

Contact: Meghan Pusey
National Cattlemen's Beef Association
303-850-3340
mpusey@beef.org

Dina Plunkett
DeVries Public Relations
212-891-0402
dplunkett@devries-pr.com

FOR IMMEDIATE RELEASE

Americans Love the Sizzle and Energy that Come from Steak *Survey Details 2008 Grilling Preferences*

DENVER (May 22, 2008) – Steak tops the list of foods that deliver the most energy according to a recent consumer survey. Grilling is a popular pastime for 79 percent of Americans and 63 percent say the food they most often cook on the grill is beef.

The survey reveals that consumers feel beef is the protein that delivers on the eating experience and health benefits. A substantial body of scientific evidence shows protein can help in maintaining a healthy weight, building muscle and fueling physical activity – all of which play an important role in a healthful lifestyle and disease prevention. Beef is an excellent source of protein.

When Americans are in the mood for a comfort food to cook on the grill, beef wins over other proteins, with steaks at the top of the list at 39 percent and hamburgers coming in second with 26 percent. The consumer survey was funded by The Beef Checkoff.

“Today’s health-conscious consumer knows that beef satisfies the craving for a food that tastes great and is good for you,” said Mary K. Young, M.S., R.D., vice president of nutrition, National Cattlemen’s Beef Association. “Everyone can feel good about loving beef because the protein in beef is a powerful nutrient that strengthens and sustains their bodies.”

Additional survey findings include:

- The Fourth of July is the number one grilling holiday with 63 percent of respondents saying the Fourth is their favorite holiday to cook out on the grill.
- Grilling isn’t just for the guys – 83 percent of men say they grill but so do 76 percent of women.
- 41 percent of Americans say they grill out year round.
- When cooking beef on the grill, consumers choose hamburgers (56 percent) more often than steak (42 percent).
- America’s favorite hamburger is a classic – a lean beef patty on a plain white or whole wheat bun with lettuce, tomato, onion and ketchup.

- Many Americans also like mustard on their burgers but ketchup won the condiment battle by a small margin. Slightly less than half (49 percent) of respondents say they also like mayonnaise on their burgers.
- Ribeye, T-bone and sirloin steaks were listed as favorite cuts to grill.

“Not only is grilling a great way to experience beef’s versatility, but you can feel good about using this naturally lowfat cooking method for your favorite steaks,” Young said.

There are 29 cuts of beef that meet government guidelines for lean, so it’s easy for people to “go lean with protein” and follow the U.S. Dietary Guidelines. These lean cuts include many popular cuts such as tenderloin, T-bone, top round and top sirloin steaks, as well as 95% lean ground beef. Among the 29 cuts, all have less than 10 grams of total fat, 4.5 grams or less of saturated fat, and less than 95 milligrams of cholesterol per serving and per 100 grams. Lean beef is a naturally rich source of nine essential nutrients that are needed for a healthy, active lifestyle, including: protein, zinc, vitamin B₁₂, selenium and phosphorous, and a good source of: niacin, vitamin B₆, iron and riboflavin.

Discover the power of protein by visiting www.BeefItsWhatsForDinner.com.

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The Beef Checkoff Program 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. States retain up to 50 cents on 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.

Consumer-focused and producer-directed, the National Cattlemen’s Beef Association and its state beef council partners are the marketing organization for the largest segment of the food and fiber industry.