



# Opinions on the American Beef Labeling Act

SEPTEMBER 2022

# KEY FINDINGS

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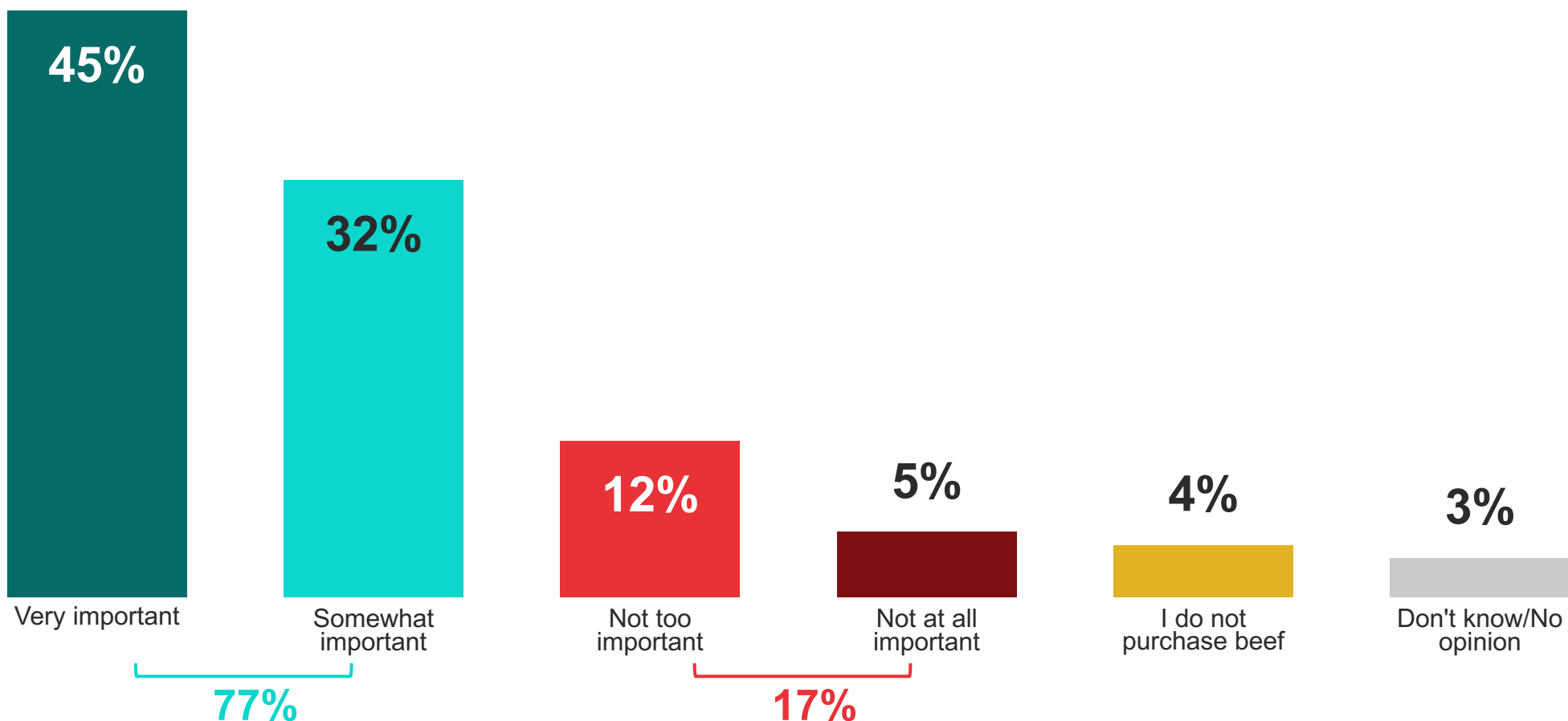
- **Voters want the beef they purchase to be American-made.** Three quarters of respondents (77%) say it is important the beef they purchase was born, raised, and harvested in the United States.
- **Concern over current food safety regulations for beef is high among U.S. voters.** Nine in ten respondents (90%) say they find it concerning that foreign importers of beef can legally put a ‘Product of U.S.A.’ sticker on a package containing beef born, raised, and harvested outside the U.S.
- **Support for the American Beef Act is strong.** Eighty-six percent of voters show support for the legislation.
- **When thinking about the upcoming elections, there is bipartisan support for the American Beef Labeling Act.** Nearly three-quarters of Democrats (72%) and four in five Republicans (79%) say they are more likely to vote for a candidate who supports the American Beef Labeling Act.

*Methodology: This poll was conducted between September 14-September 16, 2022 among a sample of 2005 Registered Voters. The interviews were conducted online and the data were weighted to approximate a target sample of Registered Voters based on gender by age, educational attainment, race, marital status, home ownership, race by educational attainment, 2016 presidential vote, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.*

AMERICAN BEEF LABELING ACT

More than three quarters of voters say it is important that the beef they purchase was born, raised, and harvested in the United States - nearly half (45%) say it is *very important*.

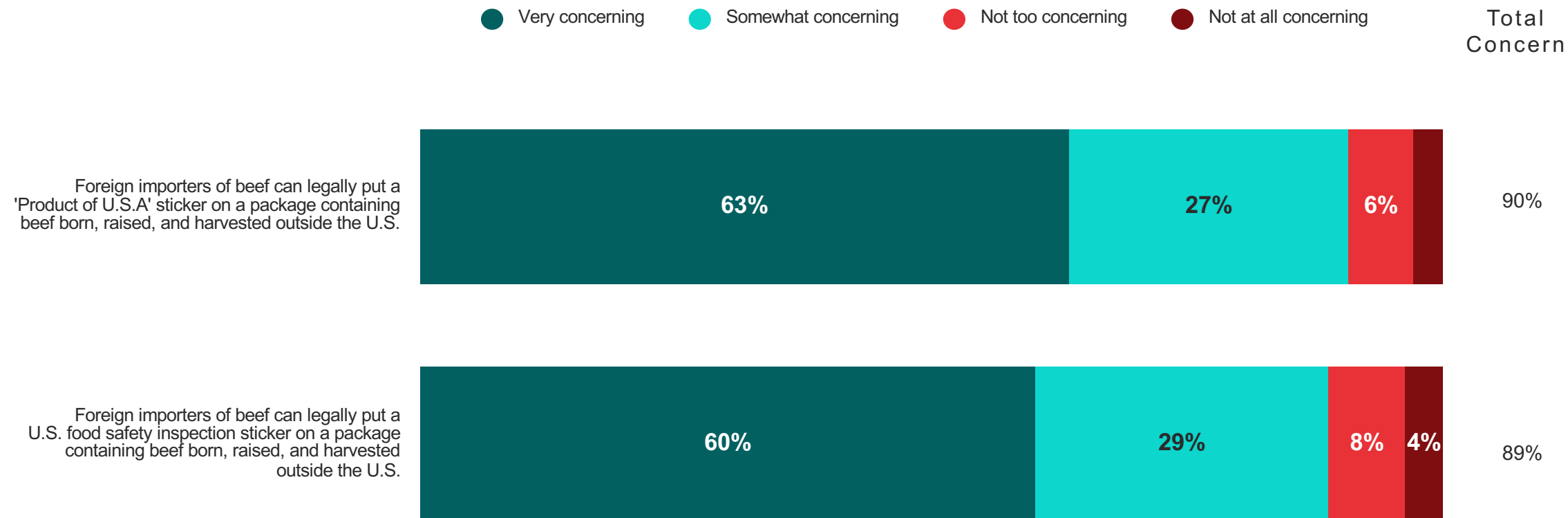
How important, if at all, is it that the beef you purchase was born, raised, and harvested in the United States?



AMERICAN BEEF LABELING ACT

Six in ten adults are *very concerned* that foreign importers can legally put a ‘Product of U.S.A.’ (63%) or a U.S. food safety inspection sticker (60%) on a package containing beef born, raised, and harvested outside the U.S.

How concerning, if at all, are each of the following statements?

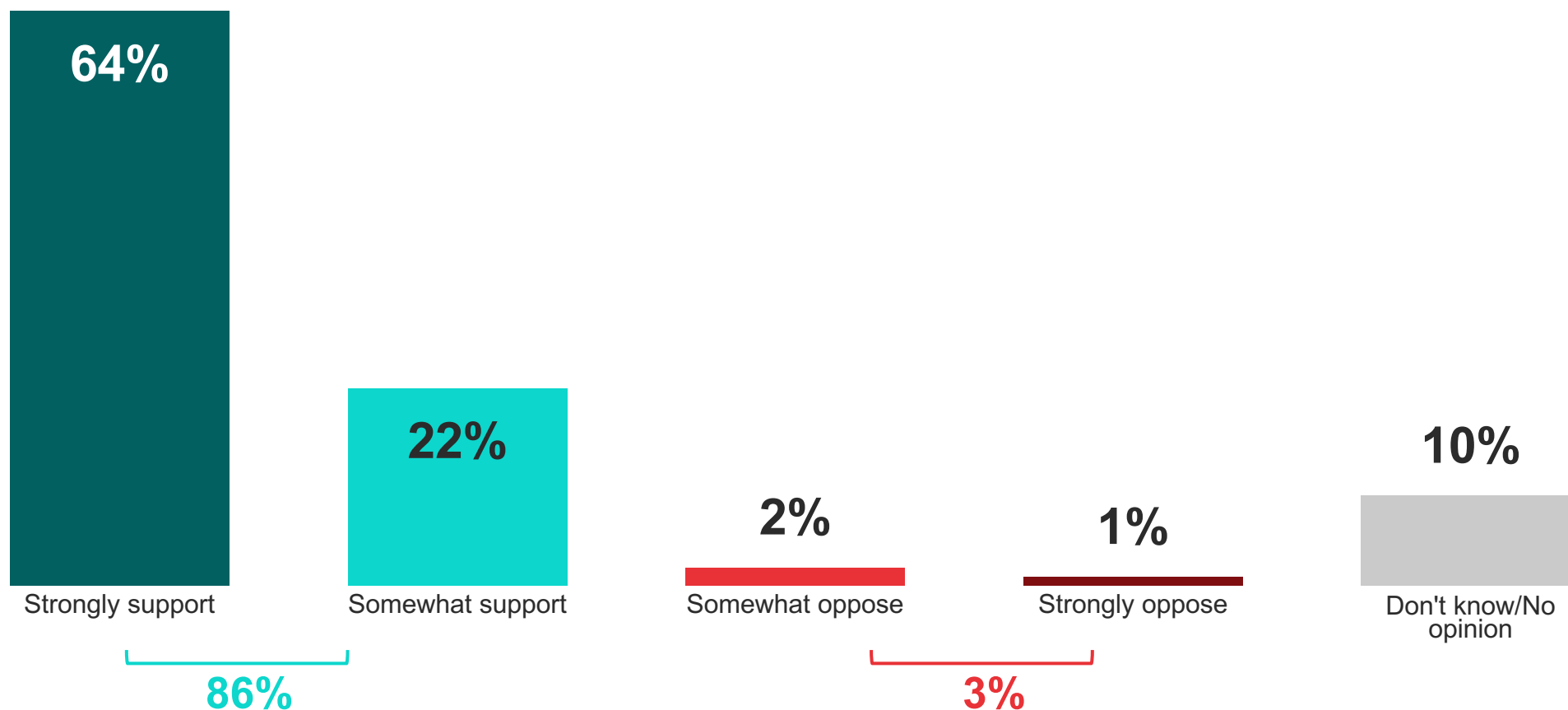


Total Concern = Very + Somewhat concerning

AMERICAN BEEF LABELING ACT

# Support for the American Beef Labeling Act is high, with nearly nine in ten voters (86%) saying they support the legislation.

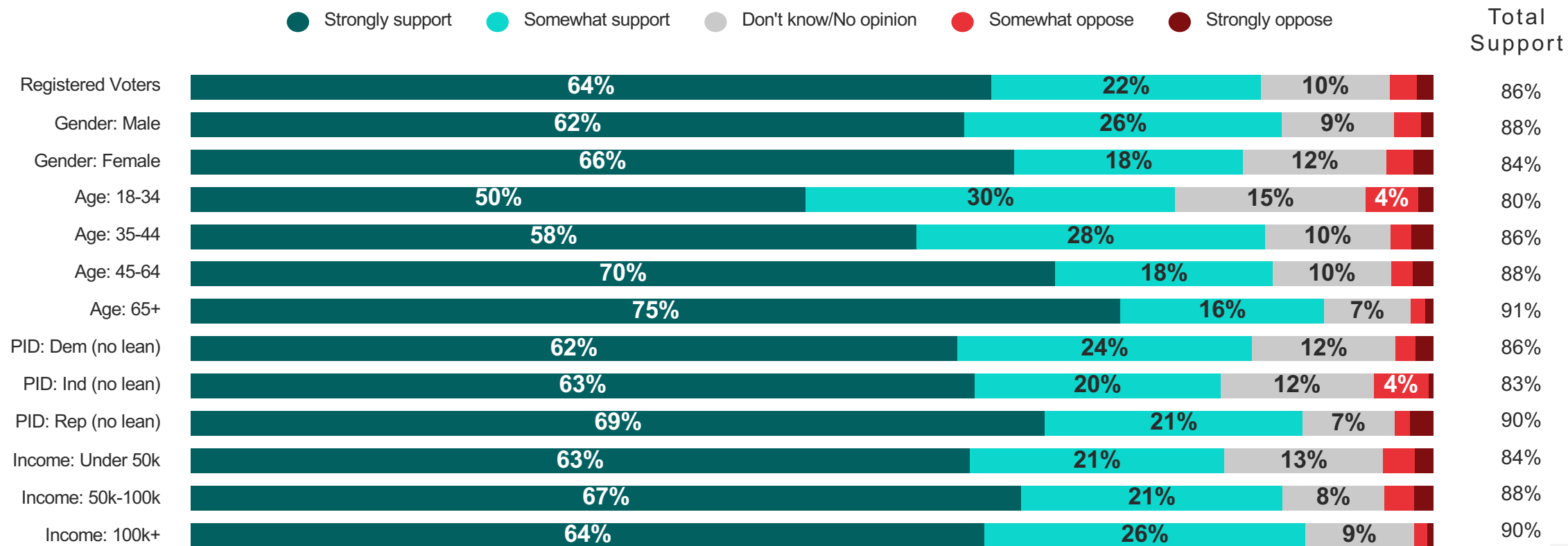
As you may know, the 2002 and 2008 Farm Bills required mandatory country of origin labeling for beef being sold in the United States. However, Congress repealed the mandatory country of origin labeling law for beef in 2015. The American Beef Labeling Act is a proposed piece of legislation that would reinstate mandatory country of origin labeling on beef being sold in the United States. This would ensure only beef born, raised, and harvested in the U.S. could legally have a 'Product of U.S.A.' sticker on the package. Do you support or oppose the American Beef Labeling Act?



AMERICAN BEEF LABELING ACT

# Support is driven by all key demographics, especially voters over the age of 65 (91%), Republicans (90%) and high earners (90%).

As you may know, the 2002 and 2008 Farm Bills required mandatory country of origin labeling for beef being sold in the United States. However, Congress repealed the mandatory country of origin labeling law for beef in 2015. The American Beef Labeling Act is a proposed piece of legislation that would reinstate mandatory country of origin labeling on beef being sold in the United States. This would ensure only beef born, raised, and harvested in the U.S. could legally have a 'Product of U.S.A.' sticker on the package. Do you support or oppose the American Beef Labeling Act?

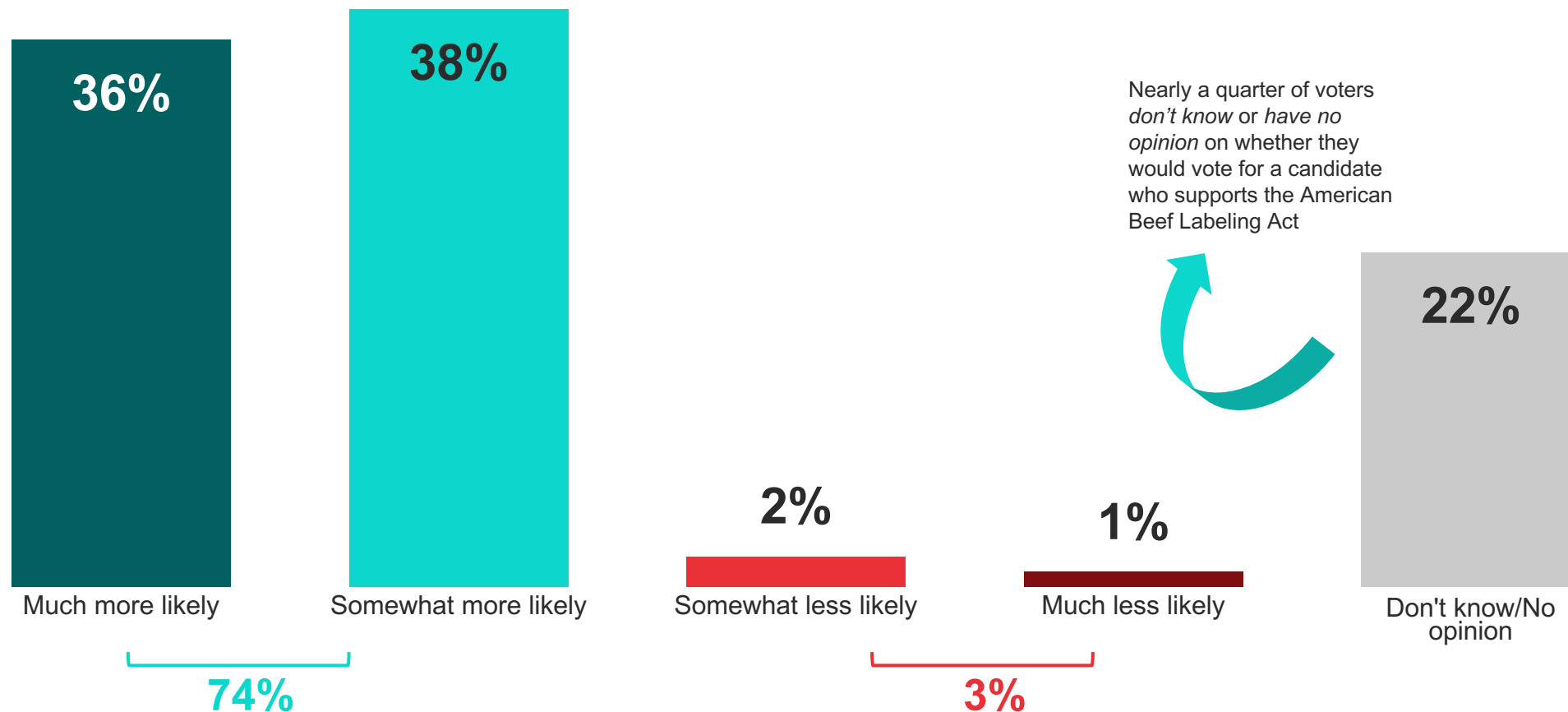


Total Support = Strongly + Somewhat support

AMERICAN BEEF LABELING ACT

When thinking about the upcoming elections, three quarters of respondents (74%) say they are more likely to vote for a candidate who supports the American Beef Labeling Act.

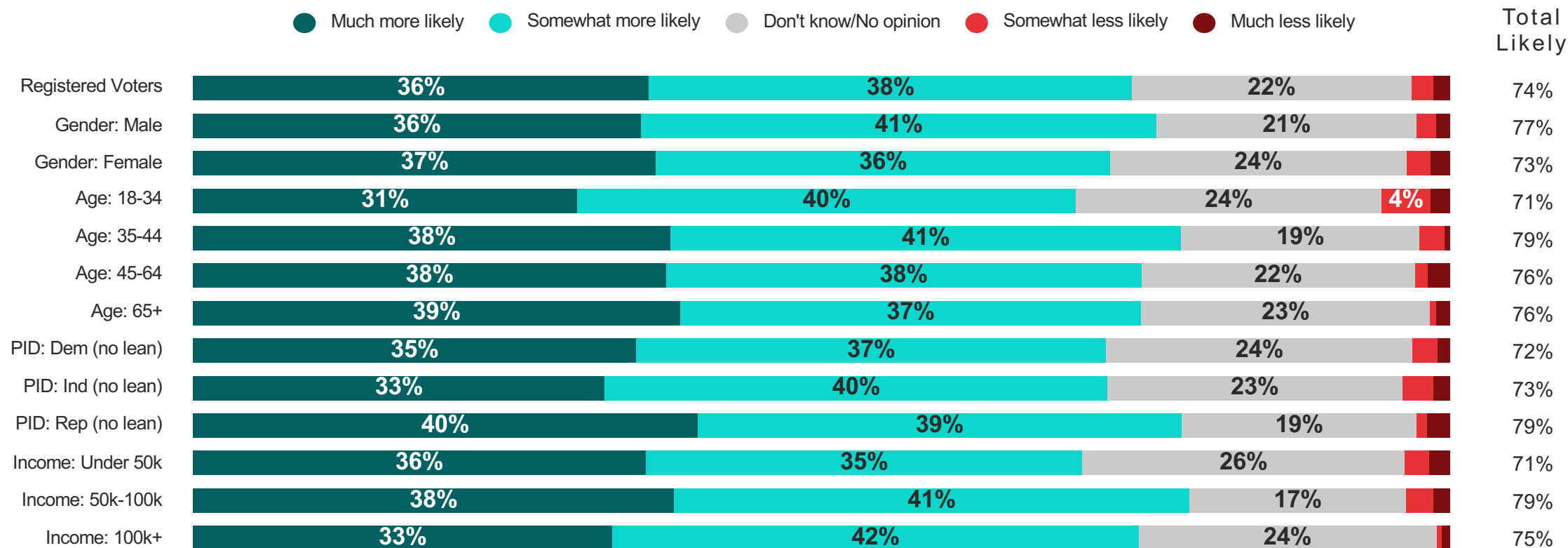
As a reminder, the American Beef Labeling Act is a proposed piece of legislation that would reinstate mandatory country of origin labeling on beef being sold in the United States. This would ensure only beef born, raised, and harvested in the U.S. could legally have a 'Product of U.S.A.' sticker on the package. Are you more likely or less likely to vote for a candidate (i.e., U.S. Senate or U.S. House) who supports the American Beef Labeling Act?



AMERICAN BEEF LABELING ACT

Likeliness to vote for a candidate who supports the American Beef Labeling Act is bipartisan. Both Democrats (72%) and Republicans (79%) say they are more likely to vote for a candidate who supports the legislation.

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Total Likely = Much more + Somewhat more likely





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