Adding Value to Your Calf Crop

7:00 p.m. September 11, 2013
Overbrook Livestock Commission Co.
Overbrook, KS

Beef-Cattle Industry Outlook

Glynn Tonsor
Dept. of Agricultural Economics
Kansas State University

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

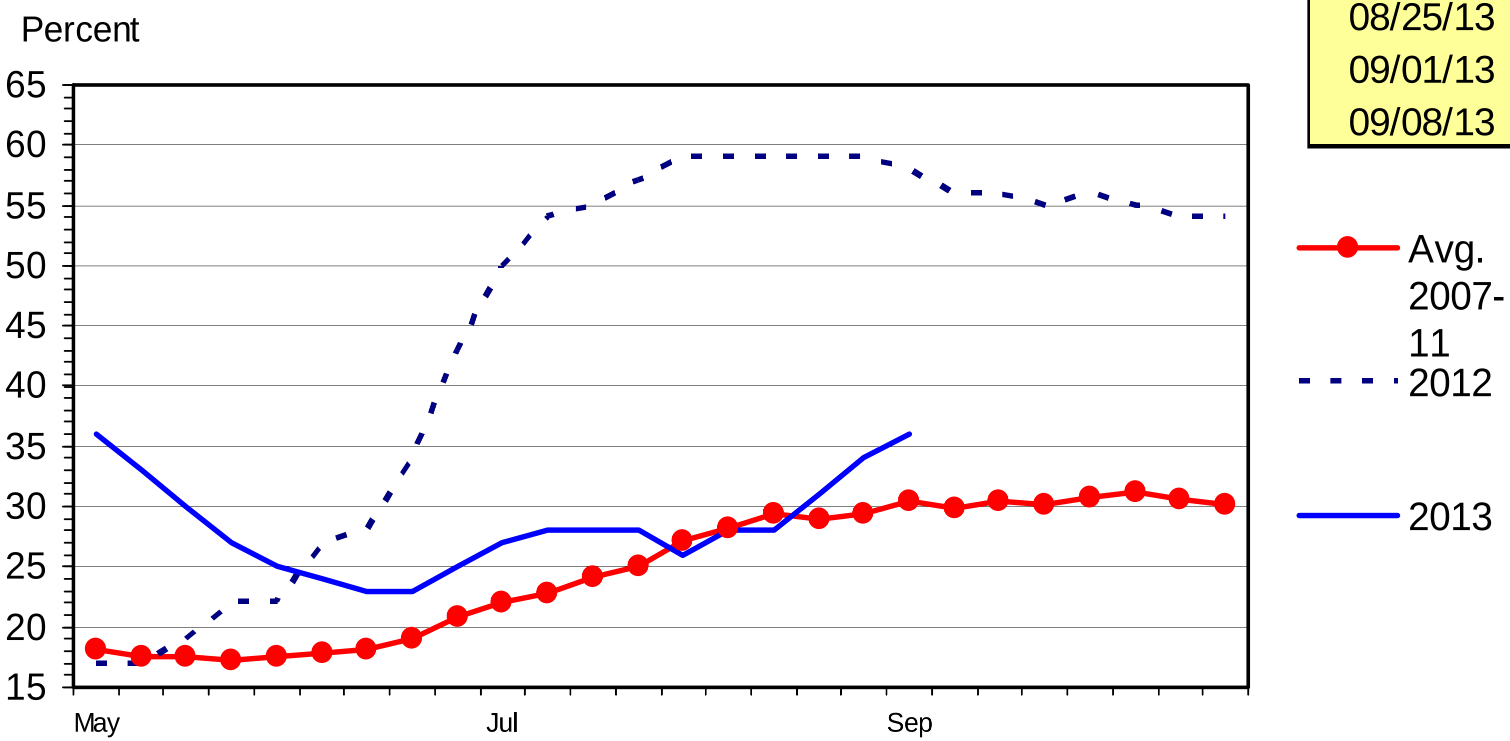
Overarching Economic Outlook

- 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
08/26/12	23561	**78.34%**
09/02/12	23883	**79.41%**
09/09/12	23457	**78.00%**
This Year		
08/25/13	9052	**30.98%**
09/01/13	9427	**32.26%**
09/08/13	8917	**30.52%**

US RANGE AND PASTURE CONDITION

Percent Poor and Very Poor, Weekly



Livestock Marketing Information Center (LMIC)

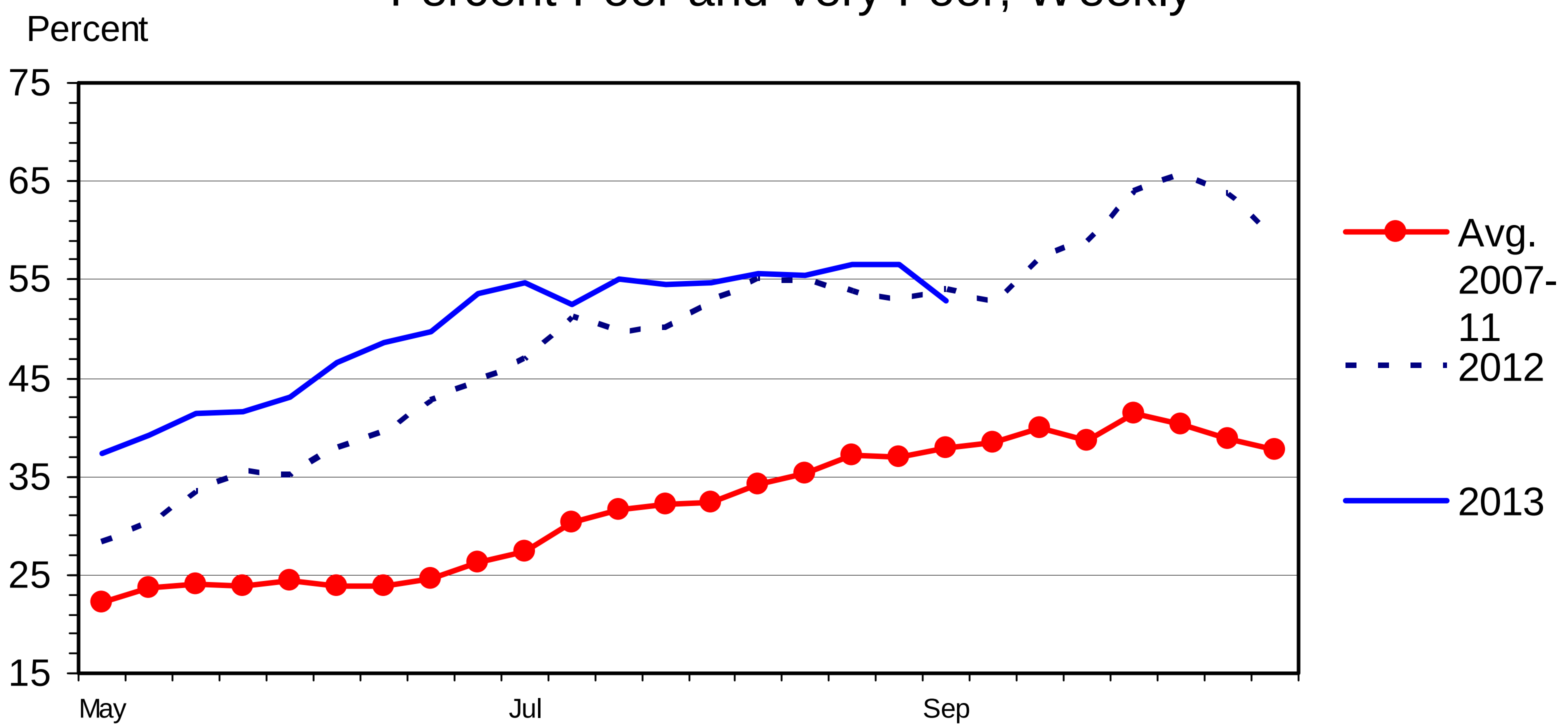
Data Source: USDA-NASS, Compiled & Analysis by LMIC.

G-NP-30
09/09/13

(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
09/09/13

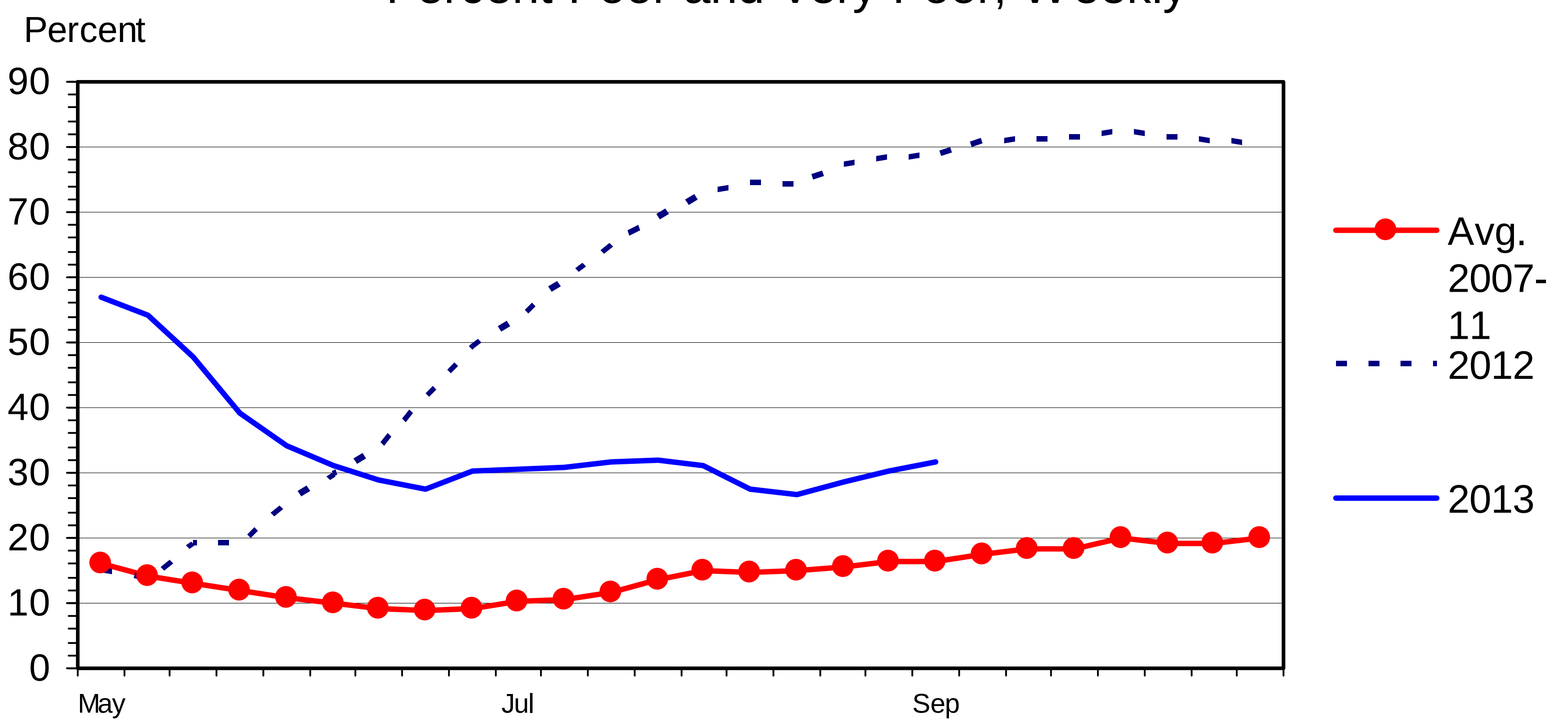
Livestock Marketing Information Center

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

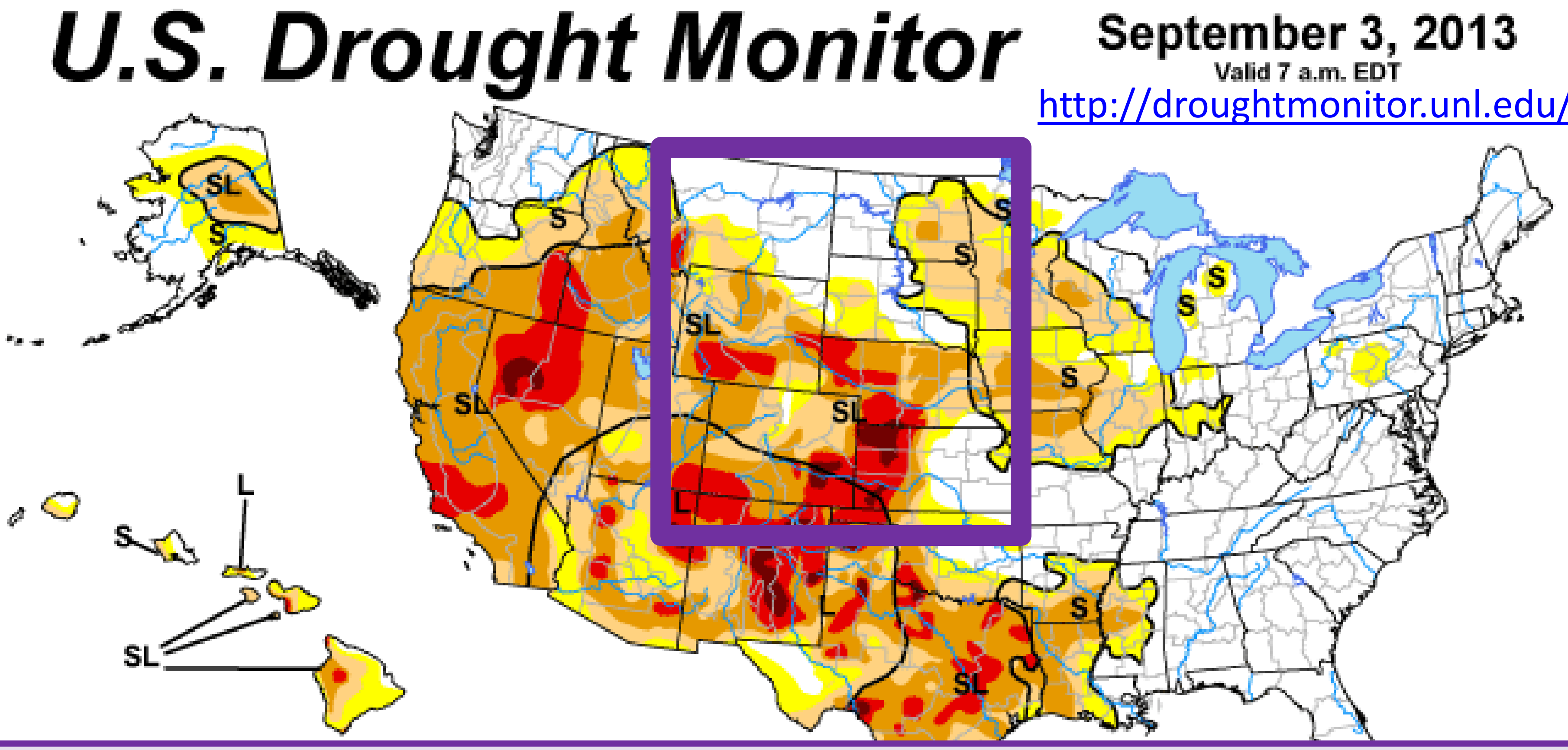
Percent Poor and Very Poor, Weekly



G-NP-32
09/09/13

Livestock Marketing Information Center

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



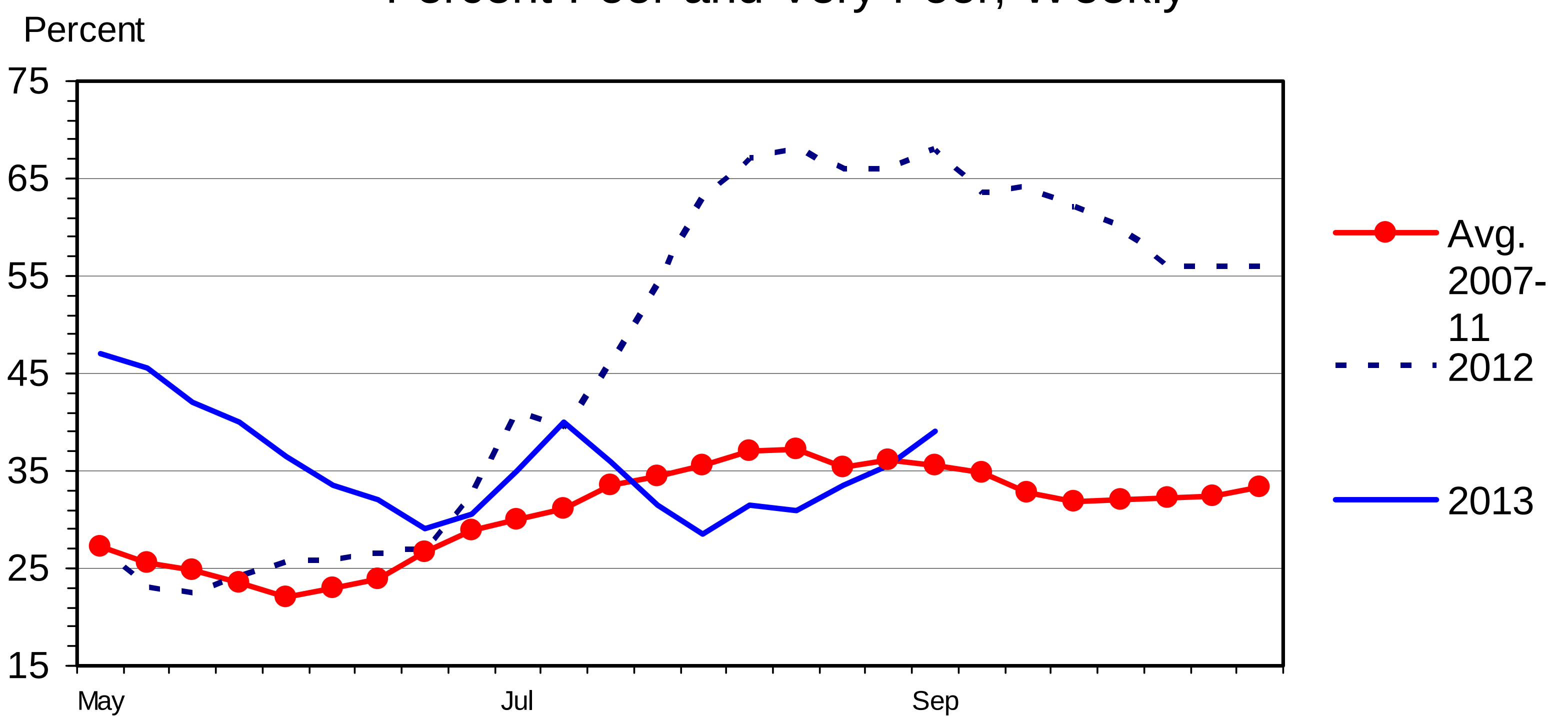
http://droughtmonitor.unl.edu/

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

(OK, TX)
19.7% of Cows

SOUTHERN PLAINS REGION
RANGE AND PASTURE CONDITION

Percent Poor and Very Poor, Weekly



G-NP-33
09/09/13

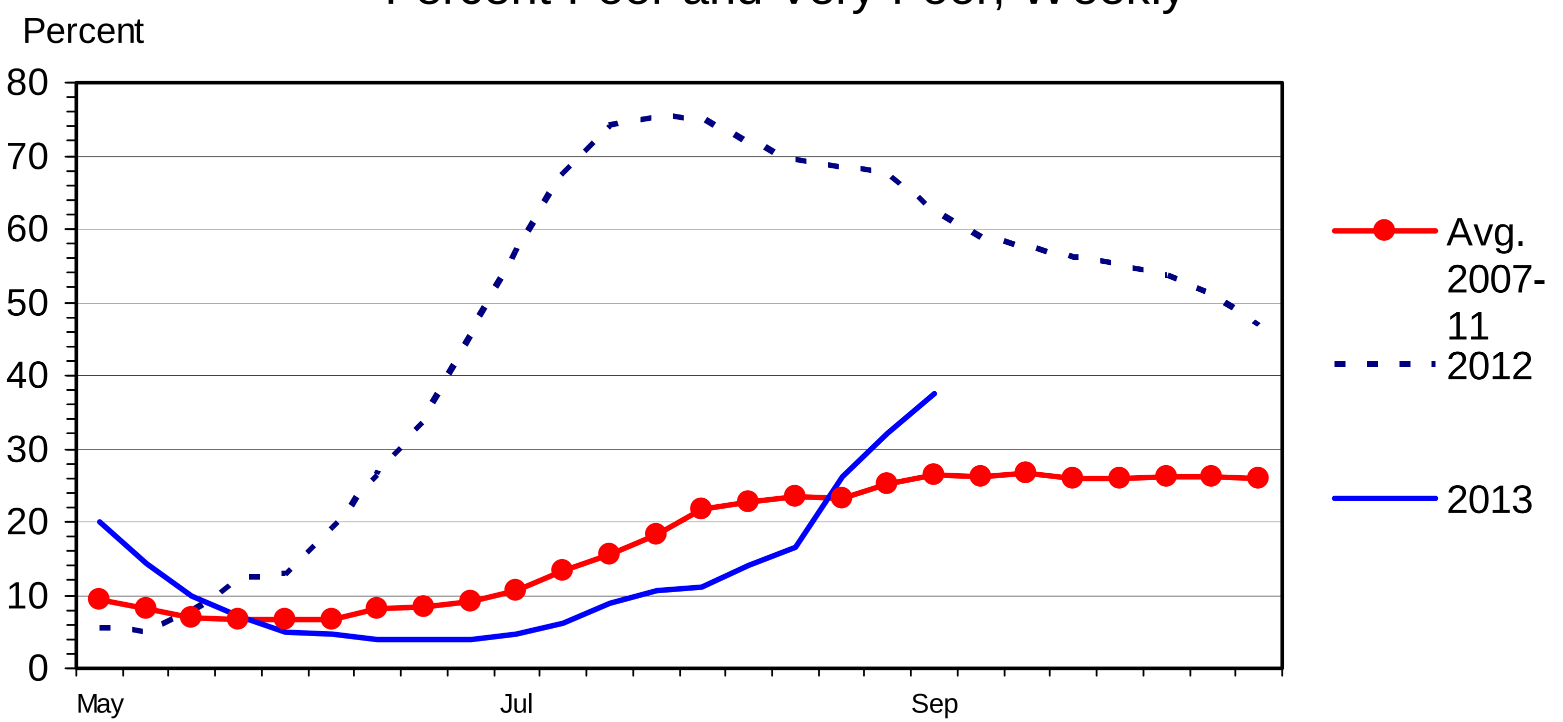
Livestock Marketing Information Center

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

(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
09/09/13

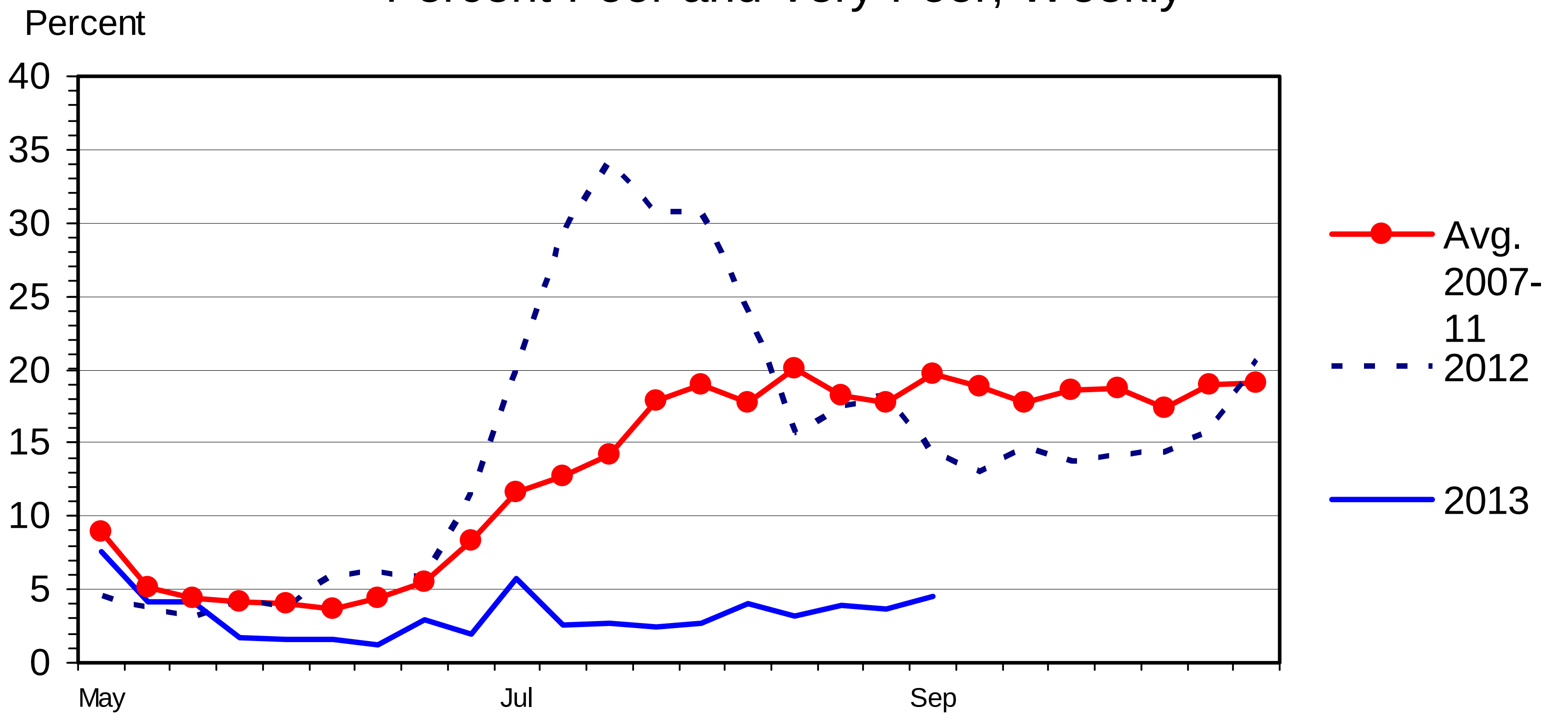
Livestock Marketing Information Center

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

(CT, DE, ME, MD, MA, NH, NJ, NY, PA, RI, VT)
1.2% of Cows

NORTHEAST REGION
RANGE AND PASTURE CONDITION

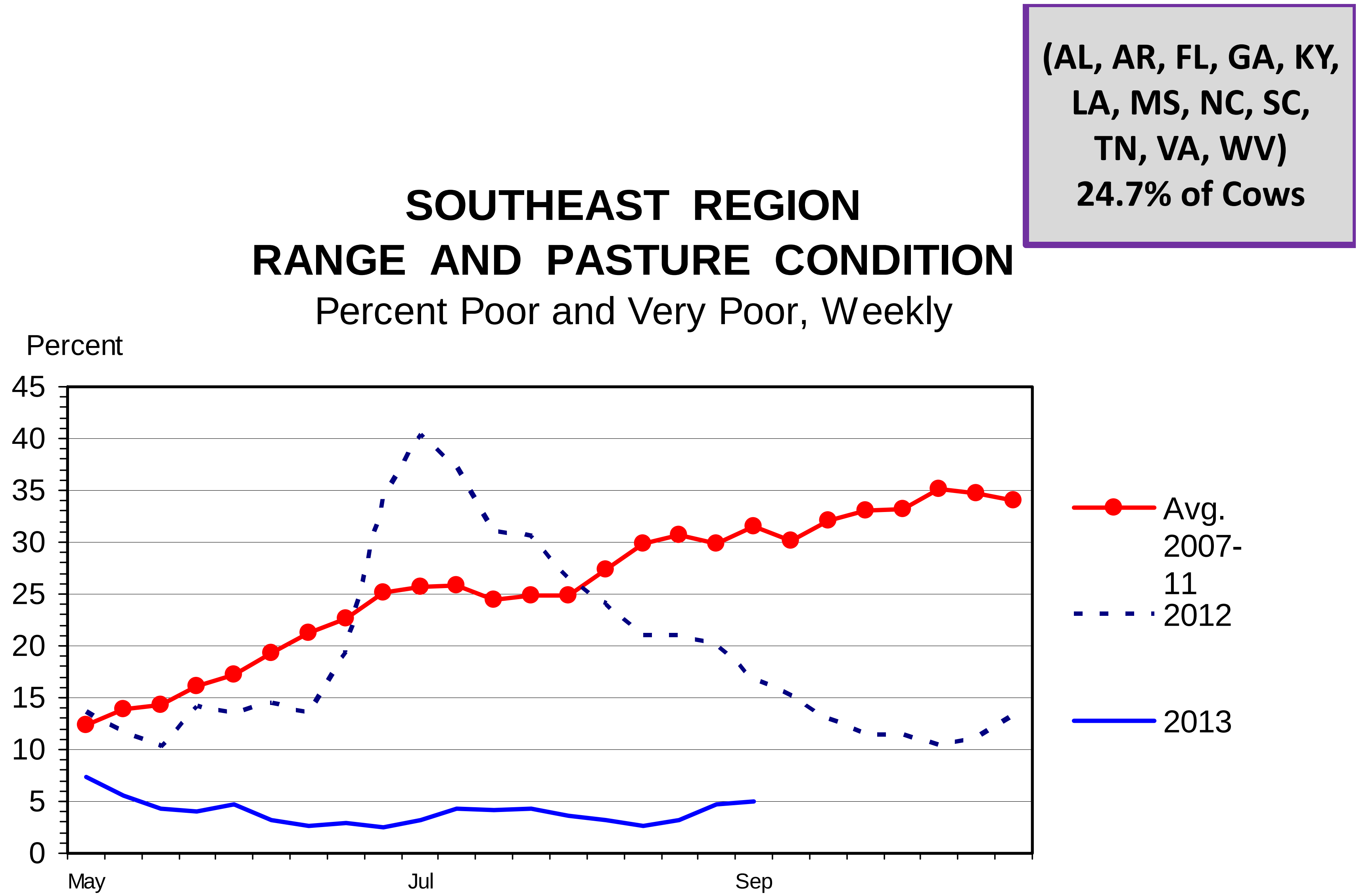
Percent Poor and Very Poor, Weekly



G-NP-35
09/09/13

Livestock Marketing Information Center

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



G-NP-36
09/09/13

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 <u>NOT</u> been initiated
    - Wait for Jan. 2014 Cattle Inventory Report …
      - Ad hoc consensus of LMIC members on July 15^{th}

Table 1. Beef Cows that Calved (1,000 hd)

State / Region	1994	2004	2010	2013	1994 (% of US)	2004 (% of US)	2010 (% of US)	2013 (% of US)
TX	5,800	5,383	5,140	4,015	16.8%	16.5%	16.4%	13.7%
NE	1,920	1,848	1,781	1,805	5.5%	5.7%	5.7%	6.2%
MO	2,200	2,085	1,968	1,757	6.4%	6.4%	6.3%	6.0%
OK	1,853	1,920	2,073	1,754	5.4%	5.9%	6.6%	6.0%
SD	1,598	1,711	1,618	1,688	4.6%	5.3%	5.2%	5.8%
MT	1,478	1,432	1,465	1,506	4.3%	4.4%	4.7%	5.1%
KS	1,473	1,550	1,434	1,328	4.3%	4.8%	4.6%	4.5%
KY	1,155	1,128	1,070	1,028	3.3%	3.5%	3.4%	3.5%
IA	1,075	974	885	925	3.1%	3.0%	2.8%	3.2%
ND	941	937	869	922	2.7%	2.9%	2.8%	3.1%
US	34,603	32,531	31,371	29,295				
Great Plains	9,023	8,766	8,575	8,658	26.1%	26.9%	27.3%	29.6%
Southeast	8,597	8,022	7,560	7,204	24.8%	24.7%	24.1%	24.6%
Southern Plains	7,653	7,303	7,213	5,769	22.1%	22.4%	23.0%	19.7%
Cornbelt	5,100	4,705	4,487	4,271	14.7%	14.5%	14.3%	14.6%
West	3,844	3,404	3,193	3,054	11.1%	10.5%	10.2%	10.4%
Northeast	386	331	343	340	1.1%	1.0%	1.1%	1.2%

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)

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)

<u>*TREND*</u>: 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)*
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%
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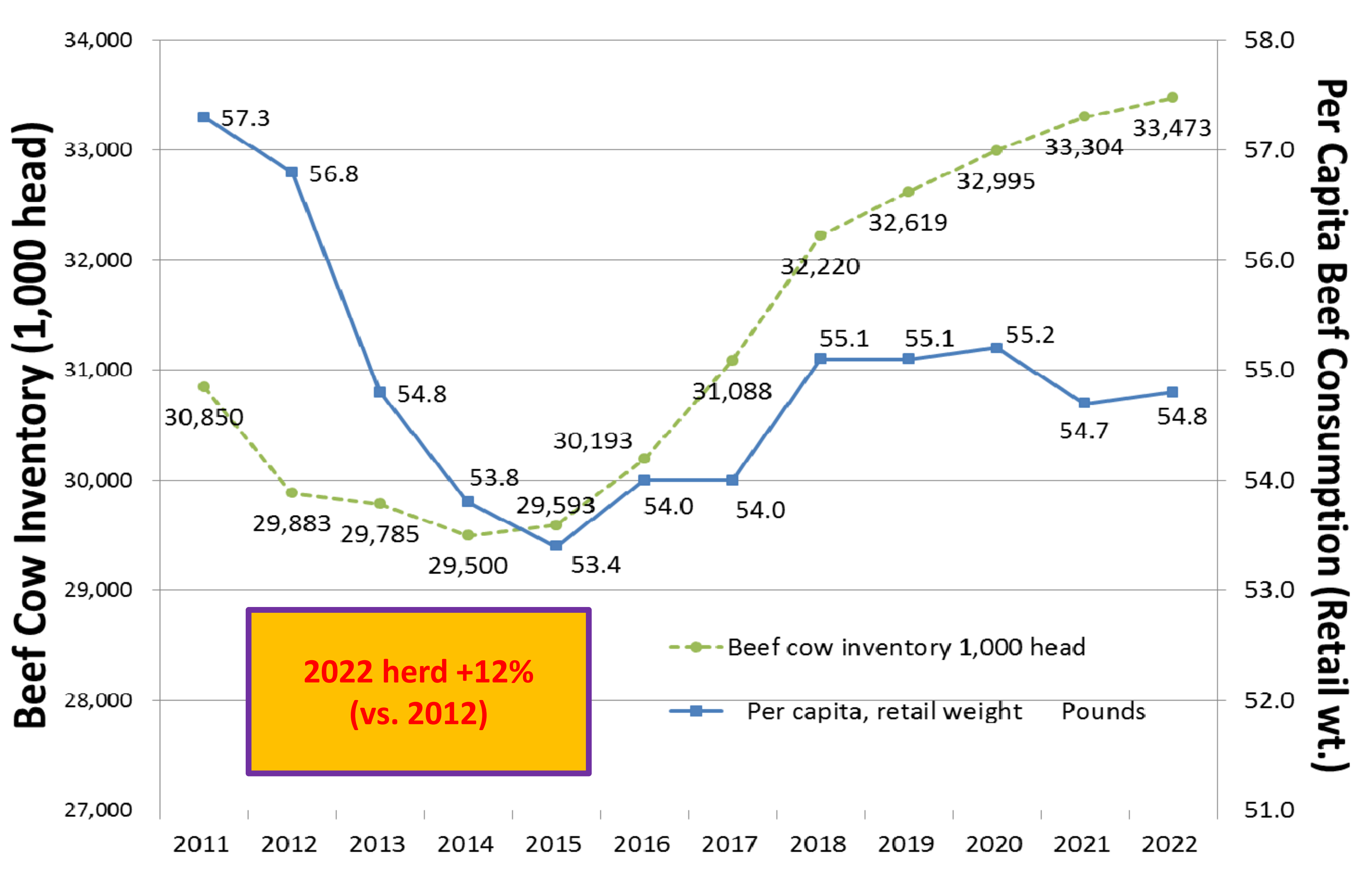
Northeast	107	94	97	120	1.7%	1.7%	1.8%	2.2%

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.

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: 9/10/13'

Sep FC:

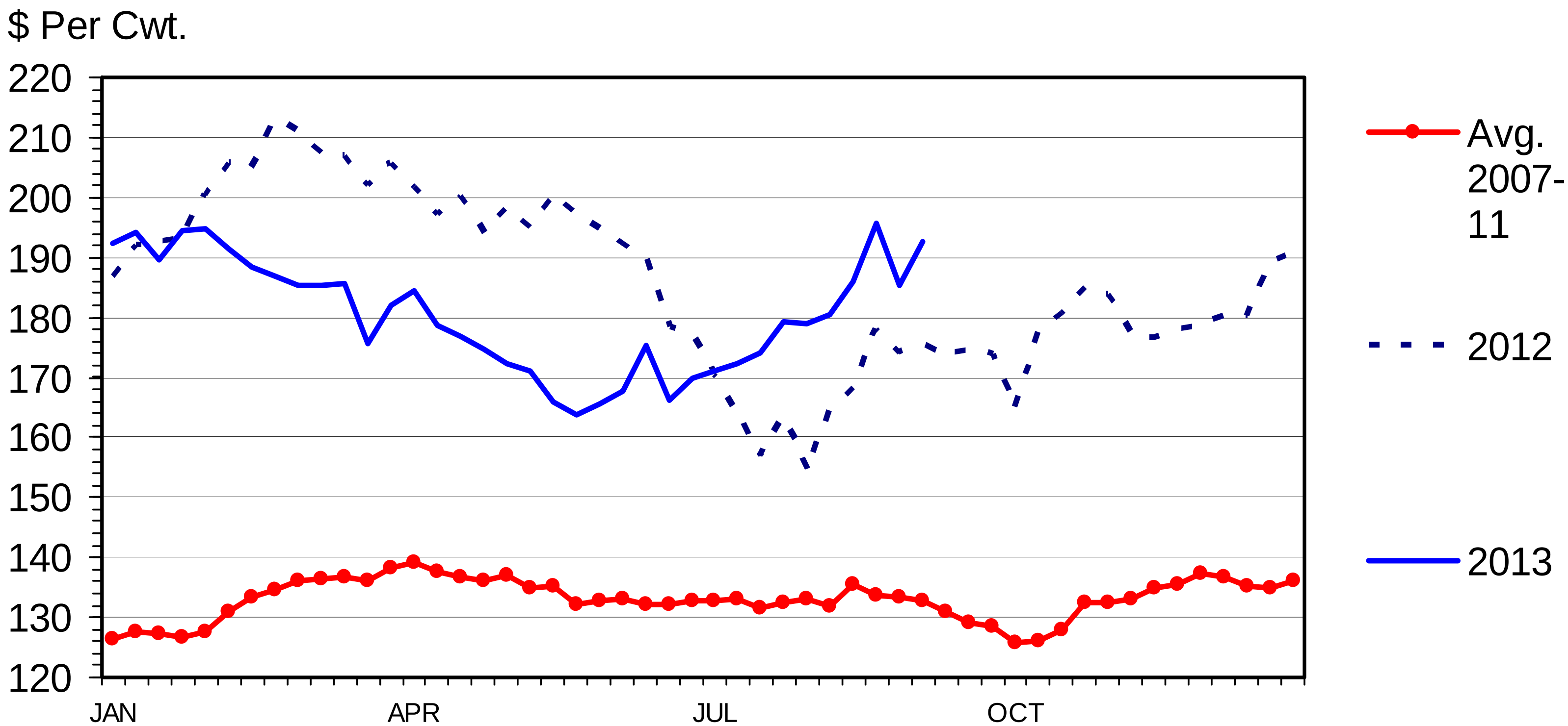
9/10: $156 **8/1: $157**

7/1: $153 **6/1: $147**

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

MED. & LRG. #1 STEER CALF PRICES

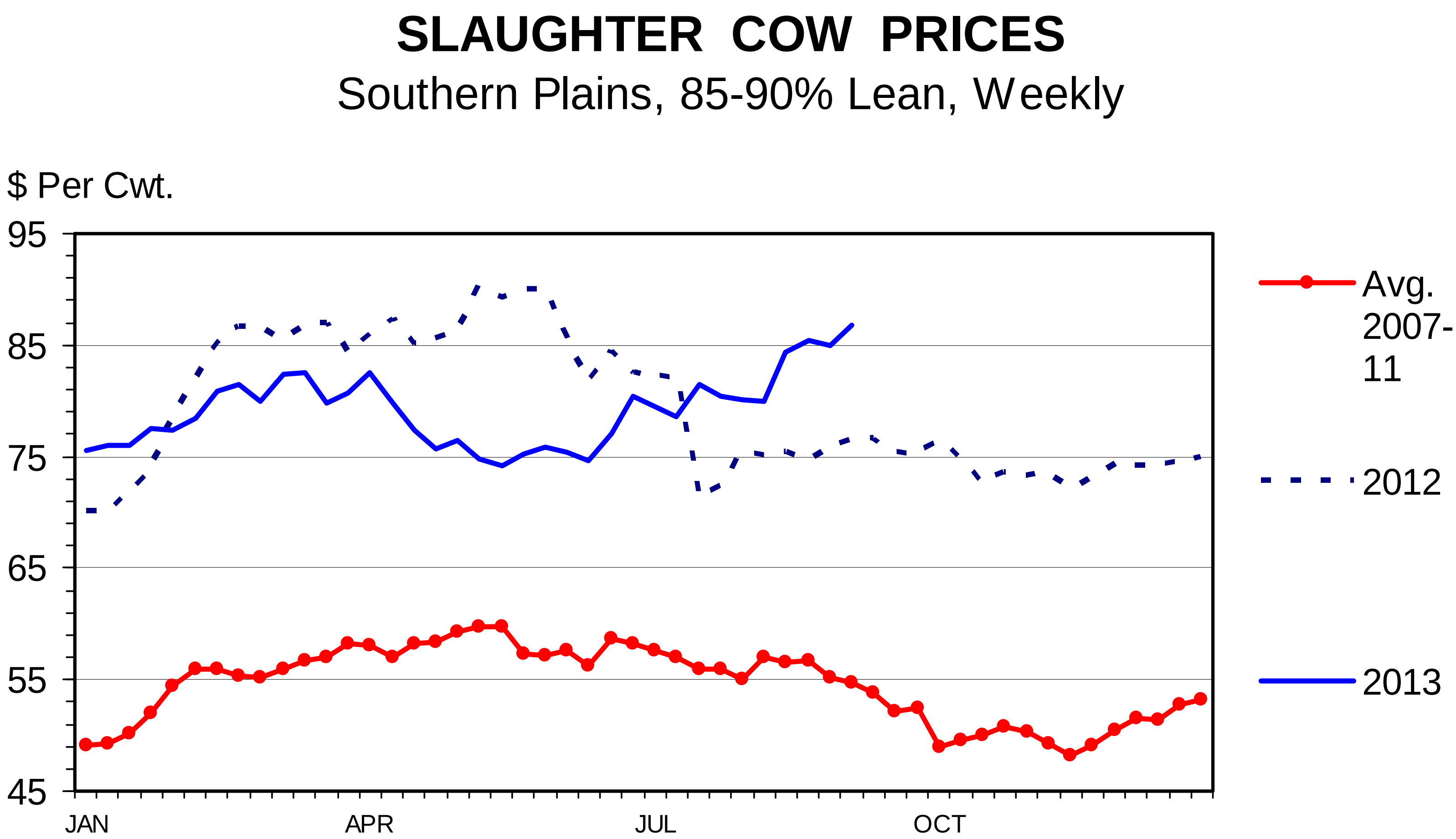
400-500 Pounds, Southern Plains, Weekly



C-P-49A
09/09/13

Livestock Marketing Information Center

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



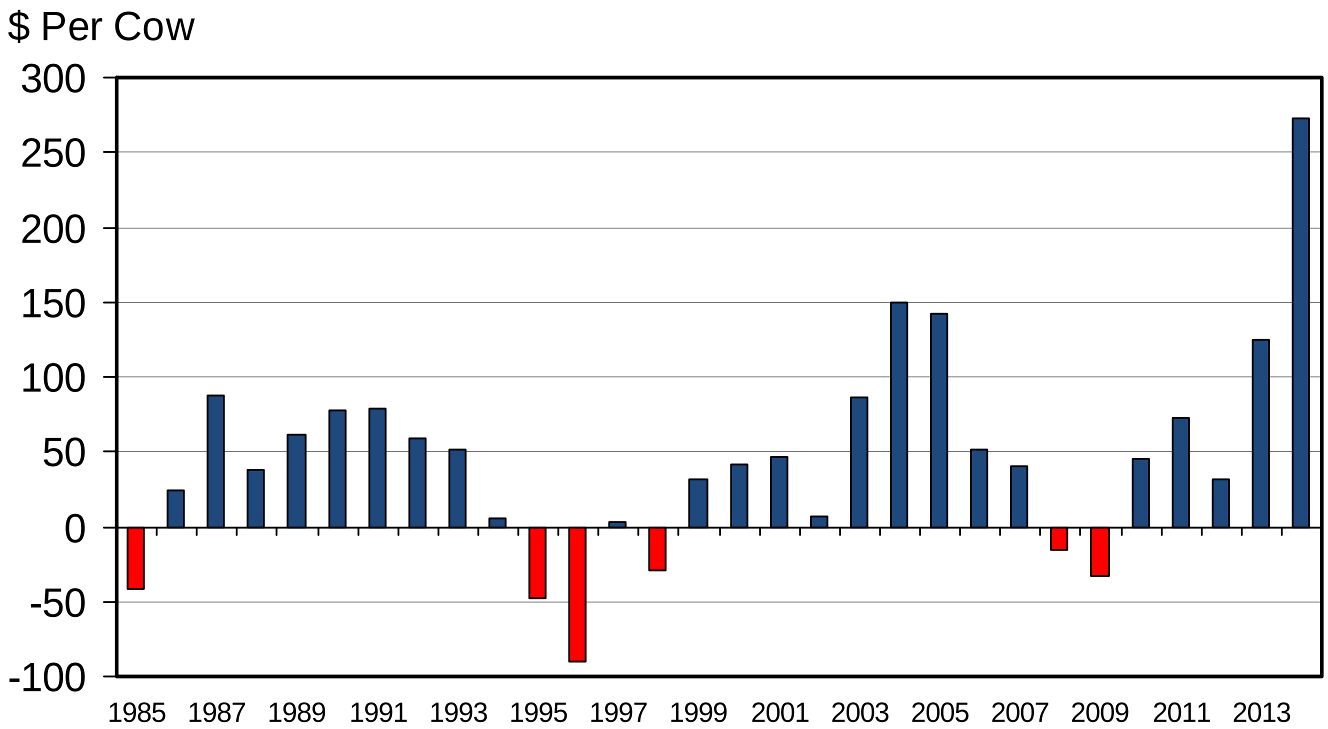
C-P-35
09/09/13

Livestock Marketing Information Center

Data Source: USDA-AMS

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

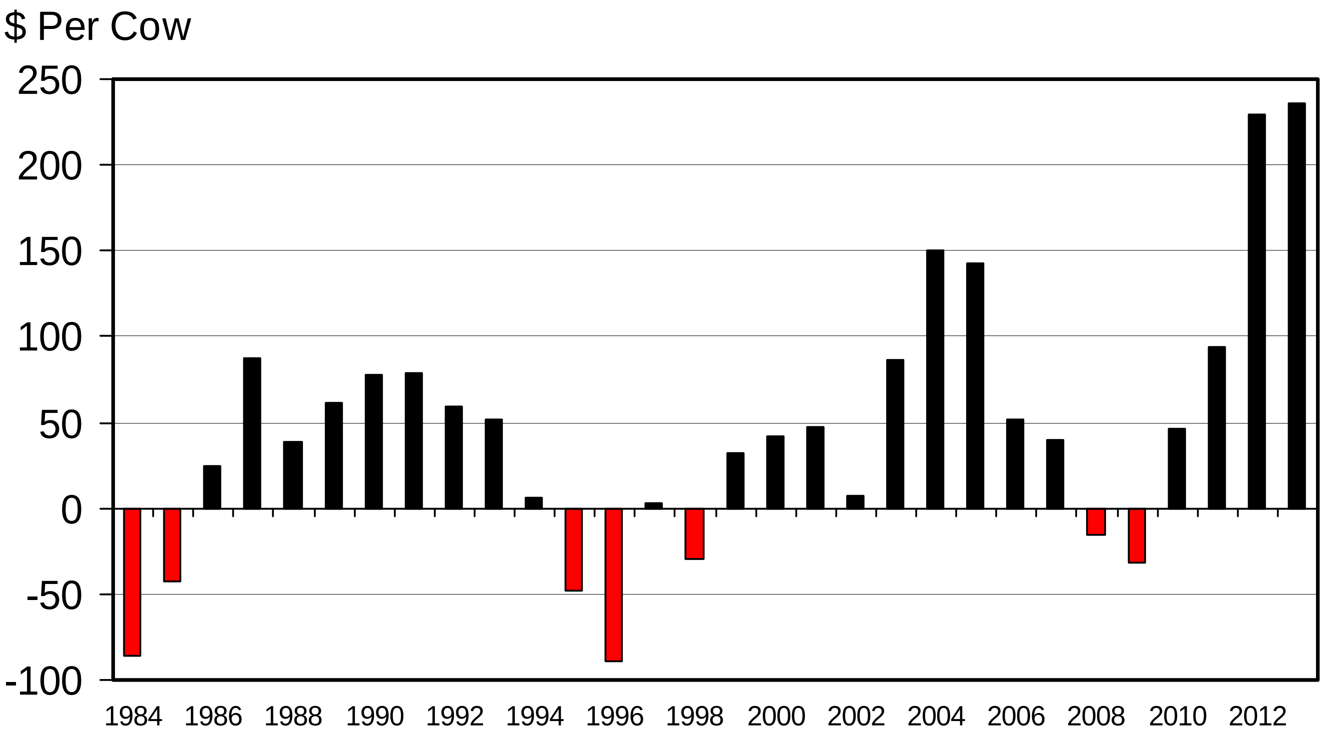
Livestock Marketing Information Center

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

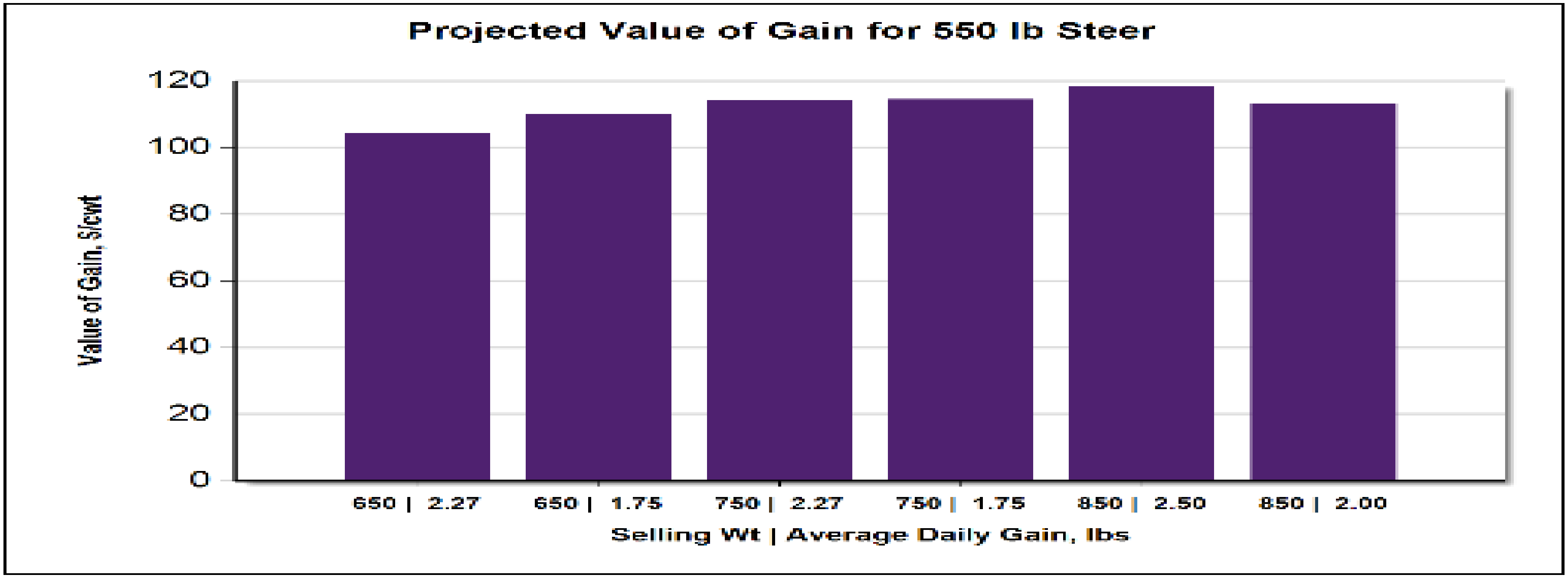
Economic Outlook Overview : Stockers

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

- Salina, KS 9/10/13 situation:
  - Buy 550 lb steer on 10/16/13 ($169.30)
  - Sell 750 lb steer on 1/15/14 ($155.11) {2.17 ADG}
    - VOG: $116.07/cwt
      - http://www.beefbasis.com/ForecastingTools/ValueofGain/tabid/1132/Default.aspx

Economic Outlook Overview : Stockers

- Salina, KS 9/10/13 situation:
  - Buy 550 lb steer on 10/16/13 ($169.30)
    - Sell 750 lb steer on 01/15/14 (ADG 2.17) = VOG: $116.07/cwt
    - Sell 650 lb steer on 11/30/13 (ADG 2.17) = VOG: $112.78/cwt
    - Sell 600 lb steer on 11/07/13 (ADG 2.17) = VOG: $122.09/cwt
      - http://www.beefbasis.com/ForecastingTools/ValueofGain/tabid/1132/Default.aspx



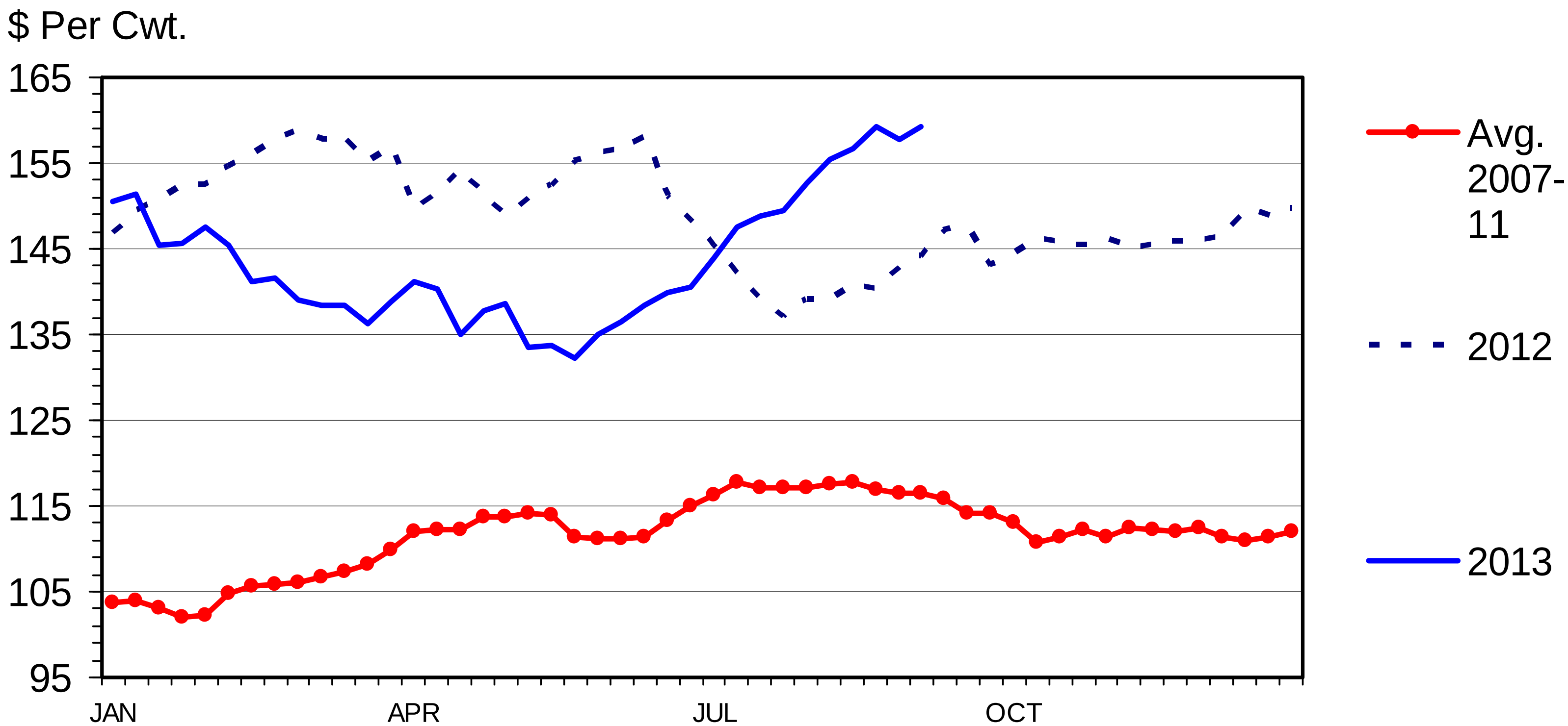
Projected Value of Gain					
Begining Weight, lbs	Ending Weight, lbs	Date	Weight Gain, lbs/hd	ADG, lbs	Value of Gain, $/cwt
550	650	10/25/2013	100	2.27	$104.25
550	650	11/07/2013	100	1.75	$110.17
550	750	12/08/2013	200	2.27	$114.40
550	750	01/03/2014	200	1.75	$114.44
550	850	01/09/2014	300	2.50	$118.51
550	850	02/08/2014	300	2.00	$113.10

Note: Projections dervied for the Salina, KS market using BeefBasis.com
Related information is available at: BeefBasis.com 9/11/2013

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
09/09/13

Livestock Marketing Information Center

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

Economic Outlook Overview : Feedlots

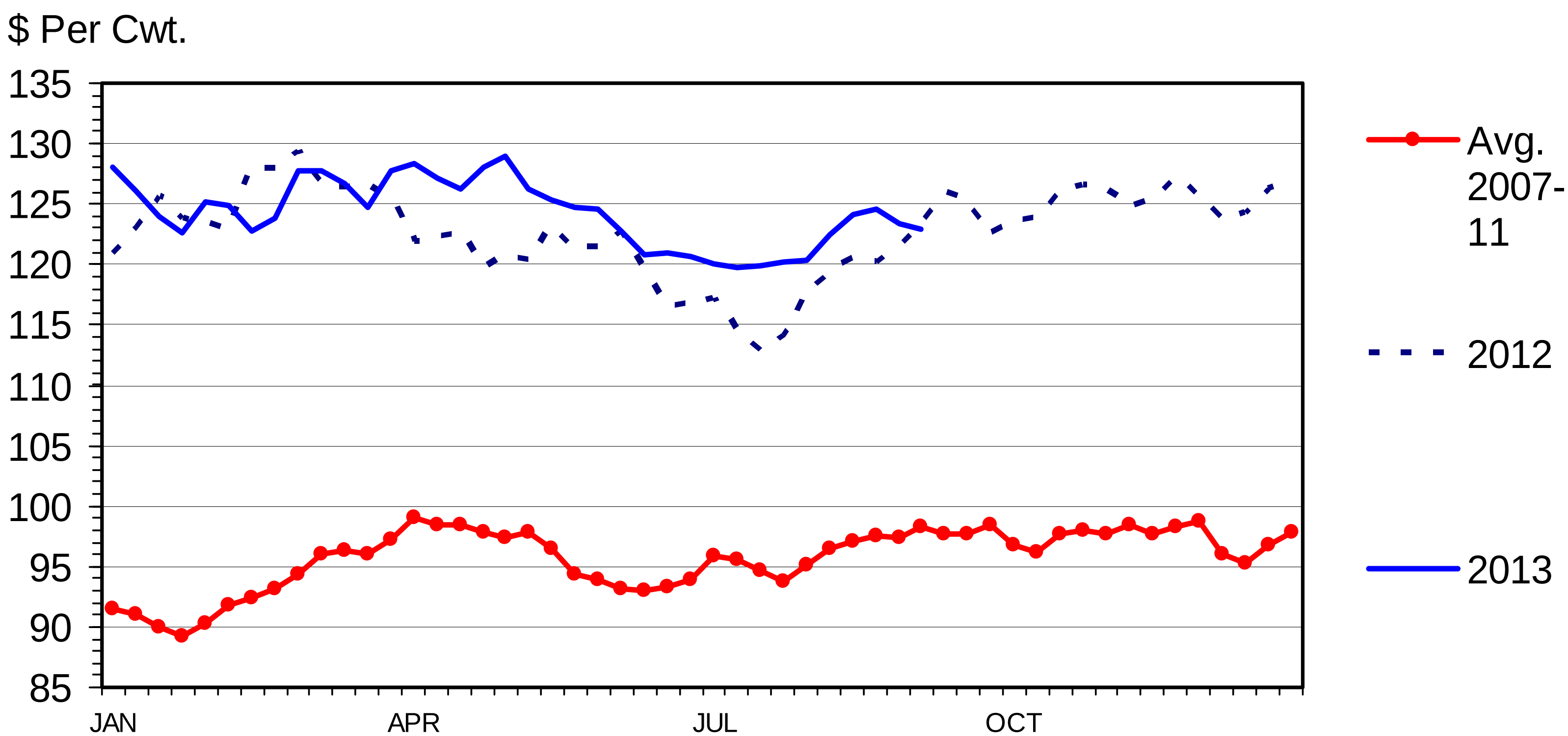
- Excess capacity concerns continue to grow:
  - Heifer Retention (?), MCOOL, *Zilmax*® use
  - Feb. 13' ERS projection: 12% herd growth by 2022

- 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

Historical and Projected Kansas Feedlot Net Returns
(as of 9/10/13')

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

Oct LC:
9/10: $125.33
8/15: $128.00
8/1: $124.50
7/1: $126.25
6/1: $122.75

July 13': -$185.42/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
Aug-13	-112.02	119.01	121.80	133.88	98.16	129.79	120.92
Sep-13	-27.89	116.38	126.77	133.46	110.85	128.78	130.31
Oct-13	28.63	111.66	129.77	134.36	117.32	127.73	137.55
Nov-13	14.29	105.88	130.16	141.02	108.53	129.15	142.66
Dec-13	-7.53	100.31	130.54	148.83	98.98	131.07	147.94
Jan-14	-12.74	96.26	130.13	151.36	93.99	131.04	149.84

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

Current Situation

- The Center For Food Integrity (@foodintegrity) tweeted on Wed, Sep 04, 2013:

“Science tells us if we can do something.

Society tells us if we should do it.”

-- See this week’s *In the Cattle Markets article:* http://www.lmic.info/memberspublic/InTheCattleMarket.html

Quarterly Forecasts (LMIC: 09/10/13)

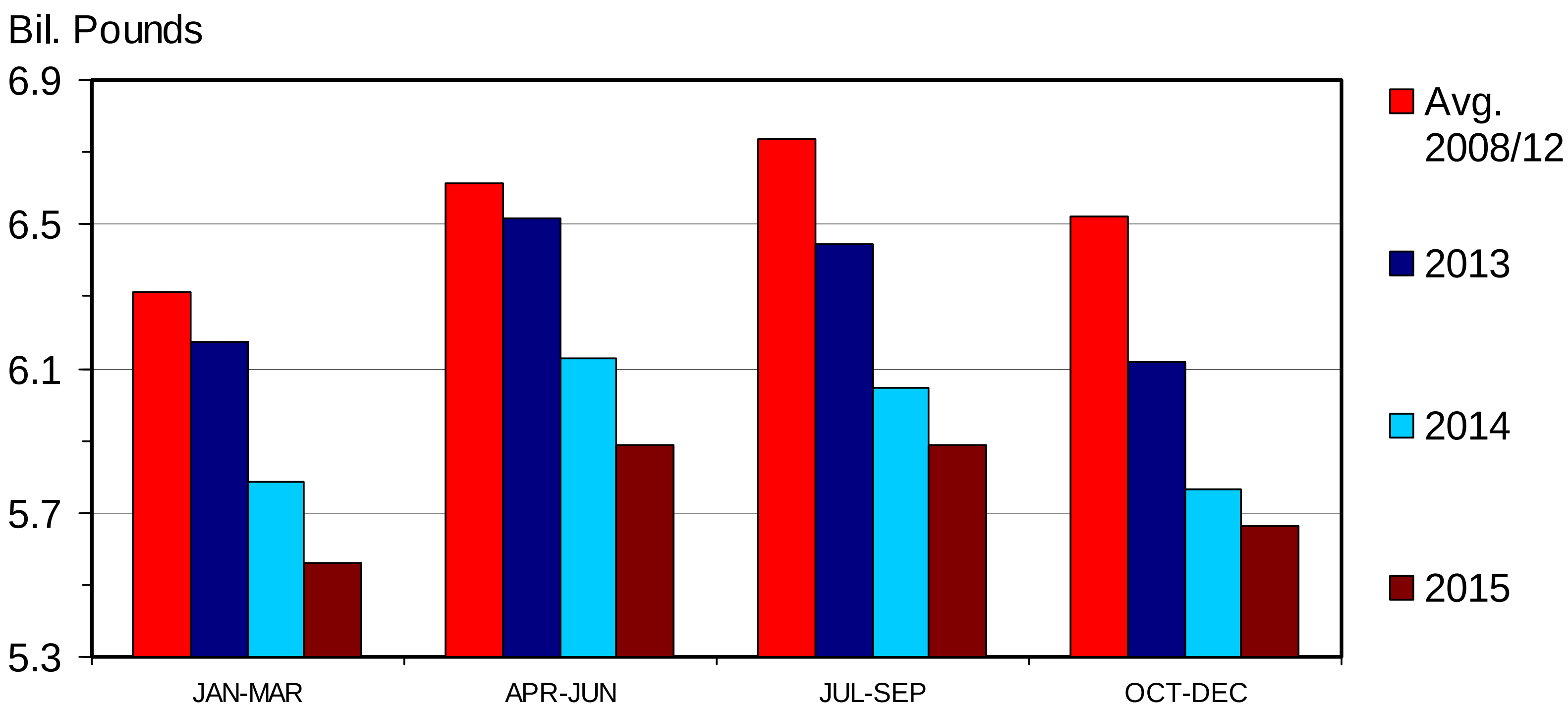
Year Quarter	Comm'l Slaughter	% Chg. from Year Ago	Average Dressed Weight	% Chg. from Year Ago	Comm'l Beef Production	% Chg. from Year Ago
2012						
I	8,026	-3.5	782.7	1.5	6,282	-2.0
II	8,309	-3.8	779.0	2.6	6,473	-1.3
III	8,333	-4.6	790.3	2.5	6,586	-2.2
IV	8,283	-1.3	793.5	2.6	6,572	1.3
Year	32,951	-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	8,208	-1.5	796.5	0.8	6,538	-0.7
IV	7,660	-7.5	798.6	0.6	6,117	-6.9
Year	31,972	-3.0	792.7	0.8	25,344	-2.2
2014						
I	7,216	-7.2	801.3	1.0	5,782	-6.3
II	7,750	-6.9	790.6	1.0	6,127	-6.0
III	7,589	-7.5	804.3	1.0	6,104	-6.6
IV	7,155	-6.6	806.0	0.9	5,767	-5.7
Year	29,710	-7.1	800.4	1.0	23,780	-6.2
2015						
I	6,882	-4.6	806.0	0.6	5,547	-4.1
II	7,383	-4.7	797.5	0.9	5,888	-3.9
III	7,311	-3.7	812.3	1.0	5,939	-2.7
IV	6,979	-2.5	811.6	0.7	5,664	-1.8
Year	28,555	-3.9	806.8	0.8	23,038	-3.1

Quarterly Forecasts (LMIC: 09/10/13)

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	155-156	172-174
IV	127-130	2.4	153-156	169-174
Year	125-126	2.1	147-148	167-170
2014				
I	129-133	4.4	154-158	179-185
II	131-136	6.8	157-163	185-192
III	128-134	6.9	160-167	182-190
IV	131-138	4.7	158-166	178-188
Year	130-135	5.6	159-162	183-187
2015				
I	133-141	4.6	161-170	183-194
II	134-143	3.7	162-173	186-198
III	130-140	3.1	163-175	187-200
IV	134-145	3.7	160-173	182-196
Year	134-141	3.8	163-171	186-196

COMMERCIAL BEEF PRODUCTION

Quarterly

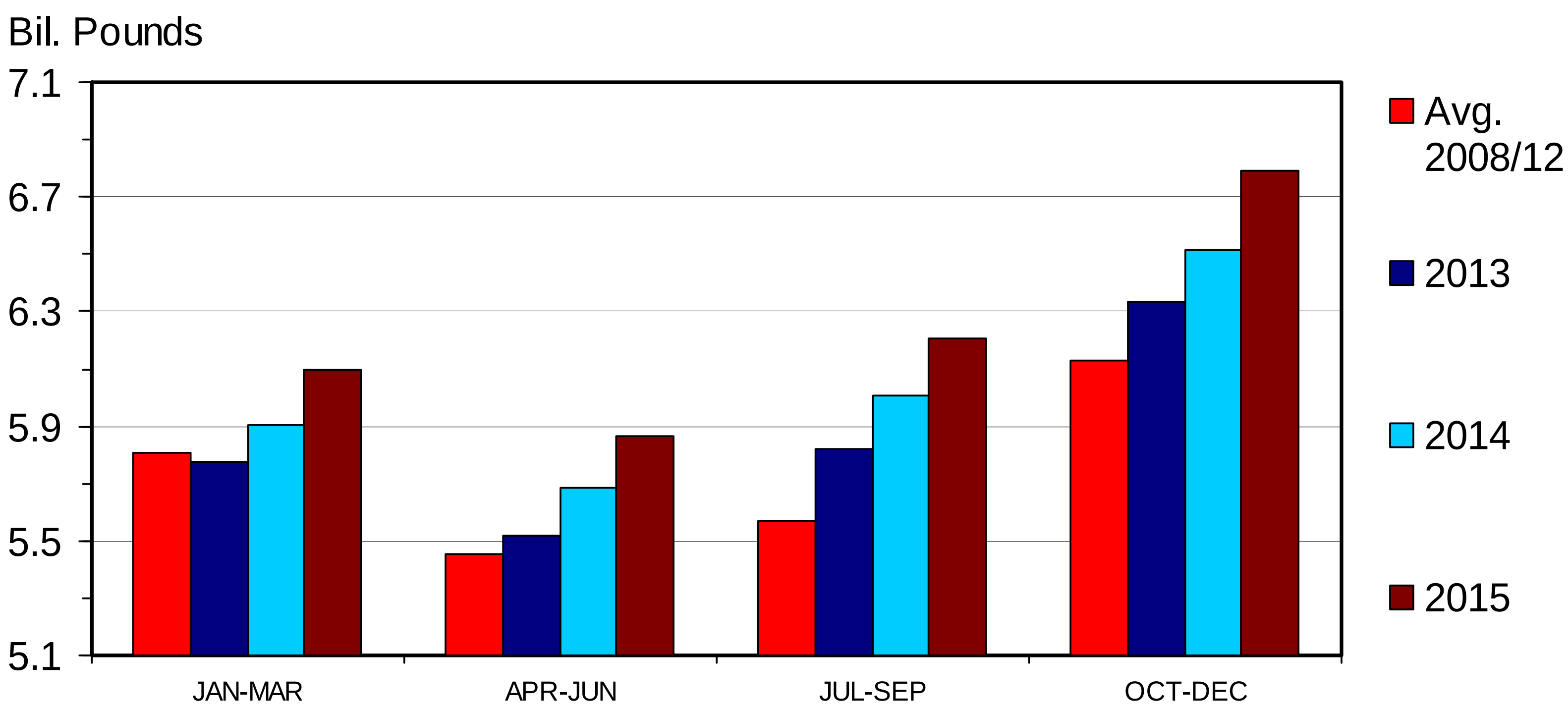


M-S-01
08/28/13

Livestock Marketing Information Center

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

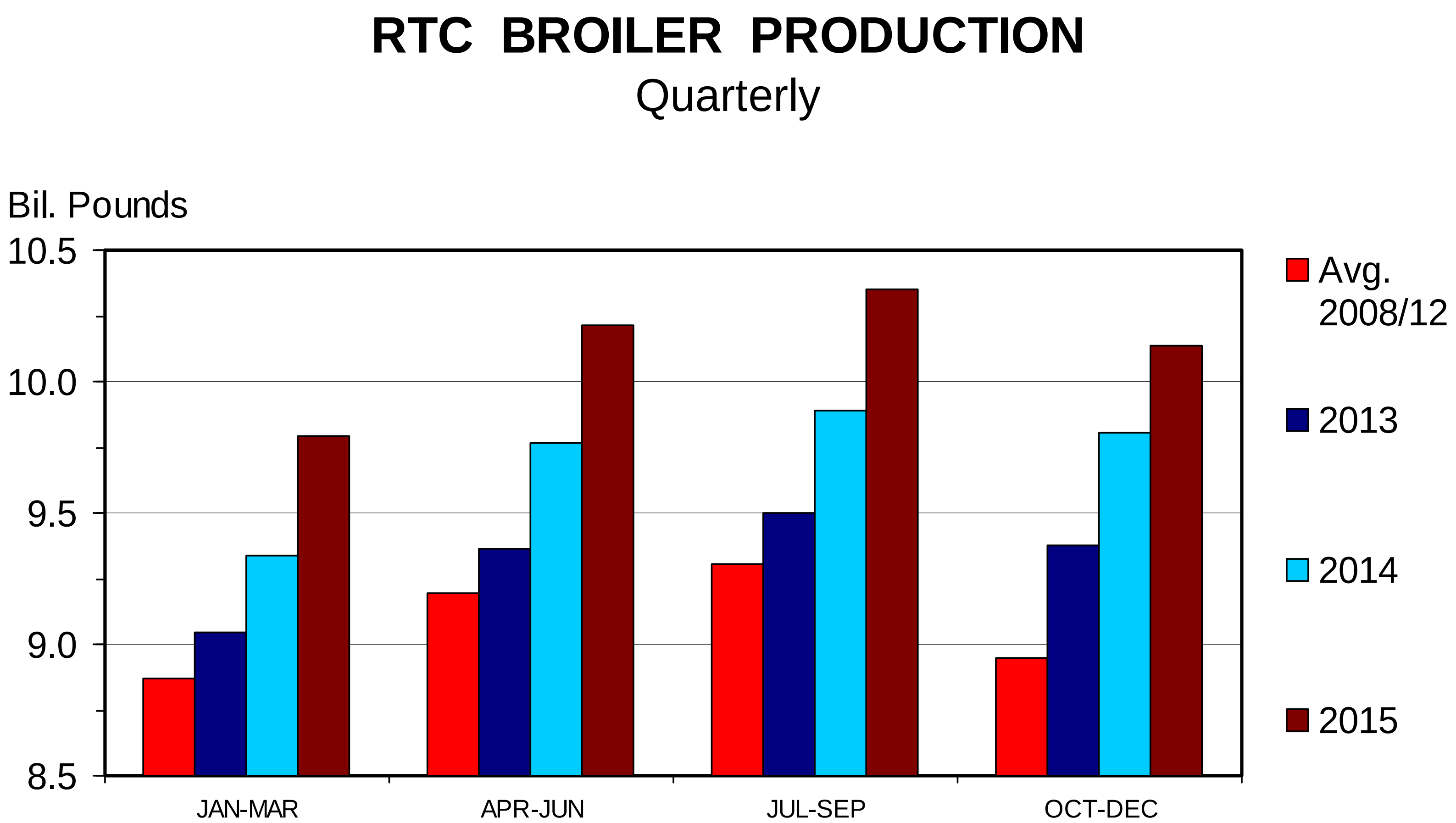
COMMERCIAL PORK PRODUCTION
Quarterly



M-S-06
08/28/13

Livestock Marketing Information Center

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



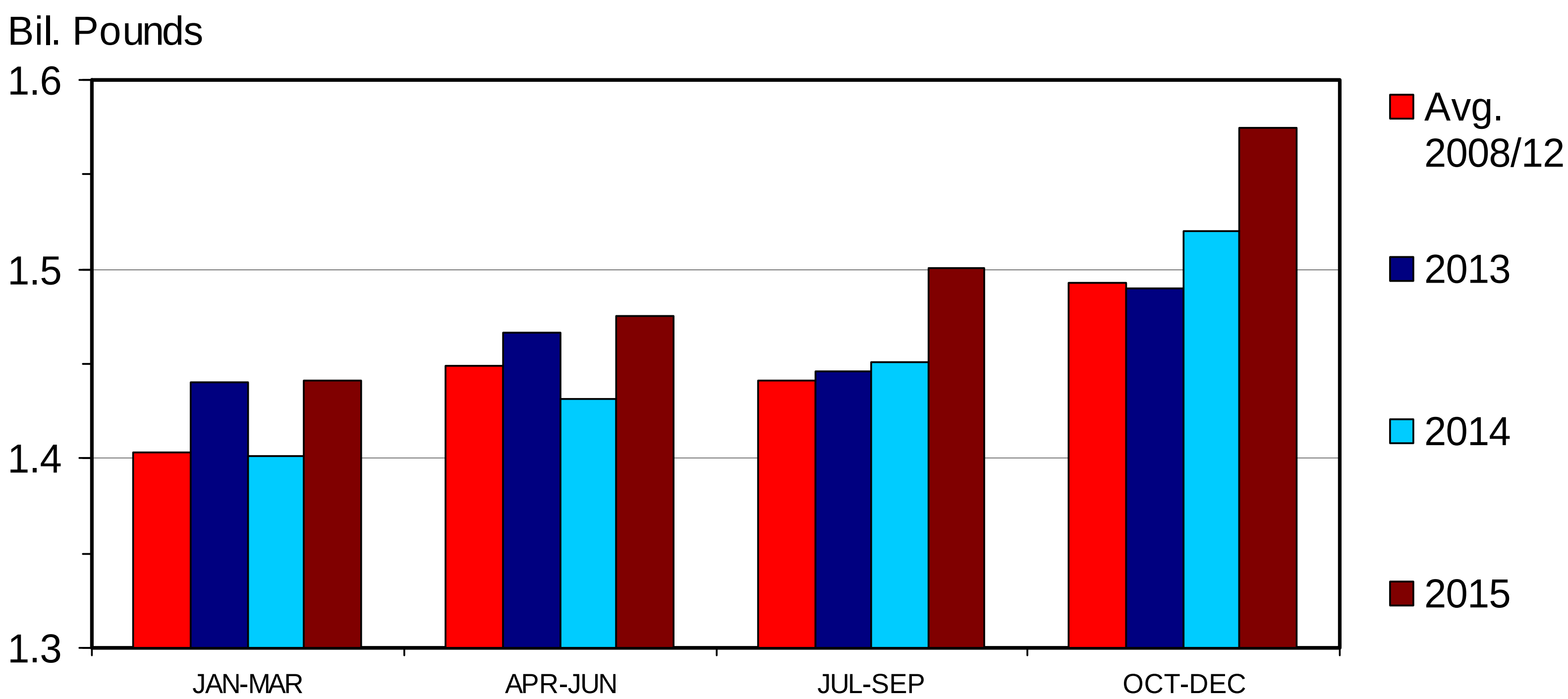
M-S-30
08/28/13

Livestock Marketing Information Center

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

RTC TURKEY PRODUCTION

Quarterly



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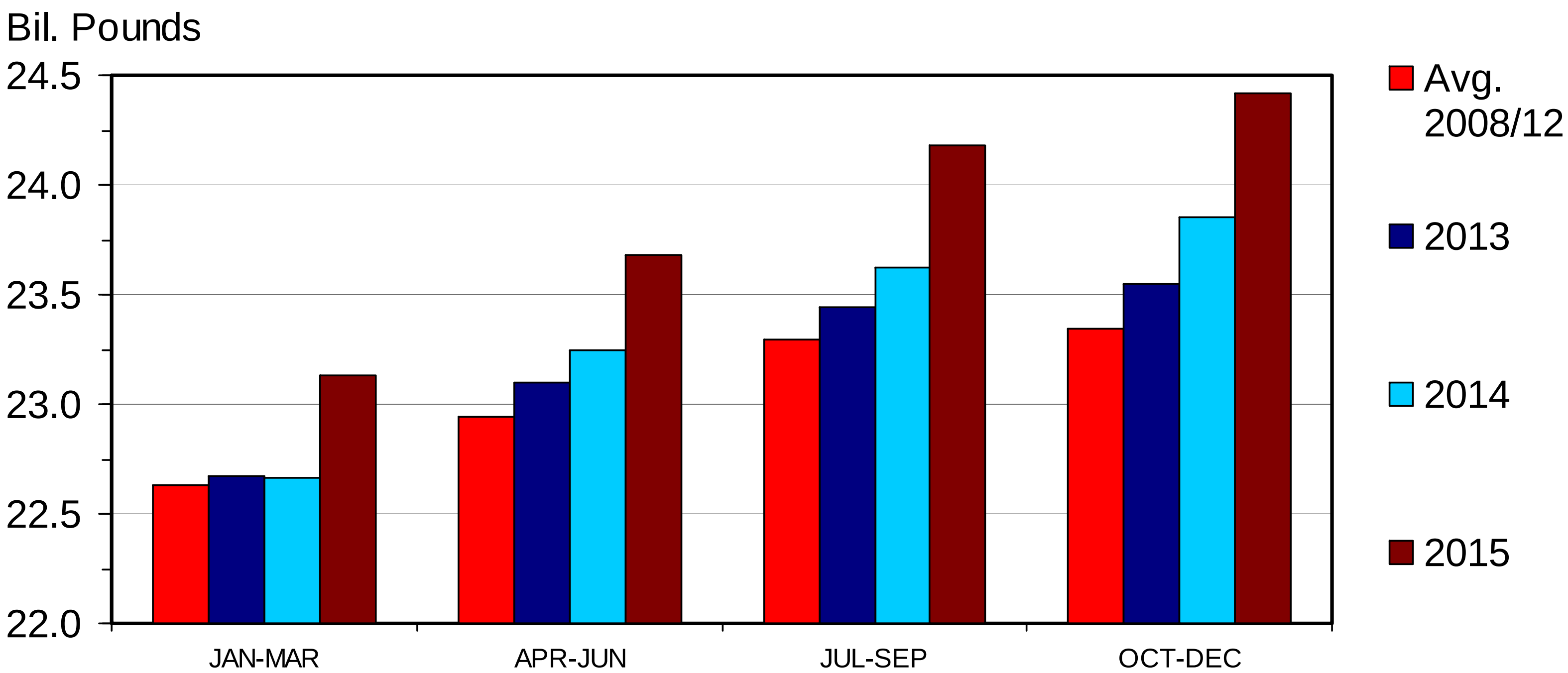
Data Source: USDA-NASS, Compiled & Analysis by LMIC

TOTAL RED MEAT & POULTRY PRODUCTION

Quarterly



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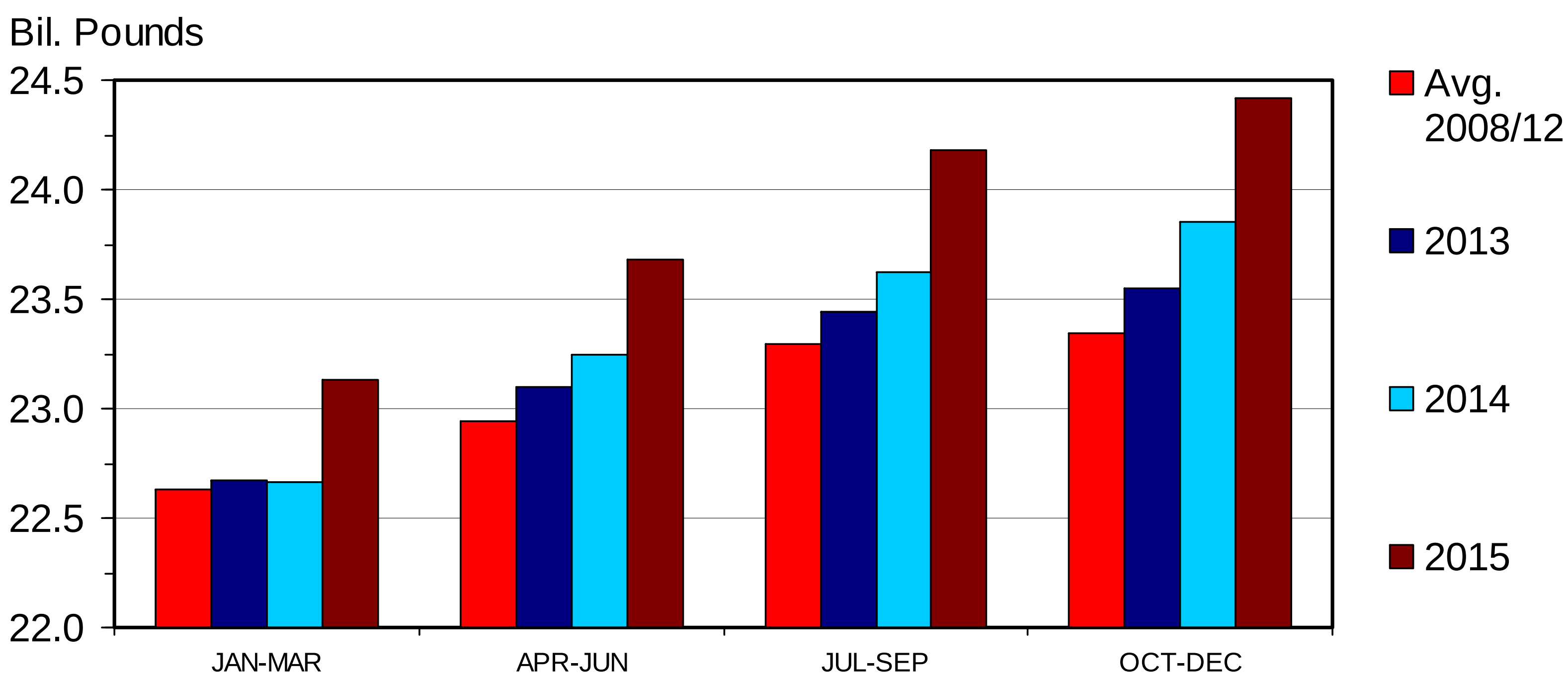
Data Source: USDA-NASS, Compiled & Analysis by LMIC

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



M-S-31
08/28/13

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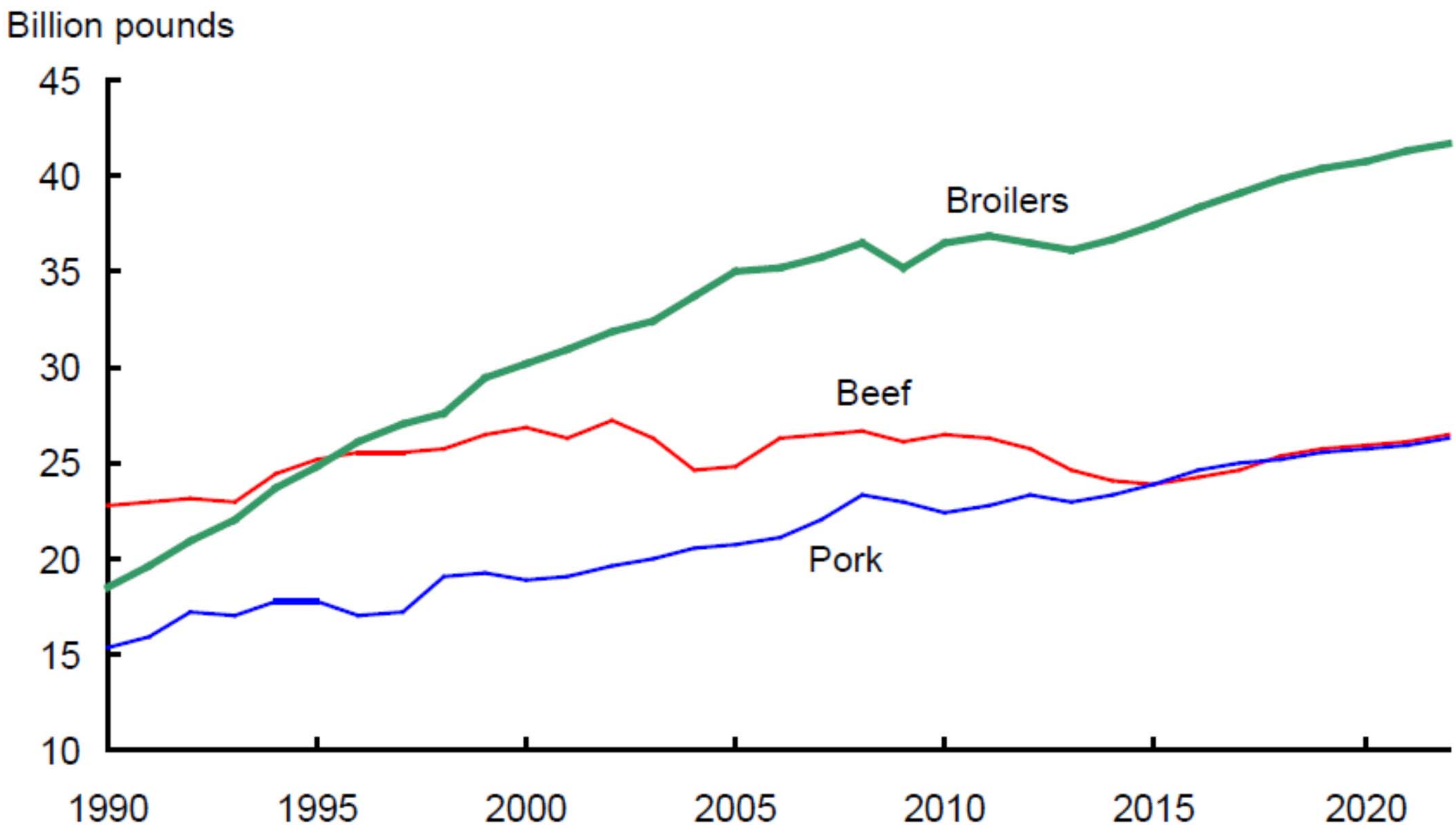
Data Source: USDA-NASS, Compiled & Analysis by LMIC

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

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

U.S. red meat and poultry production



2013 Beef Demand Determinant Study

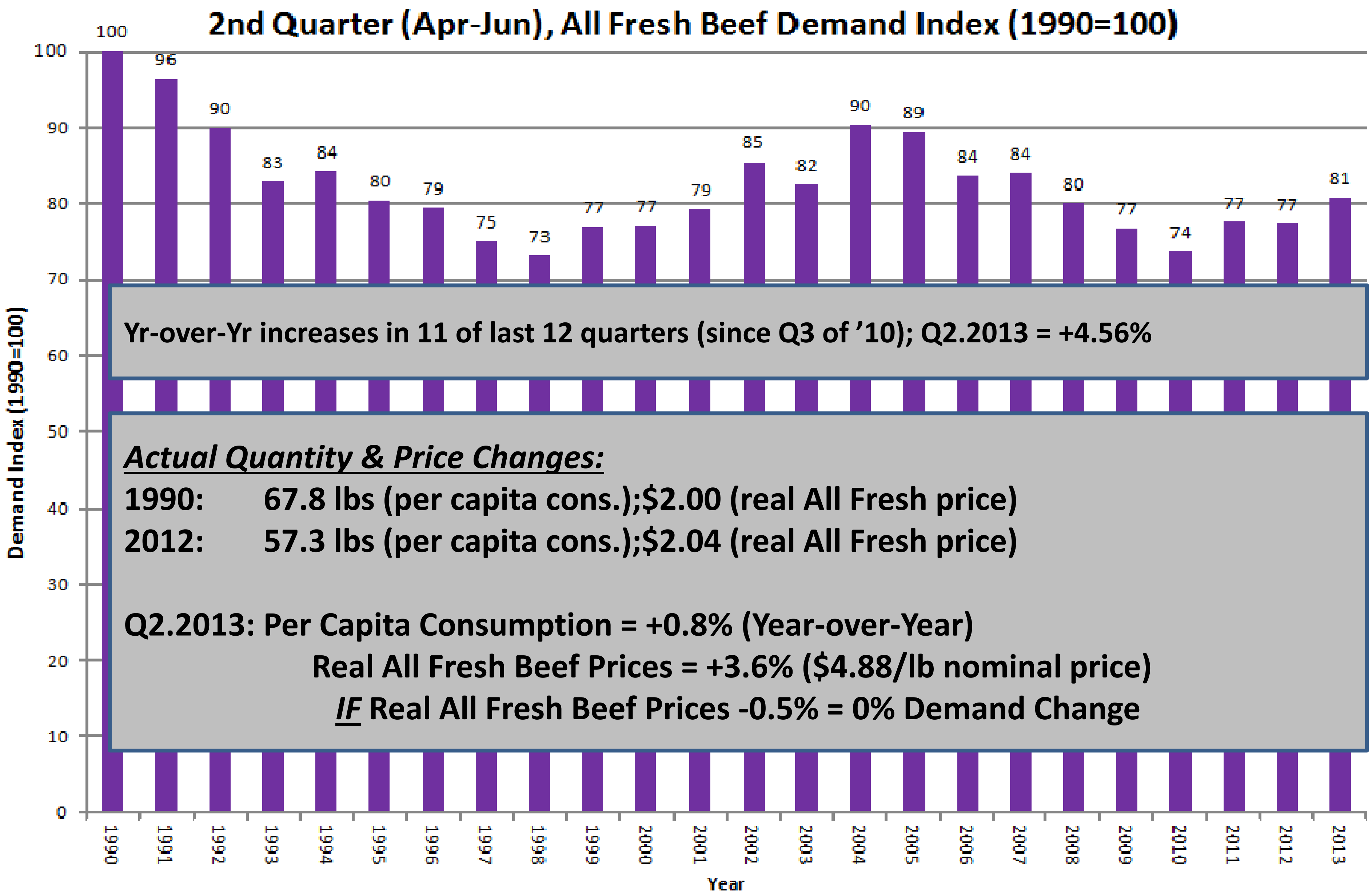
In Fiscal Year 2013, the Beef Checkoff Program commissioned a Beef Demand Determinant Study to identify the beef demand drivers on which the checkoff programs should focus to have the most compelling effects on beef demand moving forward.

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**

Checkoff News

- Beef and Sustainability
- Trend Bites
- Debunking Antibiotic Myths
- Engaging MBA Grads



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

<u>Actual Quantity & Price Changes:</u>

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)

***<u>IF</u>* 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:

MANAGER.INFO
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This presentation will be available in PDF format at:
http://www.agmanager.info/about/contributors/individual/tonsor.asp

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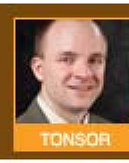

WEBINAR
Beef-Cattle Economics

Co-Presented by BEEF meatingplace DROVERS K-STATE

Sponsored by MERCK Animal Health

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

Utilize a Wealth of Information Available at AgManager.info

About AgManager.info

AgManager.info website is a comprehensive source of information, analysis, and decision-making tools for agricultural producers, agribusinesses, and others. The site serves as a clearinghouse for applied outreach information emanating from the Department of Agricultural Economics at Kansas State University. It was created by combining departmental and faculty sites as well as creating new features exclusive to the AgManager.info site. The goal of this coordination is to improve the organization of web-based material and allow greater access for agricultural producers and other clientele.

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