Research Shows Beef Remains Top Protein in Food Industry

DENVER (PRNewswire) — Beef experienced significant volume growth in the past year and continues to be a mainstay on the menu, according to the 2013 Usage and Volumetric Assessment of Beef in Foodservice report, proprietary research from the Beef Checkoff Program.

The annual survey of protein purchasing executives showed that beef remains the number one protein in foodservice — in volume, in market share and in the dollars it brings to operations. Specific findings include:

- In the last year, the pounds of beef sold in foodservice increased by 79 million pounds to a total volume of 8 billion pounds.
- Beef represents about one-third (32 percent) of the total protein market share in foodservice.
- 97 percent of restaurant operators feature beef on the menu.
- Volume was up in every major beef category across the board, including steaks, roasts, ribs, ground beef and pre-cooked roast beef.
- Since 2009, beef represents the largest pound increase of any protein, totaling 178 million pounds.
- Beef growth has outpaced growth of the foodservice industry over the past 5 years.

"This research supports what we already know to be true: no other protein can satisfy like beef. Operators understand the value that beef brings to their business and they know beef is – and must continue to be – a mainstay on the menu due to strong consumer demand for beef," said Sid Viebrock, a beef producer from Washington and chairman of the checkoff's Value Subcommittee.

In addition to beef's overall performance in foodservice, the research looked at the sales of specific beef cuts. Traditional steaks such as Sirloin, Top Loin and Ribeye continue to be mainstays on the menu, while emerging cuts like the Petite Tender, Flat Iron Steak, Tri-Tip and Chuck Eye Roast also experienced growth. The detailed findings on these beef categories is available at: http://www.BeefFoodservice.com/BeefCategorySales.aspx [1].

The annual Usage and Volumetric Assessment of Beef in Foodservice is conducted by Technomic on behalf of the Beef Checkoff Program to understand the usage of beef in the foodservice industry. The study evaluates the penetration of beef usage in various foodservice segments and the sales of beef in pounds and dollars. Respondents included protein purchasing executives within 180 of the Top 250 restaurant chains representing $41 billion of 2012 foodservice industry sales.

Operators looking for more information on menuing beef can visit www.BeefFoodservice.com [2].

About the Beef Checkoff
The Beef Checkoff Program (www.MyBeefCheckoff.com [3]) 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. In states with qualified beef councils, states retain up to 50 cents of 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.

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[3] http://cp.mcafee.com/d/avndxMw83gQrhoKyed7bMV4QsCXCQrILCzBBdZx4SztBYQsIFLLfCQrIzATDzhOCedETod79EVspjod79IHIpt9kxYi8aR0PI9WhZnQ9rOVLk3eMDF7RvgBLbCQ6rSgupvW_c9EKe9ZuVtd4QsCzDDNPX0W_bnjIyyHt57BgY-F6lK1FJASMrLOb2rPUV5xcQsCXCM0gSm6vZQi9_oHlRTBPqPt2oHjUCpm-wamz3P534E_OVIsPssr6vZQQg0LRtB2xEw19fPh02qH6y0bhHfVgd40r0Qg2ZqEk-9ClLdIcCZxo_y6ytYTc5