

PROTEIN PERFORMANCE AT RETAIL

Fresh Meat Sales at Retail




Dollar sales at retail for beef, chicken, and pork saw year over year growth, while volume sales for beef and pork saw decreases.

2022 Retail
Fresh Meat
Sales

+6.8%
\$ sales growth

-1.6%
Lbs. sales growth

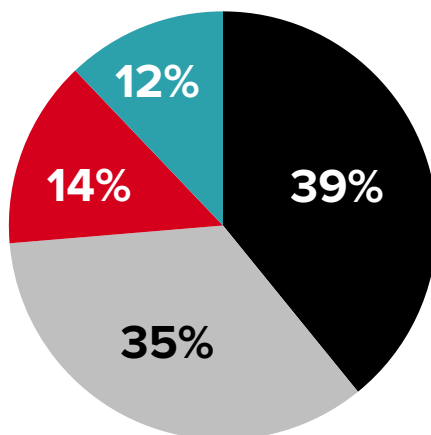
Fresh Meat \$56 Billion in 2022

	\$	Lbs.
	+3.1%	-3.1%
	+16.5%	+1.3%
	+5.2%	-2.5%

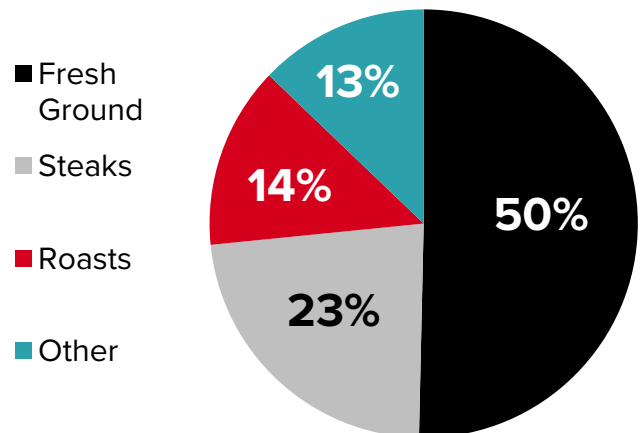
Source: NielsonIQ, Discover, Full-Year 2022 Fresh Meat Sales, Data Ending December 31, 2022.
Analysis: National Cattlemen's Beef Association, on behalf of The Beef Checkoff.

Fresh ground beef tops sales in both value and volume

Beef Sales (\$)



Beef Sales (Lbs.)



Fresh ground beef has made up most of 2022 retail beef sales, both in terms of value and volume.

Source: NielsonIQ, Discover, Full-Year 2022 Fresh Meat Sales by Primal, Data Ending December 31, 2022.
Analysis: National Cattlemen's Beef Association, on behalf of The Beef Checkoff.