

NORTHEAST CONSUMERS

Checkoff Opportunities

The 2016 Consumer Beef Index revealed important information about the Northeast metropolitan consumer. Below highlights areas of tremendous opportunity in the Northeast Region for the Beef Checkoff. Consumers in these metropolitan cities...

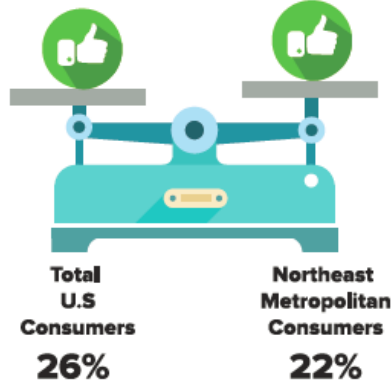
Are less likely to eat beef 3 times each week



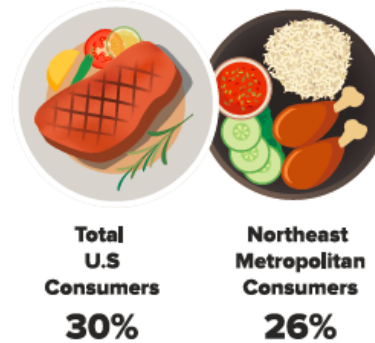
Are more likely to restrict the amount of animal protein in their diets (flexitarians)



Are less likely to feel that the positives of beef strongly outweigh the negatives



Are less likely to prefer beef over chicken



Eat beef less frequently per week



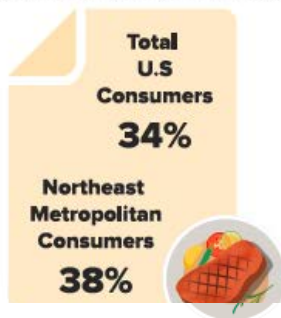
Funded by the Beef Checkoff.

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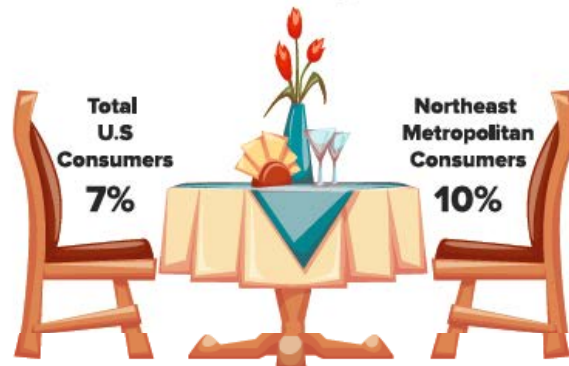
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Compared to national averages, Northeast metropolitan area residents are slightly younger, more educated and wealthier as compared to the rest of the U.S. They are more likely to...

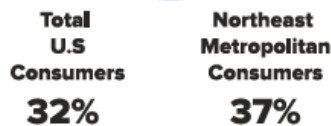
Pay attention to the nutritional values of food



Go out to fine dining restaurants



Make changes to improve the healthiness of their lifestyle



Be shopping for beef at specialty grocers, butcher shops and club/warehouse stores versus chain grocery stores and Walmart, as a source for one of their last 10 beef meals.



	Total U.S. Consumers	Northeast Metropolitan Consumers
Walmart.....	37%	19%
Club/Warehouse Store.....	22%	27%
Butcher Shop/Meat Market.....	16%	22%
Specialty Grocery Store.....	19%	28%

Since the 2011 Northeast Scorecard, Northeast metropolitan consumers are more likely to recognize beef as a great source of protein that provides energy and fuel for the body. They are also more likely to view beef as an extremely safe to eat and to acknowledge that beef has many lean cuts available. They do, however have lower levels of confidence in beef's taste, tenderness and consistency, at both at-home and in foodservice settings. **Continued positive nutrition messaging and a focus on product experience & quality are key in the Northeast.**



Funded by the Beef Checkoff.