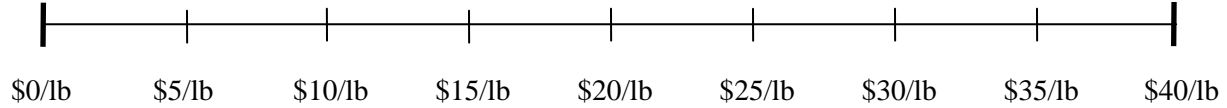
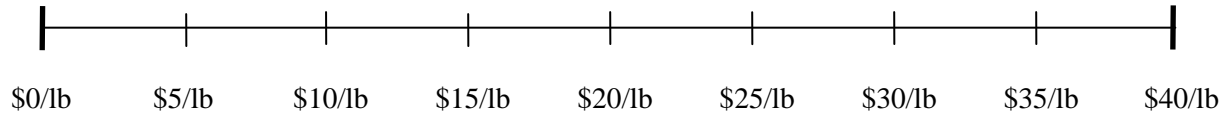


**Based on the beef you just consumed:** Please mark the line at the price per lb you believe best reflects the value for each category.

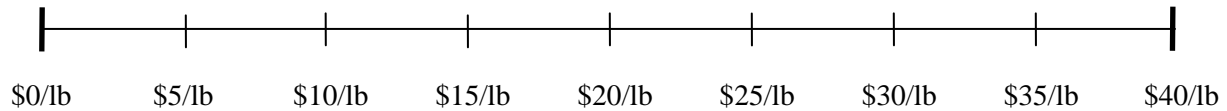
**Unsatisfactory Quality**



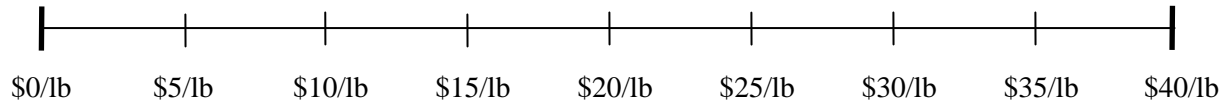
**Good Everyday Quality**



**Better than Everyday Quality**



**Premium Quality**



Are you the regular purchaser of beef for your family (please tick one box)?

Yes

No