

**BEEF.**  
IT'S WHAT'S FOR DINNER®

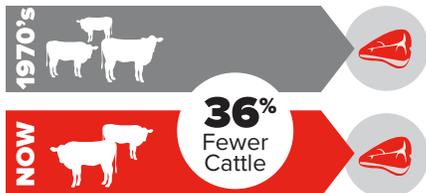


# BEEF: RESPONSIBLY AND SUSTAINABLY RAISED

**FROM PASTURE TO PLATE, THE BEEF COMMUNITY IS COMMITTED TO RAISING THE BEEF CONSUMERS CRAVE IN A SAFE, HUMANE AND SUSTAINABLE WAY.**

Cattle farmers and ranchers are producing more high-quality beef than ever before, and they're doing it more sustainably than ever before.

Today's beef farmers and ranchers use **36%** fewer cattle to produce the same amount of beef as in the 1970s.<sup>2</sup>



U.S. beef cattle production, from pasture to plate, is only responsible for **3.7%** of greenhouse gas emissions.<sup>1,3</sup>



## The Right Way:

The Beef Quality Assurance program is being introduced to consumers for the first time.

Market research shows:



**68%** of consumers say they consider how and where their food is raised when making a purchasing decision.<sup>5</sup>

Only **24%** of consumers claim to be knowledgeable about how cattle are raised for food.<sup>6</sup>



**THE BEEF QUALITY ASSURANCE PROGRAM IS A WIDELY ADOPTED SET OF ANIMAL WELFARE STANDARDS ACROSS THE BEEF INDUSTRY, LEADING TO SAFE, HIGH-QUALITY BEEF.**



Funded by Beef Farmers and Ranchers

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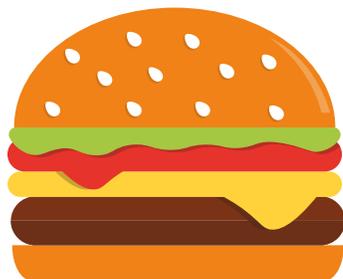


BEEF IS IN HIGH DEMAND

CONSUMERS CRAVE REAL BEEF'S GREAT TASTE.

## CRAVEABILITY

is by far the top reason consumers want to eat beef.<sup>6</sup>



More than **80%** of beef is grading the highest available USDA quality grades of **Prime or Choice**.<sup>4</sup>



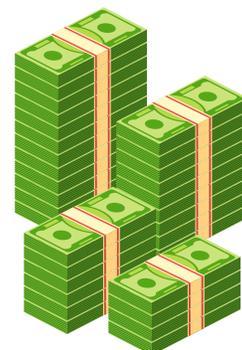
**80%**



U.S. per capita beef consumption is projected to increase for the fourth year straight and is predicted to hit **57.7 pounds** by the end of 2019.<sup>8</sup>

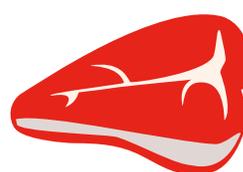
**\$110 BILLION**

Thanks to beef's continued success at both retail and foodservice, expenditures on beef are forecasted to reach an all-time high of **\$110 billion** in 2019.<sup>7</sup>



**\$31.205 BILLION**

Last year, foodservice beef purchases exceeded **\$31.205 billion**.<sup>9</sup>



**>1%**

Beef's great taste is hard to replicate: Beef substitutes account for **less than 1% of sales**.<sup>10,11,12,13</sup>

Want to learn more about beef?  
Visit **BeefItsWhatsForDinner.com**

## References

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