

# Beef Trivia



## DID YOU KNOW...

Beef is consumed  
**77.8 million times**  
each day across  
America.<sup>1</sup>

- 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.<sup>2</sup>

- The U.S. beef industry is worth an estimated **\$175 billion** and is made up of more than 1 million businesses, farms and ranches operating in all 50 states.<sup>2</sup>

In January 2002,  
there were an  
estimated **96.7 million**  
cattle in the U.S.<sup>2</sup>

One dollar  
in cattle sales  
generates  
approximately  
five dollars  
in additional  
business activity.<sup>2</sup>

- Eight out of 10 U.S. households (80% 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.<sup>3</sup>

<sup>1</sup>Cattle-Fax, September 2002.  
Consumption data is based on retail weight.

<sup>2</sup>USDA, January 2002

<sup>3</sup>The NPD Group, National Eating Trends (NET) Research, October 2001

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• Steak eaten “as is” is the single most popular beef dish, eaten more than once a month by the average person.<sup>4</sup>

## Top Dinner Side Dishes Served with Beef<sup>5</sup>

### Steak

Baked Potatoes **28%**  
 Corn **19%**  
 Vegetable Salad **17%**  
 Bread/Rolls **17%**  
 Mashed Potatoes **14%**  
 Green Beans **13%**  
 Rice **9%**  
 Fried Potatoes/  
 French Fries **6%**

### Roast Beef

Mashed Potatoes **30%**  
 Bread/Rolls **29%**  
 Corn **20%**  
 Carrots **17%**  
 Green Beans **14%**  
 Baked Potatoes **14%**  
 Vegetable Salad **13%**  
 Rice **8%**

### Ground Beef/Patties

Fried Potatoes/  
 French Fries **17%**  
 Corn **16%**  
 Bread/Rolls **15%**  
 Vegetable Salad **12%**  
 Green Beans **11%**  
 Mashed Potatoes **7%**  
 Mac & Cheese **5%**

### Hamburgers

Fried Potatoes/  
 French Fries **31%**  
 Chips **13%**  
 Vegetable Salad **9%**  
 Corn **7%**  
 Pork & Beans **6%**  
 Potato/Pasta Salad **5%**

• Ground beef continues to be the favorite type of beef item purchased at retail. **50%** of all beef pounds purchased is ground beef.<sup>6</sup>

• The average U.S. household purchases **ground beef** an average of **1.8 times each month**.<sup>6</sup>

• **80-90% lean** is the most popular type of ground beef purchased.<sup>6</sup>

## Top Uses of Ground Beef<sup>5</sup>

% of Ground Beef Eatings

**Burgers 29%**



**Spaghetti 14%**



**Mexican dishes 9%**

**Casseroles/Helpers 8%**

**Meatloaf 8%**



**Chili 7%**

**Sloppy Joes 3%**

**Non-sandwich patty 3%**

**Meatballs 2%**

**Lasagna 2%**



**Stew 2%**

**Other 13%**

<sup>4</sup>The NPD Group, National Eating Trends (NET) Research, October 2001

<sup>5</sup>The NPD Group, National Eating Trends (NET) Research, January 2001

<sup>6</sup>NCBA/NPD Group, Retail Fresh Meat Purchase Research, September 2001

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- In 1999, the beef industry introduced 299 new beef products in the meat case and as ingredients in meals/hot snacks and sandwiches. In 2000, 341 new products were introduced. In 2001, 474 new beef products were introduced.<sup>7</sup>
- Frozen beef products generated more than **\$1.1 billion** in sales in 2001.<sup>7</sup>

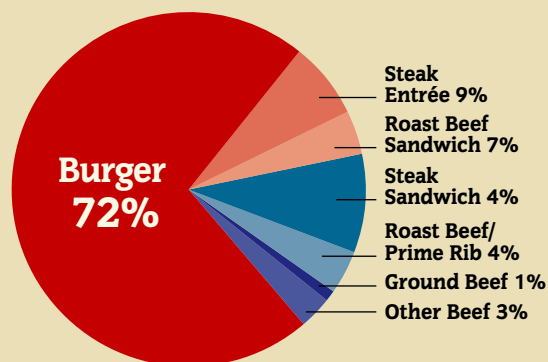
**There were 11.2 billion beef servings vs. 10.6 billion chicken servings in commercial restaurants in 2001.<sup>8</sup>**

- There were **8.2 billion** burgers/cheeseburgers served in commercial restaurants in 2001.<sup>8</sup>
- Burgers dominate beef selections in restaurants, accounting for **three-fourths of all beef entrées served.<sup>8</sup>**
- 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%).<sup>8</sup>



**Burgers continue to outpace chicken nuggets served in restaurants by more than 4 to 1.<sup>8</sup>**

## Percentage of Beef Servings in Restaurants



Source: NPD FoodWorld CREST Research, November 2001

<sup>7</sup>AC Nielsen, Beef Demand Index, January 2002, Cattlemen's Beef Board and Productscan Online

<sup>8</sup>NPD FoodWorld CREST Research, November 2001

# Beef Trivia



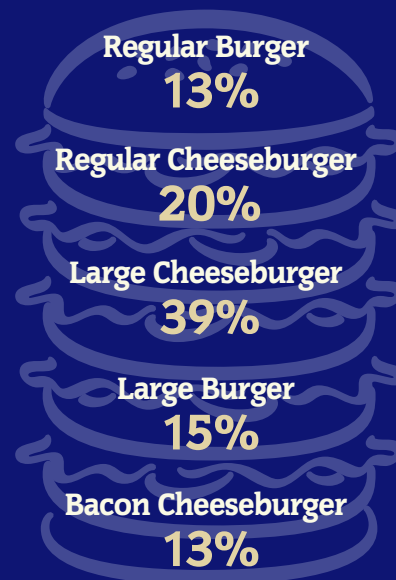
## The Most Popular Steak Cuts Served in Restaurants: (in order)<sup>9</sup>

1. Tenderloin/  
Filet Mignon
2. Top Loin
3. Ribeye
4. Top Sirloin
5. Porterhouse/  
T-Bone Steak

Beef items account for 4 of the 9 fastest growing sandwiches in 2001, including:<sup>10</sup>

- Bacon Cheeseburger
- Regular Cheeseburger
- Steak Sandwich
- Roast Beef

## How Americans Prefer to Eat Their Burgers



Source: NPD FoodWorld CREST Research, November 2001

- 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.<sup>11</sup>

<sup>9</sup>Technomics Independent Restaurant Operator Structured Survey, 2000

<sup>10</sup>NPD FoodWorld CREST Research, November 2001

<sup>11</sup>The NPD Group, National Eating Trends (NET) Research, October 2001

# Beef Trivia











# BEEF BYTES

**Beef is the #1 food source for Protein, Vitamin B<sub>12</sub> and Zinc!**

Beef is also the #3 food source of iron behind fortified cereal and grains.<sup>12</sup>

# #1

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

<b>Zinc</b>	=	11 <sup>2</sup> / <sub>3</sub> (3-ounce) servings of tuna meat
		
<b>B12</b>	=	7 (3-ounce) skinless chicken breasts
		
<b>Iron</b>	=	3 cups of raw spinach
		
<b>Riboflavin</b>	=	2 <sup>1</sup> / <sub>3</sub> (3-ounce) skinless chicken breasts
		
<b>Thiamin</b>	=	1 <sup>3</sup> / <sub>4</sub> (3-ounce) skinless chicken breasts
		

Source: U.S. Department of Agriculture, Agricultural Research Service, 2002.  
USDA Nutrient Database for Standard Reference, Release 15.

- Not only does beef provide an excellent amount of nutrients, but did you know that there are at least **12 cuts of beef** that are leaner than a skinless chicken thigh and meet the **USDA Labeling Guidelines for lean or extra lean?**<sup>13</sup>

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

<sup>12</sup>American Dietetic Association

<sup>13</sup>U.S. Department of Agriculture, Agricultural Research Service, 2002.

# Beef Trivia



- **Beef is star of the grill**, showing up as the main protein choice in one out of every five food items prepared on the grill. The most popular items to grill (in order) include **steak, chicken, burgers, hot dogs, pork chops, potatoes, other ground beef, other pork, sausage and vegetables.**<sup>14</sup>

## Memorial Day is the single largest beef day of the year.

- Fourth of July and Labor Day typically tie for the second most popular beef days of the year.
- **44%** of adults say they grill for entertainment and special occasions. Grilled steak is the food item prepared most often to celebrate a special dinner.<sup>14</sup>



- **Are you aware that there is a difference between grilling and barbecuing beef?**

When you are grilling beef you are preparing food on a grill over hot coals or other heat source. However, when you barbecue beef, you are slowly cooking it in a pit or on a spit, using hot coals or hardwood as a heat source. The food is basted, usually with a highly seasoned sauce, to keep it moist.<sup>15</sup>

<sup>14</sup>NPD Group's Report on "Grilling in America," November 1999

<sup>15</sup>The New Food Lover's Companion, Second Edition, 1995