

BEEF

BYTES

The beef industry is proud to provide **Beef Bytes** — a collection of facts to help you become more familiar with America’s #1 selling protein.

For example, did you know nearly nine out of 10 households — or **251 million people** — will eat beef at home in the next two weeks? Or that there are **19 cuts of beef** that are leaner than a skinless chicken thigh?

Beef Bytes contains a number of fun and interesting facts that you can use to support a host of stories.

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Economics of Beef



BEEF PLAYS AN IMPORTANT ROLE IN THE U.S. ECONOMY

Consumer Demand, Spending and Consumption for Beef

- Consumer demand for beef has increased **25 percent** in the last six years. Demand is a measure accounting for both per capita consumption and consumer spending for beef.¹
- Yearly per capita beef consumption in 2004 was **66.1 pounds**.²

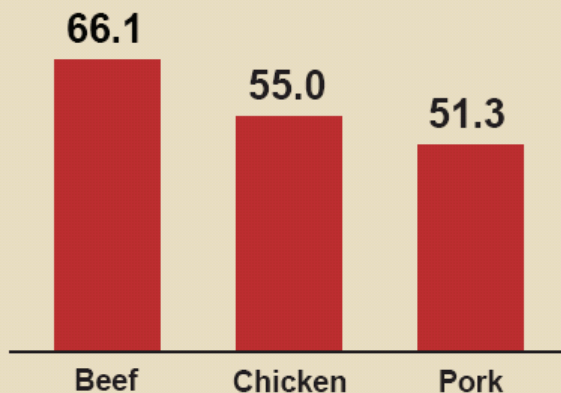
- Consumers spent more for beef in 2004 than any other time in history.²

- Total consumer expenditures topped **\$70 billion** on beef—the fifth consecutive year consumer spending exceeded \$50 billion in a given year.²

- Annual retail beef prices averaged **\$3.62 per pound** in 2004, compared to \$3.31 per pound in 2003.²

Per Capita Consumption

in pounds based on boneless weight



Beef is the Number One Protein in America!

- Per capita spending for beef increased to **\$240** in 2004 (for retail and foodservice). This is up about \$40 per capita from 2001. Per capita spending for pork was \$144 and per capita spending for chicken was \$145 in 2004.²

¹Cattlemen's Beef Board, 2005

²Cattle-Fax, March 2005. Consumption data is based on retail weight.

Beef Production in the U.S.

- The U.S. beef industry is made up of more than **1 million** businesses, farms and ranches operating in all 50 states.²
- The average herd size is **40 head**.¹
- In 2004, beef production reached **24.5 billion pounds**.²



- While the U.S. has less than 10 percent of the world's cattle inventory, it produces **nearly 25 percent** of the world's beef supply.²

In January 2005,
there were an estimated
95.8 million
cattle in the U.S.²

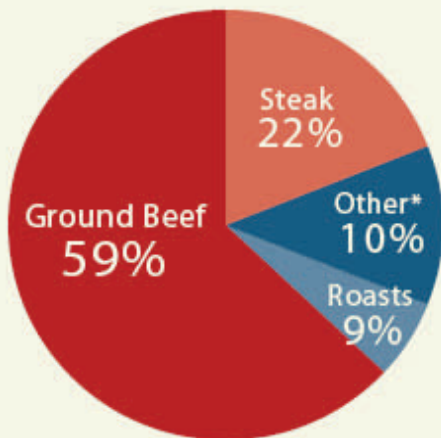
How Beef Affects the U.S. Economy

- 2005 cash receipts from cattle and calves is forecasted to total **\$48.5 billion**.²
- Gross income of cattle and calves in 2003 was **\$45.1 billion** and total inventory value was nearly **\$70 billion**.²

Today's Beef Eater

- Nearly 8 out of 10 Americans eat fresh beef at home regularly. That's an average of slightly less than 2 times per week.¹
- **Ground beef** accounts for 59% of all fresh beef served in-home. Steaks and roasts account for most of the remaining fresh beef servings. These shares have remained stable for years.¹

Fresh Beef Served In-Home¹



*includes ribs, kabobs, stew meat, etc.

- **Steak eaten “as is” is the single most popular beef dish**, eaten more than once a month by the average person.¹

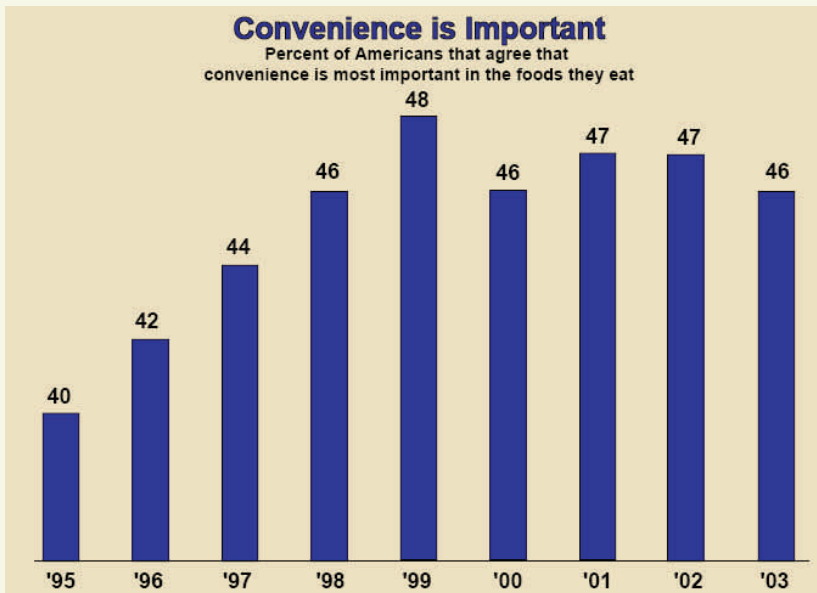
Today's Food Buyer

- Today's food buyer is still primarily **female** and has a strong need to satisfy the family. Increased demands on her time have led to a trend of distilled cooking abilities and more “assembly cooking.”²
- Female participation in the work force has nearly doubled in the last 50 years. Today, more than **60%** of women work outside the home, yet they still shoulder most of the meal planning and preparation tasks.²
- With fewer homemade items, there is a trend toward less use of fresh products and more use of frozen items.³

Meal Activities for Which the Female Homemaker is Responsible³

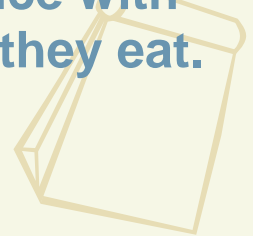


Today's Consumer



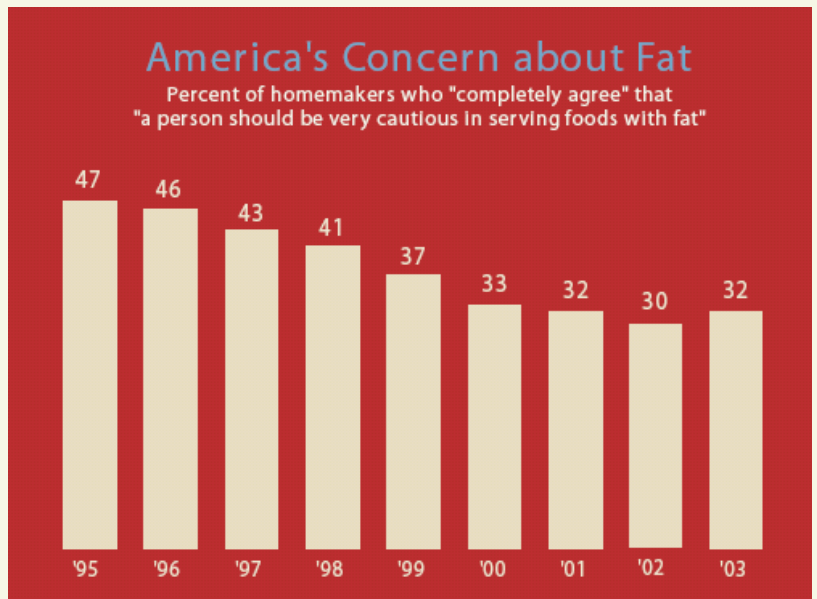
Source: The NPD Group's National Eating Trends Service, 2003

Consumers want convenience with the foods they eat.



Health Watch

- **Balance, variety and moderation** have become the food mantra in recent years, while concerns about calories and fat are declining. Americans are redefining their definition of health. For example, concern about calories, fat, cholesterol, sugar, salt and caffeine have declined steadily compared to the early 1990s.¹



Source: NPD National Eating Trends, 2004

- **Foods naturally rich in zinc and iron—foods like beef—can have a healthful advantage for consumers.**

¹NPD National Eating Trends, 2004

Eating Beef at Home



Ground Beef is the most popular cut purchased by Americans in 2004.²

The most popular cuts purchased at retail by American households in 2004:² (in order of pounds purchased)

1. Ground Beef
2. Round Steak
3. Chuck Roast
4. Round Roast
5. Chuck Steak
6. Rib/Ribeye Steak
7. Sirloin Steak
8. Strip Steak
9. Brisket
10. Porterhouse/T-Bone Steak
11. Stew Meat
12. Cubed Steak
13. Ribs

Top Dinner Side Dishes Served with Beef¹

Steak

Baked Potatoes
Corn
Vegetable Salad
Bread/Rolls
Mashed Potatoes
Green Beans
Rice
Fried Potatoes/Fr. Fries

Roast Beef

Mashed Potatoes
Bread/Rolls
Corn
Carrots
Green Beans
Baked Potatoes
Vegetable Salad
Rice

Ground Beef/Patties

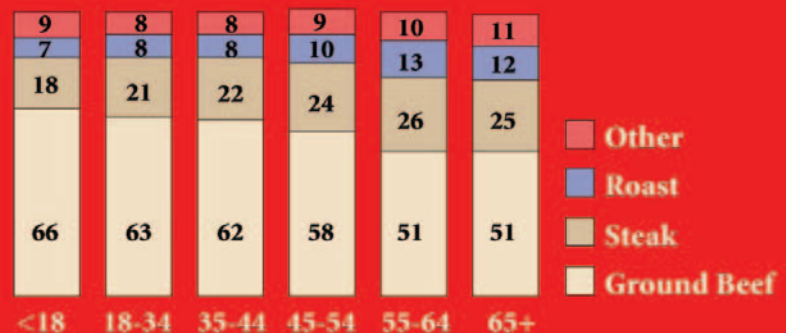
Fried Potatoes/Fr. Fries
Corn
Bread/Rolls
Vegetable Salad
Green Beans
Mashed Potatoes
Mac & Cheese

Hamburgers

Fried Potatoes/Fr. Fries
Chips
Vegetable Salad
Corn
Pork & Beans
Potato/Pasta Salad

- Although ground beef is the most popular beef item among all ages, eating habits do change as we age.

Percentage of Beef Eatings by Age Groups



Source: The NPD Group, National Eating Trends (NET), 2004

¹The NPD Group, National Eating Trends (NET) Research, 2004

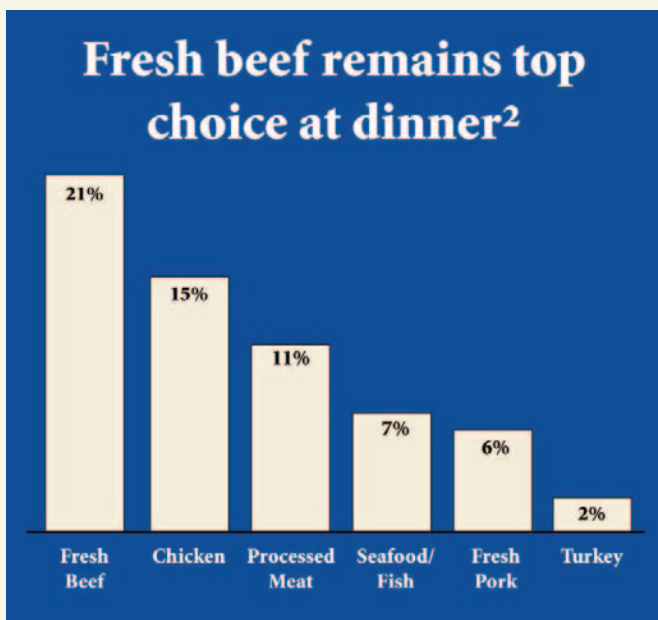
²Freshlook Marketing (IRI Scaner Data) Research, September 2004

Eating Beef at Home



PEOPLE LOVE TO EAT BEEF!

- Nearly nine out of 10 U.S. households (88% of households) will eat beef at home in the next two weeks. **That's 251 million people!** This base level has remained stable over the past 13 years.²
- The most popular meal of the day to eat beef is **dinner**. Four out of five beef servings (80%) will occur at dinnertime compared to about one in five beef servings taking place at lunch.²



Beef Dominates the Retail Meat Case¹

Protein	Supermarket Sales (billions of dollars)	Supermarket Volume (billions of pounds)	Average Price
Beef	13.41	3.78	\$3.55
Chicken	5.49	2.83	\$1.94
Turkey	1.10	0.91	\$1.21
Pork	4.26	1.64	\$2.59
Ham	1.08	0.52	\$2.07

- **More than 79%** of total U.S. beef volume sold at retail is sold at the supermarket.¹
- Beef accounts for **39% of pounds** and **52% of total dollars** spent at retail.¹
- Chicken—the second largest segment of the fresh meat case—garners just **21%** of total meat sales.¹
- Retail meat sales in 2004 were \$26.2 billion, with beef accounting for sales reaching **\$13.4 billion**.¹

¹FreshLook Marketing (IRI Scanner Data), December 2004

²The NPD Group, National Eating Trends (NET) Research, 2004

Eating Beef at Home



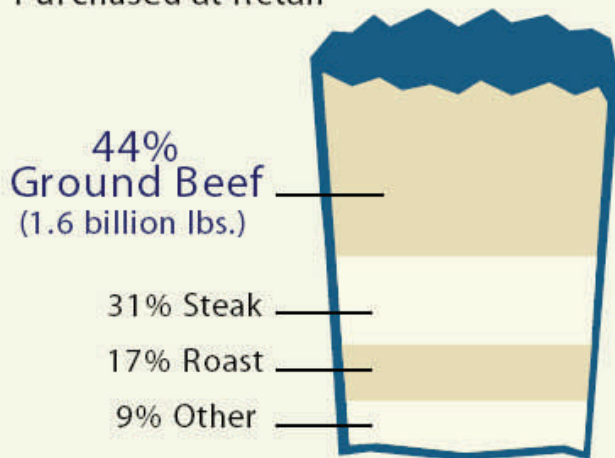
• While warehouse clubs have grown in recent years, most shoppers still buy their fresh meat products at their local supermarkets. In 2004, supermarkets accounted for **79% of all pounds of beef, poultry and pork** sold at retail. Warehouse clubs and discount stores only represented 14% of meat purchases.¹

- The average U.S. household purchases ground beef an average of about **once a month**.¹
- **78-84% lean** is the most popular type of ground beef purchased.²

Favorite Cuts of Beef

• Ground beef continues to be the favorite type of beef item purchased at retail. **44%** of all beef pounds purchased is ground beef.²

Types of Beef Purchased at Retail



Source: FreshLook (IRI Scanner Data) Research, 2004

Top Uses of Ground Beef

- Burgers
- Spaghetti
- Mexican dishes
- Casseroles/Helpers
- Meatloaf
- Chili
- Sloppy Joes
- Non-sandwich patty
- Meatballs
- Lasagna
- Stew
- Other



Source: The NPD Group, National Eating Trends (NET) Research, 2004

¹ACNielsen HomeScan Research, 2003

²FreshLook Marketing (IRI Scanner Data) Research, 2004

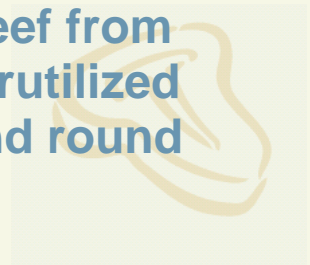


New Products are Key to the Beef Industry

Beef Value Cuts

This new line is made up of ten new steaks and roasts that can compete with other proteins marketed in retail and foodservice. Turning the underutilized chuck and round into delicious new cuts helps meat processors, manufacturers, retailers, foodservice operators and cattle producers improve overall profitability while supplying more options to the consumer. At the same time, consumers can enjoy great-tasting steaks and roasts that are convenient to prepare and moderately priced.

Beef Value Cuts are new cuts of moderately priced beef from the underutilized chuck and round



A little history

Beef Value Cuts were developed based on findings from the beef industry's Muscle Profiling Study – a checkoff-funded research project that analyzed 39 different muscles from the chuck and round for palatability and functionality. It also highlighted a handful of individual muscles that have unique qualities, such as a high degree of tenderness or flavor.

Researchers discovered that several tender and flavorful muscles in primals and subprimals could be extracted and turned into new cuts of beef offering greater consistency and tenderness. More options for steaks and roasts – which can be prepared in a variety of ways – equal less product going to the grinder.

Growing in Popularity

Beef Value Cuts are gaining momentum and can be found in select supermarkets and foodservice outlets. More than 1,000 retail locations are stocking *Beef Value Cuts* today and we expect that number to more than double by the end of the year. The Flat-Iron, Petite Tender, and Ranch-Cut steaks have been available to foodservice operators nationally through broadline distributors since 2002. The Flat-Iron is on menus in casual dining and fine dining restaurants throughout the country.

Eating Beef at Home



Research Helps Steer New Product Development

A major research initiative in 2004 led the R & D Ranch® team to a collection of new beef product ideas that will be shared with processors and manufacturers in the near future. The research was conducted with both consumers and chefs to gain a thorough understanding of the issues that drive their beef product needs.

Consumers and chefs also participated in the brainstorming of product ideas. Meat processors and food manufacturers will have the opportunity to benefit from the research findings and resulting product ideas through the efforts of the R & D Ranch.

New Steak Label



Helping Customers Make Beef Easier

The beef industry introduced Beef Made Easy™ in the 1990s to help retailers address customer confusion surrounding the proper way to cook the various beef cuts found in the meat case. Since its inception, the program has evolved from a non-peelable label containing color-coded cooking instructions to a peelable label that includes cooking instructions, recipes and serving suggestions. The latest version, part of a complete meat case program known as Easy Fresh Cooking™, includes colorful, triangle-shaped labels that are the result of focus group research funded in part by beef checkoff dollars. The research explored meat case shopping habits needs, as well as cooking preferences and concerns. Over 15,000 grocery stores across the U.S. have implemented Easy Fresh Cooking™ or a similar program.

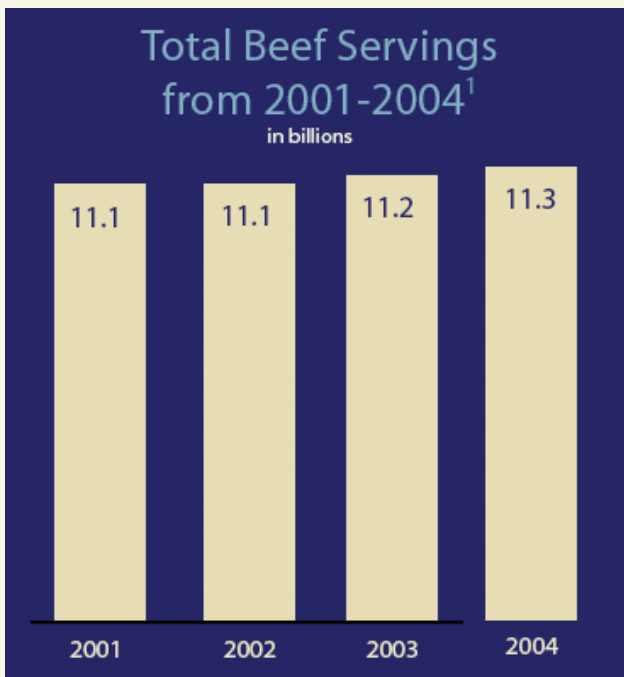


Restaurant Trends



BEEF REMAINS THE MOST POPULAR ENTRÉE SERVED IN RESTAURANTS

There were 11.3 billion beef servings vs. 9.6 billion chicken servings in commercial restaurants in 2004.¹

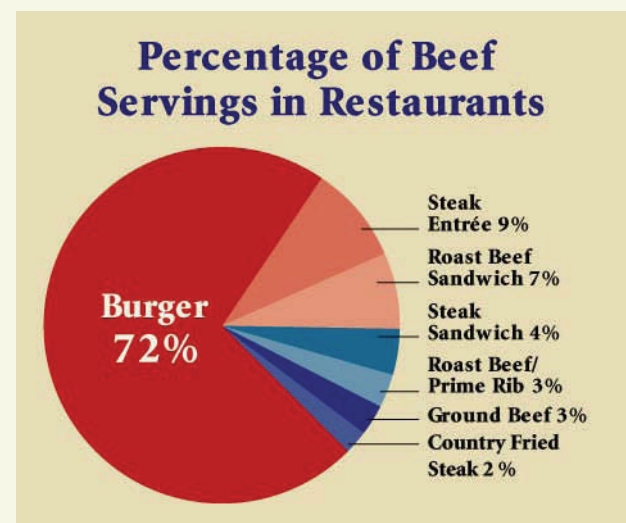


The Most Popular Steak Cuts On Restaurant Menus: (in order)²

1. Strip Steak (Kansas City / New York)
2. Tenderloin / Filet Mignon
3. Top Sirloin
4. Porterhouse / T-Bone Steak
5. Ribeye / Rib Steak

Burgers Drive Beef Sales at Restaurants

- There were **8.2 billion** burgers/cheeseburgers served in commercial restaurants in 2004.¹
- Burgers dominate beef selections in restaurants, accounting for **three-fourths of all beef entrées served.**¹
- Almost **60%** of all burgers are purchased in a restaurant. However, **65%** of all burgers/cheeseburgers are consumed off-premise (take-out) vs. on-premise (35%).¹



Source: NPD FoodWorld CREST Research, December 2004

¹NPD FoodWorld CREST Research, December 2004

²Restaurants and Institutions Menu Census, 2003

Restaurant Trends

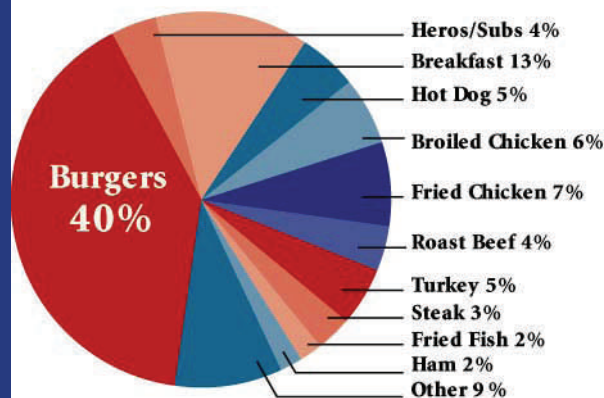


Burgers account for almost half of all restaurant sandwiches consumed throughout the country.¹



Burgers continue to outpace chicken nuggets served in restaurants by more than 2 to 1.¹

Percentage of Sandwiches Served at Restaurants



Source: NPD FoodWorld CREST Research, December 2004

How Americans Prefer to Eat Their Burgers



Source: NPD FoodWorld CREST Research, December 2004

¹NPD FoodWorld CREST Research, December 2004

Restaurant Trends



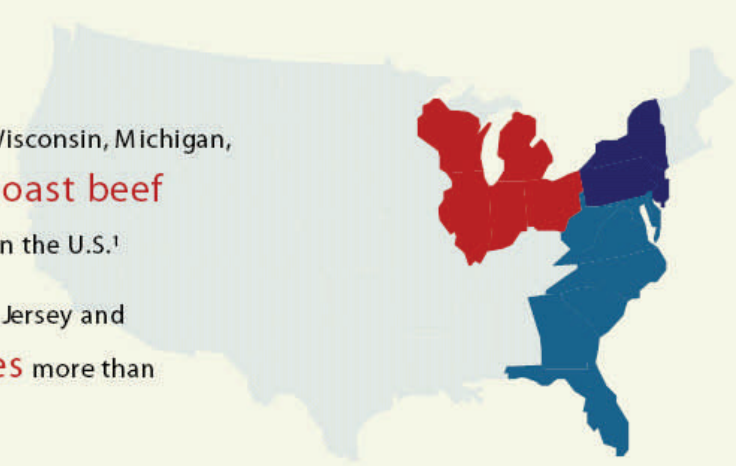
Restaurant Beef: Share of Consumption by Region¹

	Percent of Eatings	Total Beef Entrées	Steak	Hamburger	Roast Beef Sandwich	Steak Sandwich
New England	4.7	4.3	4.9	3.5	3.8	6.5
Mid-Atlantic	13.7	11.3	11.9	11	12.6	22.7
East North Central	15.6	15	16.5	16.8	23	13.3
West North Central	6.6	6.6	6.3	7.6	8.9	5
South Atlantic	19.3	20.6	21.9	18	17.7	26.9
East South Central	6.3	7.3	7.4	7.2	6.5	4.1
West South Central	12.4	14.9	12.1	12.9	8	7.6
Mountain	6.2	7.2	6.3	6.9	7.6	5.1
Pacific	15.1	12.9	12.7	16.2	12.1	8.8

★ People in the East North Central (Illinois, Wisconsin, Michigan, Indiana and Ohio) eat **burgers and roast beef sandwiches** more than anyone else in the U.S.¹

★ People in the Mid-Atlantic (New York, New Jersey and Pennsylvania) eat **steak sandwiches** more than anyone else in the U.S.¹

★ People in the South Atlantic (Florida, Georgia, North Carolina, South Carolina, Virginia, West Virginia, Maryland and Delaware) eat more **steak** than anyone else in the U.S.¹



¹NPD FoodWorld CREST Research, December 2004

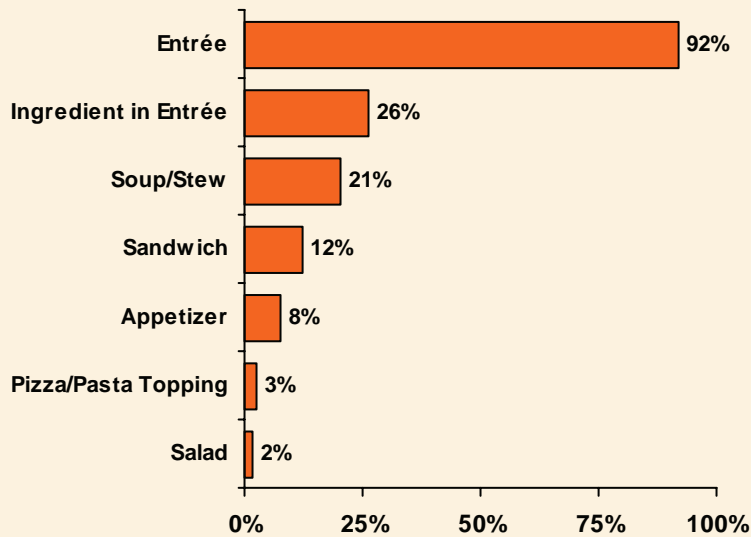
Veal Trends



Eating Veal in Restaurants

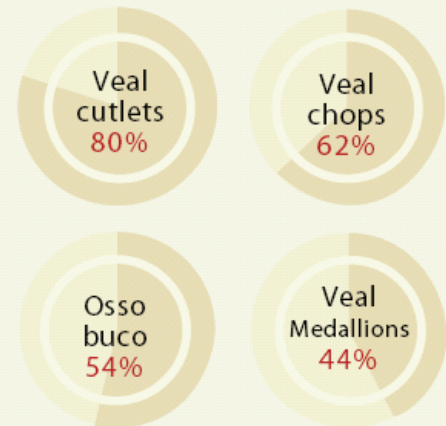
- Seven in 10 (70%) fine dining restaurants served veal in 2004.¹

Use of Veal in Restaurants¹



It's a Tradition

Restaurants are serving traditional veal cuts:¹



In 2004, 54 percent of commercial foodservice operations served veal.¹

Nutritional Benefits of Veal

(All values are based on 3-oz. trimmed)

Veal Cut	Calories (Kcal)	Saturated Fat (g)	Total Fat (g)
Cutlet (top round) leg, cooked, roasted	128	1.0	2.9
Loin cooked, roasted	192	2.2	7.8
Rib cooked, roasted	150	1.8	6.3
Breast whole, boneless, cooked, braised	185	3.2	8.3
Shank (fore and hind), cooked, braised	150	1.0	3.7

Source: www.veal.org

- Veal is a complete, nutrient dense food that provides high percentages of essential vitamins and minerals, including protein, niacin and zinc.²

¹Restaurant Hospitality Veal Usage Study, 2004
²www.veal.org

Health Benefits of Beef



TAKE A BYTE OUT OF BEEF'S NUTRITION!

Calorie-for-calorie, beef is one of the most nutrient-rich foods. Not only does it provide you with a bundle of essential nutrients, but it has one of the highest concentrations of these nutrients compared to many other proteins.

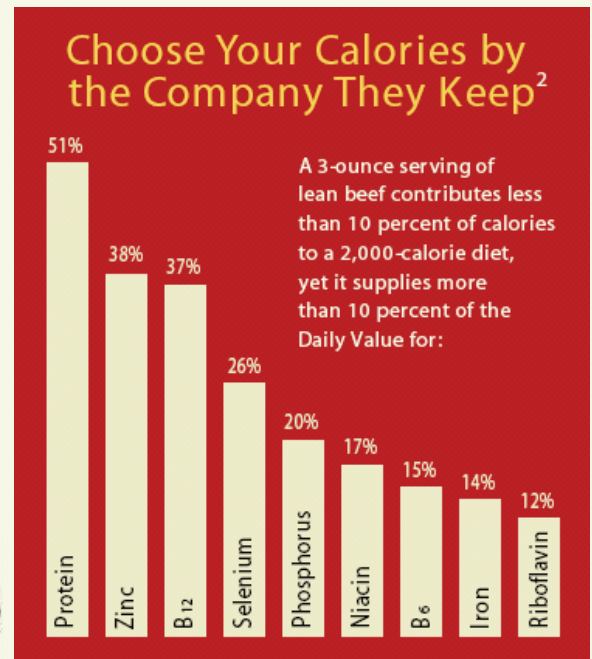
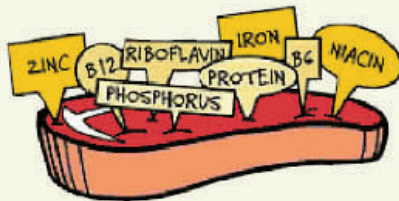
#1

Beef is the #1 food source for Protein, Vitamin B₁₂ and Zinc!

Beef is also the #3 food source of iron behind fortified cereal and grains.¹

- A three-ounce serving of lean beef contributes less than 10 percent of calories to a 2,000-calorie diet yet it supplies more than 10 percent of the Daily Value for nine essential nutrients. Based on a 2000-calorie diet, just 3 ounces of lean beef provides you with:^{2,3}

- Protein**—Helps build a strong and muscular body
- Zinc**—Helps create a healthy immune system & heal wounds
- Phosphorus**—Necessary for strong teeth and bones
- Iron**—Helps carry oxygen in the blood to all cells and muscles to prevent fatigue
- B-Complex Vitamins** (including Vitamin B₁₂, Niacin, Vitamin B₆ and Riboflavin)—Help release



A 3-ounce serving of lean beef is an **excellent*** source of:²

- Protein
- Zinc
- Vitamin B₁₂
- Selenium
- Phosphorus

A 3-ounce serving of lean beef is also a **good*** source of:²

- Niacin
- Vitamin B₁₂
- Iron
- Riboflavin

^{*}“Excellent source of” claims are defined as providing 20% or more of the Daily Value per serving and “good source of” claims are defined as providing 10-19% of the Daily Value per serving. ^{3,4}

¹ American Dietetic Association

² U.S. Department of Agriculture, Agricultural Research Service, 2004. USDA Nutrient Database for Standard Reference, Release 17.

³ 3 oz. beef, composite of trimmed retail cuts, separable lean only, trimmed to 0" fat, all grades, cooked. (NDB No: 13012)

⁴ Code of Federal Regulations and Drugs, Title 21, Part 101.9, Nutrition labeling of food.

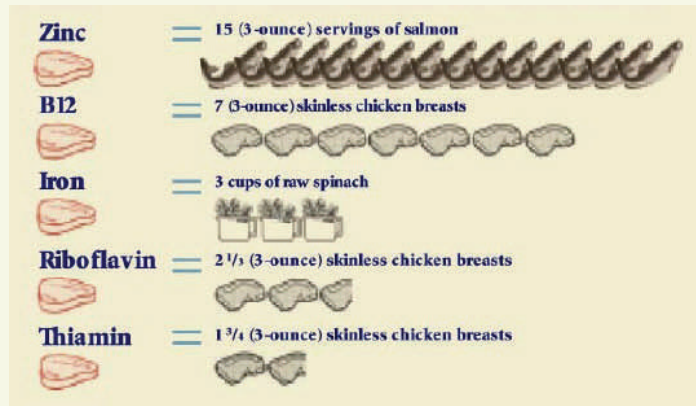
The Office of the Federal Register, Washington DC. U.S. Government Printing Office, 1996.

4 Nutrition Labeling and Education Act (NLEA). Pub.L. No. 101-535, 104 Stat. 2353, 1990.

Health Benefits of Beef



To get the same amount of key nutrients found in a 3-ounce serving of beef, you need to eat:



Source: U.S. Department of Agriculture, Agricultural Research Service, 2004. USDA Nutrient Database for Standard Reference, Release 17.

- Not only does beef provide an excellent amount of nutrients, but did you know that there are at least **19 cuts of beef** that are leaner than a skinless chicken thigh and meet the USDA Labeling Guidelines for lean?

The Skinniest Nineteen Beef Cuts



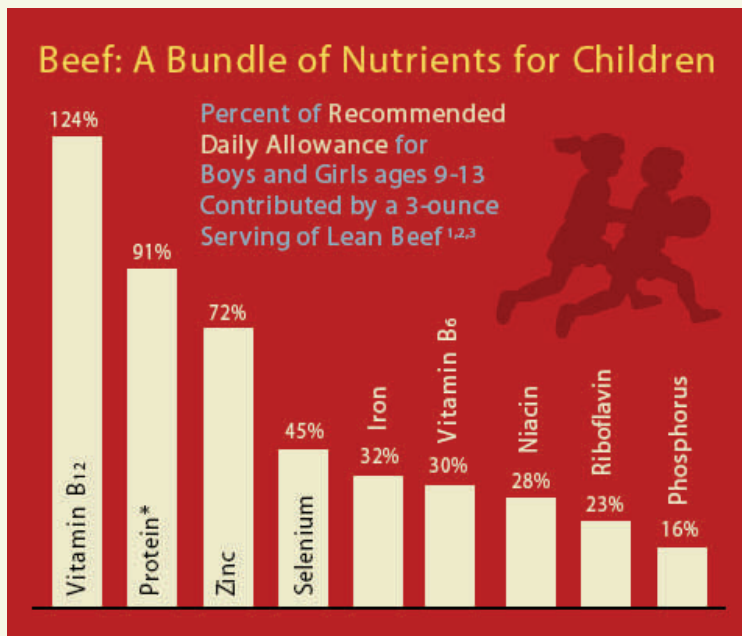
Source: US Department of Agriculture, Agricultural Research Service, 2003. USDA Nutrient Database for Standard Reference, Release 16, www.nal.usda.gov/fnic/foodcomp. Based on 3-ounce cooked servings, separable lean only.

Health Benefits of Beef



Benefit of Beef's Nutrients for Children

- Beef supplies an abundant amount of key nutrients to help children and tweens grow to be strong and healthy. Nutrients that are found in beef—protein, zinc, phosphorus and iron—contribute to optimal growth, cognitive function, red blood cell development and prevent iron deficiency during the adolescent years.



*91% for boys and girls ages 7-10, 56% for boys ages 11-14, 55% for girls ages 11-14, based on 1989 Recommended Dietary Allowances.

PLUS, beef may play a positive role in cancer prevention:

- The American Dietetic Association recognizes beef as a functional food that provides a health benefit beyond basic nutrition because of its Conjugated Linoleic Acid (CLA) content, a fatty acid found naturally in beef. ⁴ Recent research indicates CLA may play a role in cancer prevention by inhibiting tumor growth and development. ⁵

Here are some nutritious tips for enjoying beef!

LEAN BEEF TIPS

- Choose the leanest cuts by looking for **LOIN** or **ROUND** in the name.
- Buy ground beef that's 90% lean or higher.
- Trim away any visible outside fat before cooking.
- Use low-fat cooking methods such as broiling, roasting or grilling.
- Eat reasonable portion sizes. One 3-oz. serving of beef is the size of a deck of cards or a computer mouse.

1 U.S. Department of Agriculture, Agricultural Research Service, 2004. USDA Nutrient Database for Standard Reference, Release 17. Nutrient Data Laboratory Home Page www.nal.usda.gov/fnic/foodcomp. Beef, composite of trimmed retail cuts, separable lean only, trimmed to 1/4" fat, all grades, cooked, broiled.
2 Institute of Medicine, Food and Nutrition Board, Standing Committee on the Scientific Evaluation of Dietary Reference Intakes. National Academy Press; 1998-2001
3 National Research Council, Food and Nutrition Board, Recommended Dietary Allowance, 10th ed. National Academy Press; 1989
4 The American Dietetic Association. Position of the American Dietetic Association: Functional foods. J. Am. Diet. Assoc. 104:814-826; 2004
5 M. A. Belury. Dietary conjugated linoleic acid in health: physiological effects and mechanisms of action. Ann.Rev.Nutr. 22:505-531, 2002

U.S. BEEF IS ONE OF THE MOST CAREFULLY INSPECTED FOODS AVAILABLE TO CONSUMERS.

- The federal agency with the largest role in meat production safety is the Food Safety and Inspection Service of the United States Department of Agriculture (USDA-FSIS). USDA-FSIS administers a comprehensive system of inspection regulations ensuring that meat products intended for human consumption are wholesome and accurately labeled (www.fsis.usda.gov).

America's Beef Producers spend an average of \$2 million on food safety research and technology every year.¹

Cooking with Beef

- Cook all foods to their proper temperatures.



160°F

Ground Beef should be cooked to an internal temperature of at least 160°F until the center is no longer pink and the juices show no pink color.



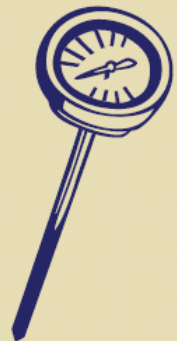
145°F

Steaks should be cooked to an internal temperature of at least 145°F and can have pink centers.

- Use an instant-read thermometer to ensure proper doneness.

Using Instant-Read Thermometers

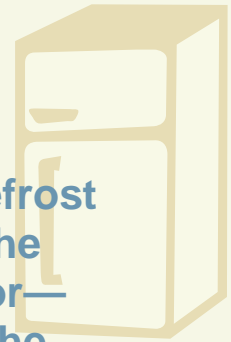
- One of the best ways to tell if your meat is cooked to the proper temperature is by using instant-read thermometers, which are usually located near the meat case in local supermarkets or specialty food/cookware stores and cost between \$6 and \$12.
- Instant-read thermometers register the meat's temperature in about 15 seconds and are not designed to stay in the food during cooking.



Storing Beef at Home

Types of Beef		Refrigerator (35°F to 40°F)	Freezer 0°F or Colder
Fresh Beef	Steaks Roasts	3-4 Days	6-12 Months
	Ground Beef	1-2 Days	3-4 Months
	Beef for Kabobs, Stew & Stir Fry	2-3 Days	6-12 Months
Leftover Cooked Beef	All Types of Cooked Beef	3-4 Days	2-3 Months
Ready-to-Serve Beef Products	Deli Products	3-5 Days	1-2 Months

Always defrost meats in the refrigerator—never on the counter.



Marinades

Marinades are seasoned liquid mixtures that add flavor and in some cases tenderize. A tenderizing marinade must contain an acidic ingredient such as lemon juice, yogurt, wine or vinegar, or a natural tenderizing enzyme found in fresh papaya, ginger, pineapple and figs.

- Always marinate in the refrigerator, never at room temperature.
- Tender beef cuts need only be marinated 15 minutes to 2 hours for flavor. Tender cuts include porterhouse/t-bone, top loin, tenderloin, ribeye, rib, top sirloin, chuck eye and chuck top blade steaks. Less tender beef cuts should be marinated at least 6 hours in a mixture containing food acid or enzyme. Less tender cuts include flank, skirt, top round and chuck shoulder steaks.



**Marinate Tender Beef Cuts:
15 minutes–2 hours**

**Less Tender Cuts:
6–24 hours**

- A tenderizing marinade penetrates about 1/4 inch into the meat.
- Marinating longer than 24 hours in a tenderizing marinade can result in a mushy surface texture.
- If a marinade is to be used later for basting or served as a sauce, reserve a portion of it before adding the beef. **Marinade that has been in contact with uncooked meat must be brought to a full rolling boil before it can be used as a sauce.**
- Never save and reuse a marinade.
- Allow 1/4 to 1/2 cup marinade for each 1 to 2 pounds of beef.
- Marinate in a food-safe plastic bag or in a nonreactive container. Turn or stir the beef occasionally to allow even exposure to the marinade.

Fight Bac!

To avoid cross-contamination and prevent foodborne bacteria and illness, follow these four easy steps.¹

Clean: Wash hands well in hot soapy water before and after handling meat and other fresh foods. Wash all utensils, cutting surfaces and counters with hot soapy water after contact with raw meat.



Separate: Keep raw meat and meat juices from coming into contact with other foods, both in the refrigerator and during preparation. Keep carving boards separate from other food preparation or serving boards.



Cook: Use a clean thermometer to measure the internal temperature of cooked food to make sure it is thoroughly done.

Chill: Refrigerate foods quickly. Set your refrigerator temperature at 40°F or lower and the freezer at 0°F or lower. Check these temperatures occasionally with a refrigerator/freezer thermometer. Refrigerate or freeze perishables, prepared foods and leftovers within two hours; less time if air temperature is warmer than 80°F.

Meat Grading

- Quality grading refers to palatability characteristics, such as tenderness, juiciness and flavor. It is established through meat grading standards. Beef grading is performed by U.S. Department of Agriculture/Agriculture Marketing Services (USDA/AMS) graders, based on the amount of marbling (intra-muscular fat) and the physiological age of the animal.
- There are three different USDA quality grades that are identified and sold at retail:

Prime has the most marbling. It is produced in limited quantities and usually sold to fine restaurants and specialty meat markets.

Choice has less marbling than Prime, but is of very high quality.

Select has the least amount of marbling, making it leaner than, but often not as tender, juicy and flavorful as, the other two top grades. Most grocery stores today offer a selection of Choice and Select cuts.

¹"Fight Bac!," www.fightbac.org, 1998

Beef Trivia



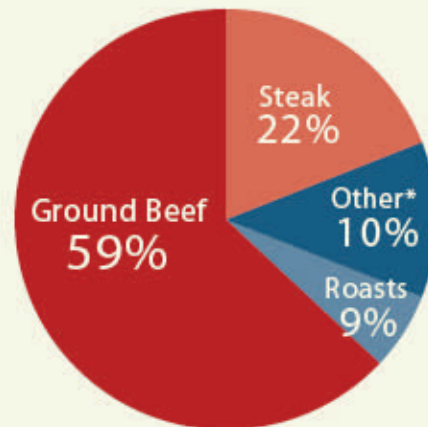
DID YOU KNOW...

• Consumers spent more for beef in 2004 than any other time in history.¹

• While the U.S. has less than 10 percent of the world's cattle inventory, it produces **nearly 25 percent** of the world's beef supply.¹

In January 2005, there were an estimated **95.8 million** cattle in the U.S.¹

Fresh Beef Served In-Home³



*includes ribs, kabobs, stew meat, etc.

- The U.S. beef industry is made up of more than **1 million** businesses, farms and ranches operating in all 50 states.¹ The average herd is **40 head**.²
- In 2004, beef production reached **24.5 billion pounds**.¹

¹Cattle-Fax, March 2005. Consumption data is based on retail weight.
²USDA, July 2004

³The NPD Group's National Eating Trends (NET) Research, 2004

Beef Trivia



• Steak eaten “as is” is the single most popular beef dish, eaten more than once a month by the average person.²

Top Dinner Side Dishes Served with Beef¹

Steak

Baked Potatoes
Corn
Vegetable Salad
Bread/Rolls
Mashed Potatoes
Green Beans
Rice
Fried Potatoes/Fr. Fries

Roast Beef

Mashed Potatoes
Bread/Rolls
Corn
Carrots
Green Beans
Baked Potatoes
Vegetable Salad
Rice

Ground Beef/Patties

Fried Potatoes/Fr. Fries
Corn
Bread/Rolls
Vegetable Salad
Green Beans
Mashed Potatoes
Mac & Cheese

Hamburgers

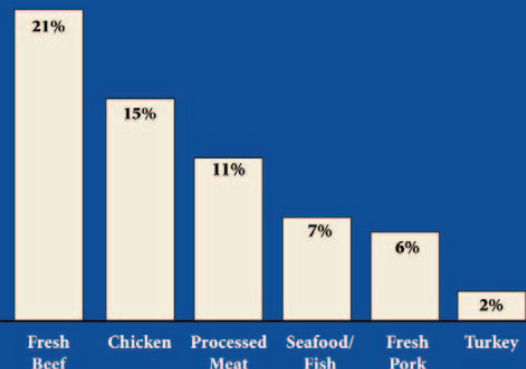
Fried Potatoes/Fr. Fries
Chips
Vegetable Salad
Corn
Pork & Beans
Potato/Pasta Salad

The most popular cuts purchased at retail by American households in 2004:¹
(in order of pounds purchased)

1. Ground Beef
2. Round Steak
3. Chuck Roast
4. Round Roast
5. Chuck Steak
6. Rib/Ribeye Steak
7. Sirloin Steak
8. Strip Steak
9. Brisket
10. Porterhouse/T-Bone Steak
11. Stew Meat
12. Cubed Steak
13. Ribs

• Nearly nine out of 10 U.S. households (88% of households) will eat beef at home in the next two weeks. **That's 251 million people!** This base level has remained stable over the past 13 years.²

Fresh beef remains top choice at dinner²



¹The NPD Group, National Eating Trends (NET) Research, 2004

²Freshlook Marketing (IRI Scanner Data) Research, September 2004

Beef Trivia



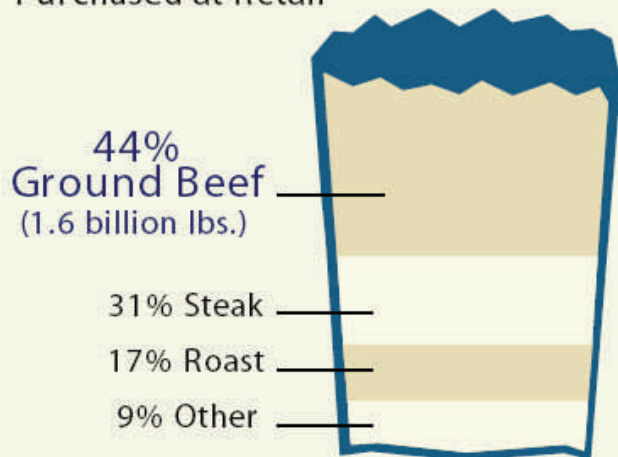
There were 11.3 billion beef servings vs. 9.6 billion chicken servings in commercial restaurants in 2004.¹

Beef Value Cuts are new cuts of moderately priced beef from the underutilized chuck and round

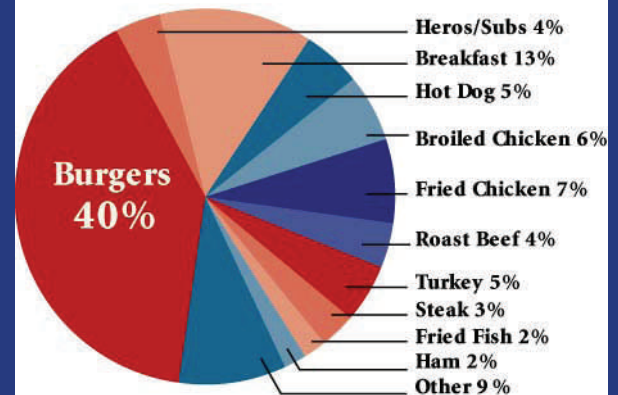
The Most Popular Steak Cuts On Restaurant Menus: (in order)²

1. Strip Steak (Kansas City / New York)
2. Tenderloin / Filet Mignon
3. Top Sirloin
4. Porterhouse / T-Bone Steak
5. Ribeye / Rib Steak

Types of Beef Purchased at Retail³



Percentage of Sandwiches Served at Restaurants



Source: NPD FoodWorld CREST Research, December 2004

¹NPD FoodWorld CREST Research, December 2004

²Restaurants and Institutions Menu Census, 2003

³FreshLook Marketing (IRI Scanner Data) Research, September 2004

Beef Trivia



- The average U.S. household purchases ground beef an average of about **once a month**.¹
- **78-84% lean** is the most popular type of ground beef purchased.²



Burgers continue to outpace chicken nuggets served in restaurants by more than 2 to 1.³

Top Uses of Ground Beef

Burgers



Spaghetti



Mexican dishes

Casseroles/Helpers

Meatloaf

Chili



Sloppy Joes

Non-sandwich patty

Meatballs

Lasagna

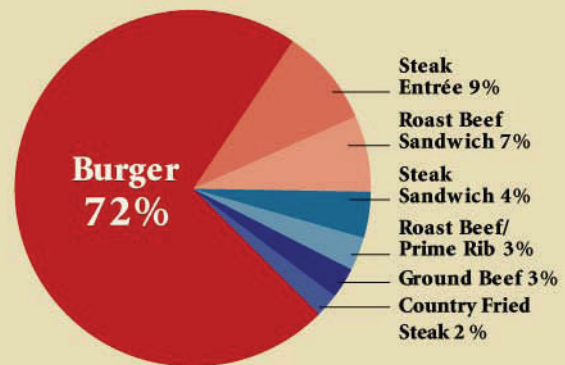


Stew

Other

Source: The NPD Group, National Eating Trends (NET) Research, 2004

Percentage of Beef Servings in Restaurants



Source: NPD FoodWorld CREST Research, December 2004

- There were **8.2 billion** burgers served in commercial restaurants in 2004.³
- Burgers dominate beef selections in restaurants, accounting for **three-fourths of all beef entrées served**.³

¹ACNielsen HomeScan Research, 2003

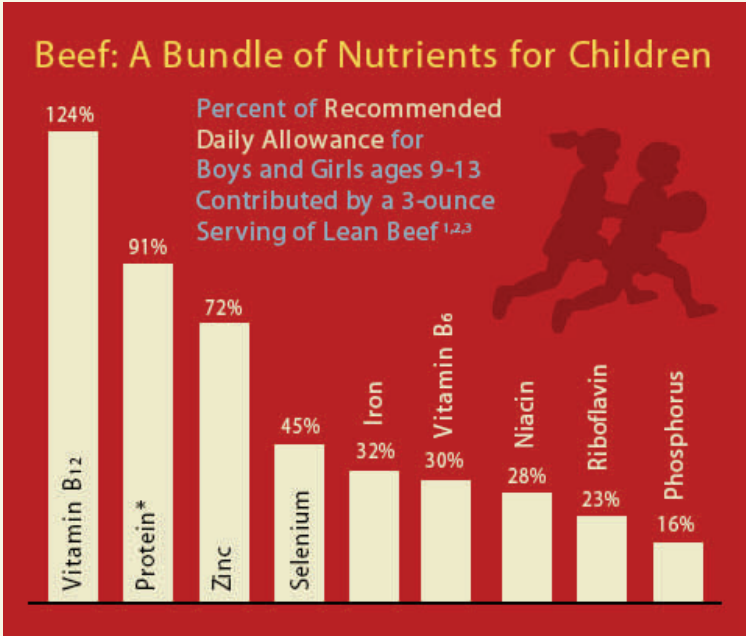
²FreshLook Marketing (IRI Scanner Data) Research, 2004

³NPD FoodWorld CREST Research, December 2004

Beef Trivia

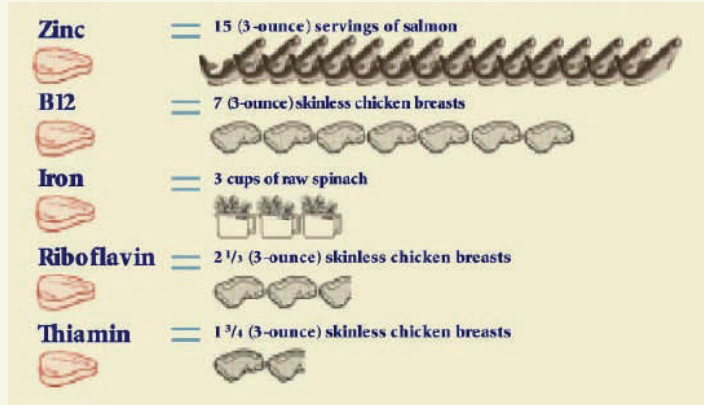
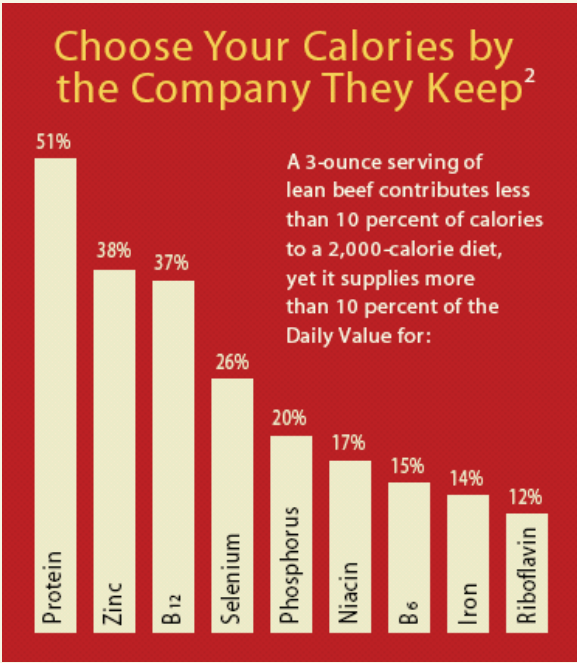


Beef is the #1 food source for Protein, Vitamin B₁₂ and Zinc!



*91% for boys and girls ages 7-10, 56% for boys ages 11-14, 55% for girls ages 11-14, based on 1989 Recommended Dietary Allowances.

- Not only does beef provide an excellent amount of nutrients, but did you know that there are at least **19 cuts of beef** that are leaner than a skinless chicken thigh and meet the USDA Labeling Guidelines for lean?



Source: U.S. Department of Agriculture, Agricultural Research Service, 2004. USDA Nutrient Database for Standard Reference, Release 17.

America's Beef Producers spend an average of \$2 million on food safety research and technology every year. ⁴

1 Institute of Medicine, Food and Nutrition Board, Standing Committee on the Scientific Evaluation of Dietary Reference Intakes. National Academy Press; 1998-2001
 2 U.S. Department of Agriculture, Agricultural Research Service, 2004. USDA Nutrient Database for Standard Reference, Release 17. Nutrient Data Laboratory Home Page www.nal.usda.gov/fnic/foodcomp. Beef, composite of trimmed retail cuts, separable lean only, trimmed to 1/4" fat, all grades, cooked, broiled.
 3 National Research Council, Food and Nutrition Board, Recommended Dietary Allowance, 10th ed. National Academy Press; 1989
 4 2002 Beef Checkoff Research Annual Report