

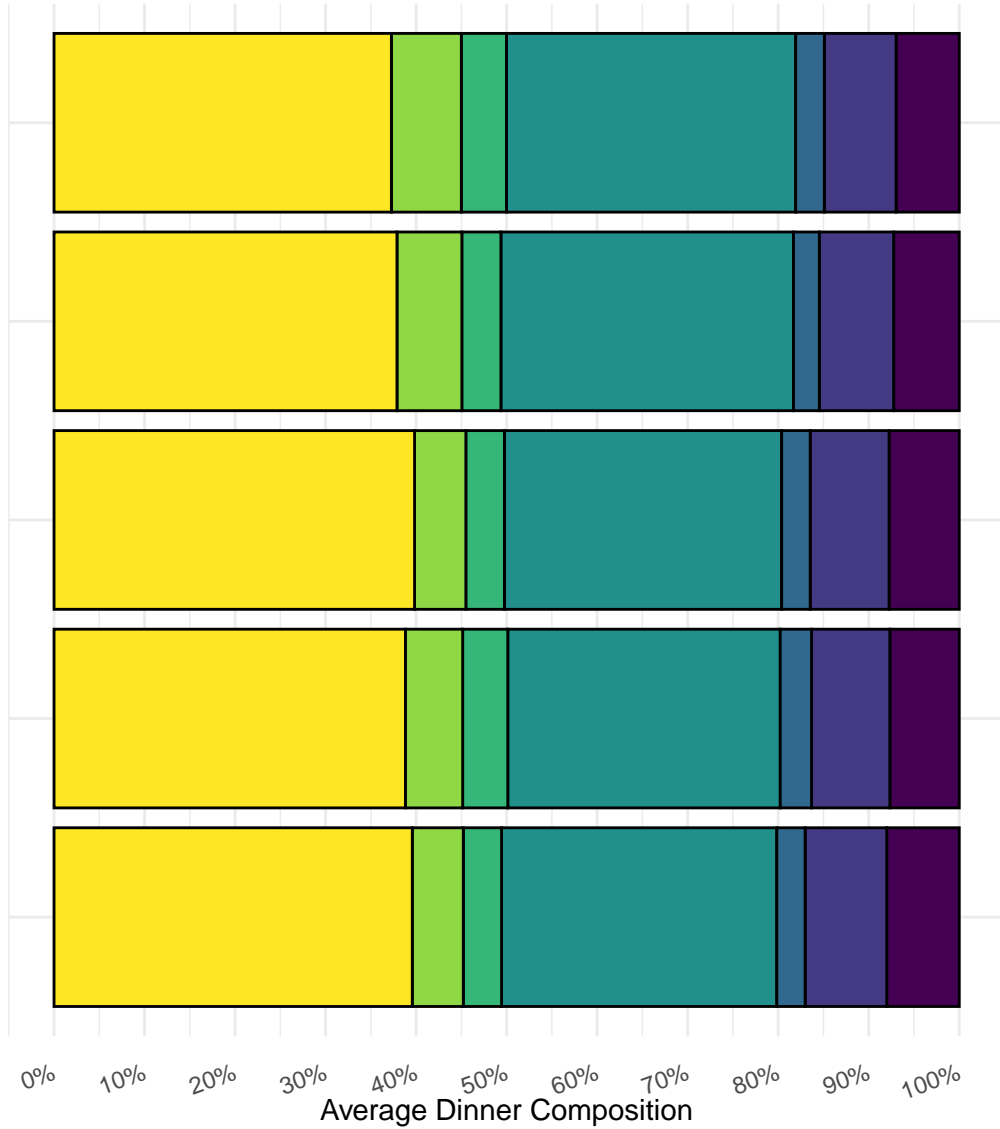
Comprehensive Marketing (Scenario 4)

Increase in Meatless Selection (Scenario 3)

Meat Price Surge (Scenario 2)

Meatless Marketing (Scenario 1)

No Change (Baseline)



Food Groups

- Red Meat
- Poultry
- Fish
- Vegetables
- Legumes, Beans, & Nuts
- Eggs & Cheese
- Grains