The MVP
[Most Valuable Protein in Foodservice]

Sales:
BEEF DRIVES
greater overall profit dollars

as diners tend to order more appetizers, sides, desserts and alcohol

Sales:
BEEF DRIVES greater overall profit dollars

70% of operators say steak on the menu increases traffic

39% of operators say increased demand for the product is why they've increased ground beef volume

Sustenance:
93%
Lean Ground Beef

Sustainability:
Beef is more sustainable than ever

Compared to the 1970s:
The carbon footprint of beef is

16% LOWER

FEWER CATTLE

Today's beef farmers use

36%

Ground Beef 80% Lean, 4 oz, raw
Ground Beef 93% Lean, 4 oz, raw
Ground Beef 96% Lean, 4 oz, raw
Soy-Based Burger, 4 oz, raw
Pea-Based Burger, 4 oz, raw

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

1. 2016 Chef and Beef Value Study (Datassential)
2. 2019 Technomic Volumetric Study
4. USDA NASS Quickstats Data calculated using data as of January 1, 2018
5. USDA National Nutrient Database for Standard Reference for beef NDB# 23572
6. USDA National Nutrient Database for Standard Reference for beef NDB# 23472
7. USDA Ground Beef Calculator: https://ndb.nal.usda.gov/ndb/beef/show
8. www.impossiblefoods.com/burger/

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