'S WHAT'S FOR DINNER.®

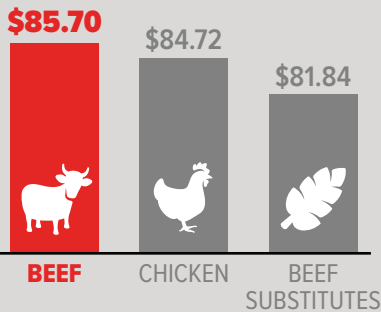
[Most Valuable **Protein** in Retail]

Sales:

Nothing can replace beef when it comes to salesⁱ

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

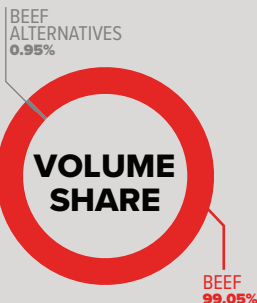
TOTAL BASKET SIZE OF CARTS CONTAINING:



CARTS WITH BEEF PRODUCE \$ SALES

19X
GREATER
THAN CARTS WITH BEEF SUBSTITUTESⁱ

The volume share of beef substitutes is 0.95% compared to beef's **99.05%** OF MARKET SHAREⁱⁱ



Funded by Beef Farmers and Ranchers

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

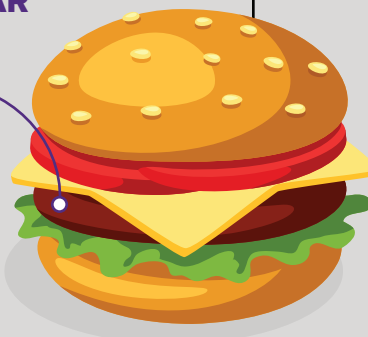
Nutrient	Ground Beef 80% Lean* (Raw, 4 oz)	Ground Beef 93% Lean* (Raw, 4 oz)	Ground Beef 96% Lean** (Raw, 4 oz)
Calories (kcal)	290	170	150
Total Fat (g)	23	8	4.5
Saturated Fat (g)	9	3.5	2
Cholesterol (mg)	80	70	70
Sodium (mg)	75	75	75
Total Carbohydrate (g)	0	0	0
Protein (g)	19	24	25

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

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

MOST POPULAR BEEF ITEMS:

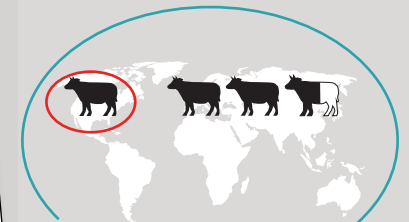
- Ground Beef
- Ribeye Steak
- Strip Steak
- T-Bone Steak



Sustainability:

Beef is more sustainable than ever

The U.S. has had the **LOWEST** beef emissions intensity in the world since 1996.^{iv}



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

PERCENT OF GLOBAL GHG EMISSIONS

U.S. beef cattle emissions account for **LESS THAN .5%** of the world's GHG emissions.^{vi}

i IRI Panel Data, All Outlets, 52 weeks ending 1/6/19, Market Basket Study, February 2019
ii Nielsen IQ, Answers on Demand, 2020 Meat Volume sales Ending Dec and NPD, Category Sizing Beef Substitute Forms: Brisket, Chubs, Ground, Meatball, Meatloaf, Patties and Steaks
iii ams.usda.gov/reports/meat-grading
iv Climate Watch Data, Agriculture. Found on <https://www.climatewatchdata.org/sectors/agriculture?emission-type=136&emissionsCountry=EU&filter=#drivers-of-emissions>; FAO-STAT, Emissions Intensities. Found on <http://www.fao.org/faostat/en/#data/EI>
v 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
vi Source: IPCC, 2014: Summary for Policymakers. In: Climate Change 2014: Mitigation of Climate Change. Contribution of Working Group III to the Fifth Assessment Report of the Intergovernmental Panel on Climate Change. Cambridge University Press, Cambridge, United Kingdom and New York, NY, USA