

The 2023 Northeast Dashboard Survey revealed important information about the Northeast consumer. Below highlights key findings and areas of opportunity in this region of the U.S. for the Beef Checkoff to continue sharing a positive beef message.

## KEY FINDINGS



Consumers in the Northeast Region are actively eating beef, with most (72%) doing so at least once a week and are unlikely to change their consumption habits in the future.



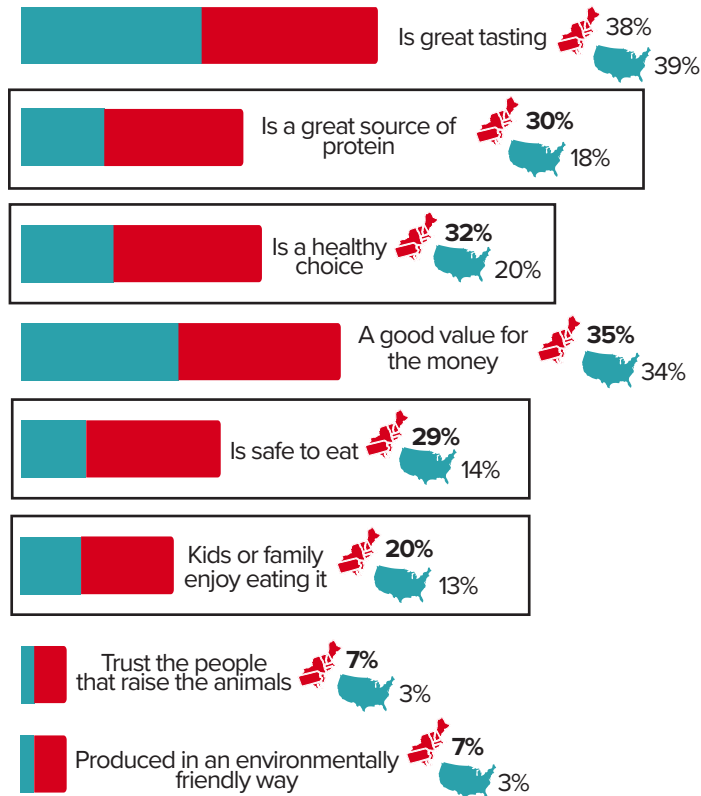
Consumers in the Northeast seem more nutrition-oriented since their top 3 consideration factors when choosing a meal with protein are taste, value for money, and a healthy choice.



29% of consumers have purchased beef directly from a beef producer at least once, and the main driver is to receive a better-quality product, followed by the desire to support the local economy.

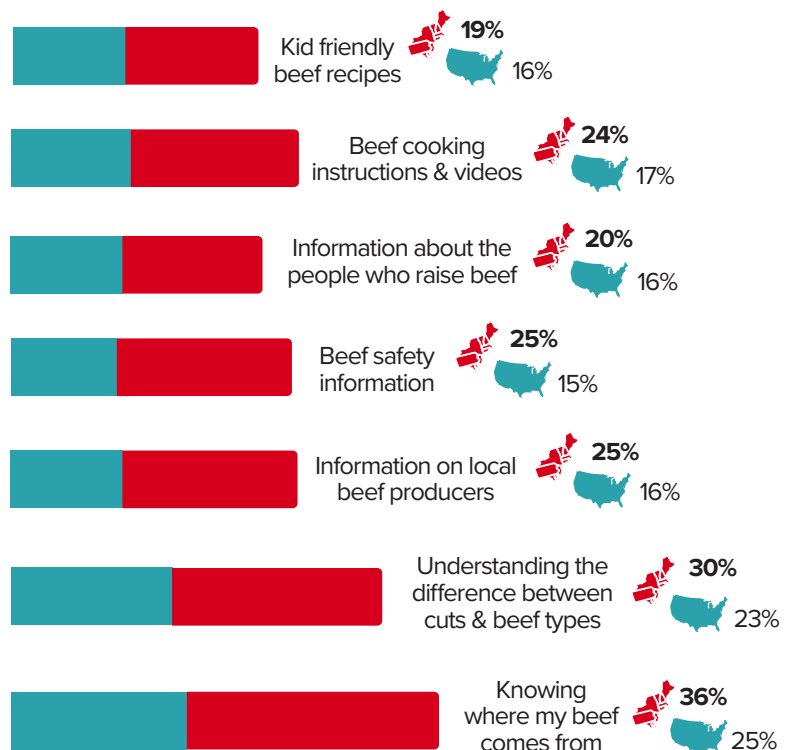
### Top 3 Protein Consideration Factors

When consumers in the Northeast region choose to have a meal with **protein**, they consider **taste**, perceived **value**, and **healthiness** the most. These consumers are less likely to consider production-related attributes when making these decisions.



### Encouraging Beef Consumption

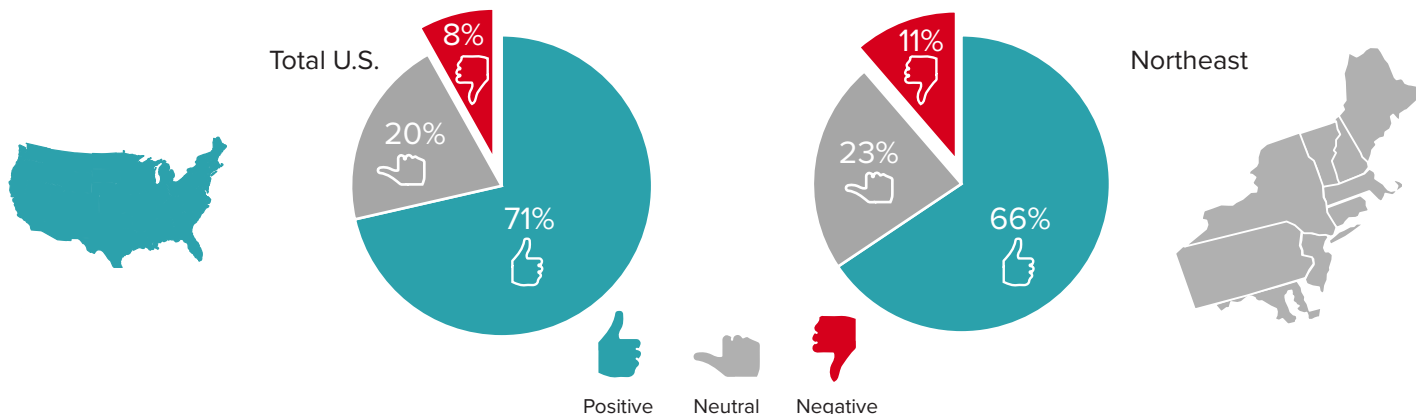
Consumers across the Northeast region may be motivated to increase their beef consumption by having access to more recipe ideas and cooking methods, specifically those that are healthy, quick, and easy. These consumers express greater interest in information on where their beef comes from, local beef farmers and ranchers, nutritional material, and relevant safety information.



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

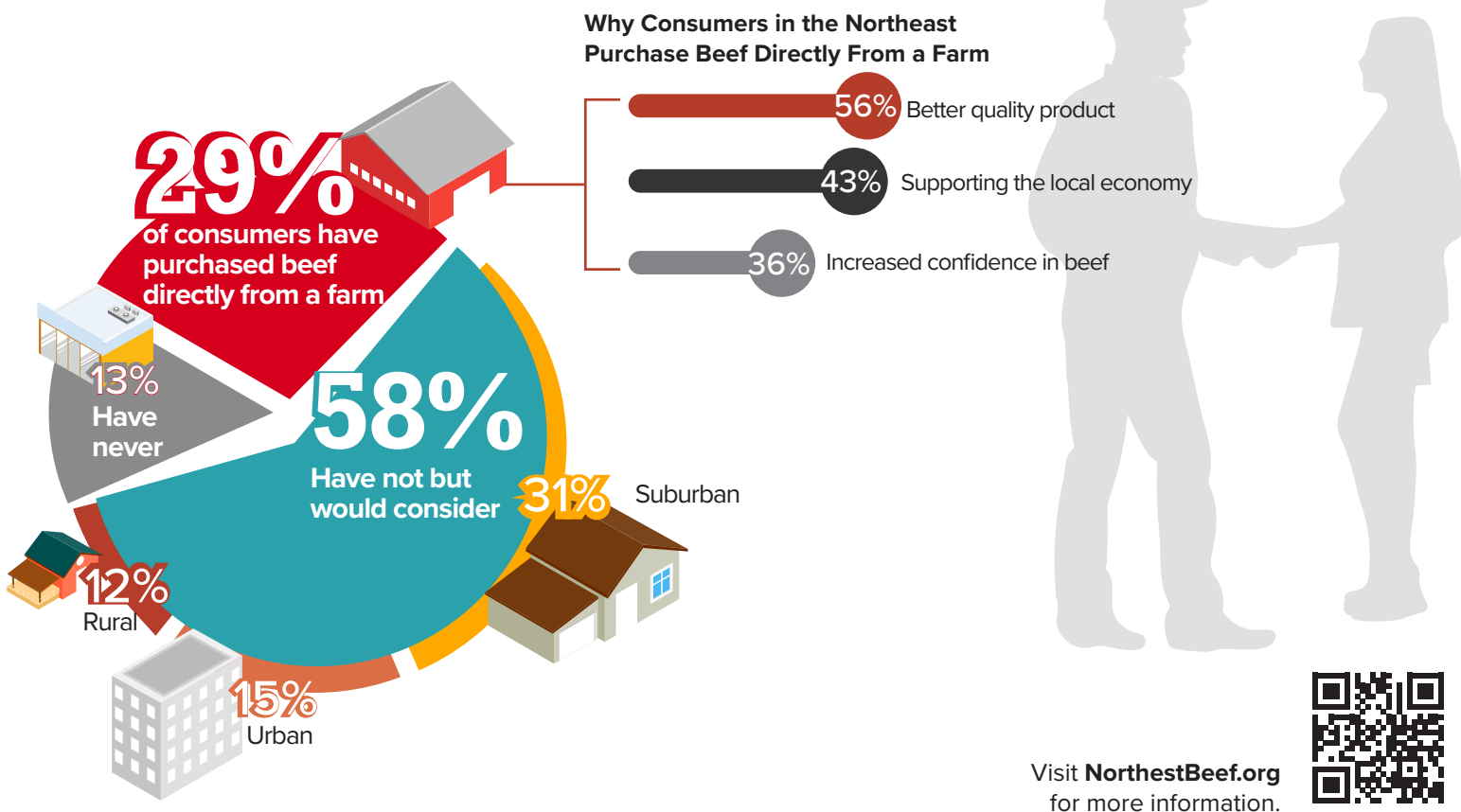
## Overall Perception of Beef

Northeast consumer attitudes towards beef as a protein source are more positive than their attitudes towards production practices. Overall, perceptions are lower than reported nationally, with more negativity towards raising cattle. These perceptions might be lower due to limited knowledge on the production process.



## Purchasing Beef Directly From a Farm in the Northeast

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



Visit [NortheastBeef.org](https://NortheastBeef.org) for more information.



## Opportunities For Continued Success

- As consumers continue to eat meals from home, sharing more beef recipes that are quick and easy to prepare could encourage more consumption.
- Continue to share beef's positive story, highlighting information on how cattle are raised could help raise perceptions.
- Highlighting the Northeast Beef Directory as a resource for locating local beef producers.

Source: Consumer Beef Tracker August 2023; National n=504. Qualtrics/PureSpectrum State Dashboard August 2023; Northeast Region n=503

