

INFOGRAPHIC

Local Buyer interest in Beef Products

Beef is regularly consumed by the majority of households in America. Many factors can influence a Buyer's decision to purchase from a protein Farm - from fulfillments to product mix. We surveyed 35,000+ Buyers to understand their preferences when purchasing Beef from a local Farmer.

97%

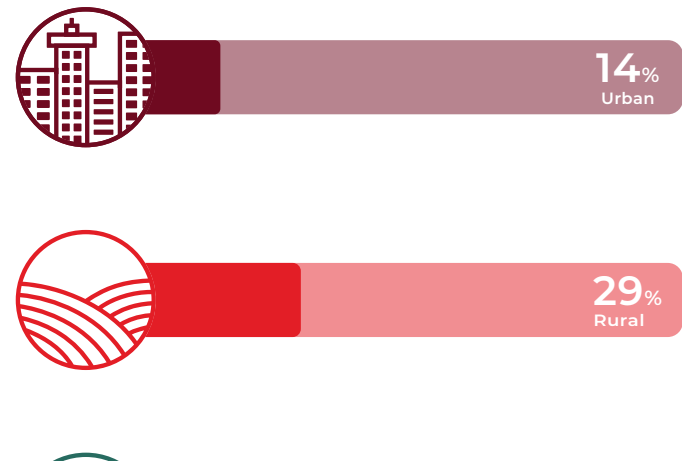
of Households say "Sustainably-raised" Beef is important. **56% of ALL Households** rank "Sustainably-raised" Beef a **MUST** Have (10 out of 10)



Local Beef Buyers

Target potential Buyers who are willing to pay a premium for sustainably-raised Beef products.

Where is your Household Located?



Tip: Join Markets and add Pick-Up locations in these areas to make shopping convenient for Buyers.

How much does your household spend on groceries each month?



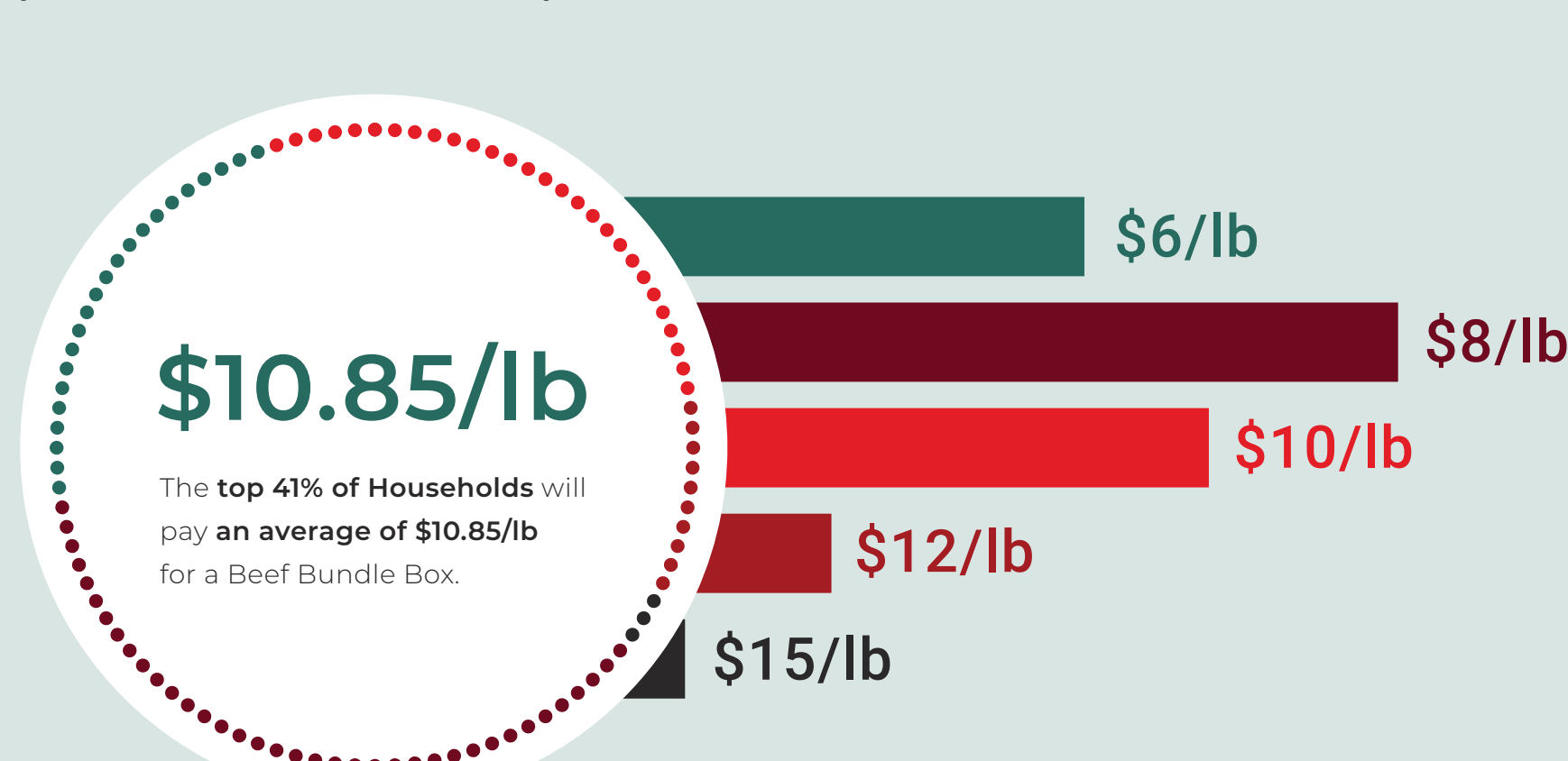
Average grocery budget among **top 52% of Households** is **\$789 per month**

Average grocery budget among **top 22% of Households** is **\$1009 per month**

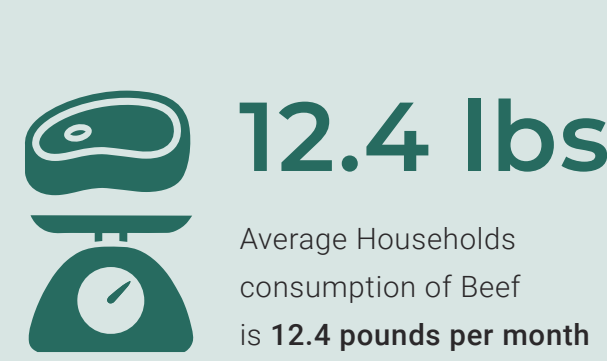
22%

The **top 22% of Households** spend almost **2x more** on groceries per month

What is your household willing to pay a Local Farmer for a sustainably-raised, high-quality 10lb Beef Bundle Box (5lbs Ground Beef, 5 Steaks)?

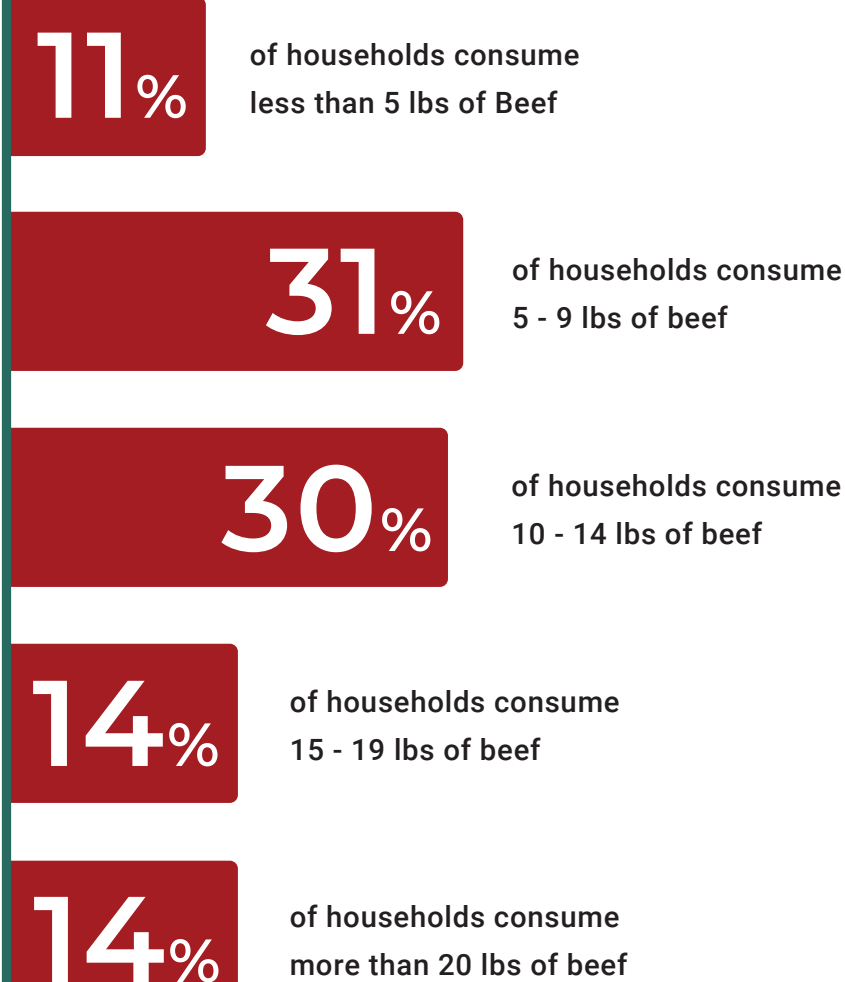


How much Beef does your household consume each month?



How frequently does your household purchase Beef?

49% of all households purchase Beef **at least every 2 weeks**



Beef Bundle Box Subscriptions

What level of interest does your household have in a Beef Bundle Box Subscription delivered routinely to your door by a Local Farmer?

73% of all households say **Bundle Box Subscriptions** are appealing

26% of all households rank **Bundle Box Subscriptions** a **MUST** have (10 out of 10)



Buyers' Level of Interest

What is your interest level in Beef Byproducts?

52% of all households say **Beef Byproducts** are appealing



What is your interest level in a Beef Bundle Box?

71% of all households say **Beef Bundle Boxes** are appealing



What is your interest in purchasing Bulk Beef - Quarter / Half or Whole Animal at a discount?

28% of all households rank **Interest in Purchasing Bulk-Beef** at a discount a **MUST** have (10 out of 10)



What is your interest level in a Beef Bundle Box with other Cuts of Meats if a Recipe is included?

75% of households say **Beef Bundle Boxes w/ other Cuts** are appealing



What is your interest level in Beef Value-Added Products?

31% of households say **Beef Value-Added Products** are very appealing



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