

The 2023 Pennsylvania State Dashboard Survey revealed important information about the state's consumer. Below highlights key findings and areas of opportunity for the Pennsylvania Beef Council to continue sharing a positive beef message.

### KEY FINDINGS



Pennsylvanians enjoy eating beef, as most (76%) eat beef at least once a week and plan to maintain these consumption levels.



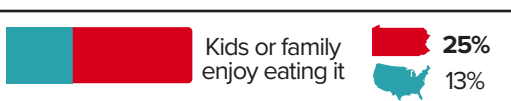
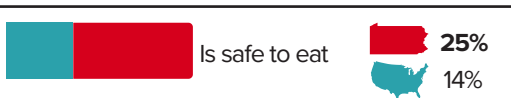
Taste is the main factor considered when deciding to have a meal with protein.



Nearly 30% of consumers in Pennsylvania have purchased beef products directly from a producer before. The main driver in buying beef direct is to receive a better-quality product and support the local economy.

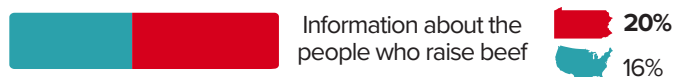
### Top 3 Protein Consideration Factors

When choosing to have a meal with protein, **taste** is the top consideration factor for consumers in Pennsylvania, followed by **protein content** and **nutritional values**.



### Encouraging Beef Consumption

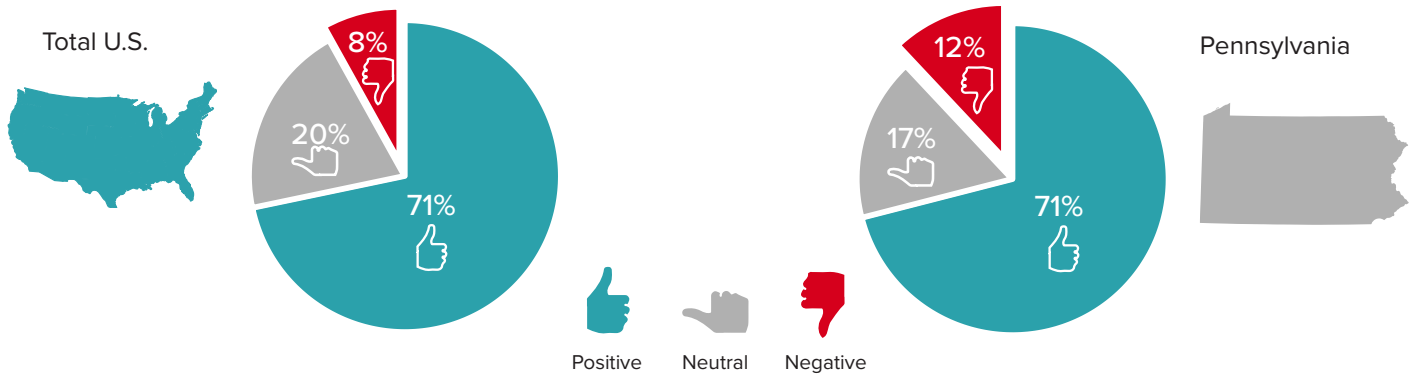
Consumers in Pennsylvania may be encouraged to eat beef more often by having access to more cooking methods and meal ideas, such as some that are easy to follow and healthy. These consumers also express more interest in learning where their beef comes from and those who raise it locally, along with more ways to utilize different cuts/types of beef and related safety information.



\*Significant differences in attributes for consideration are bolded and boxed between the U.S. and Pennsylvania.

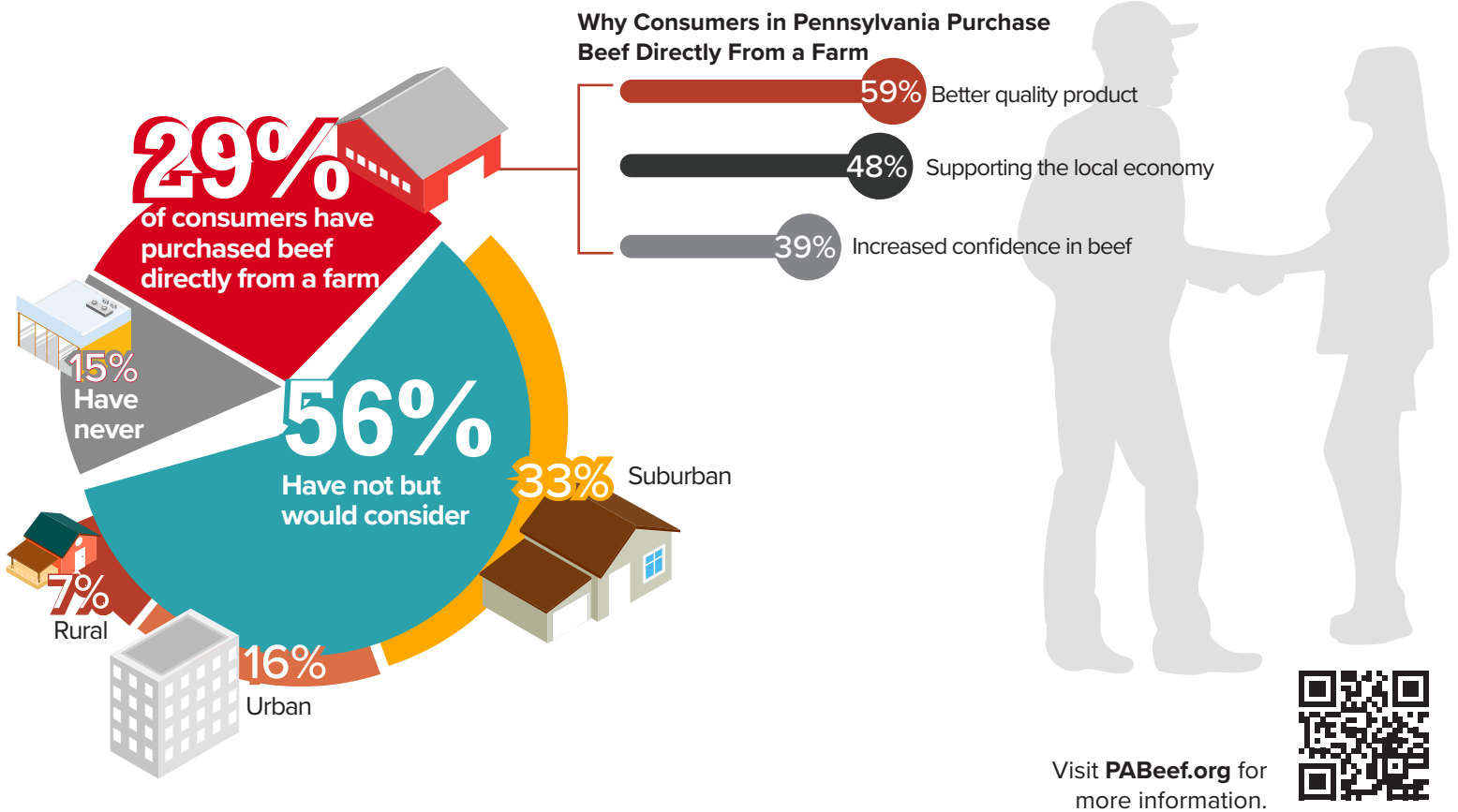
# Overall Perception of Beef

Perception of beef falls short of the total U.S. in Pennsylvania.



## Purchasing Beef Directly From a Farm in Pennsylvania

Nearly 30% of consumers have purchased beef products directly from a farm in Pennsylvania and do so because they believe they receive better-quality products and want to support the local economy.



## Opportunities For Continued Success

- Pennsylvania consumers may be encouraged to eat more beef by having access to easy-to-follow and healthy recipe ideas with related nutritional values, additional cooking information, and knowing more about how beef is raised and grown.
- Consumers have limited knowledge of how cattle are raised for food, and consequently, consumers feel more negative feelings towards production practices. There is an opportunity to boost general knowledge and improve perceptions and trust in the industry.
- Continue to educate consumers on how cattle are raised and grown, particularly leaning in on local farmers and ranchers, how they care about the cattle and environment, and show where their beef comes from.