The MVP

[Most Valuable Protein]

Sales:
Nothing can replace beef when it comes to sales\(^1\)

Basket size for beef is **BIGGER** than basket size of other proteins\(^2\)

**TOTAL BASKET SIZE OF CARTS CONTAINING:**

- **$85.70**
- **$84.72**
- **$81.84**

**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

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Ground Beef 80(^\circ) Lean* (Raw, 4 oz)</th>
<th>Ground Beef 93(^\circ) Lean* (Raw, 4 oz)</th>
<th>Ground Beef 96(^\circ) Lean** (Raw, 4 oz)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories (kcal)</td>
<td>290</td>
<td>170</td>
<td>150</td>
</tr>
<tr>
<td>Total Fat (g)</td>
<td>23</td>
<td>8</td>
<td>4.5</td>
</tr>
<tr>
<td>Saturated Fat (g)</td>
<td>9</td>
<td>3.5</td>
<td>2</td>
</tr>
<tr>
<td>Cholesterol (mg)</td>
<td>80</td>
<td>70</td>
<td>70</td>
</tr>
<tr>
<td>Sodium (mg)</td>
<td>75</td>
<td>75</td>
<td>75</td>
</tr>
<tr>
<td>Total Carbohydrate (g)</td>
<td>19</td>
<td>24</td>
<td>25</td>
</tr>
<tr>
<td>Protein (g)</td>
<td>19</td>
<td>24</td>
<td>25</td>
</tr>
</tbody>
</table>

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

**COMPRARED TO THE 1970S:**

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

Today's beef farmers use **36% FEWER CATTLE** to produce the same amount of beef\(^3\)

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

Sources:
\(^1\) IRI Panel Data, All Outlets, 52 weeks ending 1/6/19, Market Basket Study, February 2019.
\(^2\) USDA NASS Quickstats Data calculated using data as of January 1, 2018
\(^3\) https://www.beefresearch.org/sustainability/q01/index.html

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