

WATT MEDIA / NATIONAL CHICKEN COUNCIL

YEAR OF PROTEIN | 2026

Chicken: America's Protein Champion

NCC Chairman | July 2026

www.nationalchickencouncil.org



#ChickenMarketingSummit

About the National Chicken Council

The chicken industry's voice — in Washington and beyond.



Legislative & Regulatory Voice

Representing the industry on every front: growing, processing, labeling, and packaging — from Capitol Hill to the agencies.



Data & Context

Arming members with the facts, research, and economic context needed to act with confidence on the issues that matter.



Political Intelligence

Providing strategic insight on the political landscape — to members and to the congressional and Administration representatives who serve them.



Public Communications

Carrying the chicken story directly to the American public — facts, nutrition, safety, and value — with one unified industry voice.



Member Awareness

Keeping the industry informed, connected, and ahead of the issues — so members can focus on what they do best.

The result: **an industry empowered to produce the healthy, nutritious, great-tasting chicken** that American consumers choose every day.

95%

of US broiler production represented

Est.
1954

over 70 years advocating for chicken

#1

protein in America for 13+ consecutive years

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The Protein Opportunity

Consumer demand is structural — not a trend

61%

of consumers increased
protein intake
(Cargill 2025 Protein Profile)

74%

say animal protein is
important to their diet
(Cargill 2025)

103 lbs

chicken consumed per
US capita in 2025
(USDA ERS — record high)

>40%

of all US animal protein
will be chicken in 2026
(WATT Poultry 2026)

Chicken has been America's #1 protein since 1992. In 2026 it is estimated that for per capita consumption, chicken will fall only 2lbs short of surpassing beef and pork **COMBINED**. **USDA projects 113 lbs/capita by 2035.** The question for this room isn't whether consumers want more protein. The question is: which protein wins?

Sources: Cargill 2025 Protein Profile; USDA ERS per capita availability data; WATT Poultry 2026, Per Capita Consumption of Poultry and Livestock, 1960 to Forecast 2027, in Pounds - National Chicken Council

Chicken's Competitive Advantage

Nutrition + Value — No other protein wins on both

🐔 Nutrition Per 100g (cooked)		
	Chicken Breast	Ground Beef 80/20
Calories	165	270
Protein	31g	25.8g
Fat	3.6g	17.8g
% Cal Protein	75%	39%
2× the protein per calorie vs ground beef		
Source: USDA FoodData Central FDC #171477, #174036		

💰 Cost Per Sandwich Serving (4 oz)

🐔 Chicken

\$1.04

per sandwich
\$4.17/lb BLS May 2026

vs

🐄 Beef

\$1.69

per sandwich
\$6.75/lb BLS May 2026
25.8g protein · 270 cal

Chicken: 38% cheaper per serving — with MORE protein and FEWER calories.

Beyond the Super Bowl: A Year-Round Wing Strategy

Chicken wins on value and nutrition. Wings win on occasion. NCC built one — here are five more.

Event	Timing	Wing Data	Status	Concept
 Super Bowl	February	1.47B pieces consumed	OWNED	
 March Madness	Mar–Apr	#2 wing occasion · +20–25% restaurant lift	ESTABLISHED	Bracket Wings
 World Series	October	~15M lbs / game × 7-game series	UNTAPPED	Wing Bats
 Soccer / Global Football	Year-Round	MLS 3.7M viewers/wk · Gold Cup · Copa · WC	EMERGING	World Flavor Wings

The Playbook — same 4 steps NCC used to build Super Bowl wing culture:

- 01 Claim with data — publish an annual Wing Report for each event
- 02 Brand the hook — Wing Bats, Bracket Wings, World Flavor Wings
- 03 Align the supply chain — coordinate retail/foodservice promo windows ahead of each occasion
- 04 Repeat until it's a reflex — Super Bowl took 20 yrs; World Series takes 3–5

Sources: NCC 2026 Wing Report; USDA AMS; MLS 2025 Season Data; Fox Sports; Gitnux 2026; ZipDo research

 **BONUS:** Golf / The 19th Hole — "Birdie Wings" — Every course bar, every weekend, April–October. The fairway ends. The wings don't.

Our Call to Action

The Year of Protein is the Year of Chicken — every year

Lead with Protein Value

01

Put grams of protein per dollar on every marketing communication. Chicken delivers 2x the protein per calorie vs ground beef at 38% lower cost per serving. Make that math visible to every consumer.

Close the Beef Price Gap Awareness

02

Ground beef runs 60%+ more expensive per pound than chicken. Consumers know chicken is cheaper — they underestimate the gap by half. Own that comparison in every channel, every year.

Own Soccer Season with World Flavor Wings

03

Soccer runs 12 months in the US — MLS every weekend (3.7M viewers/wk), Gold Cup and Copa América in alternating summers, World Cup every four years. 48 nations, 48 sauces. Build the wing habit across the full soccer calendar, not just the quadrennial peak.

Own the World Series with Wing Bats

04

~15M lbs of wings consumed per game across a 7-game series. The drumette IS a baseball bat — shape, handle and all. Grand Slam platters, baseball-themed packaging. Claim October the way we claimed February.

More protein per calorie. Lower cost per serving. A year-round wing calendar. Unmatched consumer demand.

Sources: BLS/FRED May 2026; USDA FoodData Central; NCC 2026 Wing Report; Fox Sports; Wells Fargo Super Bowl Food Report 2026

Every Occasion. Every Wing.

There's no bad time for wings. There are only untapped occasions.

JAN  NFL Playoffs Wild Card Wings	FEB  Super Bowl The Original	FEB  Groundhog Day Shadow Wings	MAR  St. Patrick's Day Shamrock Wings	MAR  March Madness Bracket Wings	APR  NFL Draft Draft Day Wings
APR  Masters / Golf Birdie Wings	MAY  Kentucky Derby Derby Wings	MAY  Cinco de Mayo Fiesta Wings	MAY  Mother's Day Hen Wings	MAY  Indy 500 Wing Flats	MAY  Memorial Day Valor Wings
JUN  NBA Finals Buzzer Wings	JUN  Soccer Season World Flavor Wings	JUL  4th of July Freedom Wings	AUG  NFL Kickoff End Zone Wings	SEP  Baseball Playoffs Pennant Wings	SEP  Labor Day Blue Collar Wings
OCT  World Series Wing Bats	OCT  Halloween Graveyard Wings	NOV  NASCAR Cup Final Checkered Flag Wings	NOV  Thanksgiving Turkey Wings*	DEC  Bowl Games Champion Wings	DEC  New Year's Eve Champagne Wings

**Yes, we know. That's the joke. | Wing names are concepts, not registered marks.*

24 More. From the Operations Guy.

I run a chicken company. You're the marketers. You're welcome.

JAN New Year's Day Hangover Wings	JAN College Bowl Games Rose Bowl Wings	FEB Valentine's Day Hot Wing Night	FEB Presidents Day Commander in Wings	MAR March Madness Final Four Final Four Wings	APR Tax Day Flat Tax Wings
APR Earth Day Free Range Wings	APR NBA Playoffs Open First Round Wings	MAY Nurses Week Night Shift Wings	JUN US Open Golf Back Nine Wings	JUN Father's Day Dad Wings	JUN NHL Stanley Cup Puck Wings
JUL MLB All-Star Game All-Star Wings	JUL Prime Day Two-Day Wings	AUG US Open Tennis Ace Wings	AUG Back to School Lunchbox Wings	SEP College Football Kickoff Tailgate Wings	OCT Breast Cancer Awareness Pink Wings
OCT Boss's Day Corner Office Wings	NOV Election Day Ballot Wings	NOV Veterans Day Salute Wings	NOV Black Friday Doorbuster Wings	DEC Christmas Eve Night Before Wings	DEC College Football Playoffs Overtime Wings

That's 48 occasions. From the operations side of the table. The floor is yours.