Beef-Cattle Industry Outlook: Highlighted Trends and Changes

5-State Beef Conference
August 28, 2013
Boise City, OK

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AG MANAGER.INFO
Kansas State Research & Extension
www.agmanager.info

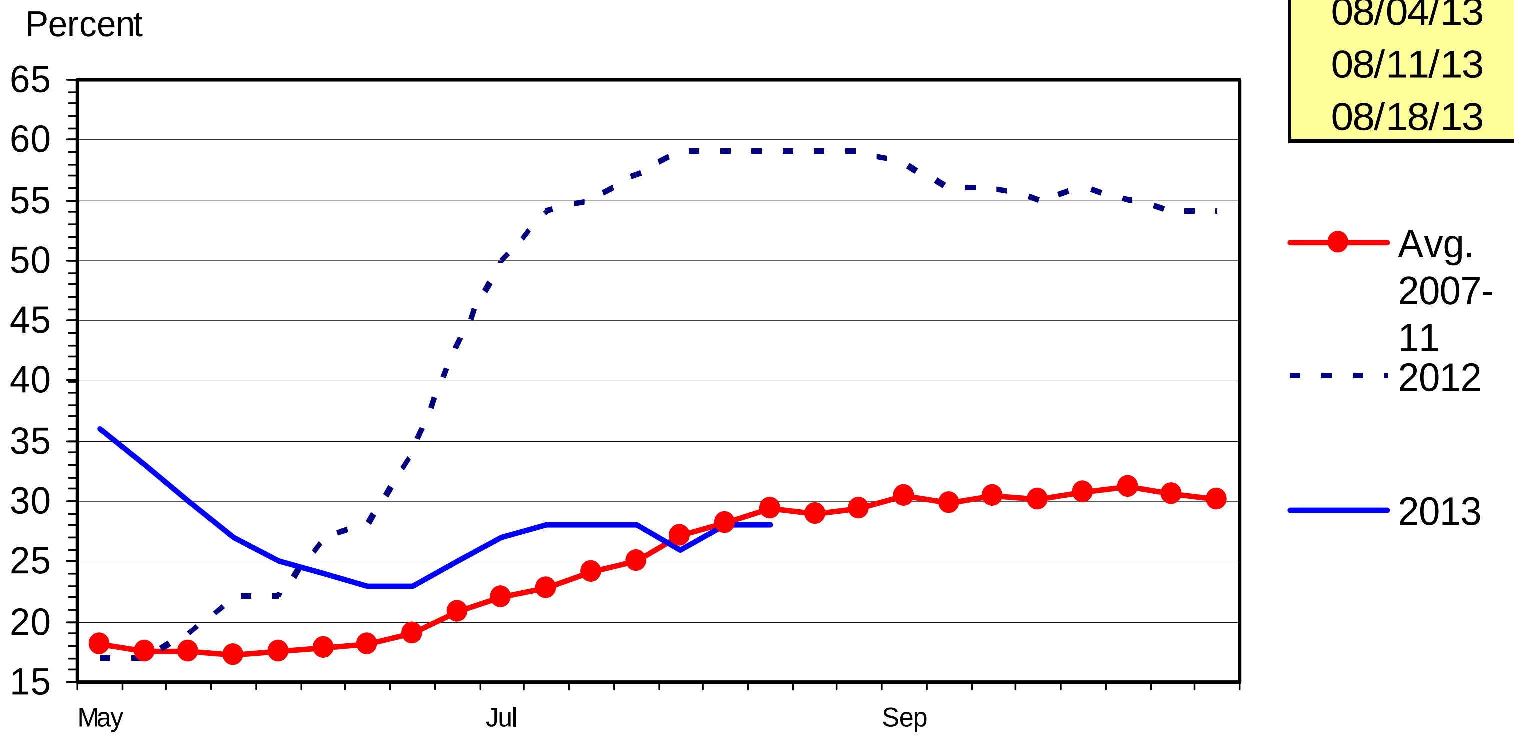
Overarching Economic Outlook

- Supplies
  - "Certain" Cattle Supplies (hd)
  - Less Certain Beef Supplies (lbs); role of beta-agonists
- Demand
  - Confusing, Recently positive, Work ongoing
- "Misc"
  - Limited excess capacity resolution to-date
  - Ongoing political and regulatory uncertainty drivers…
  - Nationally pasture and feedstuffs situation has improved

Beef Cows in states with 40% Poor to Very Poor		
Last year	Cows	% of Total
08/05/12	23006	**76.50%**
08/12/12	23305	**77.49%**
08/19/12	23205	**77.16%**
This Year		
08/04/13	9195	**31.47%**
08/11/13	7867	**26.92%**
08/18/13	7867	**26.92%**

US RANGE AND PASTURE CONDITION

Percent Poor and Very Poor, Weekly



G-NP-30
08/19/13

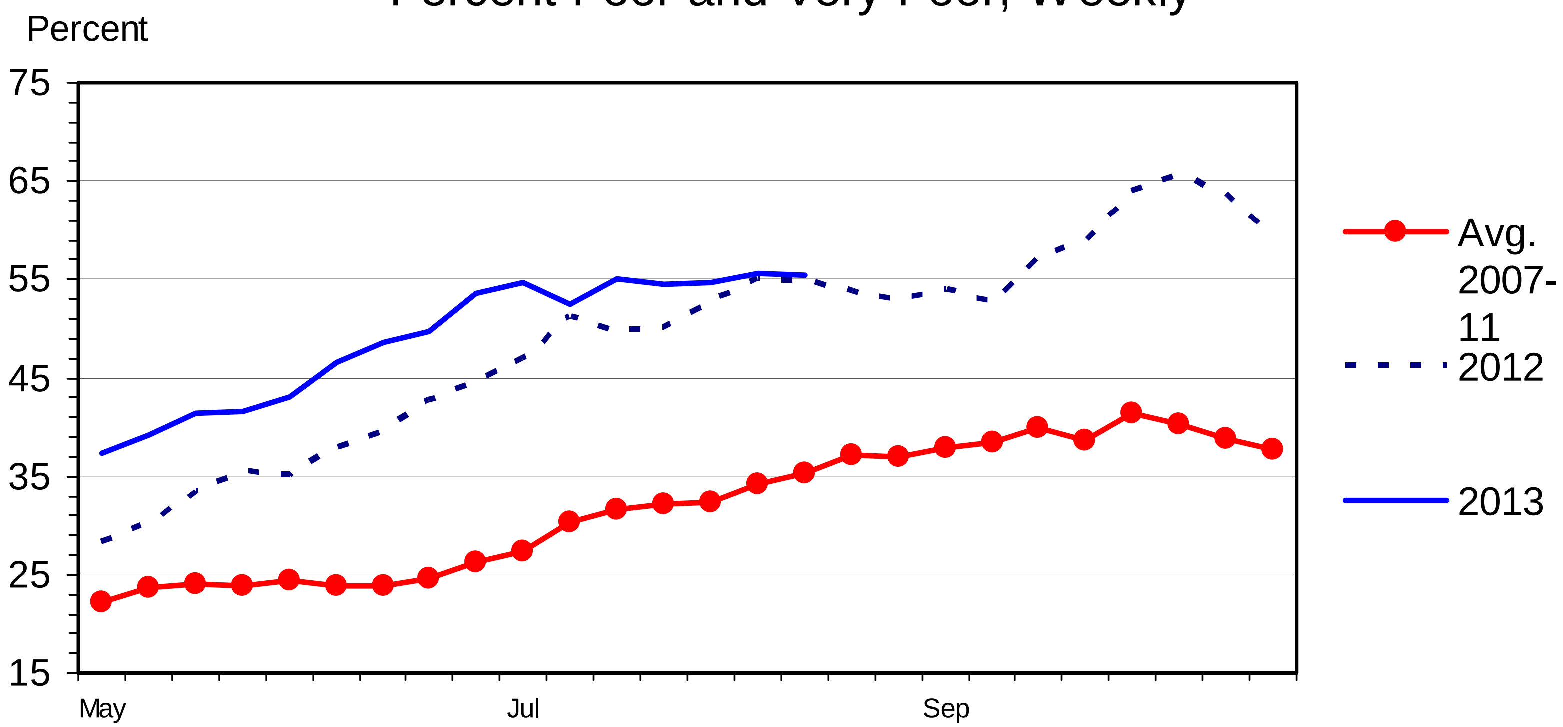
Livestock Marketing Information Center

Data Source: USDA-NASS, Compiled & Analysis by LMIC

(AZ, CA, ID, NV, NM, OR, UT, WA) 10.2% of Cows

WESTERN REGION
RANGE AND PASTURE CONDITION

Percent Poor and Very Poor, Weekly



G-NP-31
08/19/13

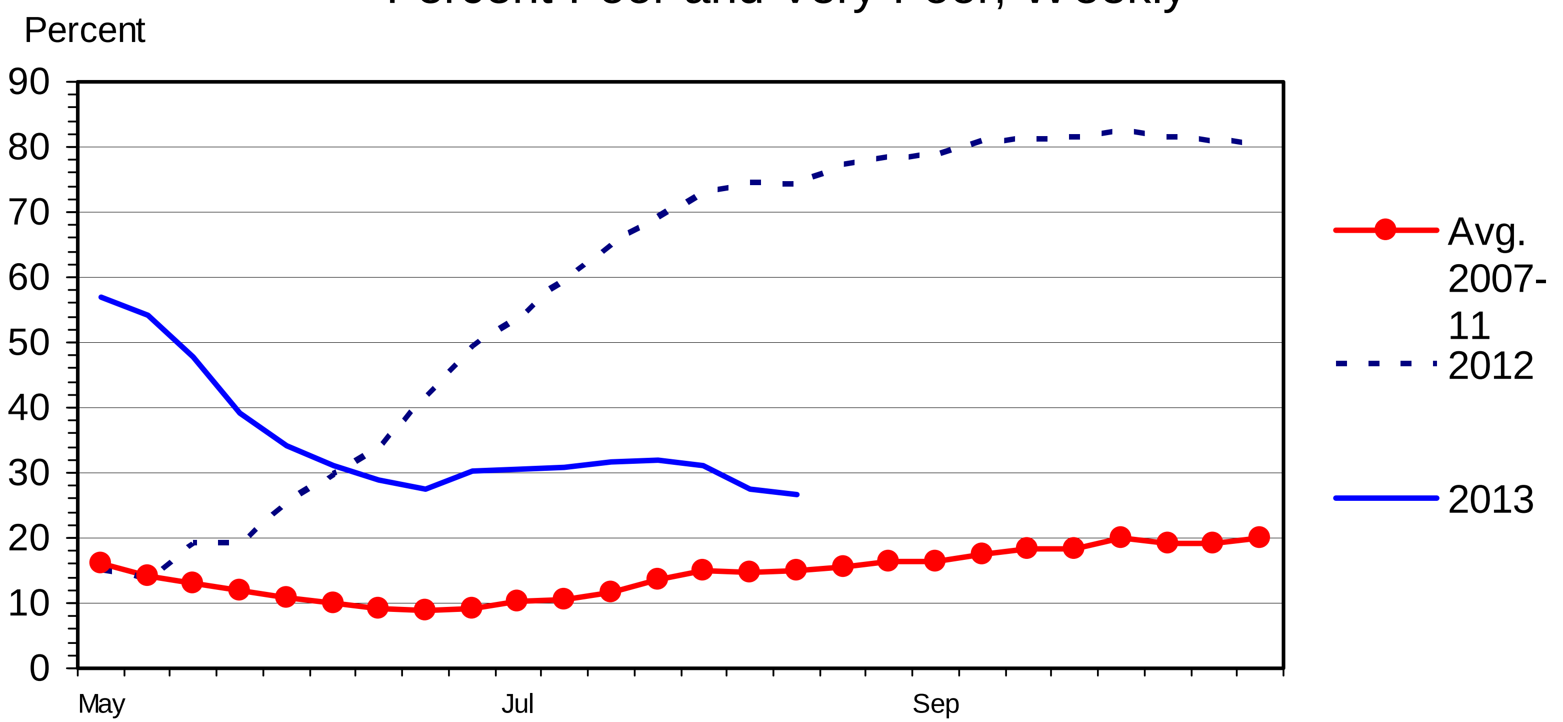
Livestock Marketing Information Center

Data Source: USDA-NASS, Compiled & Analysis by LMIC

(CO, KS, MT, NE, ND, SD, WY)
29.6% of Cows

GREAT PLAINS REGION
RANGE AND PASTURE CONDITION

Percent Poor and Very Poor, Weekly



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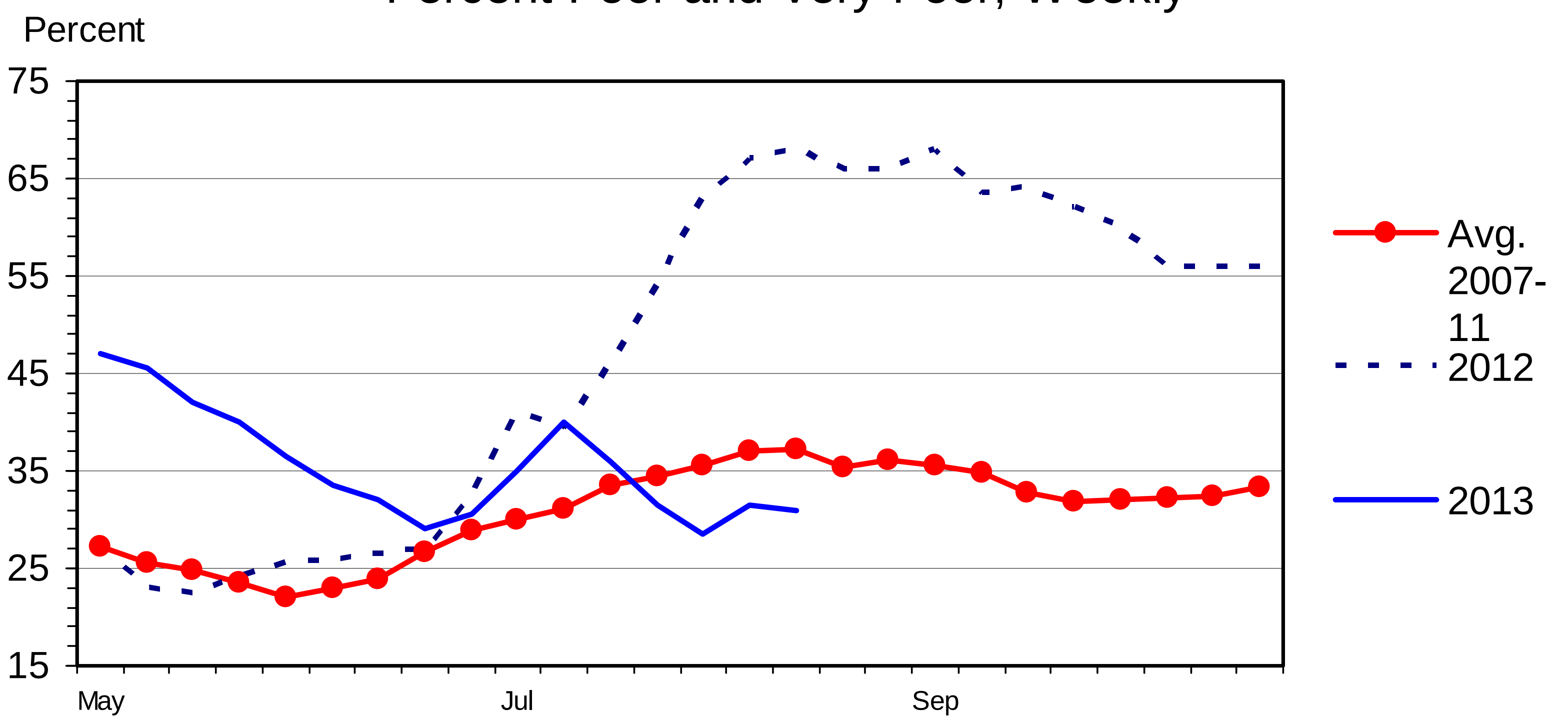
Data Source: USDA-NASS, Compiled & Analysis by LMIC

G-NP-32
08/19/13

(OK, TX)
19.7% of Cows

SOUTHERN PLAINS REGION
RANGE AND PASTURE CONDITION

Percent Poor and Very Poor, Weekly



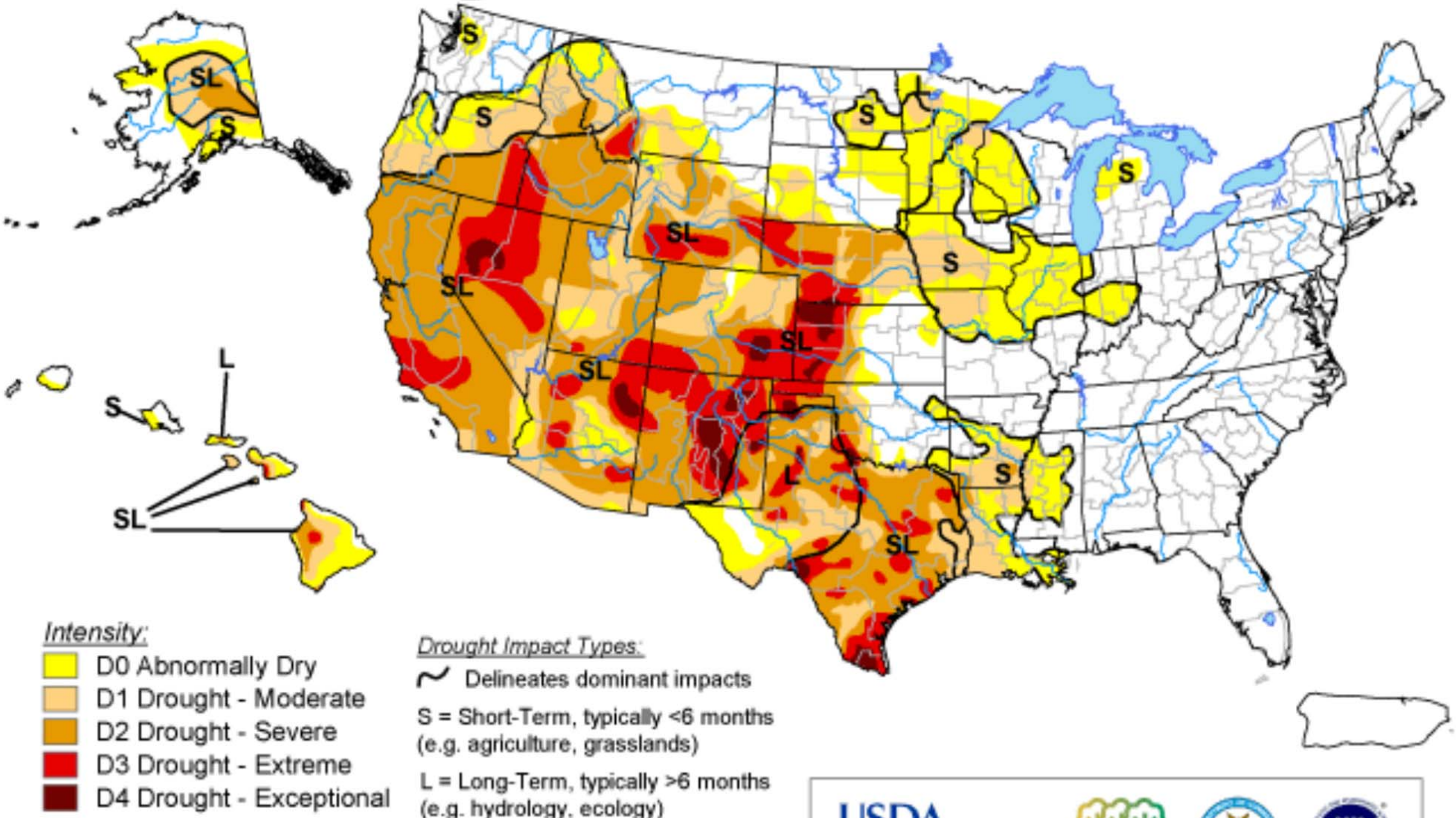
G-NP-33
08/19/13

Livestock Marketing Information Center

Data Source: USDA-NASS, Compiled & Analysis by LMIC

U.S. Drought Monitor

August 20, 2013
Valid 7 a.m. EDT

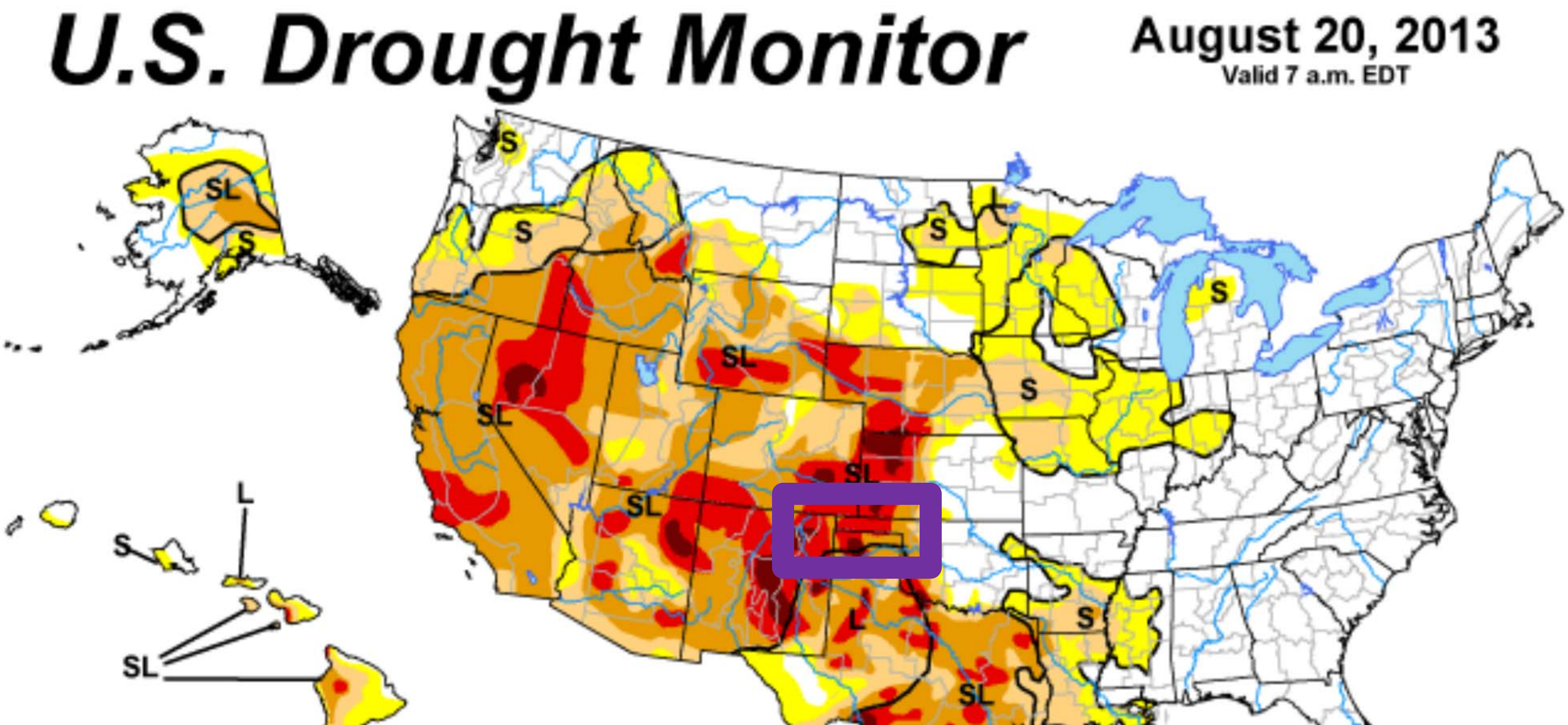


The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. See accompanying text summary for forecast statements.

http://droughtmonitor.unl.edu/

Released Thursday, August 22, 2013

Author: Michael Brewer/L. Love-Brotak, NOAA/NESDIS/NCDC

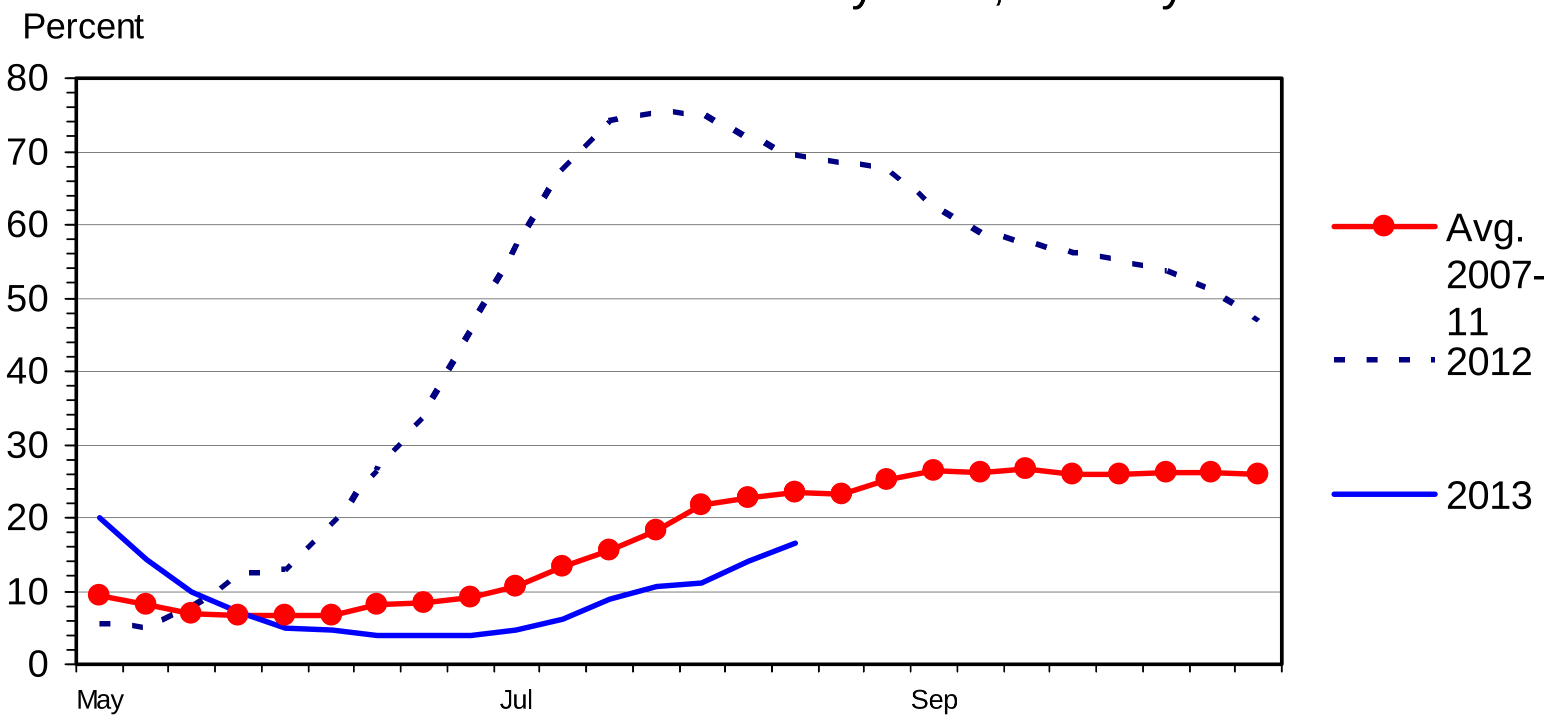


TREND: **CONDITIONS "HERE" ARE MASKED BY AGGREGATE STATE/REGION LEVEL INFORMATION**

(IL, IN, IA, MI, MN, MO, OH, WI)
14.6% of Cows

CORNBELT REGION
RANGE AND PASTURE CONDITION

Percent Poor and Very Poor, Weekly



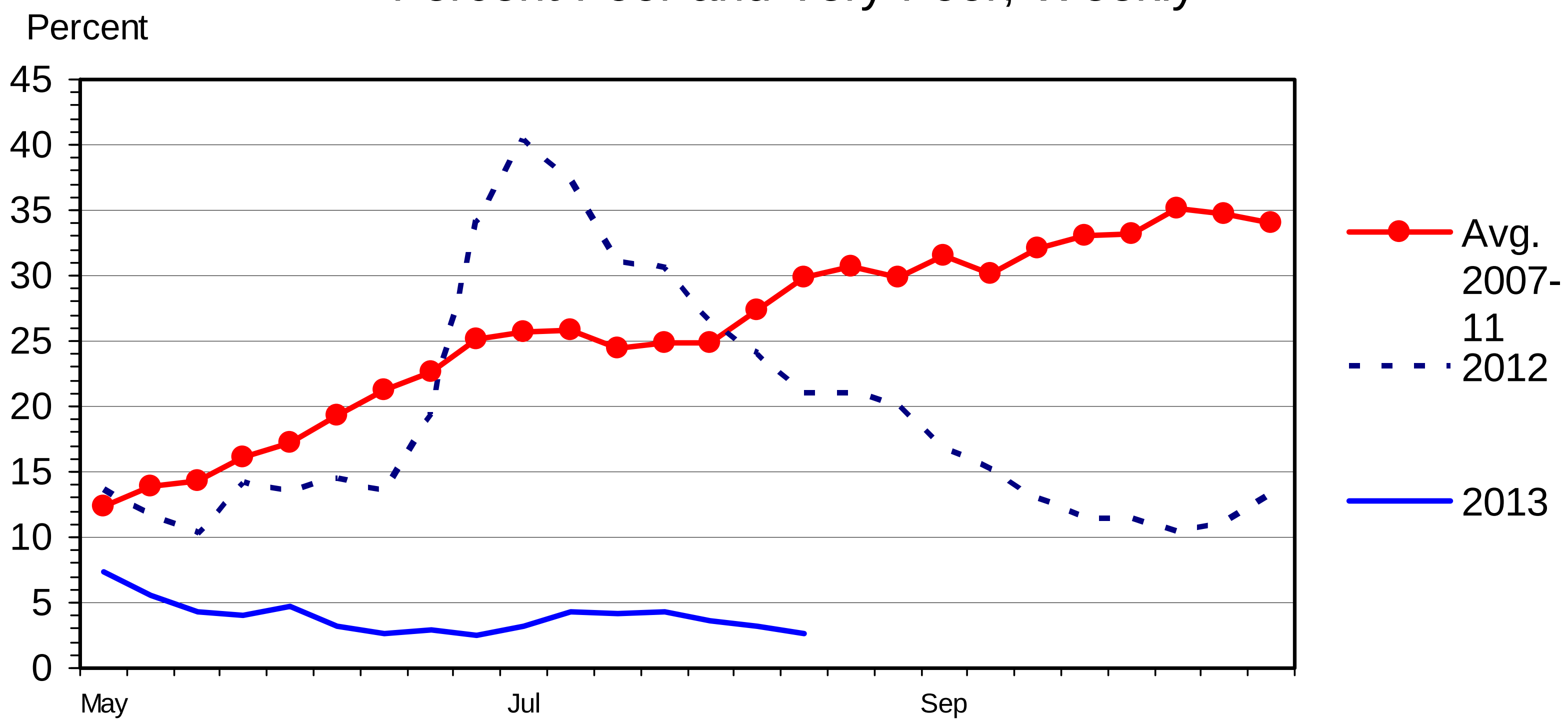
G-NP-34
08/19/13

Livestock Marketing Information Center

Data Source: USDA-NASS, Compiled & Analysis by LMIC

(AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)
24.7% of Cows

SOUTHEAST REGION
RANGE AND PASTURE CONDITION
Percent Poor and Very Poor, Weekly



G-NP-36
08/19/13

Livestock Marketing Information Center

Data Source: USDA-NASS, Compiled & Analysis by LMIC

Economic Outlook Overview : Cow-Calf

- Improving pastures (nationally), lower forage prices + higher calf prices…

- Are “current improvements” sufficient to trigger expansion?
  - To-date I’d say expansion has NOT been initiated
    - Wait for Jan. 2014 Cattle Inventory Report …
      - Ad hoc consensus of LMIC members on July 15th

Table 2. Heifers for Beef Cow Replacement (1,000 hd)								
State / Region	*1994*	*2004*	*2010*	*2013*	*1994 (% of US)*	*2004 (% of US)*	*2010 (% of US)*	*2013 (% of US)*
TX	980	740	760	600	15.4%	13.4%	13.9%	11.2%
NE	260	280	320	350	4.1%	5.1%	5.9%	6.5%
MO	370	280	280	270	5.8%	5.1%	5.1%	5.0%
OK	345	370	405	280	5.4%	6.7%	7.4%	5.2%
SD	280	290	285	315	4.4%	5.3%	5.2%	5.9%
MT	355	420	340	435	5.6%	7.6%	6.2%	8.1%
KS	280	230	240	230	4.4%	4.2%	4.4%	4.3%
KY	205	160	150	150	3.2%	2.9%	2.8%	2.8%
IA	160	125	130	150	2.5%	2.3%	2.4%	2.8%
ND	190	156	165	207	3.0%	2.8%	3.0%	3.9%
US	6,364	5,508	5,451	5,361				
Great Plains	1,715	1,631	1,615	1,838	26.9%	29.6%	29.6%	34.3%
Southeast	1,596	1,266	1,223	1,140	25.1%	23.0%	22.4%	21.3%
Southern Plains	1,325	1,110	1,165	880	20.8%	20.2%	21.4%	16.4%
Cornbelt	873	777	752	779	13.7%	14.1%	13.8%	14.5%
West	749	630	599	603	11.8%	11.4%	11.0%	11.3%
Northeast	107	94	97	120	1.7%	1.7%	1.8%	2.2%

Source: USDA data, compiled by LMIC, modified for presentation by Glynn Tonsor. Regions defined as: *Great Plains* (CO, KS, MT, NE, ND, SD, WY), *Southeast* (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV), *Southern Plains* (OK, TX), *Cornbelt* (IL, IN, IA, MI, MN, MO, OH, WI), and *West* (AK, AZ, CA, HI, ID, NV, NM, OR, UT, WA).

Originally posted in February 4, 2013 *In The Cattle Markets* article.

Table 2. Heifers for Beef Cow Replacement (1,000 hd)

TREND: HEIFER RETENTION MOVING NORTHWEST WITHIN NATIONAL BEEF COW HERD

State / Region	1994	2004	2010	2013	1994 (% of US)	2004 (% of US)	2010 (% of US)	2013 (% of US)
US	6,364	5,508	5,451	5,361				
Great Plains	1,715	1,631	1,615	1,838	26.9%	29.6%	29.6%	34.3%
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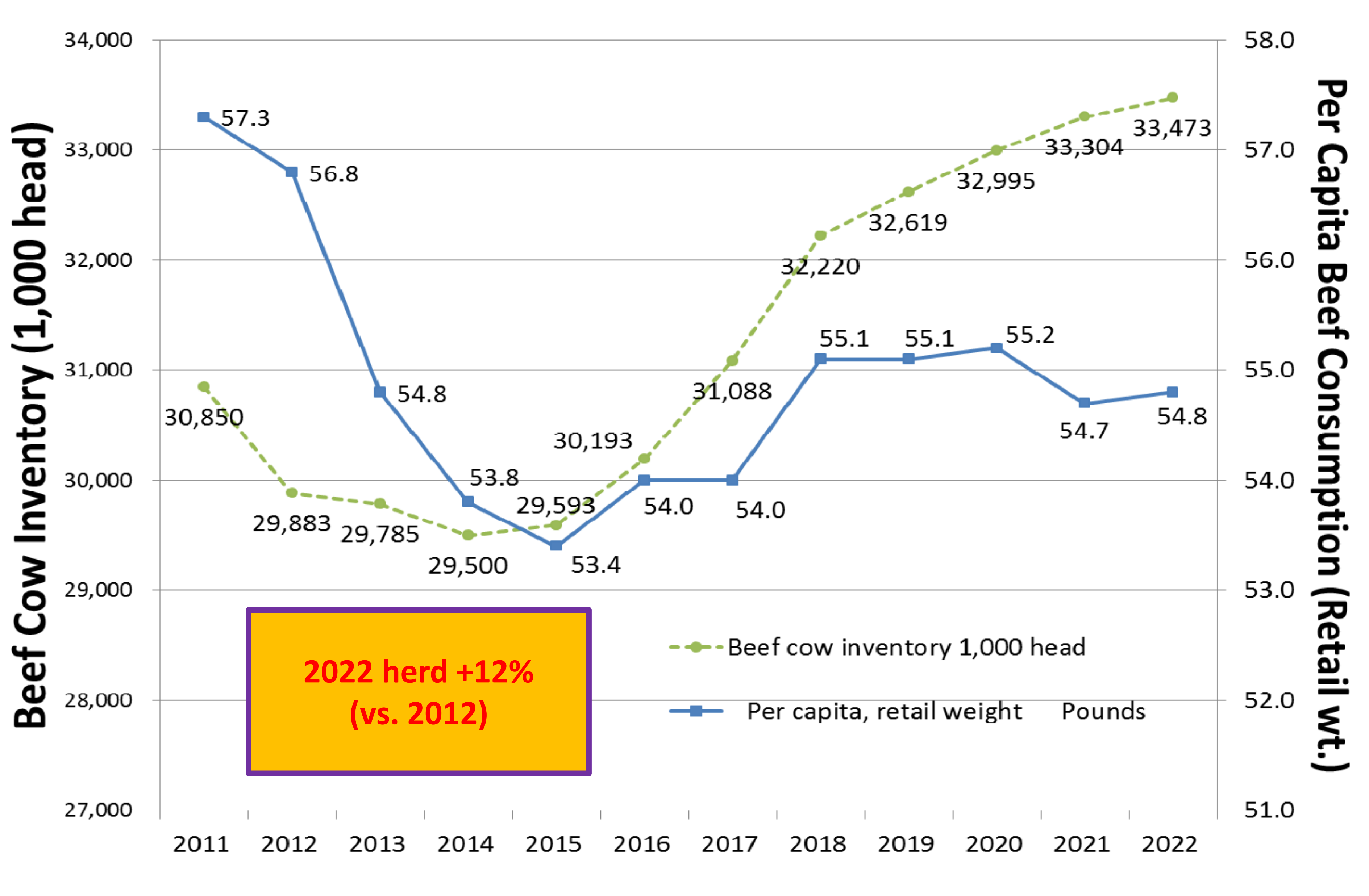
Originally posted in February 4, 2013 *In The Cattle Markets* article.

Longer-term projections (*as of Feb. 2013*)

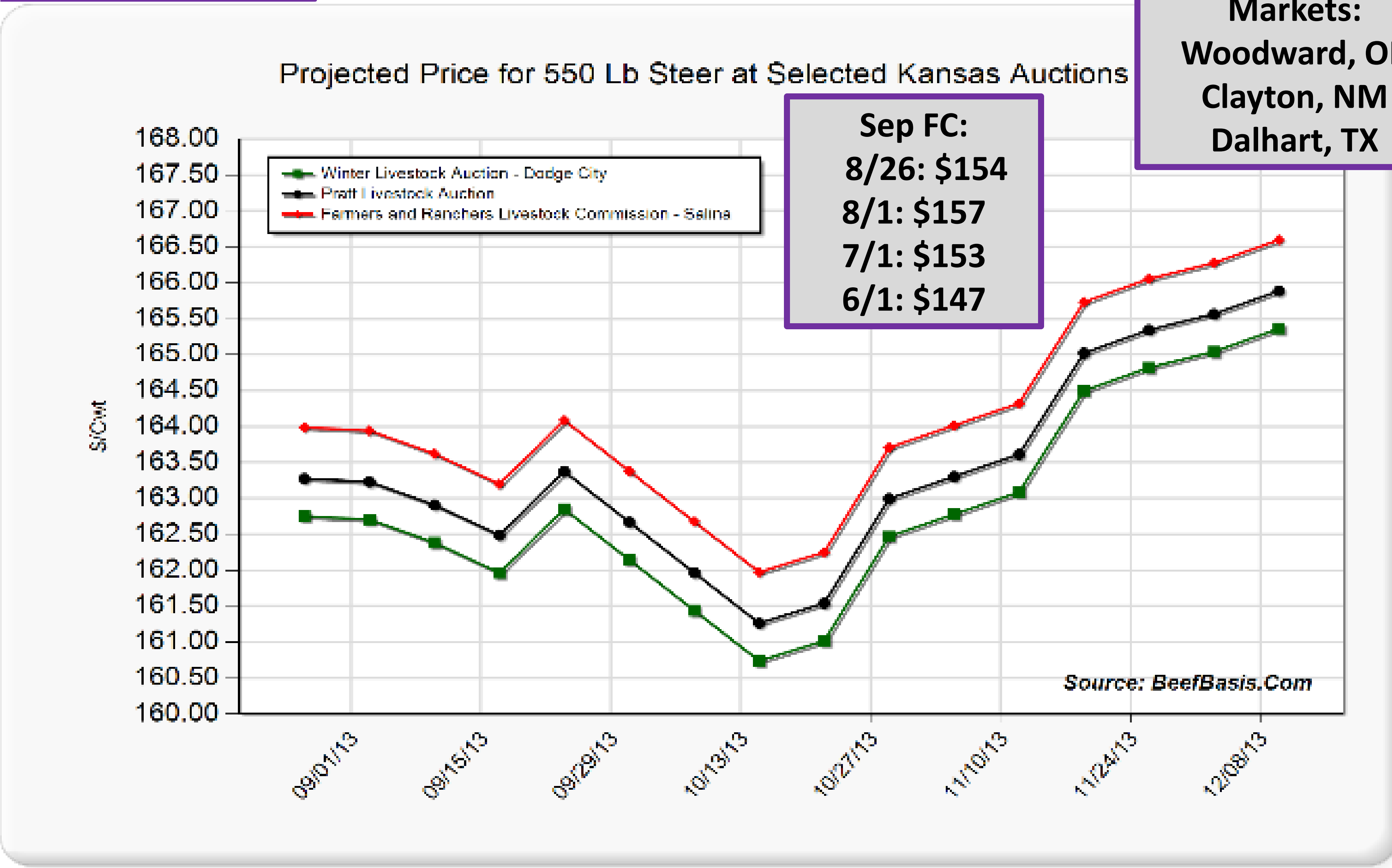
http://www.usda.gov/oce/commodity/projections/index.htm

2021 Projection 1.1 million less than Feb. 12'



As of: 8/26/13'

Other BeefBasis Markets:
Woodward, OK
Clayton, NM
Dalhart, TX

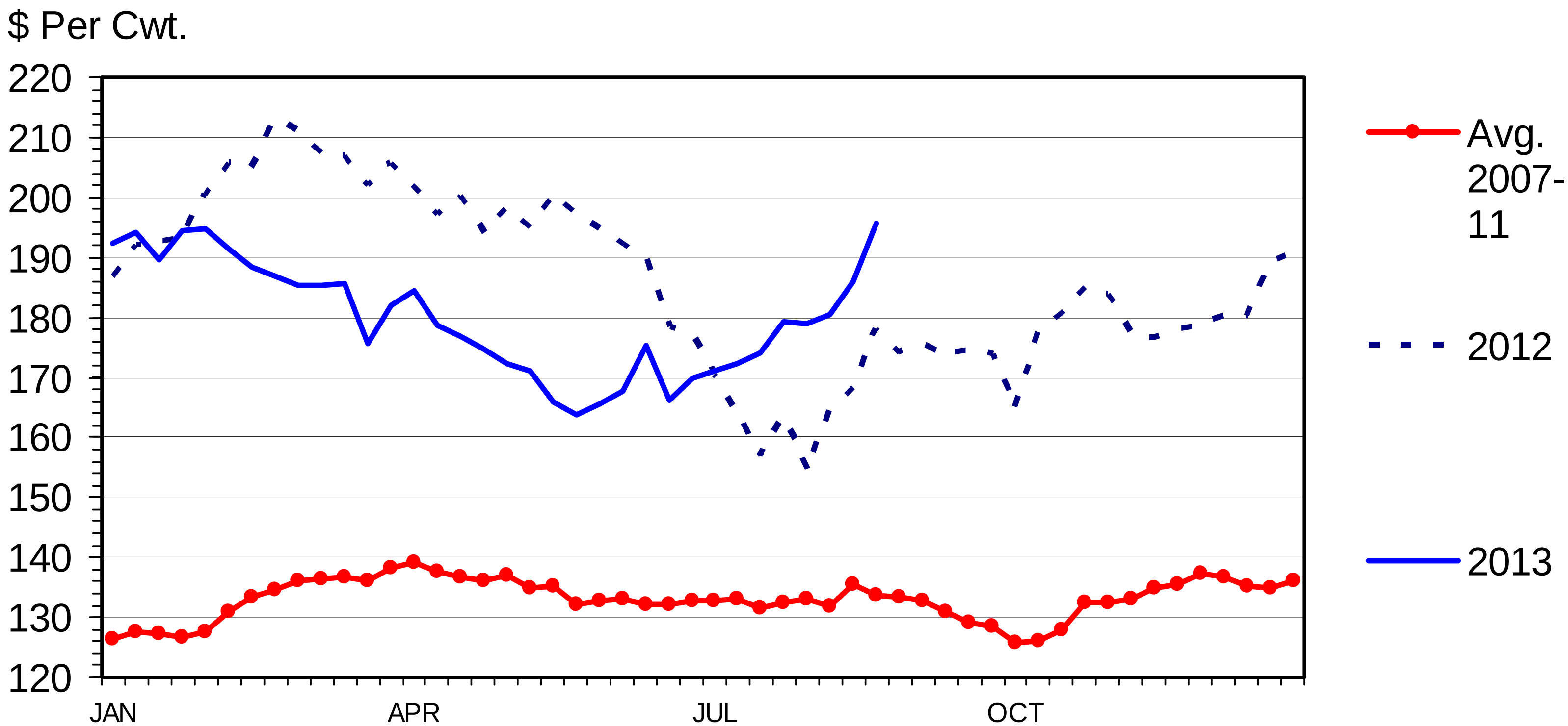


Sep FC:
8/26: $154
8/1: $157
7/1: $153
6/1: $147

http://www.agmanager.info/livestock/marketing/graphs/cattle/prices/default.asp

MED. & LRG. #1 STEER CALF PRICES

400-500 Pounds, Southern Plains, Weekly



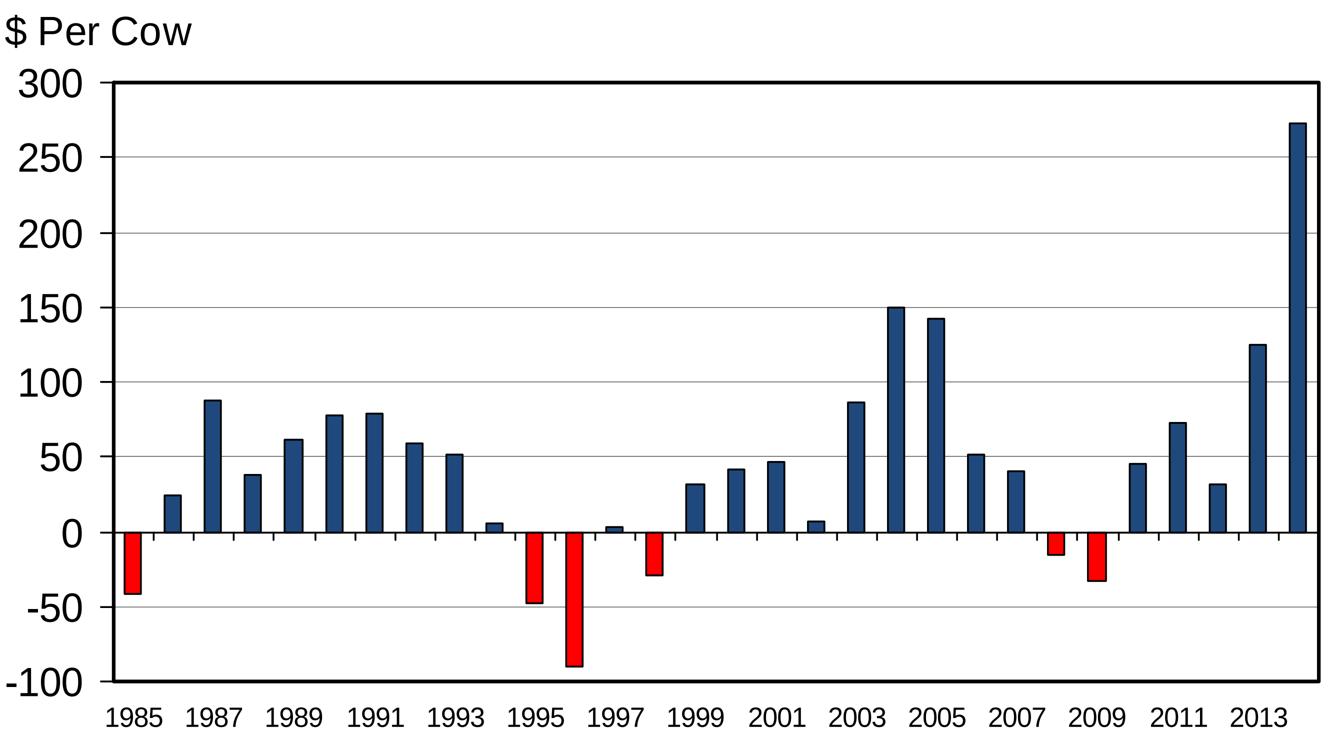
C-P-49A
08/26/13

Livestock Marketing Information Center

Data Source: USDA-AMS, Compiled & Analysis by LMIC

ESTIMATED AVERAGE COW CALF RETURNS

Returns Over Cash Cost (Includes Pasture Rent), Annual



Livestock Marketing Information Center

Data Source: USDA-AMS & USDA-NASS, Compiled & Analysis by LMIC

C-P-66
08/24/13

ESTIMATED AVERAGE COW CALF RETURNS

Returns Over Cash Cost (Includes Pasture Rent), Annual

TREND: PROMISING YET UNFULLFILLED TO-DATE HERD EXPANSION

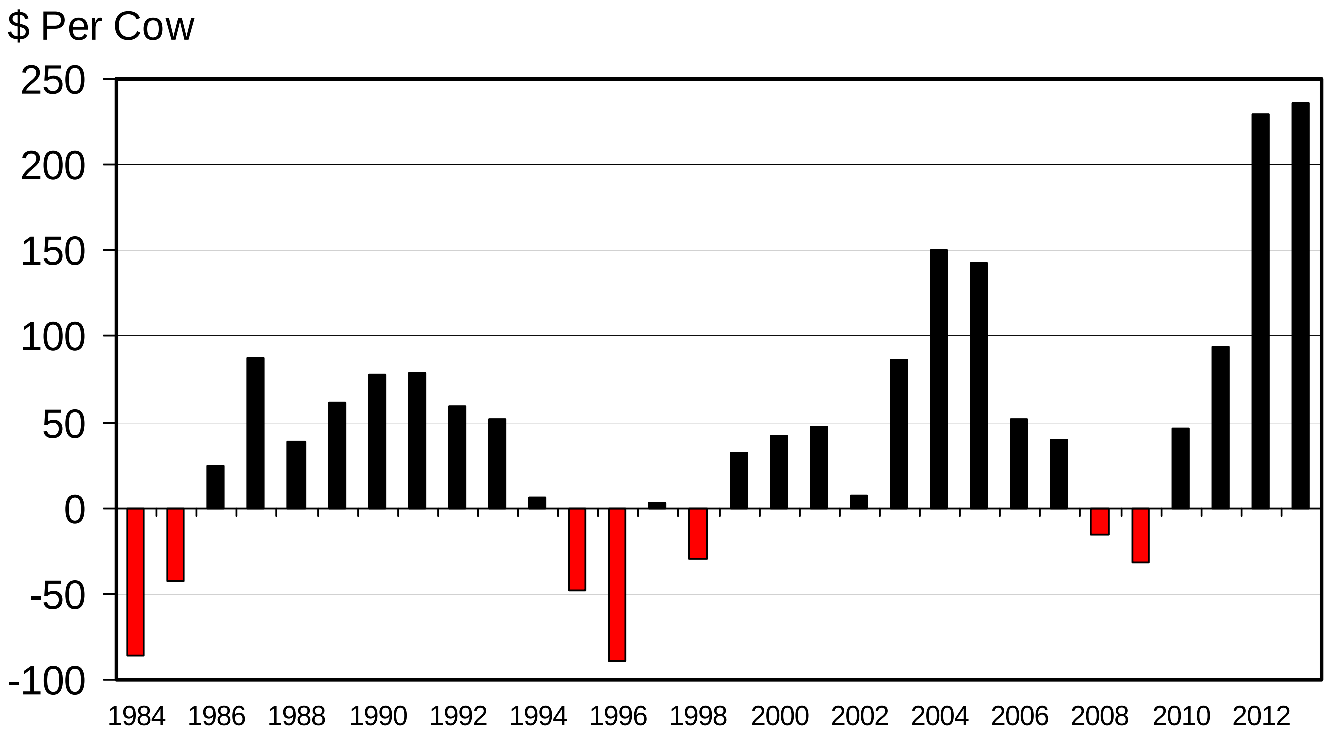
Livestock Marketing Information Center

Data Source: USDA-AMS & USDA-NASS, Compiled & Analysis by LMIC

C-P-66
08/24/13

ESTIMATED AVERAGE COW CALF RETURNS

Returns Over Cash Cost (Includes Pasture Rent), Annual



Livestock Marketing Information Center

Data Source: USDA-AMS & USDA-NASS, Compiled & Analysis by LMIC

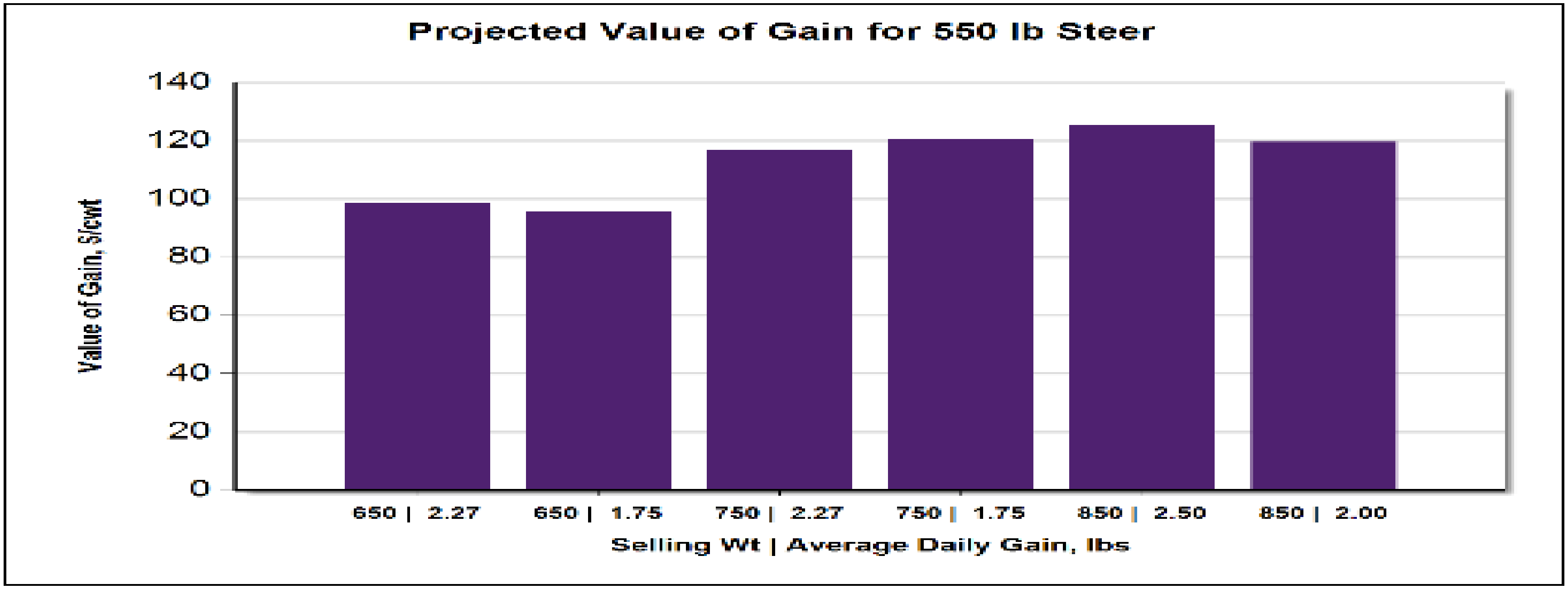
C-P-66

03/21/12

Economic Outlook Overview : Stockers

- Attractive Values of Gain (VOG) vs. COG
  – For those in many stocker/backgrounding areas …

- Salina, KS 8/20/13 situation:
  – Buy 550 lb steer on 10/16/13 ($165.30)
  – Sell 750 lb steer on 1/15/14 ($154.34) {2.17 ADG}
    - VOG: $124.21/cwt
      – http://www.beefbasis.com/ForecastingTools/ValueofGain/tabid/1132/Default.aspx



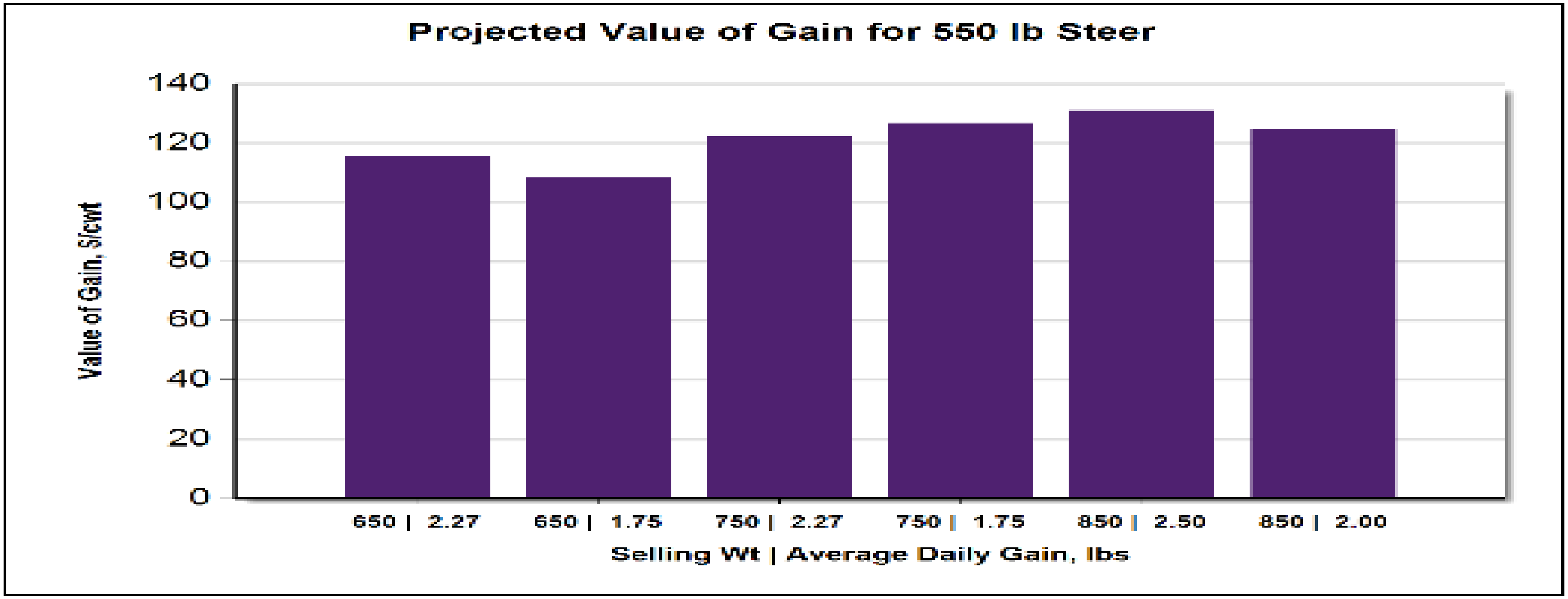
Projected Value of Gain

Begining Weight, lbs	Ending Weight, lbs	Date	Weight Gain, lbs/hd	ADG, lbs	Value of Gain, $/cwt
550	650	10/10/2013	100	2.27	$98.47
550	650	10/23/2013	100	1.75	$95.80
550	750	11/23/2013	200	2.27	$116.90
550	750	12/19/2013	200	1.75	$120.31
550	850	12/25/2013	300	2.50	$125.39
550	850	01/24/2014	300	2.00	$119.61

Note: Projections dervied for the Salina, KS market using BeefBasis.com
Related information is available at: BeefBasis.com 8/27/2013

K-STATE CAS

http://www.agmanager.info/livestock/marketing/graphs/cattle/prices/VOG.asp

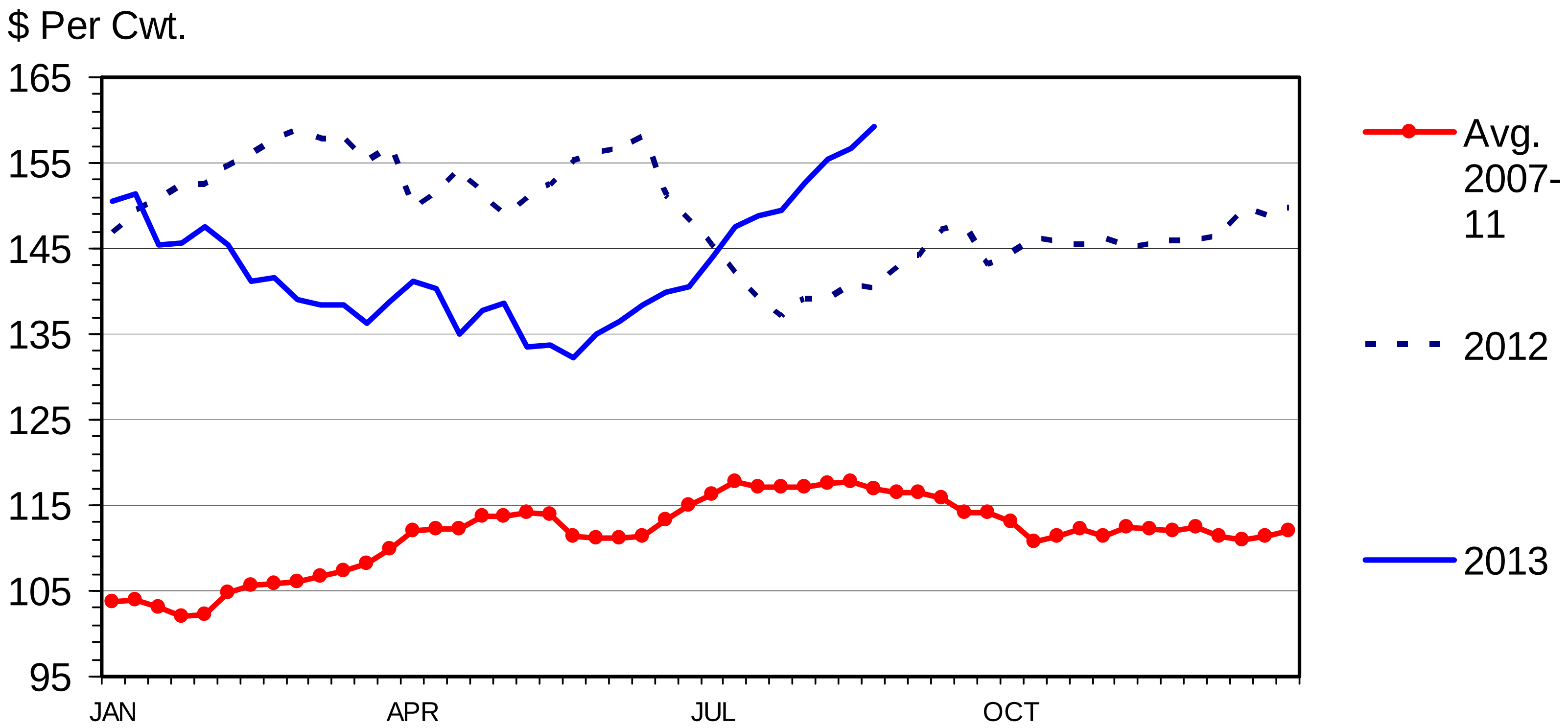


TREND: HISTORICALLY HIGHER VOG OFFERINGS FOR HEAVIER FEEDERS

http://www.agmanager.info/livestock/marketing/graphs/cattle/prices/VOG.asp

MED. & LRG. #1 FEEDER STEER PRICES

700-800 Pounds, Southern Plains, Weekly



C-P-49
08/26/13

Livestock Marketing Information Center

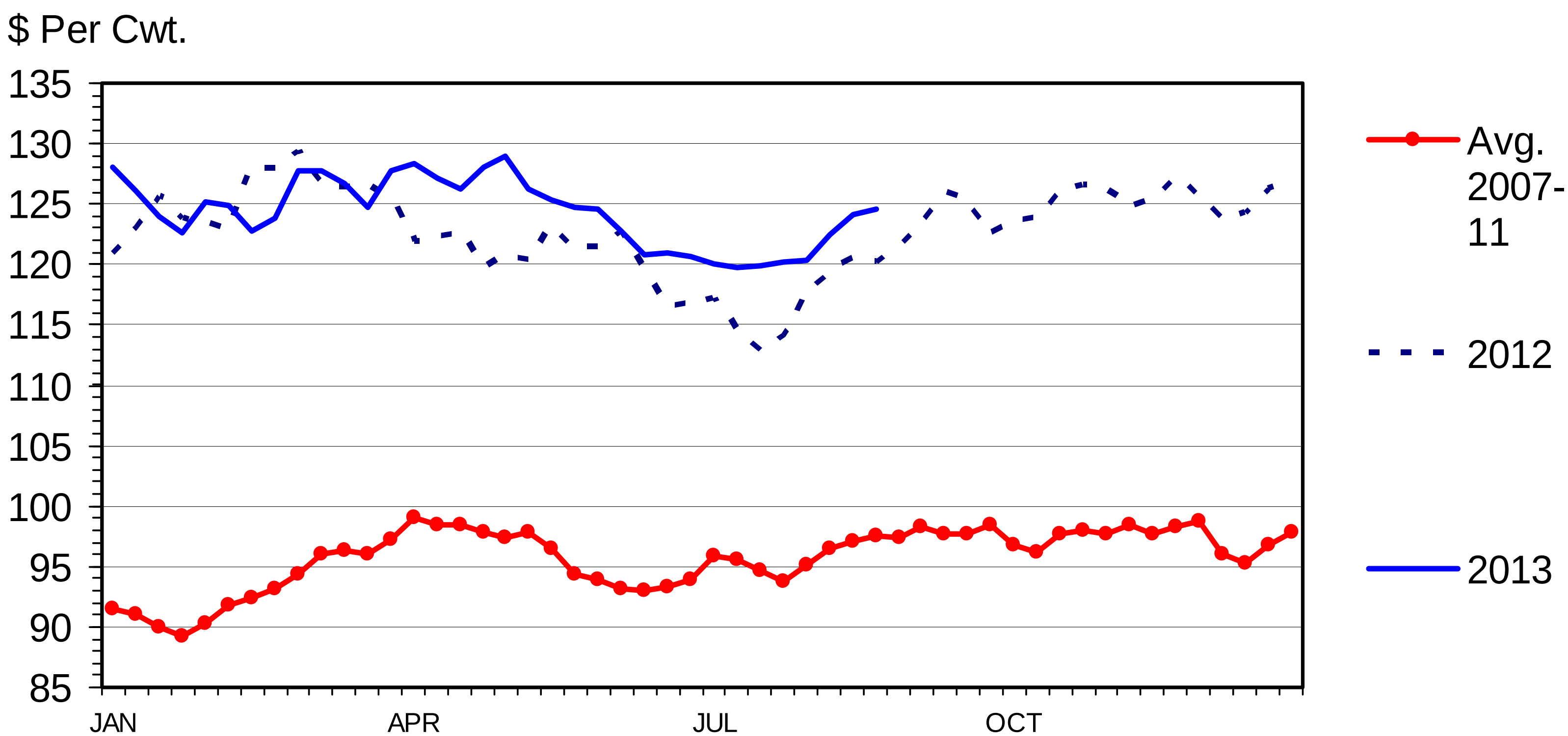
Data Source: USDA-AMS, Compiled & Analysis by LMIC

Economic Outlook Overview : Feedlots

- Excess capacity concerns continue to grow:
  - Heifer Retention (?), MCOOL, *Zilmax*® use
  - Feb. 13’ ERS projection: 12% herd growth by 2022
- Closeouts have been at historically high losses…
- Temporary “light at end of the tunnel” ???

SLAUGHTER STEER PRICES

5 Market Weighted Average, Weekly



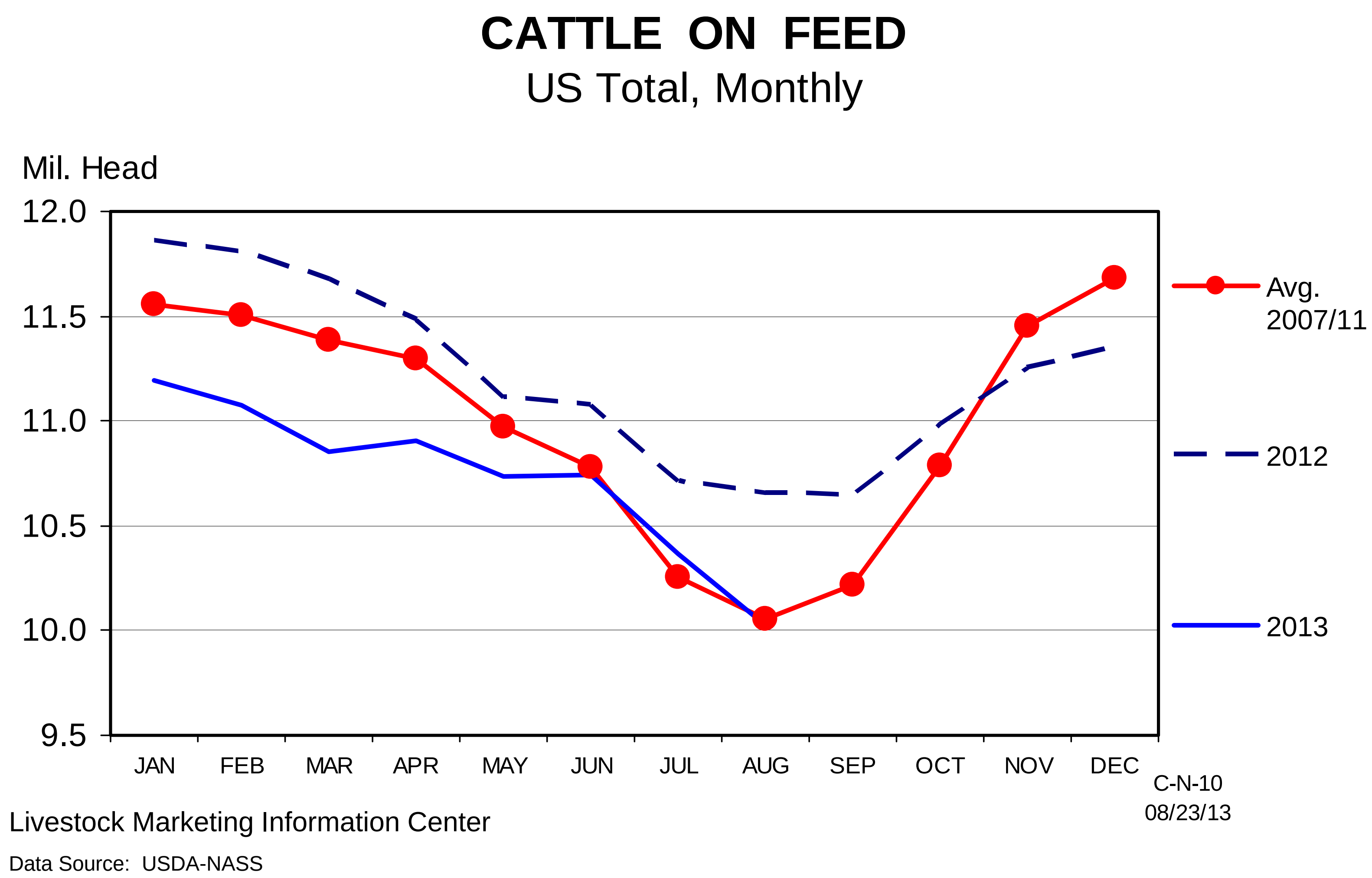
Livestock Marketing Information Center

Data Source: USDA-AMS

Pre- 8/23 COF Report Estimates:

On Feed Aug 1 (- 4.2%) {-5.6% to -1.8%}

Actual Report: - 5.9%



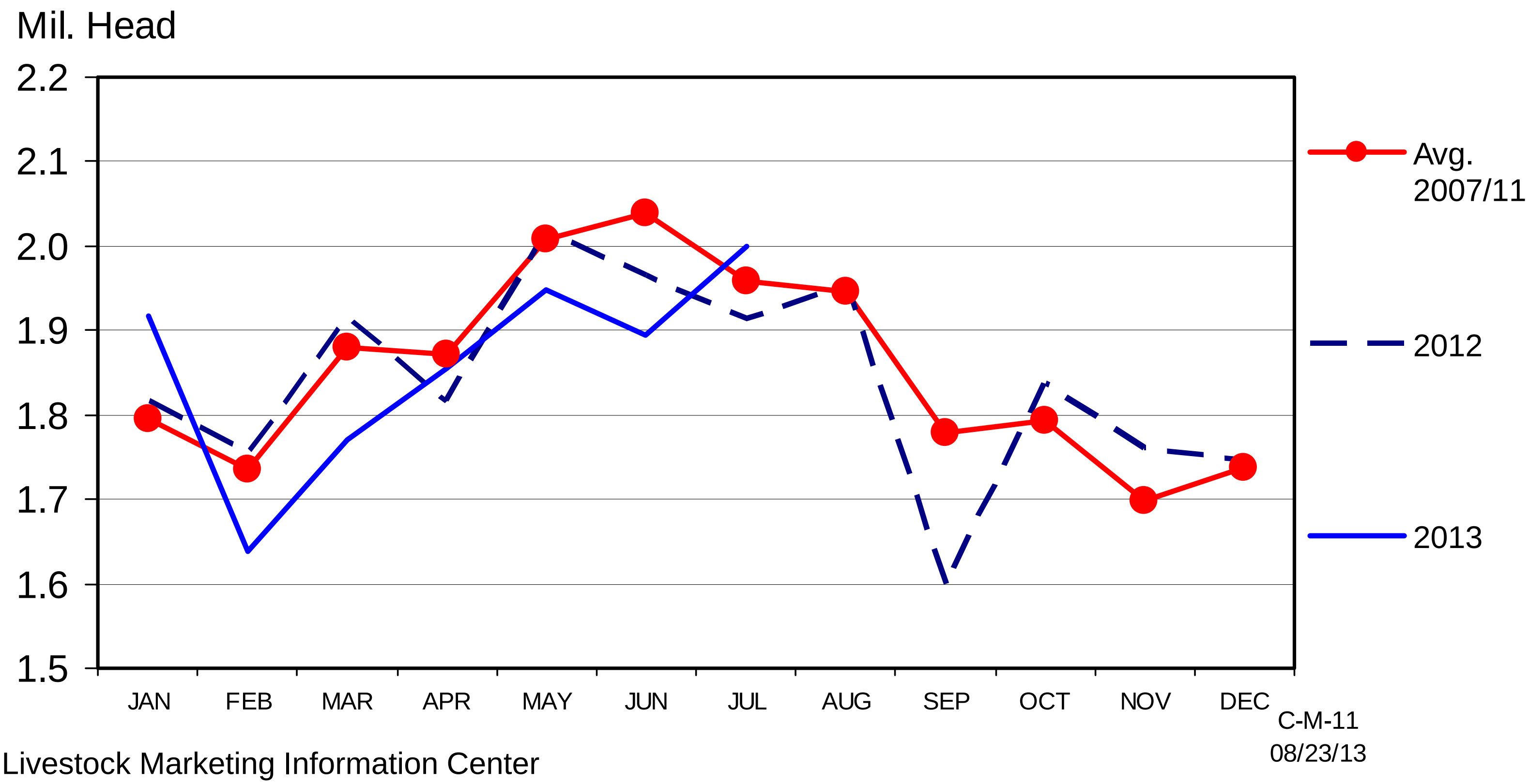
Pre- 8/23 COF Report Estimates:

Marketed in July (**+ 4.4%**) {**+2.5%** to **+6.1%**}

Actual Report: **+ 4.5%**

FED CATTLE MARKETINGS

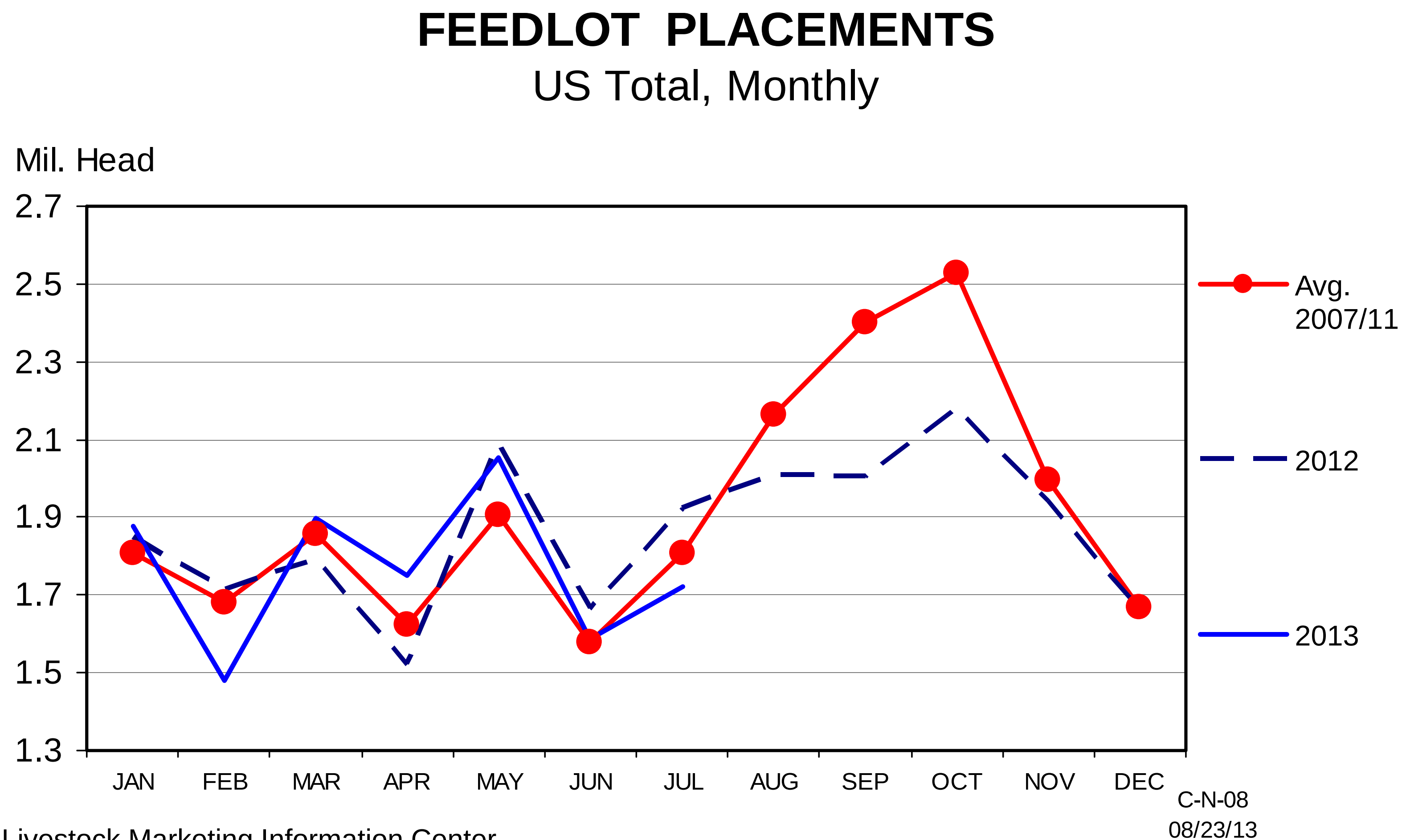
US Total, Monthly



Livestock Marketing Information Center

Data Source: USDA-NASS

Pre- 8/23 COF Report Estimates:
Placed in July (-2.5%) {-7.1% to +11.6%}
Actual Report: **-10.4%**



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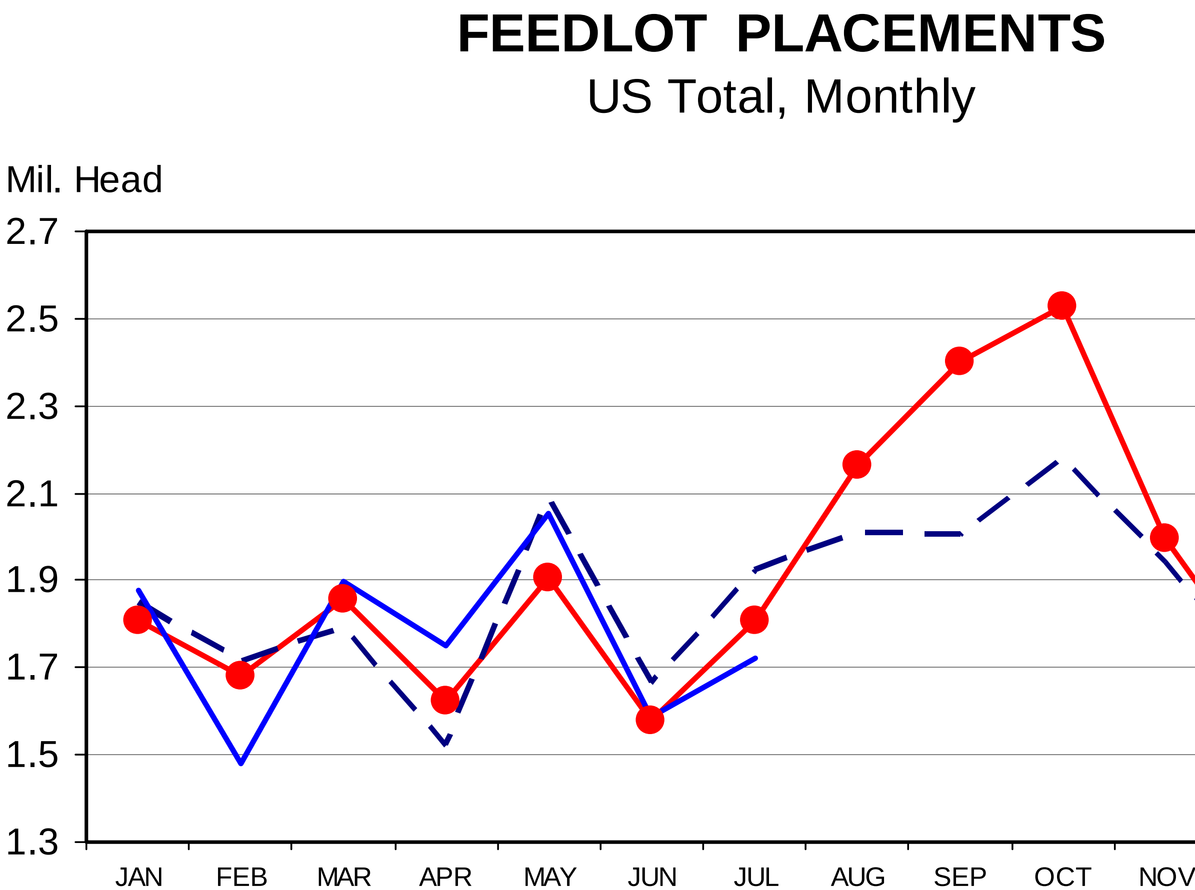
Data Source: USDA-NASS

July Feeder Cattle Imports from Mexico: *-54% Yr-o-Yr*

Pre- 8/23 COF Report Estimates:
Placed in July (-2.5%) {-7.1% to +11.6%
Actual Report: **-10.4%**



Livestock Marketing Information Center
Data Source: USDA-NASS

C-N-08
08/23/13

July Feeder Cattle Imports from Mexico: *-54% Yr-o-Yr*

***TREND*: TIGHT FEEDER CATTLE SUPPLIES WILL INCREASINGLY APPEAR IN REDUCED BEEF VOLUMES**

Historical and Projected Kansas Feedlot Net Returns (as of 8/5/13')

(http://www.agmanager.info/livestock/marketing/outlook/newsletters/FinishingRet

Oct LC:
8/26: $127.08
8/1: $124.50
7/1: $126.25
6/1: $122.75

June 13': -$211/steer

Table 1. Projected Values for Finishing Steers in Kansas Feedyards*

Closeout Mo-Yr	Net Return	FCOG**	Fed Price	Feeder Price	Breakeven FCOG**	Breakeven Fed Price	Breakeven Feeder Price
Jul-13	-158.61	116.31	118.96	137.74	87.88	130.48	118.36
Aug-13	-45.54	119.27	126.30	133.26	110.66	129.55	128.03
Sep-13	-15.22	112.01	126.03	133.18	108.94	127.12	131.48
Oct-13	23.12	107.78	128.87	135.47	112.46	127.22	138.01
Nov-13	0.94	102.50	129.29	142.71	102.68	129.22	142.81
Dec-13	-11.93	97.45	129.41	148.59	95.29	130.25	147.21

Representative Barometer for Trends in Profitability

Zilmax® Use

- Beef production <u>direction</u> 'certain'
  - +/- 29 lbs on steer carcass; 23 lbs for heifers
    - *Zilmax*® adds 6-8 lbs more than *Optaflexx*®

- *<u>Magnitude of impact is very uncertain</u>*
  - Ultimately, how does % of fed cattle on *Zilmax*®, *Optaflexx*®, Neither change?
    - ***<u>How long will these changes last???</u>***

Zilmax® Use

- August 19, 2013 Daily Livestock Report (DLR w/ CME Group):
  - Approval and proper usage of products is "necessary but not sufficient"…

<u>*TREND*</u>: PRODUCTION PRACTICES WILL INCREASINGLY BE QUESTIONED AND DEBATED IN PUBLIC FORUMS

Quarterly Forecasts (LMIC: 08/12/13)

Year Quarter	Comm'l Slaughter	% Chg. from Year Ago	Average Dressed Weight	% Chg. from Year Ago	Comm'l Beef Production	% Chg. from Year Ago
2012						
I	8,026	-3.5	782.7	1.5	6,282	-2.0
II	8,309	-3.8	779.0	2.6	6,473	-1.3
III	8,333	-4.6	790.3	2.5	6,586	-2.2
IV	8,283	-1.3	793.5	2.6	6,572	1.3
Year	32,951	-3.3	786.4	2.3	25,913	-1.1
2013						
I	7,779	-3.1	793.4	1.4	6,172	-1.7
II	8,325	0.2	782.8	0.5	6,517	0.7
III	8,112	-2.7	796.1	0.7	6,458	-1.9
IV	7,662	-7.5	798.7	0.7	6,120	-6.9
Year	31,878	-3.3	792.6	0.8	25,267	-2.5
2014						
I	7,221	-7.2	802.2	1.1	5,793	-6.1
II	7,749	-6.9	791.1	1.1	6,130	-5.9
III	7,520	-7.3	804.3	1.0	6,048	-6.3
IV	7,151	-6.7	805.9	0.9	5,763	-5.8
Year	29,641	-7.0	800.7	1.0	23,734	-6.1

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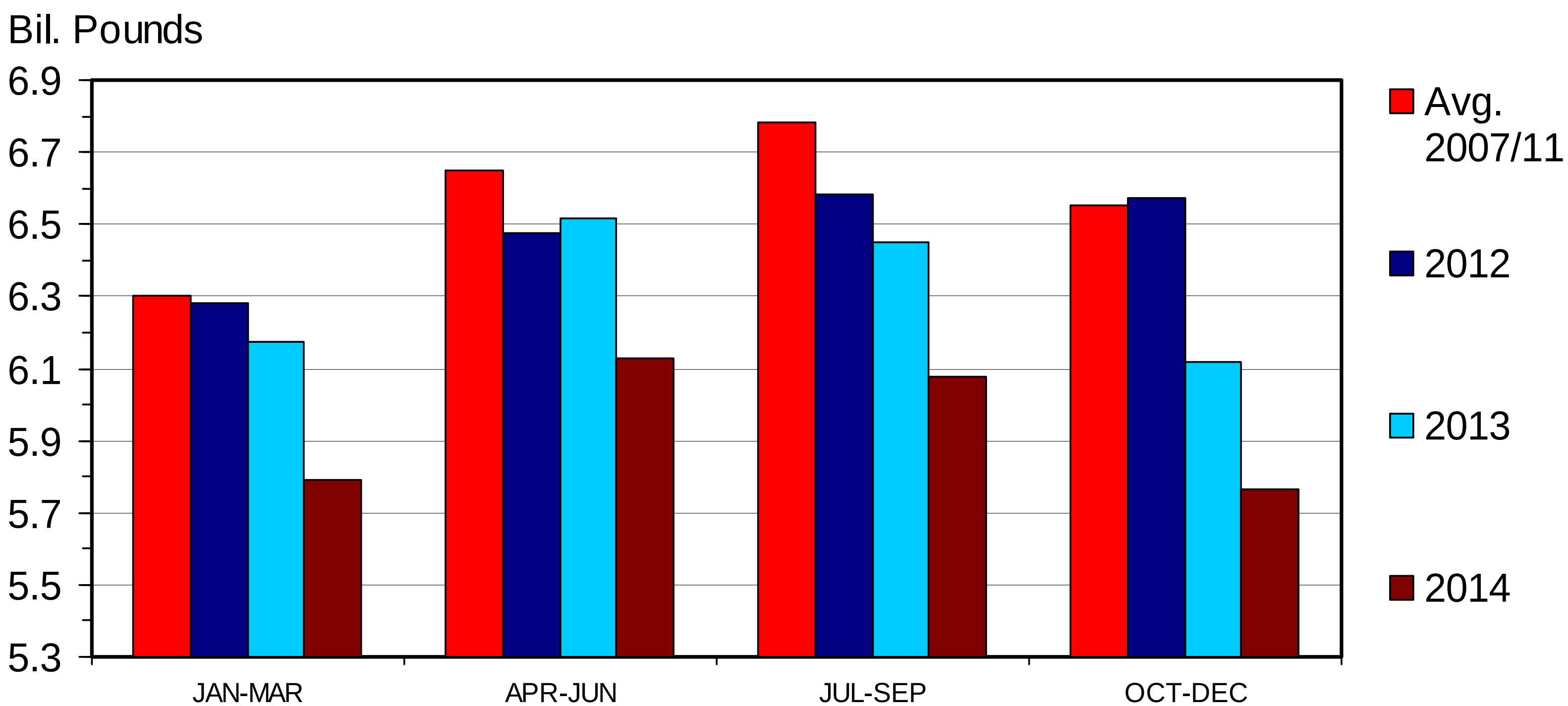
TREND: HIGHER DRESSED WEIGHTS SLIGHTLY OFFSET DECLINING CALF CROPS TO MITIGATE BEEF VOLUME IMPACTS

Quarterly Forecasts (LMIC: 08/12/13)

Year Quarter	Live Sltr. Steer Price 5-Mkt Avg	% Chg. from Year Ago	Feeder Steer Price Southern Plains 7-800#	Feeder Steer Price Southern Plains 5-600#
2012				
I	125.30	13.8	154.25	182.41
II	120.91	7.2	152.65	178.65
III	119.69	4.9	141.82	150.57
IV	125.54	2.9	146.50	161.42
Year	122.86	7.1	148.81	168.26
2013				
I	125.51	0.2	142.41	170.13
II	124.95	3.3	137.34	159.71
III	122-123	2.3	147-150	165-168
IV	127-130	2.4	145-149	163-168
Year	125-126	2.1	143-145	164-167
2014				
I	129-133	4.4	148-153	173-180
II	131-136	6.8	152-159	179-188
III	128-134	6.9	155-163	175-186
IV	130-137	3.9	153-162	171-184
Year	130-134	5.2	153-158	177-182

COMMERCIAL BEEF PRODUCTION

Quarterly



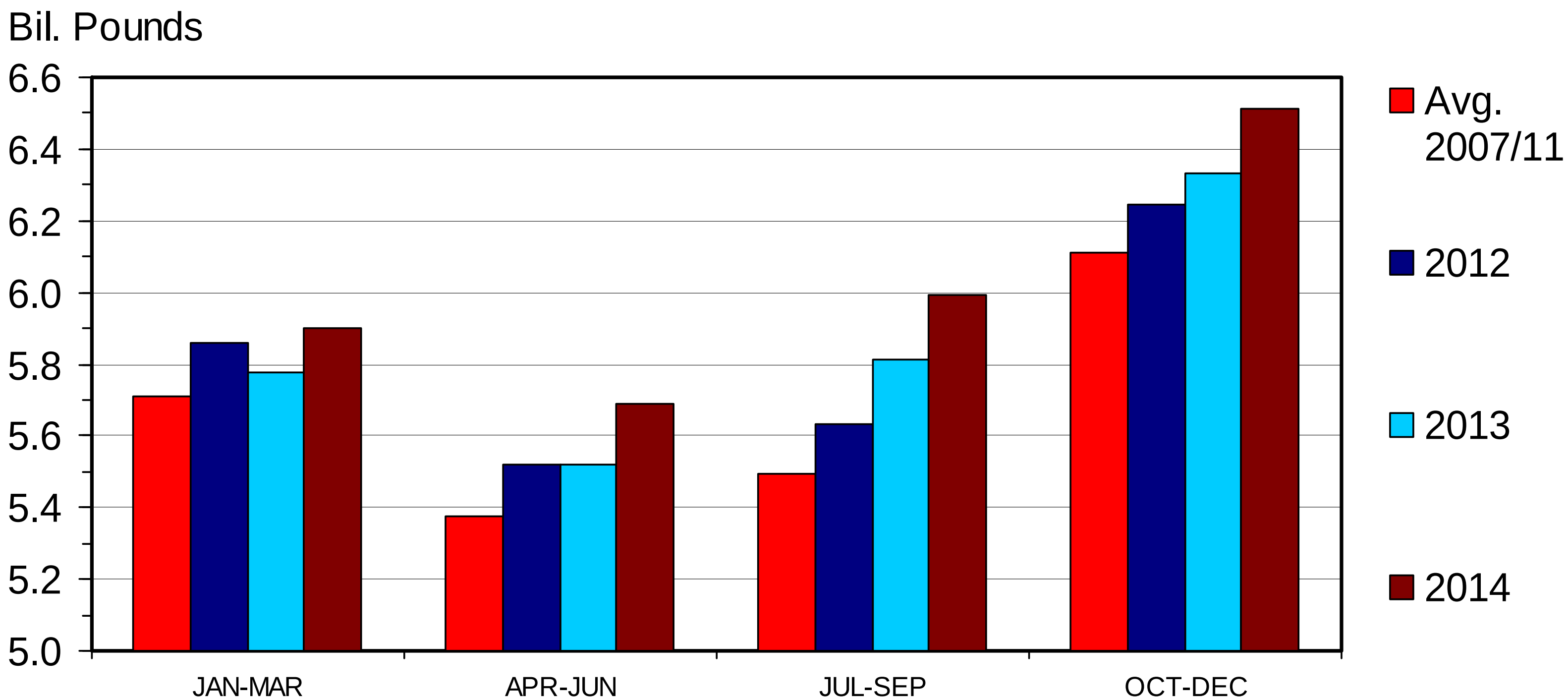
M-S-01
08/02/13

Livestock Marketing Information Center

Data Source: USDA-NASS, Compiled & Analysis by LMIC

COMMERCIAL PORK PRODUCTION

Quarterly



M-S-06
08/02/13

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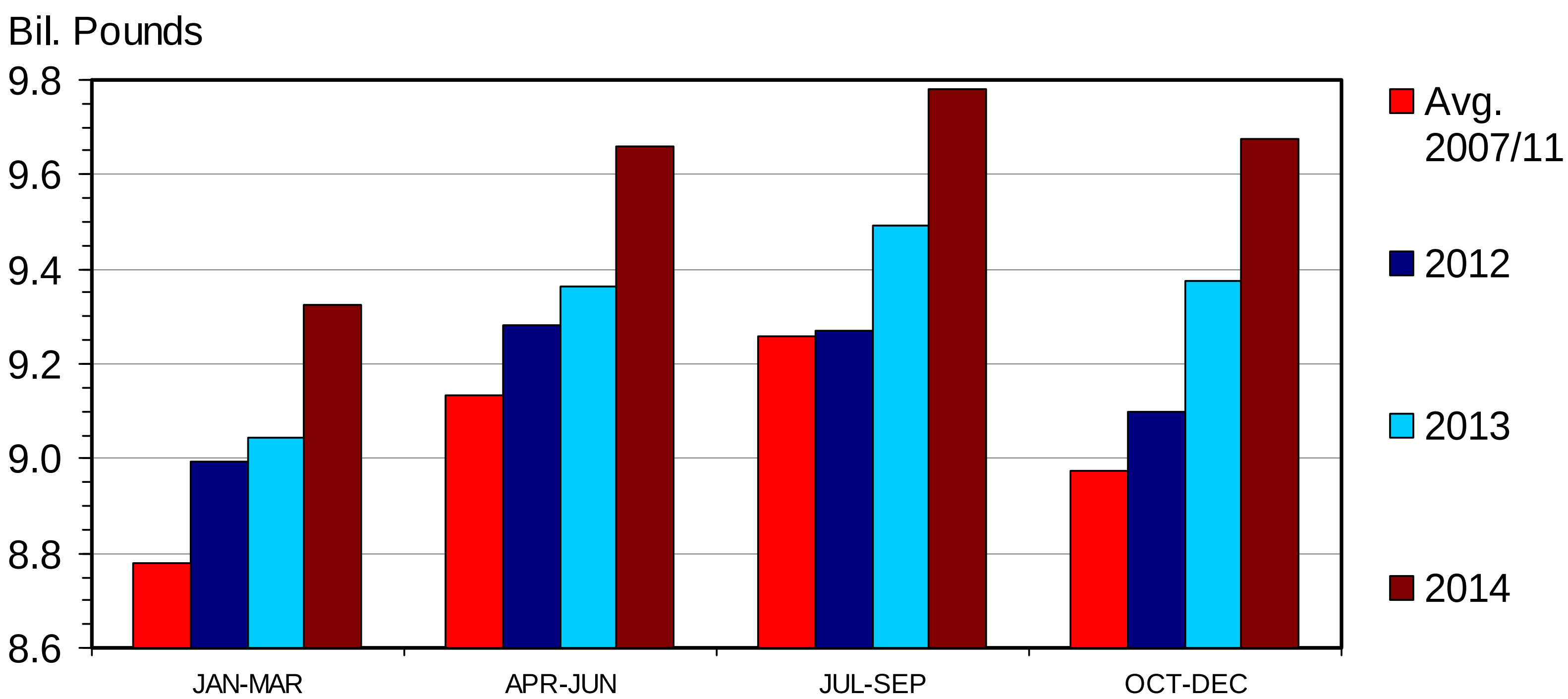
Data Source: USDA-NASS, Compiled & Analysis by LMIC

RTC BROILER PRODUCTION

Quarterly



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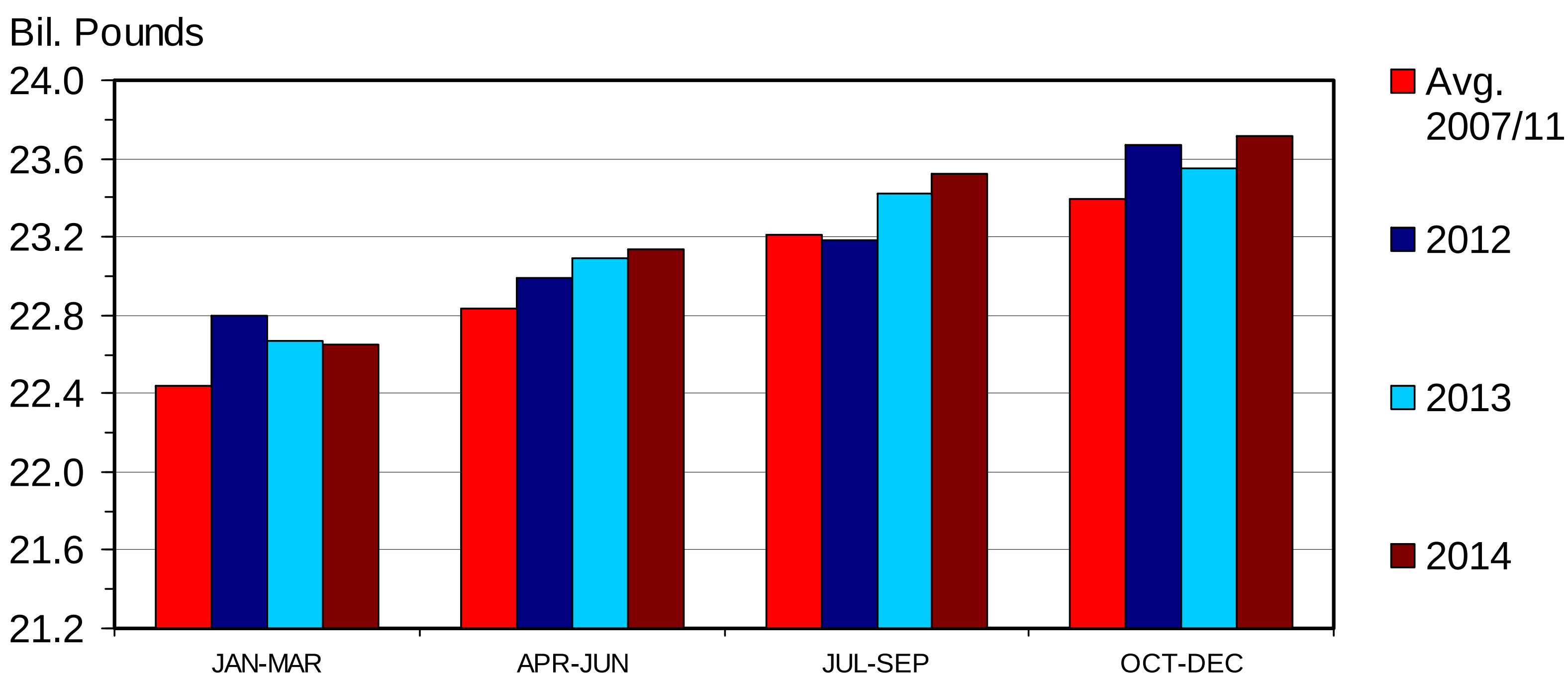
Data Source: USDA-NASS, Compiled & Analysis by LMIC

TOTAL RED MEAT & POULTRY PRODUCTION

Quarterly



M-S-31
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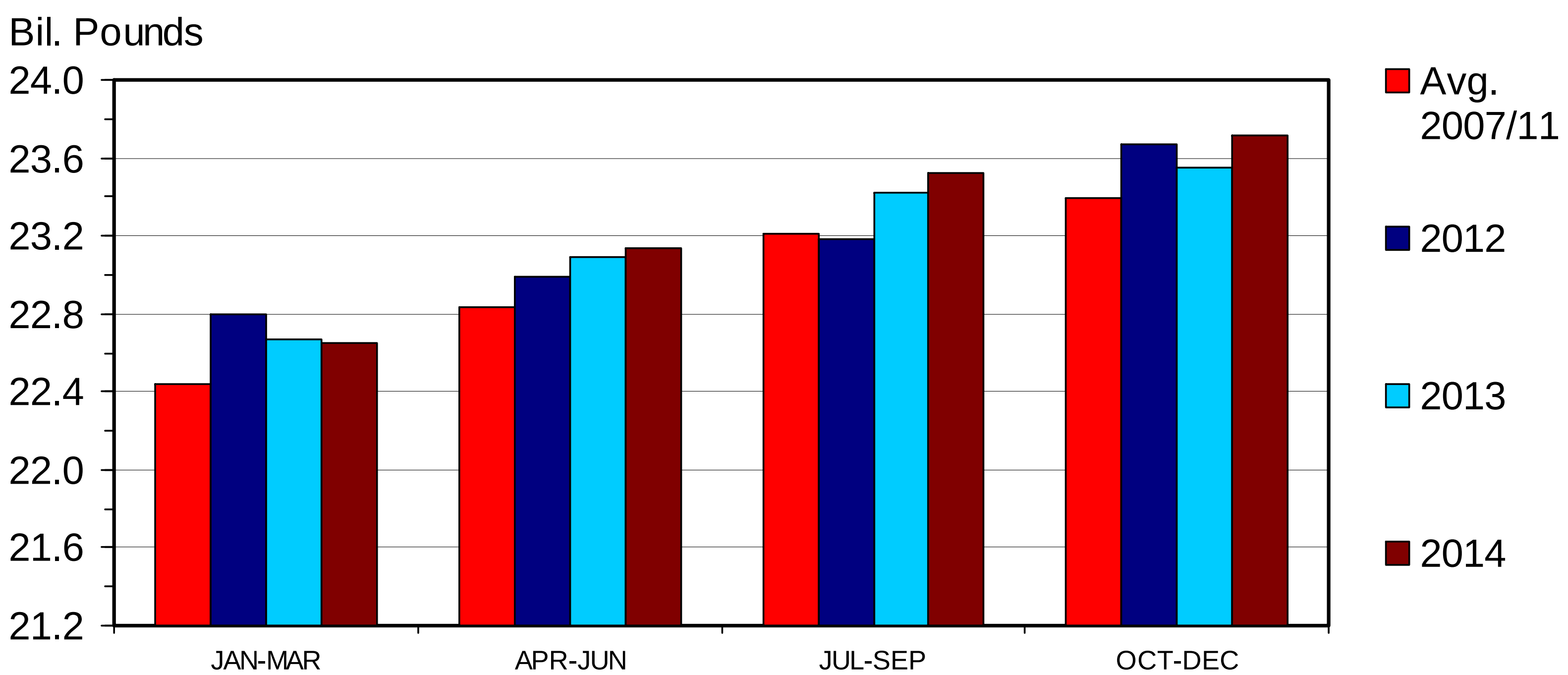
Data Source: USDA-NASS, Compiled & Analysis by LMIC

TREND: BEEF SUPPLIES SHRINK WHILE PORK, POULTRY, and TOTAL MEAT SUPPLIES INCREASE



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Beef Demand: Recent Determinants and Future Drivers

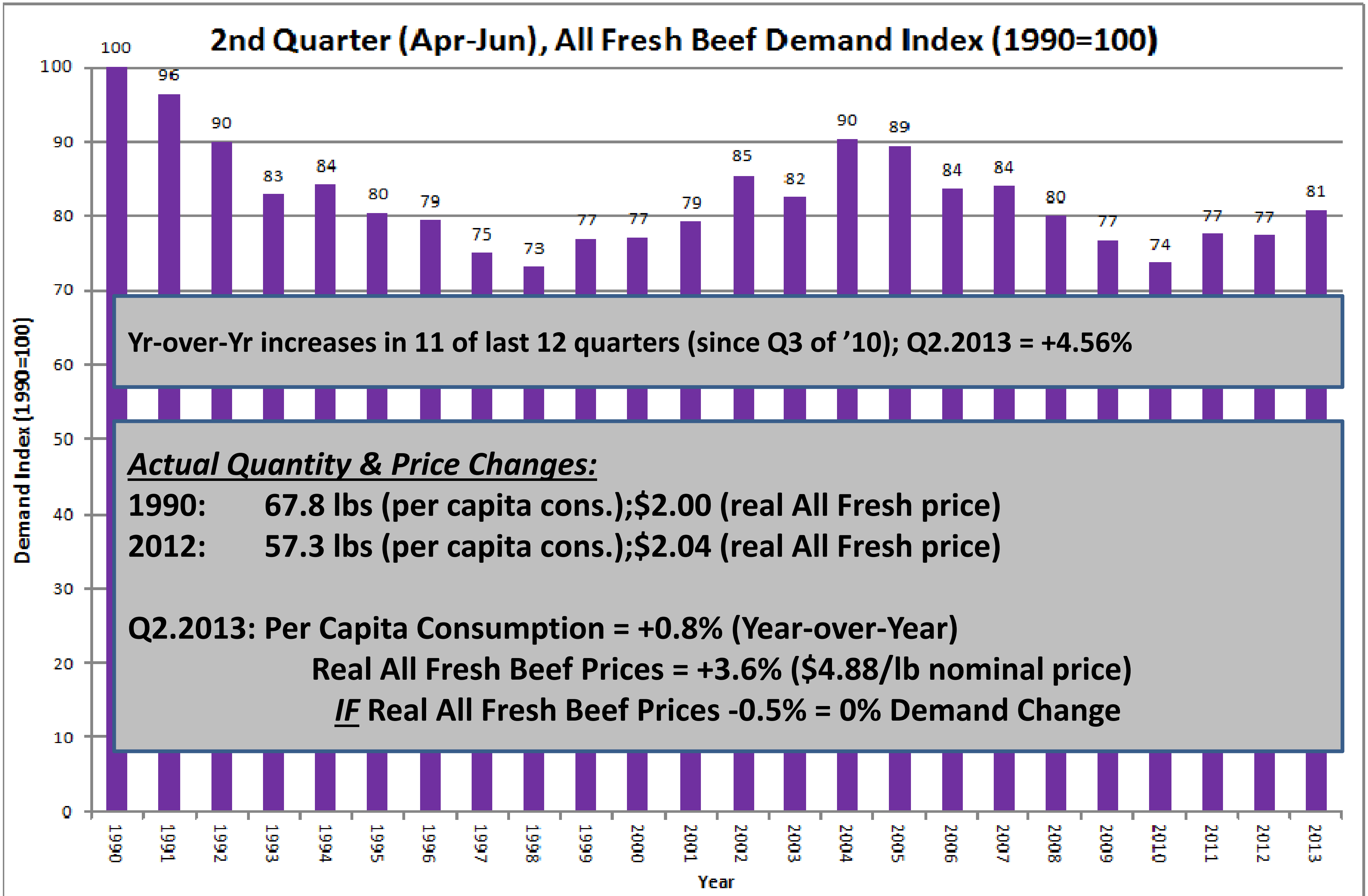
Ted Schroeder

Glynn Tonsor

James Mintert

Research Project completed for the Cattlemen's Beef Board

http://www.beefboard.org/evaluation/130612demanddeterminantstudy.asp



Yr-over-Yr increases in 11 of last 12 quarters (since Q3 of ’10); Q2.2013 = +4.56%

Actual Quantity & Price Changes:

1990: 67.8 lbs (per capita cons.);$2.00 (real All Fresh price)

2012: 57.3 lbs (per capita cons.);$2.04 (real All Fresh price)

Q2.2013: Per Capita Consumption = +0.8% (Year-over-Year)

Real All Fresh Beef Prices = +3.6% ($4.88/lb nominal price)

***IF* Real All Fresh Beef Prices -0.5% = 0% Demand Change**

Source: Glynn T. Tonsor, Kansas State University, July 2013

http://www.agmanager.info/livestock/marketing/Beef%20Demand/default.asp

Wrap-up Summary Thoughts

- Opportunity exists in multiple venues
  – Herd expansion pending?
  – Value-added opportunities for sound management
  – Domestic demand strength warrants appreciation
  – Remain bullish on global demand going forward

- Current and Potential Threats also persist
  – Impact of Excess Capacity Resolution Lingers
  – Uncertainty on many fronts restricts investment
  – Several examples of “infighting” within the industry

More information available at:

www.agmanager.info

This presentation is available in PDF format at:

http://www.agmanager.info/about/contributors/individual/tonsor.asp

Glynn T. Tonsor

Associate Professor

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Kansas State University

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Overarching Trends

- "Supply Side"
  - Historically low calf crops
  - Persistent feedlot and packing excess capacity concerns
  - Cow-calf production slowly moving northwest
  - Recent pasture and moisture improvement nationally (growing corn crop concerns not withstanding)

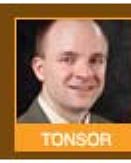
Overarching Trends

- “Demand Side”
  - Ongoing confusion within the industry
  - Increasingly positive story
    - Much more work to be done…
  - Expanding role of foreign markets and domestic heterogeneity

Overarching Trends

- “Cross-Cutting”
  - “In-fighting” persists
    - MCOOL, animal ID, etc.
  - Growing interest in how food is produced
    - antibiotics, beta-agonists, implants, etc.
  - Political and regulatory uncertainty
    - farm bill, RFS, tax code, dust regulation, etc.

webinars



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Beef-Cattle Economics

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Beef-Cattle Economics webinar series

Series of quarterly webinars on beef-cattle markets and other industry-related issues.

Remaining 2013 schedule (1:30 CST)

November 5

For details about specific topics and registering for webinars see additional information on AgManager.info AND http://www.meatingplace.com/Industry/Webinars

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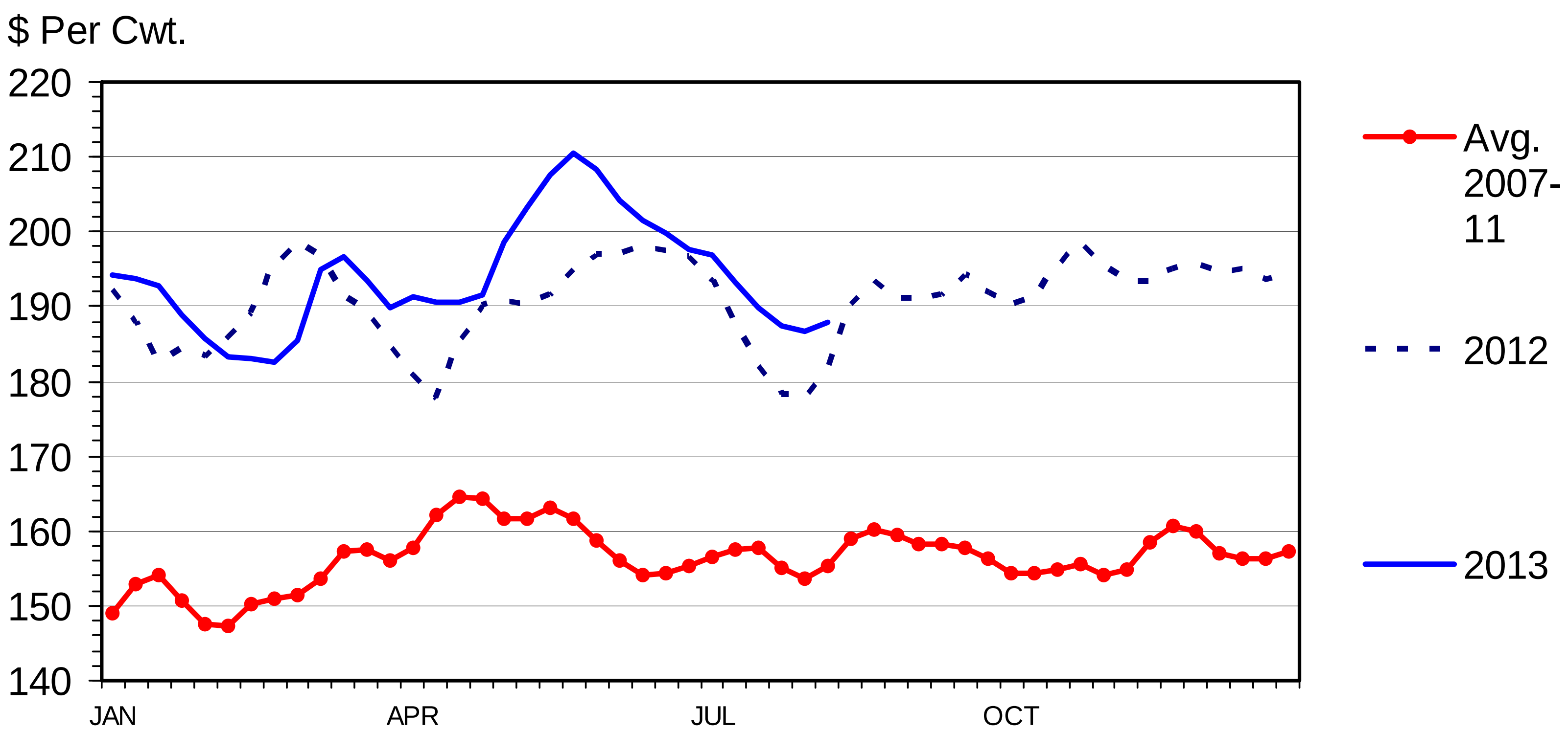
BOXED BEEF CUTOUT VALUE

Choice 600-900 Lbs. Carcass, Weekly



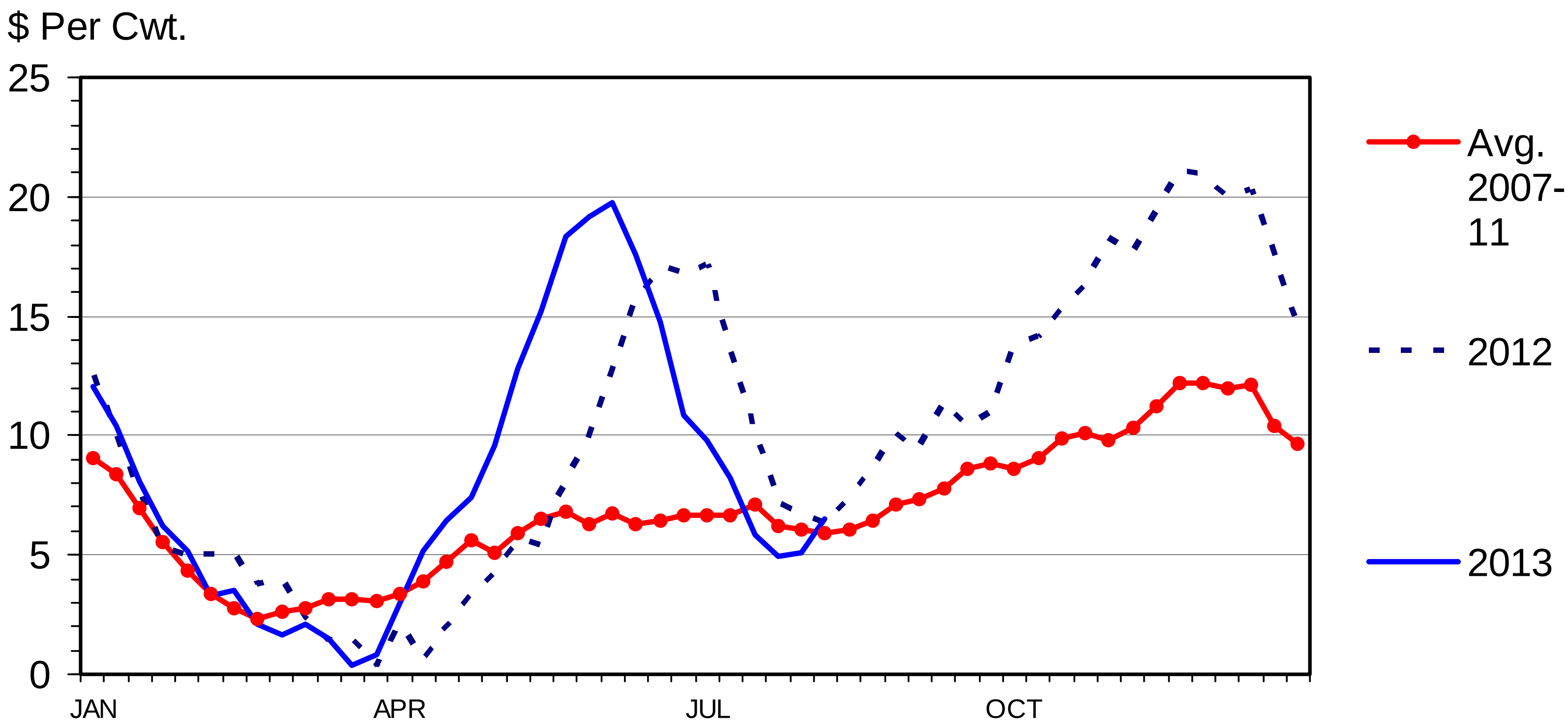
C-P-62
08/05/13

Livestock Marketing Information Center

Data Source: USDA-AMS

CHOICE MINUS SELECT BEEF PRICES

Carcass Cutout Value 600-900 Lbs., Weekly



C-P-68
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Livestock Marketing Information Center

Data Source: USDA-AMS, Compiled & Analysis by LMIC

Beef Demand: Recent Determinants and Future Drivers

Ted Schroeder

Glynn Tonsor

James Mintert

Research Project completed for the Cattlemen’s Beef Board

Purpose

Our Goal

Identify drivers shaping future domestic beef demand emphasizing factors industry can use to prioritize strategies

Objectives

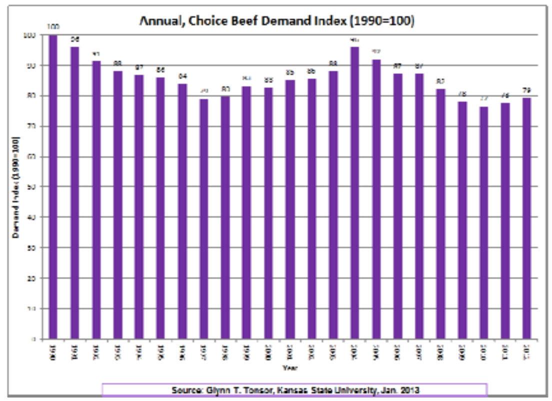
1. **Determine:**
   - **beef demand drivers**
   - **ability of industry to influence drivers**

2. **Provide recommendations for demand enhancement**

Procedure

Importance & Feasibility
to Influence Future Beef Demand
10 Years Forward

Published work
- 15 attribute rank
-22 willing to pay
~25,000 respondents



Demand Expert Survey
-159 experts
Steak & Ground Beef

Consumer Survey
-975 respondents
Steak & Ground Beef

Expert Survey

Determine collective expert opinions on:

- **Ranking beef demand drivers**
- **Ranking feasibility of industry to influence drivers**

Who were they?

Last 20 years US published research on:

"beef demand"; "beef quality"; "beef nutrition"

+ LMIC Technical Advisory Committee

159 beef expert complete respondents
69% economists
11% meat and/or food scientists
11% meat industry executives
7% animal scientists
2% medical researchers

7 Salient Beef Demand Drivers

1. **Food Safety (*E. coli, Salmonella, Listeria*…)**
2. **Product Quality (*Fresh, Taste, Tender, Convenience* ...)**
3. **Price (*$ per pound*)**
4. **Nutrition (*Protein, Iron, Zinc*…)**
5. **Health (*Fat Amount & Type, Cholesterol, Sodium*…)**
6. **Sustainability (*Environment, Labor, Community*…)**
7. **Social Aspects (*Welfare, Country of Origin, Natural*…)**

“…by a wide margin ***Product Quality*** and ***Food Safety*** are …the factors the industry can most feasibly improve upon to increase beef demand in the next 10 years”

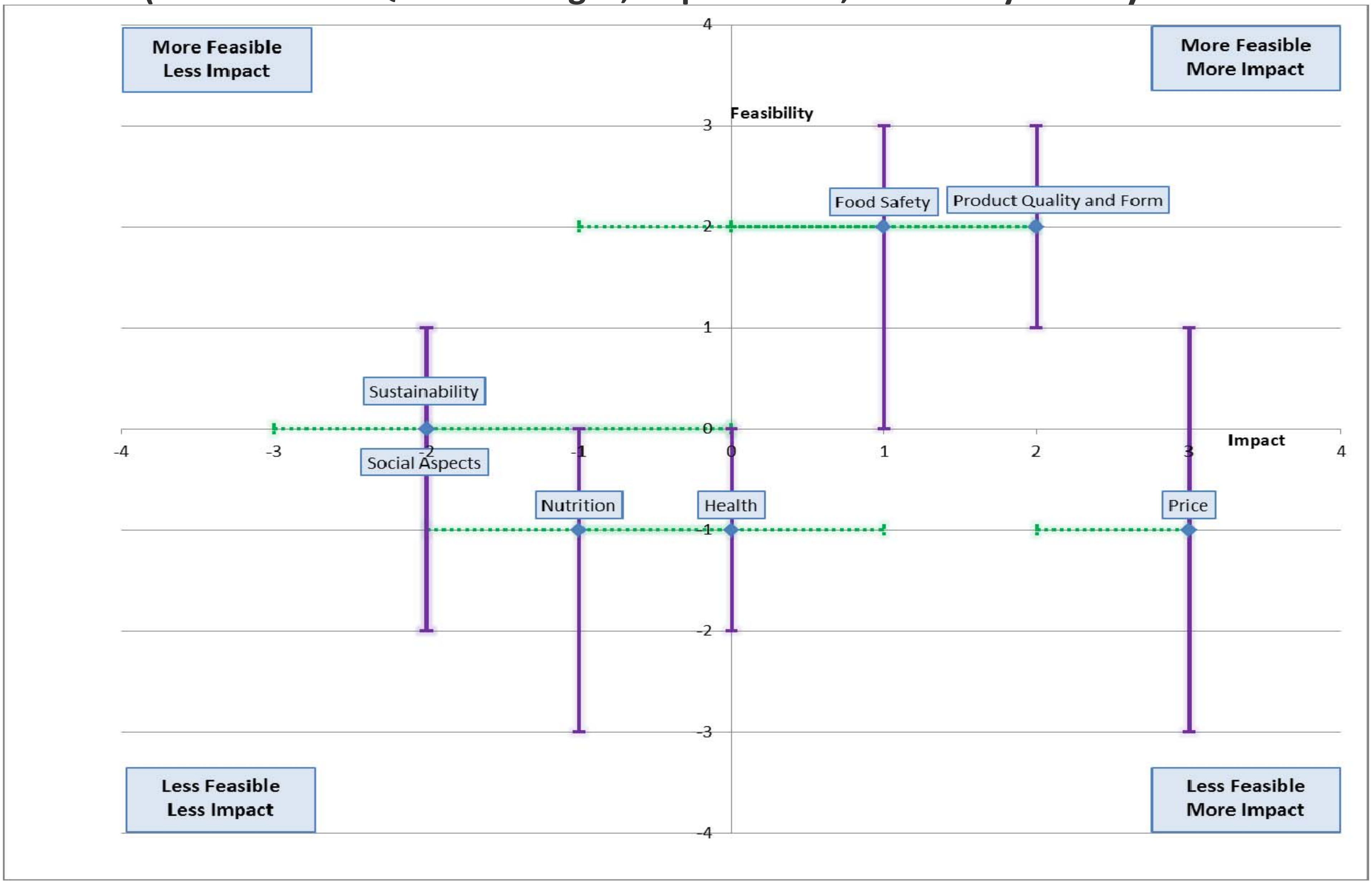
Product Attribute Rankings Across Information Sources, Ground Beef and Steak

	Beef	Ground Beef		Steak	
	Preference Studies	Consumer Survey	Expert Survey	Consumer Survey	Expert Survey
1	***Food Safety***	***Food Safety***	***Price***	***Food Safety***	***Price***
2	***Price***	***Quality***	***Food Safety***	***Quality***	***Quality***
3	*Health*	***Price***	***Quality***	***Price***	***Food Safety***
4	***Quality***	*Health*	*Health*	*Health*	*Health*
5	*Sustainability*	*Nutrition*	*Nutrition*	*Nutrition*	*Nutrition*
6	*Social*	*Social*	*Sustainability*	*Social*	*Social*
7	*Nutrition*	*Sustainability*	*Social*	*Sustainability*	*Sustainability*

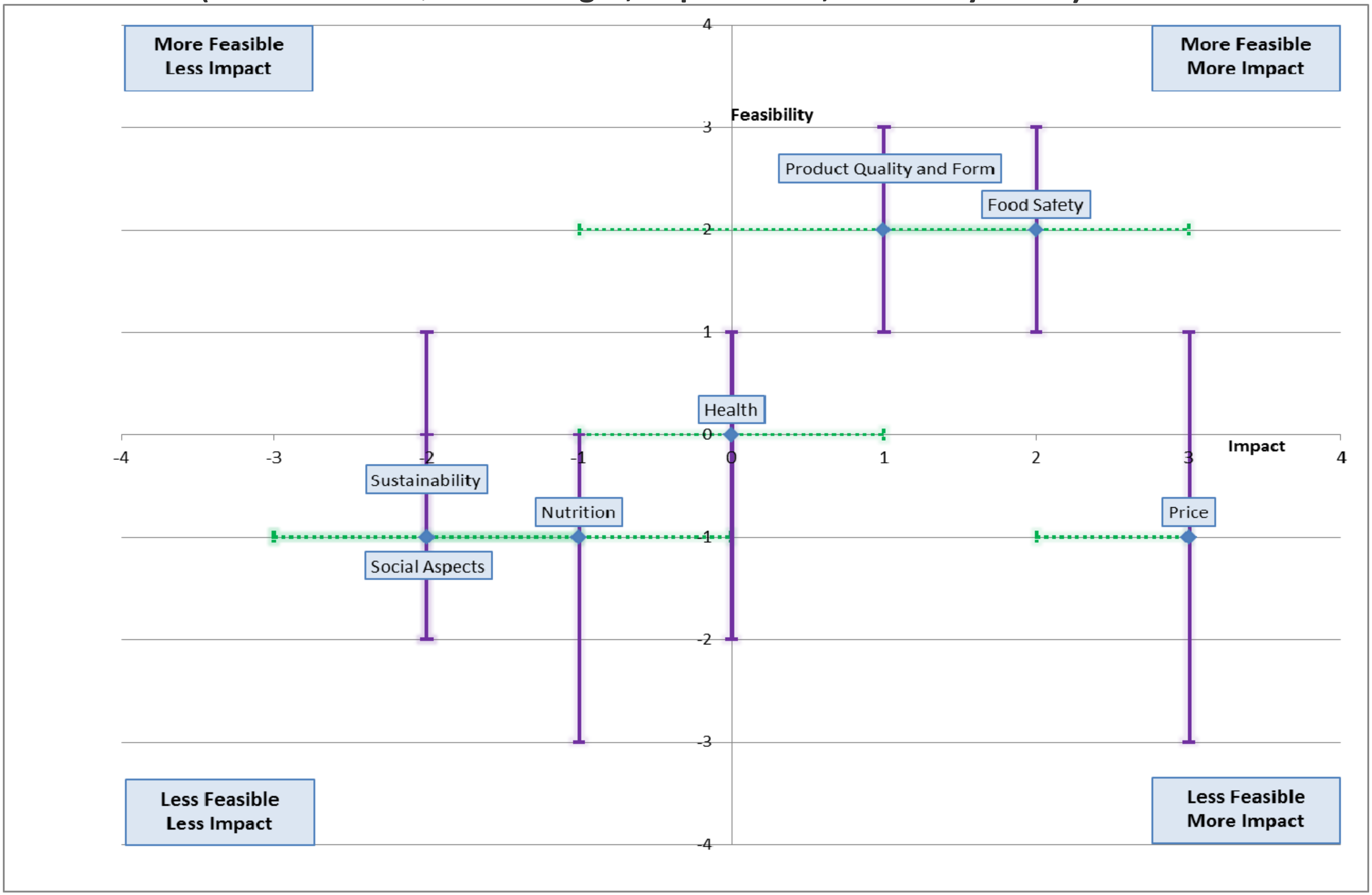
Expert Survey Ranking of Industry Ability to Influence Impact of Broad Factors on Per Capita Beef Consumption

	Beef Product	
Rank	Ground Beef	Steak
1	***Product Quality***	***Product Quality***
2	***Food Safety***	***Food Safety***
3	*Health*	*Sustainability*
4	*Price*	*Social Aspects*
5	*Sustainability*	*Price*
6	*Social Aspects*	*Health*
7	*Nutrition*	*Nutrition*

Demand Factors within Impact and Feasibility Space, <u>Beef Steak</u> (Medians and Quartile Ranges; Impact N=89, Feasibility N=81)



Demand Factors within Impact and Feasibility Space, Ground Beef (Medians and Quartile Ranges; Impact N=88, Feasibility N=81)



Ranked Priorities

Highest Priority

1. <u>Food Safety</u>
2. <u>Product Quality</u>
3. Price

Middle Priority

4. Nutrition
5. Health

Lower Priority

6. Social Aspects
7. Sustainability Dimensions

Recommendations (Ranked)

1. **Invest in food safety enhancement & reassurance**
   - *Essential domestically; also critical for exports*
2. **Emphasize product quality consistency**
   - *New products have role & certification programs*
3. **Appreciate beef price and relative price sensitivity**
   - *Technology adoption critical for price competitiveness*
   - *Assess food safety and product quality impacts*
4. **Health and Nutritional aspects warrant attention**
   - *Younger protein interest (tomorrow's high earners)*
5. **Social and Sustainability issues cannot be ignored**
   - *Communication and consumer education critical but lower demand enhancement payoff relative to other key areas*

Important Needs for Future

1. **Lever retail scanner data improve demand monitoring**
   - *Derive alternative demand indices to measure progress*
   - *Subcategory & regional analysis to better target strategies*

2. **Need to know more about growing heterogeneity**
   - *How industry optimizes demand for a more diverse consumer*
   - *Multiple demand enhancement strategies may make sense*

3. **Changing information technology effect on demand**
   - *Most effectively connecting to shoppers*
   - *Multiple media impacts on beef demand*

Important Needs for Future

4. **Impacts of generational shifts on demand strategies**
   - *What does millennial generation (1980-2000 births) demand?*
   - *Implications of growing Hispanic and Asian origins in US*

5. **Global beef demand and US strategy**
   - *Tremendous opportunity for global meat demand growth in next 10 years*
   - *Where and who will supply it?*
   - *Is US beef industry well-positioned to capitalize?*

Verizon 10:16 AM 92%

www.beefboard.org/evaluation/130612demanddeterminantstudy.asp

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2013 Beef Demand Determinant Study

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2013 Beef Demand Determinant Study

In Fiscal Year 2013, the Beef Checkoff Program commissioned a Beef Demand Determinant Study to identify the beef demand drivers on which the checkoff programs should focus to have the most compelling effects on beef demand moving forward.

Below you will find links to a one-page abstract, a summary report, and the full results of the study, authored by Dr. Ted Schroeder, professor of livestock marketing, and Dr. Glynn Tonsor, associate proessor of livestock marketing, both at Kansas State University, in addition to Dr. James Mintert, assistant director of Extension for Agriculture and Natural Resources at Purdue University:

- **One-page Summary Abstract: "Beef Demand: Determinants and Future Drivers"**
- **Beef Demand Summary Report 2013**
- **Chapter 2: Previous Research Preference Rankings**