

Why do consumers think plant-based is healthier?

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Most mention the fat content, heart health or cholesterol, and overall health perceptions of vegetables or plants as reasons for finding plant-based healthier.

"Beef usually has more sodium and it's typically not organic or hormone-free, which makes it very unhealthy."

"Too many processed chemicals and other additives in the beef. This is healthier since it doesn't contain that."

"The product says no gmo, etc. This seems healthier than beef. Probably less processed and less harmful to the environment."

You mentioned you slightly or strongly agree that this product is healthier than beef. Can you please explain why you think that? Be specific. n=799

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"Made from plants, so it most likely is healthier!"

"A product made from plants most likely has more nutritional value than beef."

"Anything that comes from the earth is healthier than things that have been processed."

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Beef is an authentic source of high-quality protein and 10 essential nutrients.

	Impossible Burger (4 oz, raw)	Beyond Beef Beyond Burger (4 oz, raw)	LightLife Gimme Lean (4 oz, raw)	Ground Beef 90% Lean (4 oz, raw)	Ground Beef 80% Lean (4 oz, raw)	Ground Beef 80/20 (3 oz, cooked)
Calories (kcal)	240	250	120	199	287	216
Total Fat (g)	14	18	0	11	22	14
Saturated Fat (g)	8	6	0	4	9	5
Cholesterol (mg)	0	0	0	73	80	75
Sodium (mg)	370	390	660	75	75	57
Total Carbohydrate (g)	9	3	14	0	0	0
Protein (g)	19	20	16	23	19	21.5

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