The MVP
[Most Valuable Protein in Retail]

Sales:
Nothing can replace beef when it comes to sales.

Basket size for beef is BIGGER than basket size of other proteins.

<table>
<thead>
<tr>
<th>BEEF</th>
<th>CHICKEN</th>
<th>BEEF SUBSTITUTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>$85.70</td>
<td>$84.72</td>
<td>$81.84</td>
</tr>
</tbody>
</table>

TOTAL BASKET SIZE OF CARTS CONTAINING:

$85.70

CARTS WITH BEEF PRODUCE $ SALES 19X GREATER THAN CARTS WITH BEEF SUBSTITUTES.

The volume share of beef substitutes is 0.95% compared to beef's 99.05% of market share.

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.

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

Sustainability:
Beef is more sustainable than ever.

The U.S. has had the LOWEST beef emissions intensity in the world since 1996.

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

U.S. beef cattle emissions account for LESS THAN .5% of the world's GHG emissions.

MOST POPULAR BEEF ITEMS:
- Ground Beef
- Ribeye Steak
- Strip Steak
- T-Bone Steak

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Ground Beef 80° Lean* (Raw, 4 oz)</th>
<th>Ground Beef 93° Lean* (Raw, 4 oz)</th>
<th>Ground Beef 96° 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>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Protein (g)</td>
<td>19</td>
<td>24</td>
<td>25</td>
</tr>
</tbody>
</table>

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

i IRI Panel Data, All Outlets, 52 weeks ending 5/6/19, Market Basket Study, February 2019
ii NielsenIQ, Answers on Demand, 2020 Meats Volume Sales Ending Dec and MNP, 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.climatewatch-data.org/sector/agriculture/enforcement
cclimatewatchdata

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