

Executive Summary

Northeasterners are discerning

- Metropolitan area residents are slightly younger, better educated and wealthier than the rest of the U.S.
- Compared to national averages, they are more likely to be:
 - Cooking and making changes to improve the healthiness of their diets and lives.
 - Cutting back on meat use in general, but not eliminating or aspiring to eliminate any foods completely.
 - Going out to fine dining restaurants.
 - Buying “specialty beef” products (including organic, hormone/antibiotic-free and natural).
 - Shopping for beef at specialty grocers, butcher shops and club/warehouse stores versus chain grocery stores and Walmart.