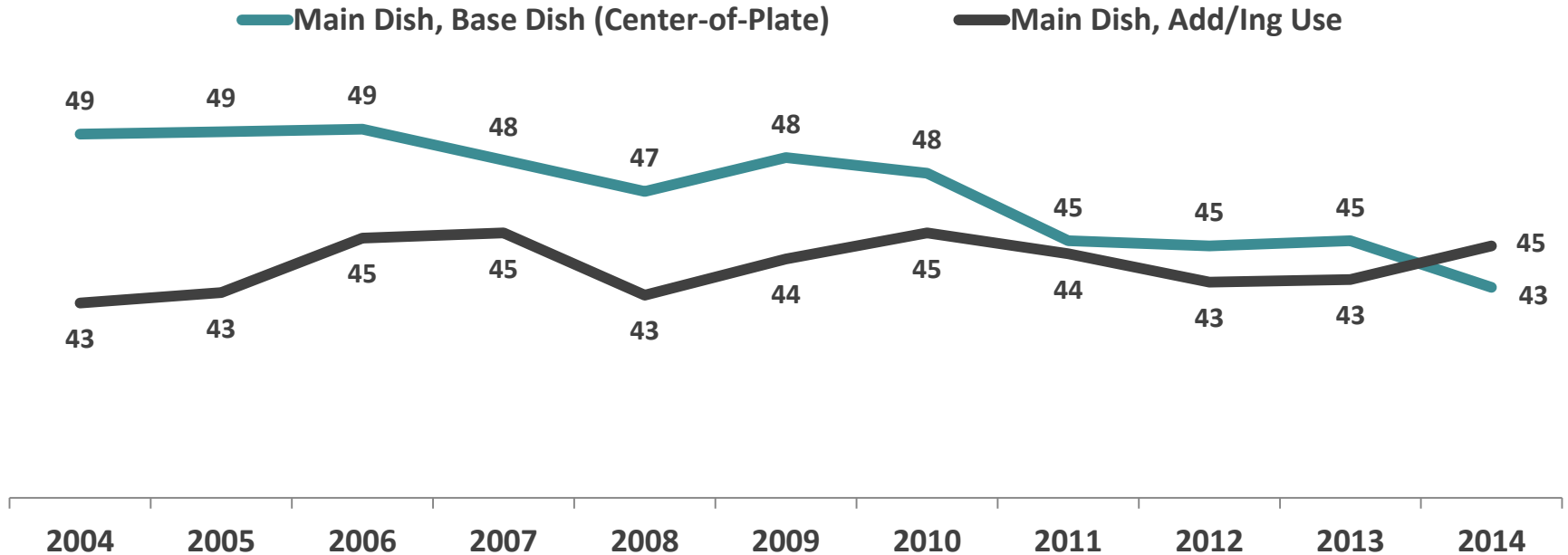


# We are seeing a seismic shift for meat usage...from center of the plate to ingredient



Center of Plate vs. Ingredient Use of FRESH Home Prepared Meats  
(Annual Eatings per Capita)

Source: The NPD Group/National Eating Trends®, prepared for Midan Marketing/Meatingplace Protein and the Plate Research, 2015

