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

Sustenance:
93%
Lean Ground Beef

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.

**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

**Sustainability:**

Beef is more sustainable than ever

Sustenance:

93%

Lean Ground Beef

**Sustenance:**

93%

Lean Ground Beef

**Sustainability:**

Beef is more sustainable than ever

**Ground Beef 80% Lean, 4 oz, raw**

<table>
<thead>
<tr>
<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>
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</thead>
<tbody>
<tr>
<td>290</td>
<td>23</td>
<td>9</td>
<td>80</td>
<td>75</td>
<td>0</td>
<td>19</td>
</tr>
<tr>
<td><strong>Ground Beef 93% Lean, 4 oz, raw</strong></td>
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<td></td>
</tr>
<tr>
<td>170</td>
<td>8</td>
<td>3.5</td>
<td>70</td>
<td>75</td>
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<td>24</td>
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<tr>
<td><strong>Ground Beef 96% Lean, 4 oz, raw</strong></td>
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<td>150</td>
<td>4.5</td>
<td>2</td>
<td>70</td>
<td>75</td>
<td>0</td>
<td>25</td>
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<tr>
<td><strong>Soy-Based Burger, 4 oz, raw</strong></td>
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<tr>
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<td>14</td>
<td>8</td>
<td>0</td>
<td>370</td>
<td>9</td>
<td>19</td>
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<tr>
<td><strong>Pea-Based Burger, 4 oz, raw</strong></td>
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<td>250</td>
<td>18</td>
<td>6</td>
<td>0</td>
<td>390</td>
<td>3</td>
<td>20</td>
</tr>
</tbody>
</table>

**Calories (kcal)**

1. 2019 Chef and Beef Value Study (General Mills)
2. 2019 Technomic Volumetric Study
5. USDA National Nutrient Database for Standard Reference for beef NDB 23572
6. USDA National Nutrient Database for Standard Reference for beef NDB 23472
8. www.impossiblefoods.com/burger/

**Source:**

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