

Grassfed Beef Sales at US Retail

Data to 29 December 2024

Global Market Insights



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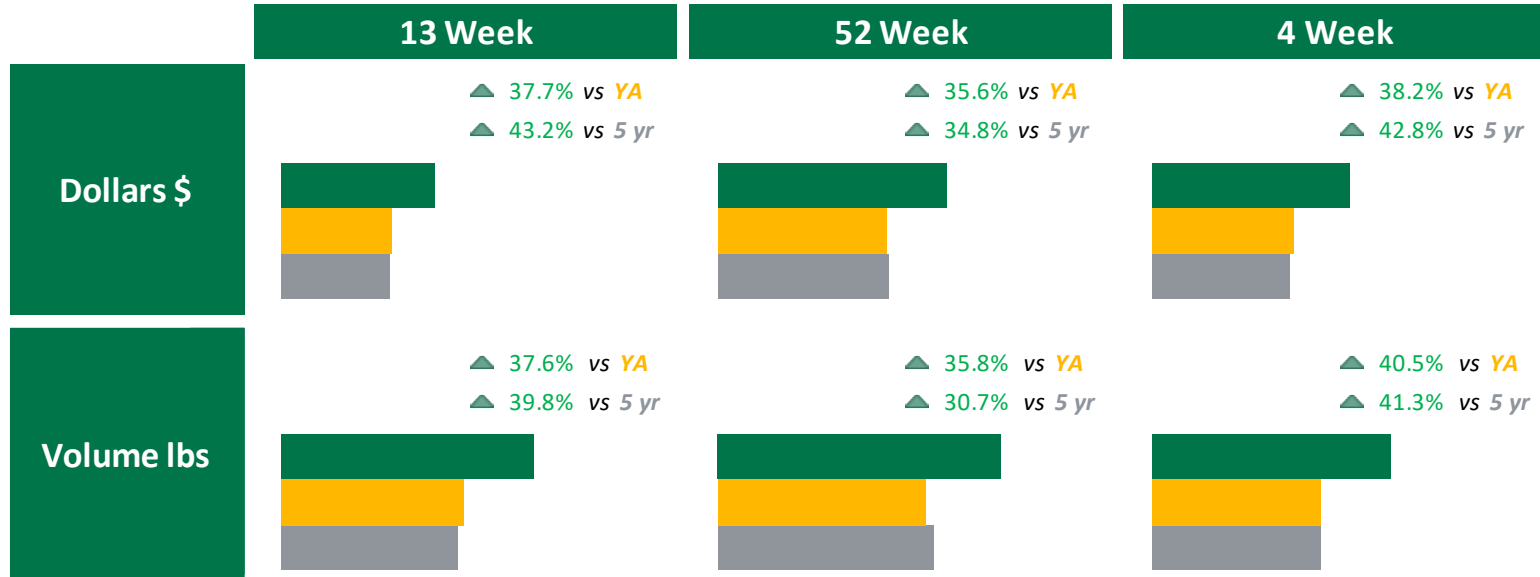
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Grassfed Beef Value & Volume Sales



		Dollar Sales	Volume Sales	Dollar Sales	Volume Sales	Dollar Sales	Volume Sales
	Latest	\$391,493,363	47,813,796	\$1,421,001,915	175,131,670	\$121,506,687	14,726,766
	Year Ago	\$284,381,346	34,754,282	\$1,047,992,841	129,000,271	\$87,952,079	10,484,595
	5 Year Avg	\$273,433,946	34,200,752	\$1,053,869,914	133,974,600	\$85,060,243	10,420,667

- 13 week (Oct-Dec) dollar and volume sales increased by 37.7% and 37.6% respectively vs YAGO.
- 52 week dollar and volume sales increased by 35.6% and 35.8% respectively vs YAGO.
- 4 week (December) dollar and volume sales increased by 38.2% and 40.5% respectively vs YAGO.

13 Week Region Performance for Grassfed Beef, Ranked by Dollar Sales

Region	Dollars \$					Volume lbs				
	Latest	Year Ago	% Chg vs YA	5 Year Avg	% Chg vs 5 Yr	Latest	Year Ago	% Chg vs YA	5 Year Avg	% Chg vs 5 Yr
Total US	\$391,493,363	\$284,381,346	38%	\$273,433,946	43%	47,813,796	34,754,282	38%	34,200,752	40%
Northeast	\$107,534,447	\$82,830,637	30%	\$77,231,098	39%	12,094,141	9,522,106	27%	9,010,401	34%
Southeast	\$56,617,368	\$38,137,336	48%	\$34,798,019	63%	7,001,615	4,807,721	46%	4,531,399	55%
Mid-South	\$54,212,756	\$39,677,011	37%	\$37,631,306	44%	6,591,723	4,834,046	36%	4,703,599	40%
Great Lakes	\$47,552,399	\$32,556,721	46%	\$30,830,376	54%	6,296,946	4,302,761	46%	4,179,464	51%
West	\$40,744,549	\$30,255,251	35%	\$31,073,727	31%	4,999,589	3,715,784	35%	3,942,235	27%
California	\$35,615,429	\$28,385,164	25%	\$29,152,176	22%	3,744,804	2,941,317	27%	3,085,589	21%
South Central	\$28,596,029	\$18,573,503	54%	\$19,794,112	44%	4,139,895	2,643,012	57%	2,893,791	43%
Plains	\$20,620,386	\$13,965,724	48%	\$12,923,133	60%	2,945,083	1,987,534	48%	1,854,275	59%

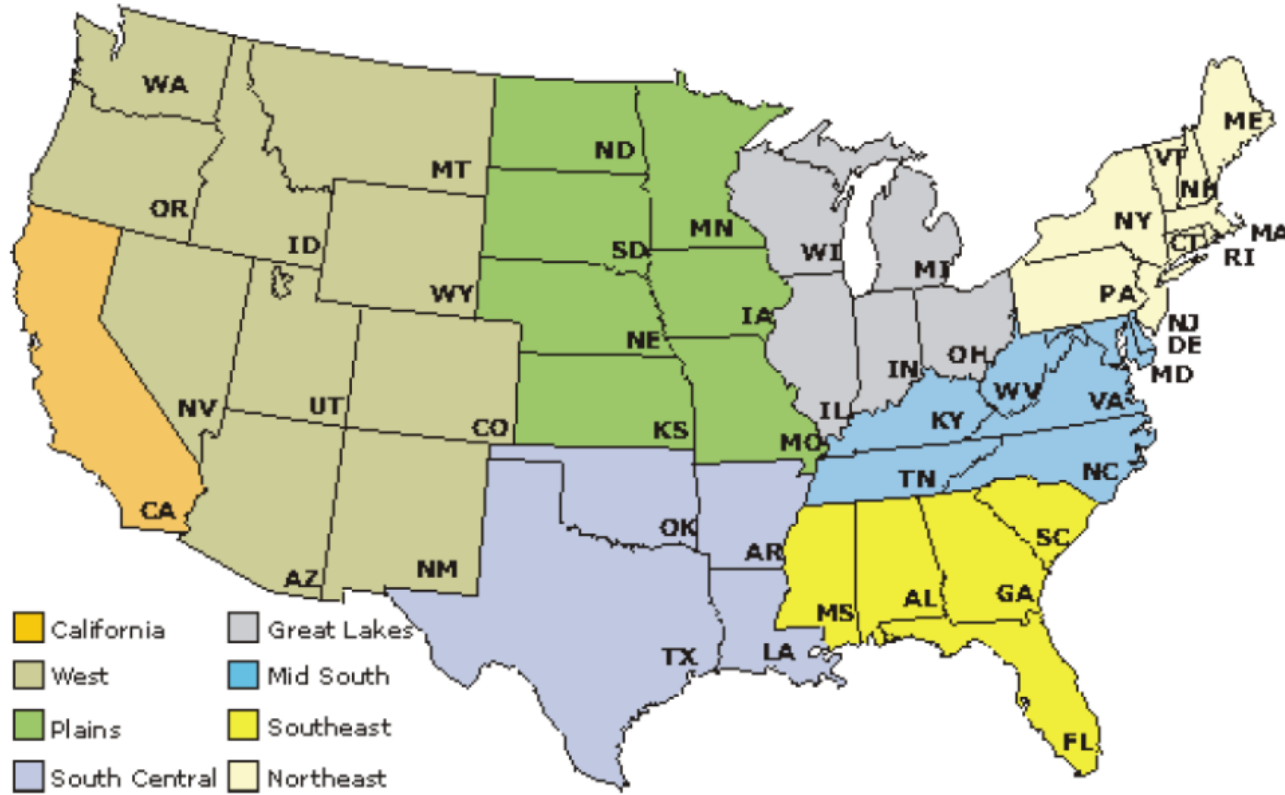
In the last 13 weeks, all US regions grew double digits. South Central, Plains and Southeast led both value and volume sales growth. The Northeast dominated dollar and volume sales.

52 Week Region Performance for Grassfed Beef, Ranked by Dollar Sales

Region	Dollars \$					Volume lbs				
	Latest	Year Ago	% Chg vs YA	5 Year Avg	% Chg vs 5 Yr	Latest	Year Ago	% Chg vs YA	5 Year Avg	% Chg vs 5 Yr
Total US	\$1,421,001,915	\$1,047,992,841	36%	\$1,053,869,914	35%	175,131,670	129,000,271	36%	133,974,600	31%
Northeast	\$393,602,692	\$294,954,720	33%	\$289,733,815	36%	44,236,326	33,540,613	32%	34,024,082	30%
Southeast	\$201,451,060	\$138,228,257	46%	\$132,320,599	52%	25,164,714	17,835,904	41%	17,669,871	42%
Mid-South	\$197,379,505	\$141,666,161	39%	\$146,032,607	35%	24,371,582	17,390,041	40%	18,731,280	30%
Great Lakes	\$173,348,160	\$120,754,192	44%	\$118,059,097	47%	23,507,882	16,006,449	47%	16,299,044	44%
West	\$147,875,796	\$118,299,481	25%	\$121,800,443	21%	18,136,452	14,633,381	24%	15,636,725	16%
California	\$132,224,780	\$112,207,905	18%	\$117,204,309	13%	14,141,008	11,901,397	19%	12,744,240	11%
South Central	\$98,693,408	\$71,568,278	38%	\$79,159,533	25%	14,429,852	10,398,683	39%	11,693,066	23%
Plains	\$76,426,513	\$50,313,847	52%	\$49,559,512	54%	11,143,855	7,293,803	53%	7,176,293	55%

From a 52 week perspective, grassfed beef also had double digit growth with Plains, Southeast and Great Lakes leading growth.

Circana-defined US regions marked below relates to regions references in report



13 Week City Performance for Grassfed Beef, Ranked by Dollar Sales

City	Dollars \$					Volume lbs				
	Latest	Year Ago	% Chg vs YA	5 Year Avg	% Chg vs 5 Yr	Latest	Year Ago	% Chg vs YA	5 Year Avg	% Chg vs 5 Yr
Total US	\$391,493,363	\$284,381,346	38%	\$273,433,946	43%	47,813,796	34,754,282	38%	34,200,752	40%
New York, NY	\$34,260,528	\$26,534,481	29%	\$24,973,576	37%	3,761,603	3,021,173	25%	2,853,647	32%
Baltimore, MD/Washington D.C.	\$15,512,314	\$13,115,545	18%	\$12,806,689	21%	1,675,880	1,437,285	17%	1,411,780	19%
Los Angeles, CA	\$15,128,161	\$11,410,127	33%	\$11,115,279	36%	1,780,526	1,279,529	39%	1,265,592	41%
Philadelphia, PA	\$13,969,869	\$11,079,975	26%	\$10,600,007	32%	1,552,481	1,260,256	23%	1,203,568	29%
Chicago, IL	\$10,235,937	\$7,377,147	39%	\$7,409,303	38%	1,280,198	915,219	40%	932,729	37%
Boston, MA	\$9,617,793	\$8,140,327	18%	\$7,044,889	37%	1,010,637	851,391	19%	764,129	32%
Miami/Ft. Lauderdale, FL	\$8,356,733	\$6,219,689	34%	\$5,378,636	55%	949,475	720,780	32%	625,508	52%
San Francisco/Oakland, CA	\$6,451,107	\$6,041,897	7%	\$6,790,287	-5%	500,649	518,330	-3%	614,530	-19%
Denver, CO	\$6,270,897	\$4,698,950	33%	\$4,782,248	31%	789,400	619,391	27%	635,918	24%
Raleigh/Greensboro, NC	\$5,556,326	\$3,788,965	47%	\$3,739,451	49%	663,442	460,356	44%	472,876	40%

Almost all major markets experienced double digit growth over the 13-week period. Raleigh/Greensboro, NC substantially outpaced total US growth. 13-week sales were weakest in San Francisco as well as sales vs the 5-year average. New York recorded by far the largest value and volume sales.

52 Week City Performance for Grassfed Beef, Ranked by Dollar Sales

City	Dollars \$					Volume lbs				
	Latest	Year Ago	% Chg vs YA	5 Year Avg	% Chg vs 5 Yr	Latest	Year Ago	% Chg vs YA	5 Year Avg	% Chg vs 5 Yr
Total US	\$1,421,001,915	\$1,047,992,841	36%	\$1,053,869,914	35%	175,131,670	129,000,271	36%	133,974,600	31%
New York, NY	\$120,588,328	\$93,642,783	29%	\$91,863,537	31%	13,098,698	10,342,352	27%	10,437,056	26%
Baltimore, MD/Washington D.C.	\$55,913,048	\$47,373,386	18%	\$48,856,640	14%	6,196,939	5,244,451	18%	5,531,063	12%
Los Angeles, CA	\$55,323,033	\$43,780,630	26%	\$44,029,155	26%	6,498,522	4,983,479	30%	5,069,795	28%
Philadelphia, PA	\$48,249,955	\$37,810,017	28%	\$37,945,703	27%	5,326,619	4,156,125	28%	4,313,271	23%
Boston, MA	\$40,723,223	\$30,218,791	35%	\$28,646,673	42%	4,399,819	3,269,018	35%	3,212,668	37%
Chicago, IL	\$38,080,555	\$28,571,437	33%	\$29,355,627	30%	5,027,226	3,550,633	42%	3,839,771	31%
Miami/Ft. Lauderdale, FL	\$32,039,630	\$22,661,304	41%	\$20,663,444	55%	3,715,800	2,681,253	39%	2,460,407	51%
San Francisco/Oakland, CA	\$25,033,332	\$25,184,834	-1%	\$27,969,064	-10%	2,106,169	2,259,711	-7%	2,675,168	-21%
Denver, CO	\$23,112,496	\$18,101,882	28%	\$18,799,587	23%	2,934,757	2,382,809	23%	2,522,549	16%
Raleigh/Greensboro, NC	\$20,491,318	\$13,366,996	53%	\$15,094,749	36%	2,471,391	1,623,161	52%	1,951,768	27%

From a 52 week perspective, performance is similar to last 13 weeks.

13 Week Cuts Performance for Grassfed Beef, Ranked by Dollar Share

Cuts	Dollars \$					Volume lbs				
	Latest	Year Ago	% Chg vs YA	5 Year Avg	% Chg vs 5 Yr	Latest	Year Ago	% Chg vs YA	5 Year Avg	% Chg vs 5 Yr
Total Grassfed Beef	\$391,493,363	\$284,381,346	38%	\$273,433,946	43%	47,813,796	34,754,282	38%	34,200,752	40%
Ground Beef	\$274,492,202	\$190,799,156	44%	\$180,615,071	52%	39,313,923	27,731,192	42%	26,445,686	49%
Beef Loin	\$54,883,930	\$44,035,545	25%	\$44,205,503	24%	3,726,527	3,140,588	19%	3,175,007	17%
Beef Ribeye	\$39,703,752	\$29,907,961	33%	\$27,645,355	44%	2,641,429	2,031,896	30%	1,904,941	39%
Beef Sirloin	\$9,894,740	\$9,152,338	8%	\$8,789,208	13%	714,791	674,602	6%	687,020	4%
Beef Chuck	\$4,817,439	\$3,991,954	21%	\$4,693,411	3%	599,274	516,271	16%	622,441	-4%
Beef Plate	\$3,006,535	\$1,594,264	89%	\$1,941,718	55%	363,601	195,071	86%	245,648	48%
Beef Ingredient Cuts	\$1,860,091	\$1,801,138	3%	\$2,977,167	-38%	170,357	169,128	1%	831,934	-80%
Beef Flank	\$1,308,040	\$778,941	68%	\$802,542	63%	142,651	78,411	82%	82,149	74%
Beef Round	\$672,795	\$1,556,297	-57%	\$1,112,317	-40%	68,930	150,318	-54%	144,367	-52%
Other Beef Cuts	\$642,043	\$529,389	21%	\$399,991	61%	38,624	31,710	22%	24,341	59%
Beef Brisket	\$89,307	\$56,543	58%	\$68,835	30%	11,336	7,638	48%	10,539	8%
Beef Ribs	\$79,277	\$133,544	-41%	\$138,089	-43%	12,867	17,950	-28%	16,656	-23%
Beef Offal	\$33,149	\$36,312	-9%	\$36,217	-8%	8,072	8,411	-4%	8,621	-6%
Beef Shank	\$10,065	\$7,964	26%	\$8,524	18%	1,415	1,095	29%	1,402	1%

13-week sales of all grassfed beef cuts grew except for Beef Round, Ribs, and Offal despite eased pricing. Sales growth was greatest for Beef Plate, Flank, and Brisket. Ground Beef sales dominated total value and volume sales. Overall, total grassfed beef pricing was stable in the last 13 weeks compared to same period last year.

Source: Circana, Integrated Fresh, Total US, MULO+ Data to 29 December 2024

52 Week Cuts Performance for Grassfed Beef, Ranked by Dollar Share

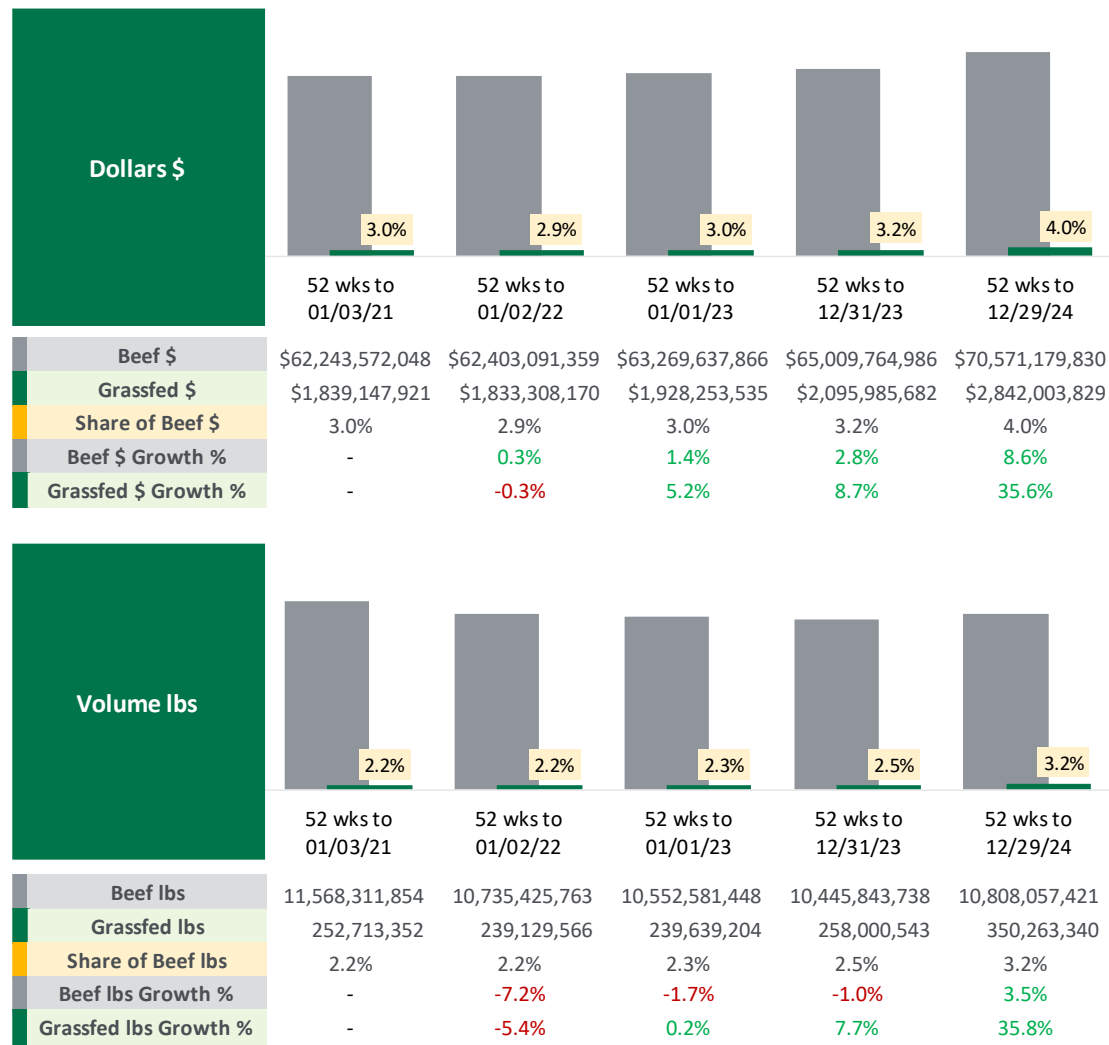
Cuts	Dollars \$					Volume lbs				
	Latest	Year Ago	% Chg vs YA	5 Year Avg	% Chg vs 5 Yr	Latest	Year Ago	% Chg vs YA	5 Year Avg	% Chg vs 5 Yr
Total Grassfed Beef	\$1,421,001,915	\$1,047,992,841	36%	\$1,053,869,914	35%	175,131,670	129,000,271	36%	133,974,600	31%
Ground Beef	\$972,054,472	\$709,606,777	37%	\$693,313,723	40%	142,214,445	103,914,609	37%	103,258,626	38%
Beef Loin	\$190,167,678	\$145,374,782	31%	\$159,937,668	19%	12,129,106	9,376,348	29%	10,909,734	11%
Beef Ribeye	\$161,341,678	\$114,840,893	40%	\$113,359,844	42%	11,290,582	7,839,503	44%	8,055,268	40%
Beef Sirloin	\$42,604,675	\$35,232,415	21%	\$36,313,424	17%	3,129,297	2,715,435	15%	2,880,276	9%
Beef Chuck	\$14,661,454	\$13,081,968	12%	\$15,314,874	-4%	1,881,230	1,771,726	6%	2,047,801	-8%
Beef Plate	\$13,438,692	\$9,281,190	45%	\$9,322,641	44%	1,628,580	1,214,770	34%	1,205,652	35%
Beef Round	\$9,991,848	\$6,851,847	46%	\$5,913,545	69%	1,148,259	768,009	50%	749,653	53%
Beef Ingredient Cuts	\$7,177,383	\$5,793,770	24%	\$12,966,876	-45%	722,673	631,956	14%	4,079,922	-82%
Beef Flank	\$5,860,682	\$3,655,949	60%	\$3,852,813	52%	649,708	364,507	78%	404,891	60%
Other Beef Cuts	\$2,167,109	\$2,241,245	-3%	\$1,566,421	38%	127,077	148,211	-14%	98,150	29%
Beef Brisket	\$1,087,258	\$1,408,986	-23%	\$1,355,323	-20%	130,137	164,212	-21%	184,241	-29%
Beef Ribs	\$275,859	\$485,223	-43%	\$498,999	-45%	41,874	60,063	-30%	64,514	-35%
Beef Offal	\$145,694	\$118,655	23%	\$131,135	11%	34,942	28,307	23%	32,118	9%
Beef Shank	\$27,433	\$19,141	43%	\$22,628	21%	3,760	2,616	44%	3,755	0%

From a full year perspective, beef round has grown but beef ribs has declined.

Year on Year Value & Volume Sales Performance for Total Beef and Grassfed Beef

Year on Year Value & Volume Sales Performance for Total Beef and Grassfed Beef

52-week dollar and volume sales represented 4% and 3.2% respectively of total beef sales. Dollar and volume sales for grassfed beef continued to outpace total beef and gain market share with strong double-digit growth. This has been driven by easing price gap between conventional and grassfed beef, increased retail presence and product availability.



Source: Circana, Integrated Fresh, Total US, MULO+ Data to 29 December 2024

Grassfed Beef Category Development Index for Markets, Ranked by CDI, Last 52 week

Market	Volume per \$MM ACV	CDI	CDI Year Ago	Chg vs YA
Philadelphia, PA	183.7	148.9	157.8	-8.9
Boston, MA	183.0	141.1	144.1	-3.0
Baltimore, MD/Washington D.C.	169.4	131.8	152.7	-20.9
Denver, CO	134.9	127.6	140.9	-13.3
Raleigh/Greensboro, NC	124.5	120.8	108.0	12.8
New York, NY	207.3	120.2	131.4	-11.2
Miami/Ft. Lauderdale, FL	128.2	114.7	113.7	1.0
Chicago, IL	143.5	105.4	100.9	4.4
Seattle/Tacoma, WA	146.6	100.7	127.7	-27.0
Los Angeles, CA	112.6	69.6	72.9	-3.3
San Francisco/Oakland, CA	114.9	60.6	90.6	-30.0
Houston, TX	59.6	41.5	48.7	-7.2

Across most key markets, CDI decreased over the 52- weeks except for Raleigh/ Greensboro, NC. Philadelphia, Boston and Baltimore/ Washington DC continued to sit at the top of the CDI ranking.



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Appendix: Measure Definitions

Volume per \$MM ACV* (Pounds per Million ACV)

Explanation of Metric

Sales per million dollars of market ACV (Sales per Million) measures how fast a product is moving in the stores where it is in distribution (velocity or sales rate). Sales per Million measures are used when comparing across different markets and when comparing products with different distribution levels. It tells you the average sales of a product where it is available, factoring out market size and breadth of distribution variables to compare relative “value” of products with different distribution levels in different markets.

Measure	Calculation
Volume per \$MM ACV	$\frac{\text{Total Volume Sales}}{\Sigma \text{ ACV of the stores selling the product}}$

Another way to think about it: for every million dollars of total market sales, X amount of product is sold. This allows you to evaluate performance of a product across unequal sized retailers/geographies – sales in New York City (largest U.S. city) can be compared directly with sales in Boston (21st largest market).

For example: During the last 12 weeks, for every million dollars that scans at registers in stores selling grass-fed beef, \$2,176 dollars of the \$1.0MM dollars are derived from grass-fed beef sales in the San Francisco market (263 lbs. of the \$1.0MM pounds of groceries). These measures allow you to compare different size markets to understand underperforming and overperforming markets.

**ACV = ACV stands for All Commodity Volume. It is total retail dollar sales for an entire store across all products and categories.*

Category Development Index (CDI)

Explanation of Metric

The Category Development Index (CDI) is a sales performance metric which measures the relative strength of a particular product category within a specific market. CDI takes the sales performance of a product category within a given region or demographic (e.g., New England, millennials) and compares it to the product category's average performance among all consumers.

The CDI of a product category is given by the equation below:

$$CDI = \frac{\text{Sales in Market X}}{\text{Population of Market X}} \div \frac{\text{Sales in Total U.S.}}{\text{Population of Total U.S.}}$$

CDI is especially useful for marketing teams for helping them identify and target customer segments which are performing above or below the average (100). Insights generated by the CDI are frequently used to guide how marketers allocate advertising dollars, enabling them to maximize return-on-investment. Please find two examples below:

- State X enjoys higher per-capita consumption of ice cream than State Y or State Z. As such, ABC Incorporated concentrates spending on ad campaigns directed at residents of State X.
- Boston indexed at 208 on average in 2020. Since CDI is essentially sales weighted by population size, a CDI of 208 indicates Boston is selling roughly double (200%) the amount of lamb per person as the United States as a whole.

An index of 100 suggests a specific market is performing as well and in lockstep with the total market (U.S.) in terms of salesper-population (i.e., 100% of the total market). An index of 150 suggests a market is performing 50% better than the total U.S. market, or in other words Market X is selling 150% of the United States' amount of product sold per person.

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