



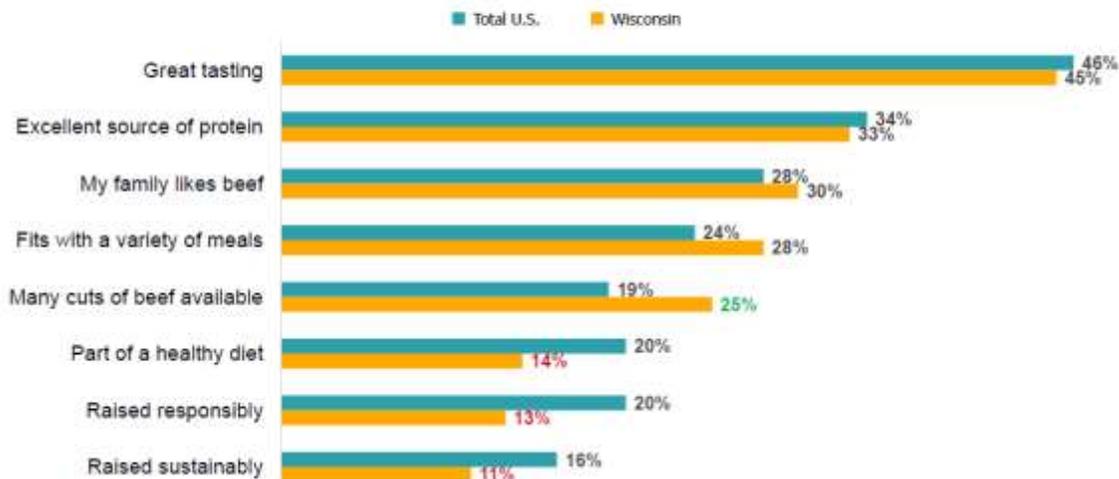
Wisconsin Consumer Views of Beef

Last fall, the Wisconsin Beef Council, through the Market Research team at the National Cattlemen’s Beef Association, conducted a survey¹ of Wisconsin consumers to get an understanding of their beef purchasing habits, knowledge of beef production, and overall perceptions of beef. An 11-question standardized questionnaire was used, which allows for comparison to National Benchmarks. The survey topics include: protein consumption frequency; future protein consumption same/more/less; overall perceptions; production perceptions; top 3 importance factors for choosing a meal (all proteins); key attribute agreement; chicken vs. beef on key statements; trust measure; industry concerns; items to inspire beef consumption; and Beef. It’s What’s For Dinner awareness.

Results showed that Wisconsin consumers eat more beef than any other protein and have a positive perception of both beef and production. Wisconsinite’s indicated that they are planning to keep their beef, chicken, and pork consumption at the same amount, while planning to eat less plant-based proteins in the future. When deciding to eat beef at home, they weigh taste, nutrition and versatility attributes of beef higher than attributes related to how beef is raised. Consumers indicate that having quick and easy to prepare beef meal ideas and new recipes would encourage more beef consumption.

IMPORTANCE FACTORS

Wisconsin consumers rank taste and strength attributes higher than production focused when decided to eat a meal with beef



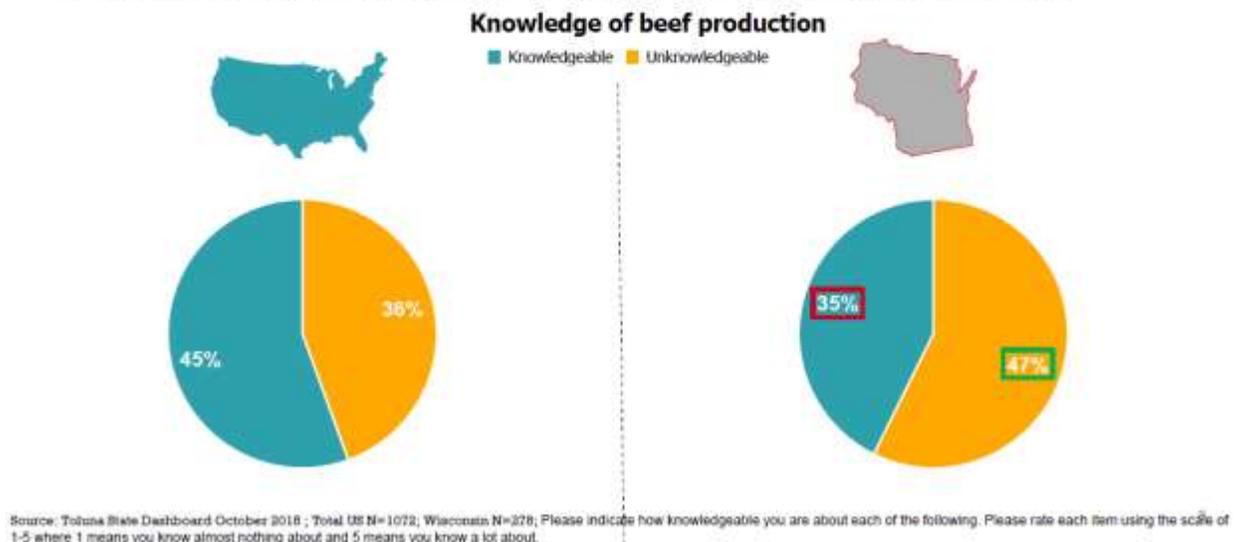
Source: Toluna State Dashboard October 2018 Total US N=629; Wisconsin N=261

What are the three most important factors when you are deciding to eat beef either¹ at home or at a restaurant?

When asked about their knowledge on cattle production, 35% say that they are at least somewhat knowledgeable about beef production. In addition, Wisconsin consumers do have questions about how beef is raised with respect to the environmental impact of beef production, use of animal health products, and what cattle are fed.

KNOWLEDGE OF BEEF PRODUCTION

Consumers in Wisconsin have lower knowledge of beef production compared to the U.S.



The Wisconsin Beef Council plans to use the results of this data to help form messages for programming, and will repeat the survey on an annual basis. For more details on the results, contact Tammy Vaassen, Executive Director, at 608-833-9940 or tvaassen@beeftips.com.

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¹ Source: Toluna State Dashboard October 2018

About the Beef Checkoff

The Beef Checkoff Program was established as part of the 1985 Farm Bill. The checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States may retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board, which administers the national checkoff program, subject to USDA approval.

About the Wisconsin Beef Council

The Wisconsin Beef Council is a producer-directed not-for-profit organization funded by the \$1.00 per head assessment on all cattle sold in the state of Wisconsin per the Federal Beef Promotion and Research

Act & Order. Half of one dollar remains in Wisconsin for local beef promotion, while the other half is forwarded to the Cattlemen's Beef Board. The purpose of the Council is to fund beef promotion, research and consumer education activities supporting Wisconsin's \$2.1 billion beef industry. The WBC operates under the guidance of its Board of Directors. The Board is comprised of representatives from cattle related organizations from around the state.