

# BROAD AG OUTLOOK IN A PERIOD OF ELEVATED UNCERTAINTY

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# Where Are We Going?



# Outline

1. Grain Situation
2. Livestock Situation
3. Overview of Decision Aides/Resources
4. Final Thoughts

# Grain Markets

1. GT spends 95% of his time in meat-livestock space
2. See Dan O'Brien (KSU), Chad Hart (ISU), Ben Brown/Scott Brown (Mizzou), Scott Irwin (IL)

# 2023 Situation

## 1. World Corn

- Ending stocks at 9-year low (per Dan O'Brien)

## 2. World Soybean

- Ending stocks at 9-year low (per Dan O'Brien)

## 3. World Wheat

- Ending stocks at 8-year low (per Dan O'Brien)

# 2023 Situation

## 1. Corn

- CME Dec 23' = \$5.75/bu (as of 2/27)

# 2023 Situation

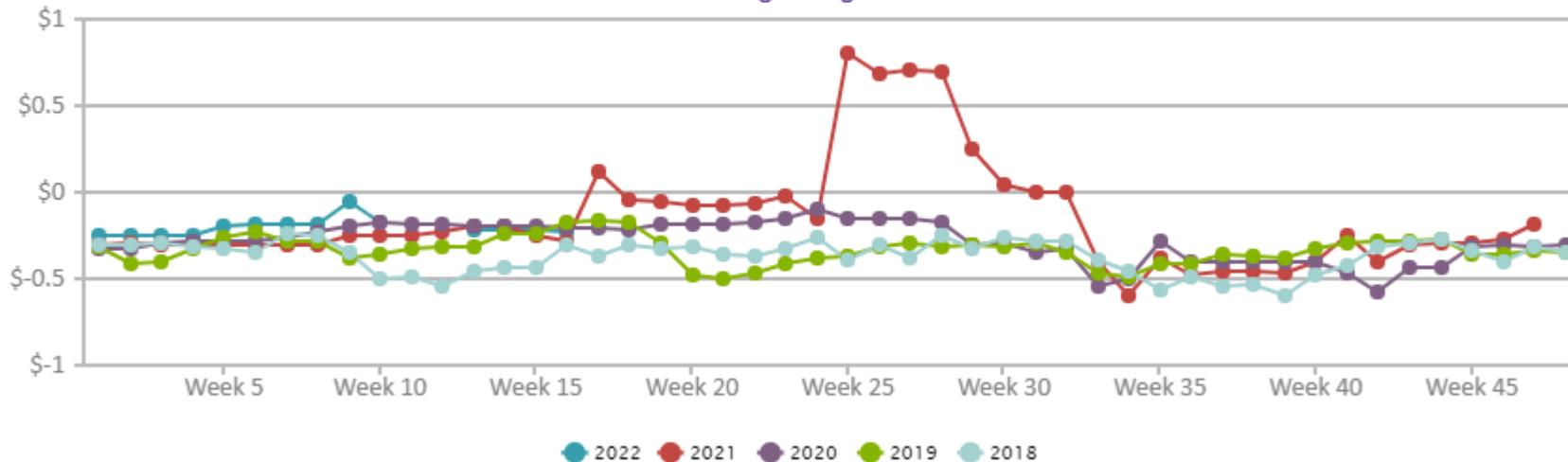
Nearby Basis = Cash Price – Nearby  
CME Futures Price

## 1. Corn

- CME Dec 23' = \$5.75/bu (as of 2/27)

SHELBINA, MO: Corn Basis - ADM QUINCY

[www.AgManager.info](http://www.AgManager.info)



# 2023 Situation

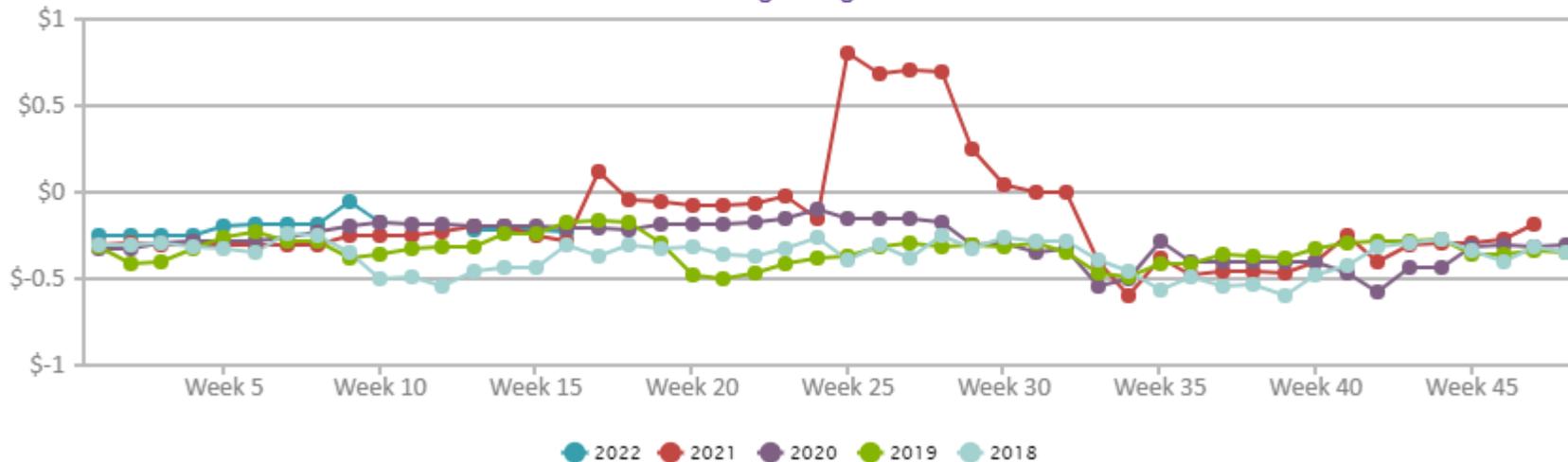
Nearby Basis = Cash Price – Nearby  
CME Futures Price

## 1. Corn

- CME Dec 23' = \$5.75/bu (as of 2/27)
- **Implies roughly \$5.35/bu cash price forecast for early Nov 23**

SHELBINA, MO: Corn Basis - ADM QUINCY

www.AgManager.info



### Week 40 (early Nov) Basis

2021 -\$0.40  
2020 -\$0.40  
2019 -\$0.33  
2018 -\$0.48

# 2023 Situation

## 1. Soybeans

- CME Nov 23' = \$13.70 (as of 2/27)

Nearby Basis = Cash Price – Nearby  
CME Futures Price

# 2023 Situation

## 1. Soybeans

- CME Nov 23' = \$13.70 (as of 2/27)

**Implies roughly \$13.34/bu cash price forecast for mid-Nov 23**

SHELBINA, MO: Soybeans Basis - ADM QUINCY

www.AgManager.info



### Week 42 (mid Nov) Basis

2022 -\$0.23

2021 -\$0.29

2020 -\$0.52

2019 -\$0.42

# 2023 Situation

- Soybeans CME Nov 23' = \$13.70 (as of 2/27)
- Corn CME Dec 23' = \$5.75 (as of 2/27)
  - Implies Soy/Corn ratio of 2.38

# 2023 Situation

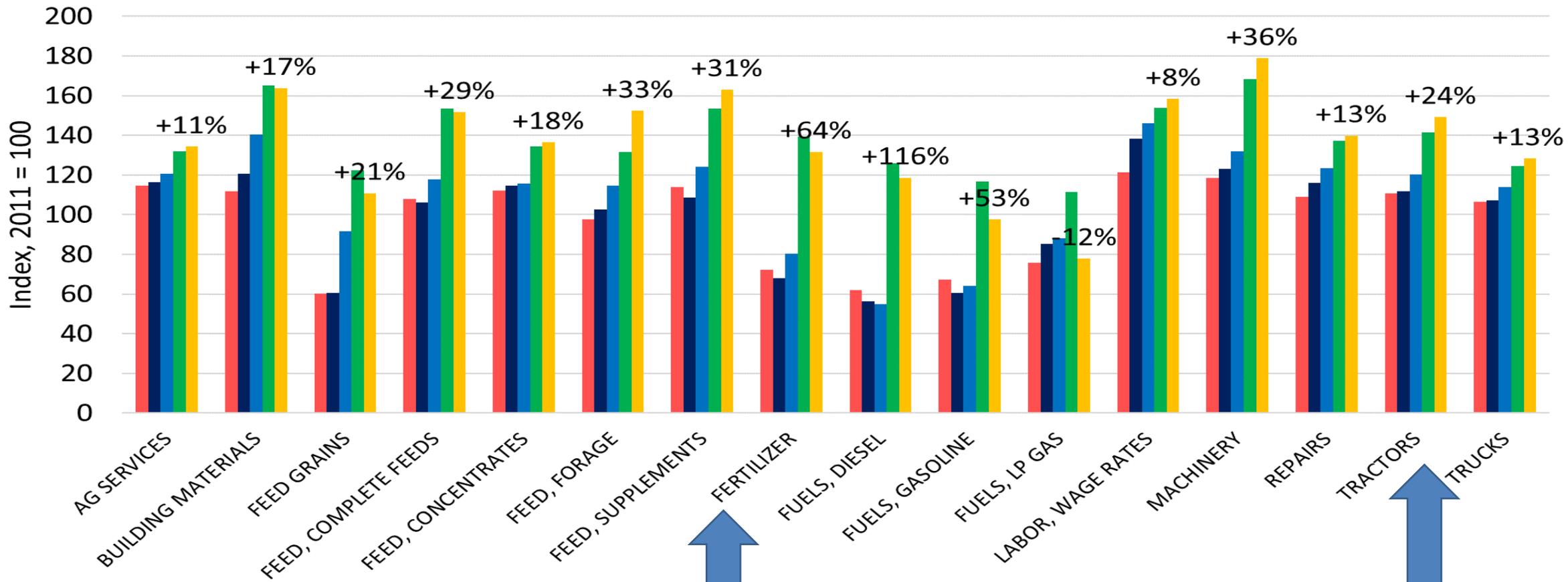
- Soybeans CME Nov 23' = \$13.70 (as of 2/27)
- Corn CME Dec 23' = \$5.75 (as of 2/27)
  - Implies Soy/Corn ratio of 2.38
- Historical average per Dan O'Brien of 2.52
- Currently points to more U.S. Corn acres in 2023
  - Even more if fertilizer prices further decline

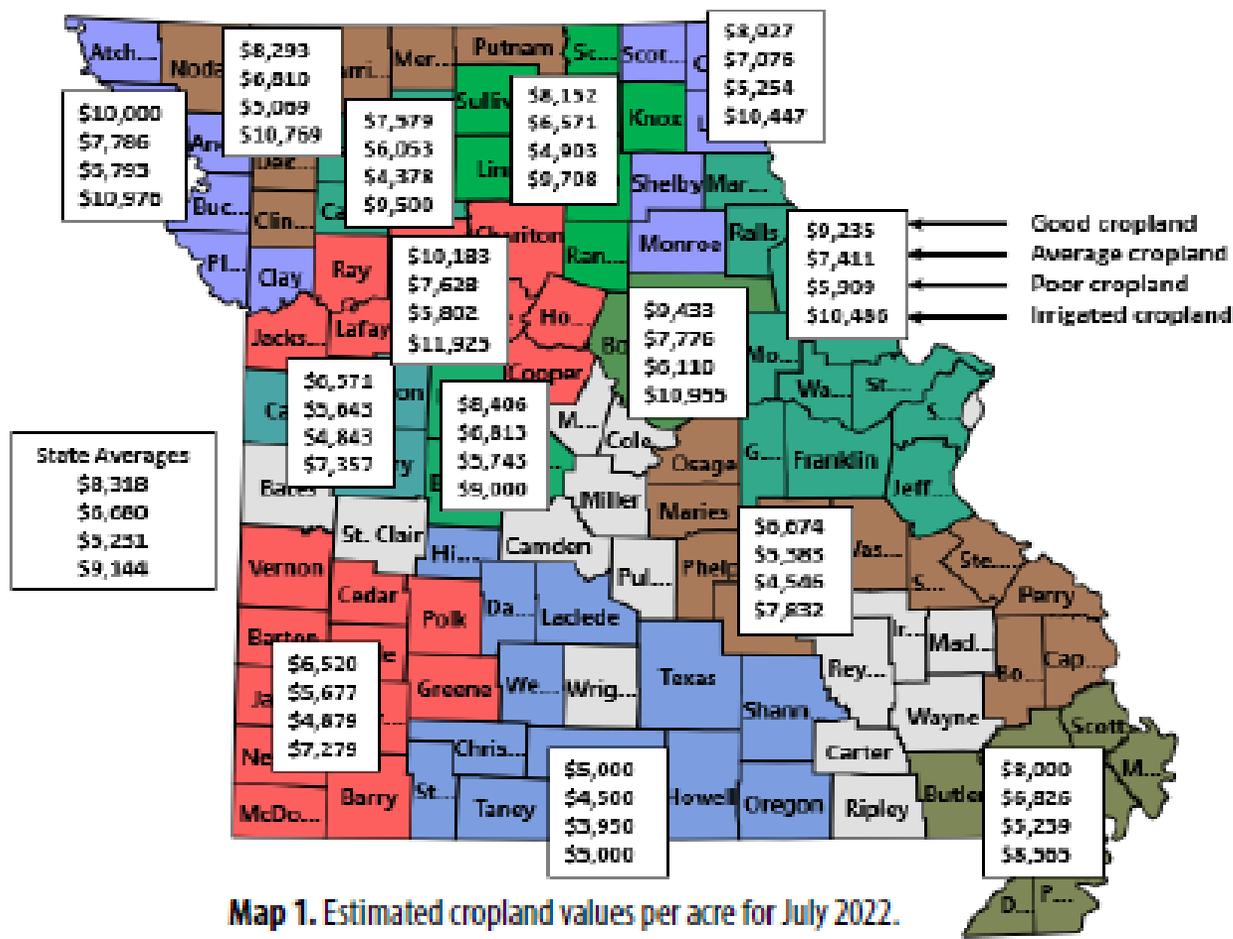
# Look Beyond Expected Sales Price & Revenue

## PRICES PAID BY FARMERS FOR SELECT INPUTS

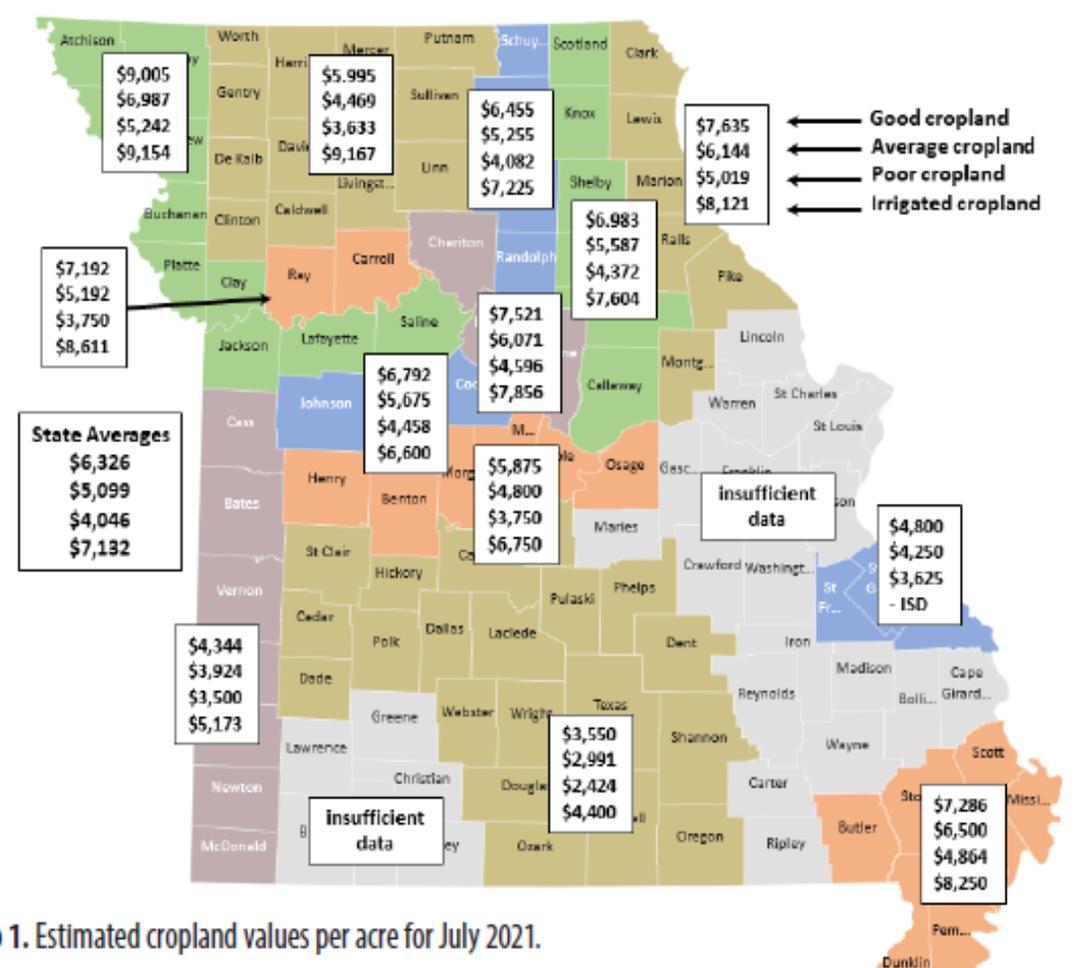
% Δ Nov-22 vs. 2021

■ Avg. 2015-19 
 ■ 2020 
 ■ 2021 
 ■ May-22 
 ■ Nov-22





Map 1. Estimated cropland values per acre for July 2022.



Map 1. Estimated cropland values per acre for July 2021.

State Average (Avg Cropland)  
 \$6,680 in 2022 vs \$5,099 in 2021  
 = +31%

# Longer-Term Grain Market Situation

1. At some point markets will gain confidence in larger crops, rebuilding of stocks, and hence push crop prices lower

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2. Geo-politics
  1. Ukraine-Russia: currently depressed Ukraine grain exports may change course
  2. China-World relations: key to broader macroeconomic situation and commodity demand

# Longer-Term Grain Market Situation

1. At some point markets will gain confidence in larger crops, rebuilding of stocks, and hence push crop prices lower
2. Geo-politics
  1. Ukraine-Russia: currently depressed Ukraine grain exports may change course
  2. China-World relations: key to broader macroeconomic situation and commodity demand
3. U.S. is blessed with waterway system that underpins large exports
  1. Reinvestment in physical infrastructure remains key

# Meat-Livestock Markets

# ***BEEF-CATTLE OUTLOOK***

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[http://www.agmanager.info/about  
/contributors/individual/tonsor.asp](http://www.agmanager.info/about/contributors/individual/tonsor.asp)



2023  
**K-STATE**  
**CATTLEMEN'S DAY**

**MARCH 3, 2023**  
KSU Weber Hall  
Manhattan, Kansas

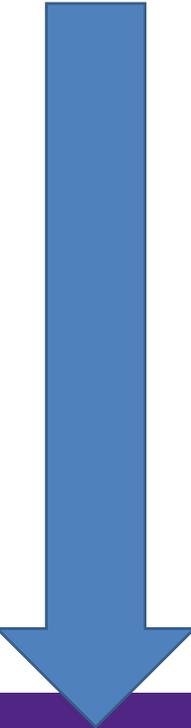


# Take-Home Summary

1. Supply Dynamics, Switching to Support Higher Cattle Prices
2. Beef Demand (Domestic & Export) Has Been Solid But Weakened as 22' Ended

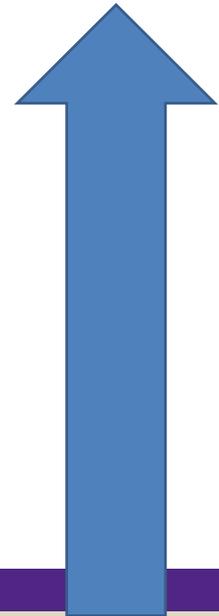
# Quarterly Forecasts (LMIC: 2/7/23)

Year Quarter	Comm'l Slaughter	% Chg. from Year Ago	Average Dressed Weight	% Chg. from Year Ago	Comm'l Beef Production	% Chg. from Year Ago
<b>2022</b>						
I	8,405	1.5	835.6	0.3	7,022	1.8
II	8,669	1.9	815.4	-0.3	7,069	1.5
III	8,756	2.7	816.2	-0.3	7,147	2.4
IV	8,493	-0.5	830.5	-0.3	7,053	-0.7
<b>Year</b>	<b>34,322</b>	<b>1.4</b>	<b>824.3</b>	<b>-0.2</b>	<b>28,290</b>	<b>1.2</b>
<b>2023</b>						
I	8,260	-1.7	823.8	-1.4	6,805	-3.1
II	8,284	-4.4	812.2	-0.4	6,728	-4.8
III	8,223	-6.1	818.3	0.3	6,729	-5.8
IV	8,133	-4.2	834.5	0.5	6,787	-3.8
<b>Year</b>	<b>32,900</b>	<b>-4.1</b>	<b>822.2</b>	<b>-0.3</b>	<b>27,049</b>	<b>-4.4</b>
<b>2024</b>						
I	7,516	-9.0	828.4	0.6	6,226	-8.5
II	7,547	-8.9	818.0	0.7	6,174	-8.2
III	7,758	-5.6	827.6	1.1	6,421	-4.6
IV	7,601	-6.5	843.5	1.1	6,411	-5.5
<b>Year</b>	<b>30,422</b>	<b>-7.5</b>	<b>829.4</b>	<b>0.9</b>	<b>25,232</b>	<b>-6.7</b>



# Quarterly Forecasts: Cattle (LMIC: 2/7/23)

Year Quarter	Live Sltr.	% Chg. from Year Ago	Feeder Steer Price	
	Steer Price		Southern Plains	
	5-Mkt Avg		7-800#	5-600#
<b>2022</b>				
I	139.25	23.3	160.00	193.66
II	141.93	17.5	160.49	188.43
III	143	16.2	178	192
IV	153	13.7	177	192
<b>Year</b>	<b>144</b>	<b>17.2</b>	<b>169</b>	<b>191</b>
<b>2023</b>				
I	155-156	11.7	181-182	211-212
II	158-162	12.7	178-183	213-218
III	152-162	9.5	183-188	208-213
IV	150-160	1.3	185-195	220-230
<b>Year</b>	<b>155-157</b>	<b>8.0</b>	<b>183-185</b>	<b>214-216</b>
<b>2024</b>				
I	160-175	7.7	190-200	230-240
II	165-180	7.8	188-198	222-232
III	163-178	8.6	190-205	233-248
IV	167-182	12.6	187-202	243-258
<b>Year</b>	<b>165-175</b>	<b>9.0</b>	<b>190-200</b>	<b>233-243</b>



# Context on Beef Cow Herd Dynamics

K-State Dept. of Agricultural Economics Extension Publication

03/21/2022

## An Updated Evaluation of the U.S. Cattle Cycle

*Jaime R. Luke* ([jrluke@ksu.edu](mailto:jrluke@ksu.edu))

*Andrew E. Anderson* ([ander909@ksu.edu](mailto:ander909@ksu.edu))

*Glynn T. Tonsor* ([gtonsor@ksu.edu](mailto:gtonsor@ksu.edu))

*Kansas State University Department of Agricultural Economics*

- <https://www.agmanager.info/livestock-meat/production-economics/updated-evaluation-us-cattle-cycle>

# KSU – Beef Replacement Tool

<https://www.agmanager.info/livestock-meat/production-economics/ksu-beef-replacement>

## KSU-Beef Replacements

An Excel spreadsheet program to evaluate the economic value of purchasing beef replacement females.



Version- 1.30.2023



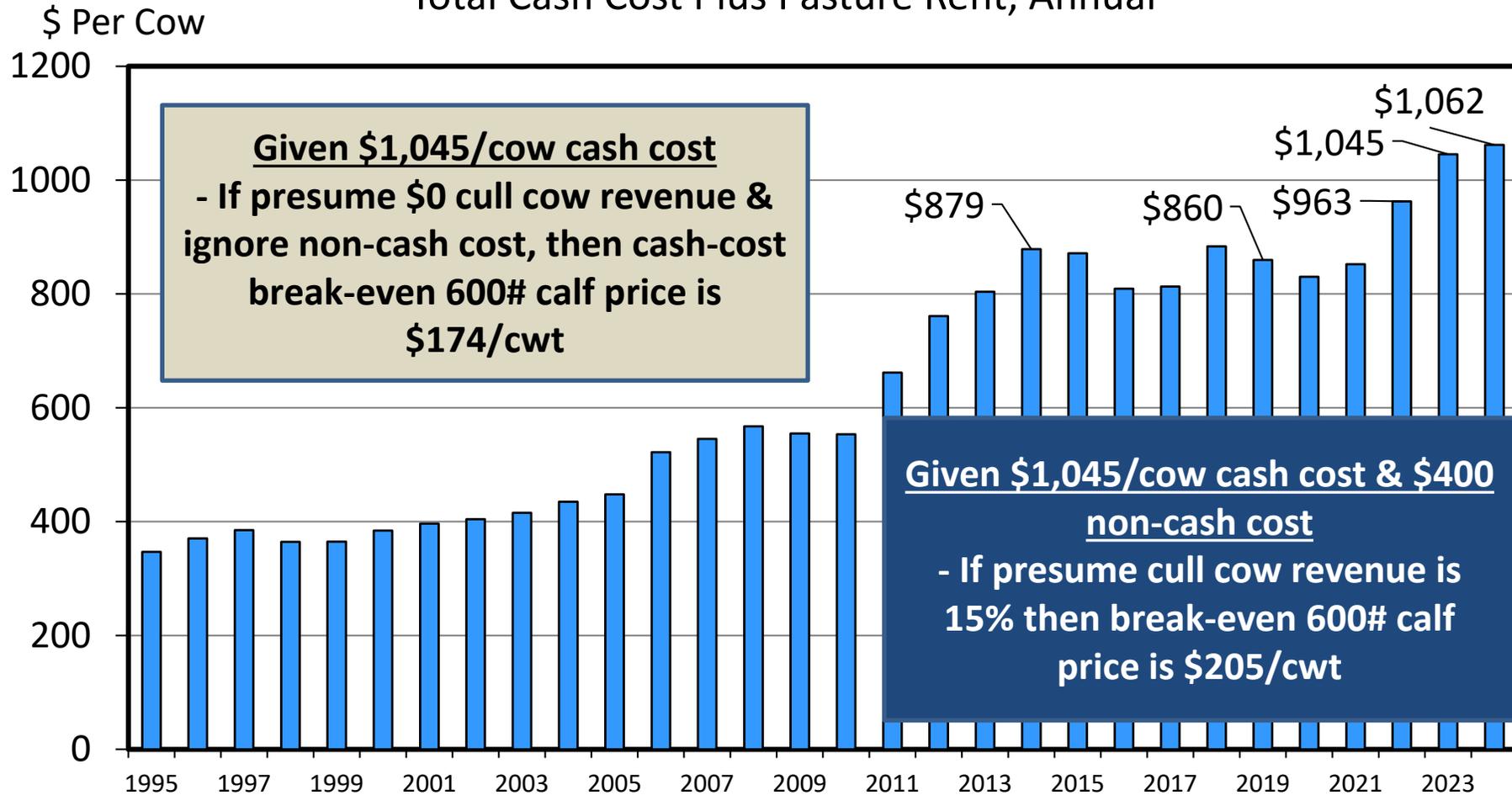
### INTRODUCTION

A spreadsheet program to calculate the net present value of purchasing replacement heifers given expectations for calf selling price, weaning weights, cull cow price, and a target rate of return on investment.

Always good to “push the pencil” on decisions such as what to pay in herd expansion/rebuild efforts

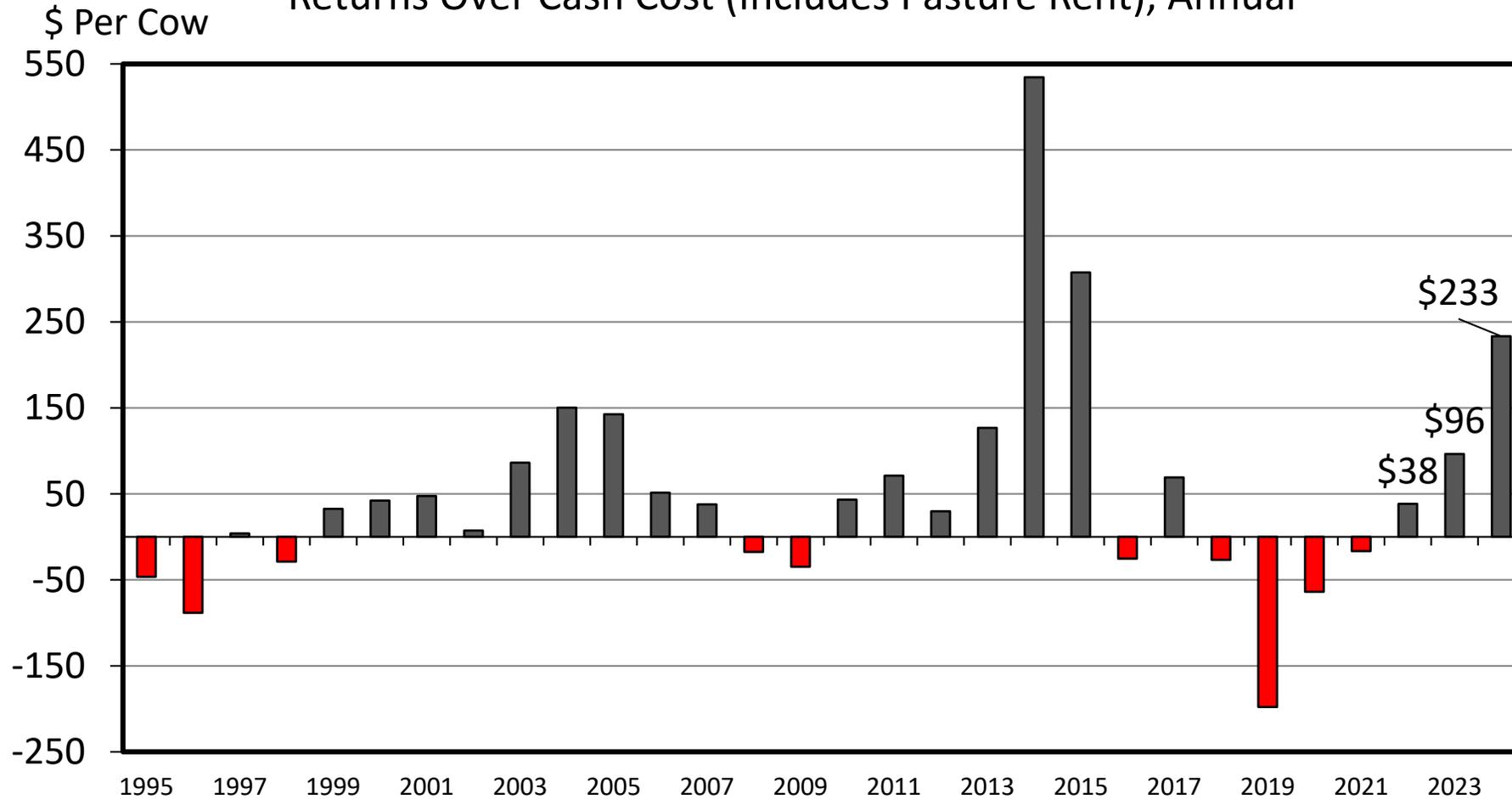
# ESTIMATED AVERAGE COW CALF COSTS

Total Cash Cost Plus Pasture Rent, Annual



# ESTIMATED AVERAGE COW CALF RETURNS

Returns Over Cash Cost (Includes Pasture Rent), Annual



**Want Feeder Cattle Price, Basis, &  
VOG Projections?  
Use *BeefBasis.com***

**Palmyra, MO *FALL CALF* Market, as of 2/27**

***10/25/2023 Sell @ Weaning @ 600 lbs***

- ***Expected Cash Price: \$235/cwt***

# KSU-Feeder Cattle Risk Management Tool

<https://www.agmanager.info/k-state-feeder-cattle-risk-management-tool>



## INTRODUCTION

This spreadsheet was developed as a decision-aid tool for producers interested in managing feeder cattle price risk. It can be used to compare the Expected Net Selling Price using alternative risk management tools available for pricing feeder cattle.

## INSTRUCTIONS FOR THE!

Be sure to "Enable Content" and "Enable Macros" for the spreadsheet to function correctly.

In the Comparison sheet all blue numbers are input by the user. All black numbers are calculated using data provided by the user. The spreadsheet automatically recalculates every time an additional input is entered. Thus, it is important to wait until all data have been entered and reviewed before interpreting any of the calculated results (i.e., black numbers). Most of the input cells (i.e., blue number) have a red diamond in the upper right hand corner of the cell. By moving your mouse cursor over this diamond, a brief description of

## FOR MORE INFORMATION:

To learn more about managing price risk and using LRP insurance visit [www.AgManager.info](http://www.AgManager.info) or click on the following link  
[P Insurance Informat](#) [Price Risk Management Information](#)

Updated by:

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785-532-1518

## ACKNOWLEDGEMENTS:

This spreadsheet was originally developed by Kevin Dhuyvetter, Ph.D., Agricultural Economist, Kansas State University. The authors gratefully acknowledge funding provided by USDA's Risk Management Agency (RMA) for initial development of this feeder cattle risk management tool.

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KANSAS STATE UNIVERSITY Agricultural Economics



Always good to reassess  
your situation

e.g. changes in LRP make  
that more attractive to  
some...

# Historical and Projected Kansas Feedlot Net Returns (as of 2/9/23')

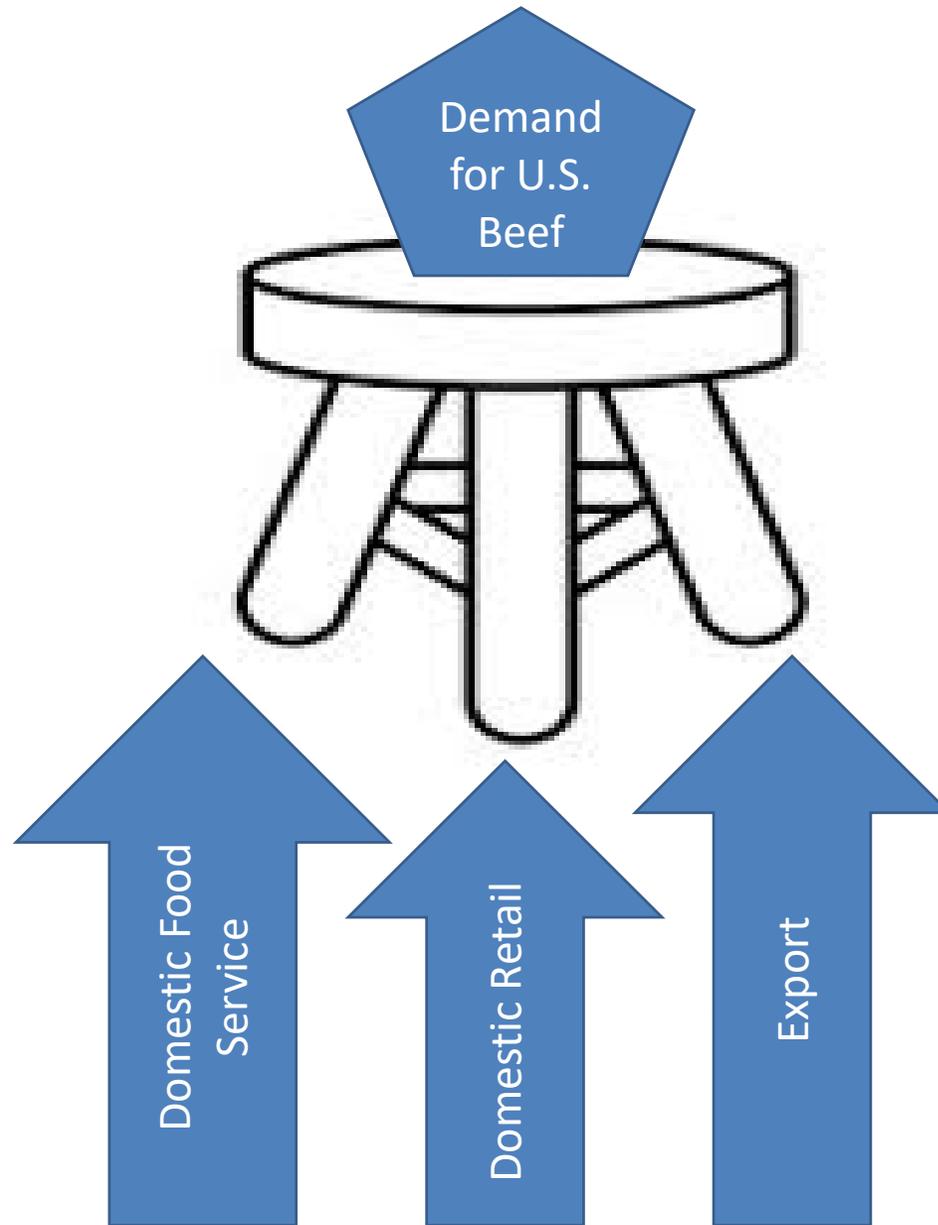
(<http://www.agmanager.info/livestock/marketing/outlook/newsletters/FinishingReturns/default.asp>)

Dec 22': **+\$85/steer**

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

Closeout Mo-Yr	Net Return	FCOG**	Fed Price	Fed Futures	Fed Basis	Feeder Price	Breakeven FCOG**	Breakeven Fed Price	Breakeven Feeder Price
Jan-23	47.09	141.25	156.26	157.36	-1.09	158.39	148.13	153.01	164.57
Feb-23	35.14	141.18	163.94	163.63	0.31	172.67	146.52	161.50	177.16
Mar-23	90.34	139.79	167.50	163.63	3.87	172.94	153.57	161.05	185.06
Apr-23	113.92	134.45	165.71	159.53	6.18	170.90	152.15	157.36	186.69
May-23	211.48	127.54	167.76	159.53	8.24	168.50	159.38	152.64	197.31
Jun-23	118.54	124.21	162.33	158.58	3.75	172.80	142.45	153.80	188.80
Jul-23	49.72	120.05	158.60	158.58	0.03	177.82	127.78	155.03	184.45
Aug-23	85.85	118.72	163.20	162.83	0.38	183.31	131.74	157.15	194.62
Sep-23	29.38	117.90	163.92	162.83	1.09	191.73	122.43	161.84	195.55
Oct-23	36.15	117.44	169.29	166.68	2.61	199.97	123.07	166.73	204.64

# Beef Demand Patterns



See Nov 22' Extended Discussion w/ Matt Perrier on Practically Ranching:  
<https://www.buzzsprout.com/1995747/11686340>

# Monthly Meat Demand Monitor, Methods, and Supporting Information

Home / Livestock & Meat / Meat Demand / Monthly Meat Demand Monitor [Survey Data]

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[Monthly Meat Demand Monitor \[Survey Data\]](#)

## Monthly Meat Demand Monitor [Survey Data]

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The Meat Demand Monitor (MDM) project is funded in-part by the beef checkoff and the pork checkoff. Monthly reports and supporting documentation are available here.



## Monthly Meat Demand Monitor

Title	Author	Date	Downloads
<a href="#">Meat Demand Monitor - August 2020</a>	Tonsor	September 4, 2020	<a href="#">Downloads</a>
<a href="#">Meat Demand Monitor - July 2020</a>	Tonsor	August 4, 2020	<a href="#">Downloads</a>
<a href="#">Meat Demand Monitor - February-June 2020 Summary Report</a>	Tonsor	July 27, 2020	<a href="#">Downloads</a>
<a href="#">Meat Demand Monitor - June 2020</a>	Tonsor	July 2, 2020	<a href="#">Downloads</a>
<a href="#">Meat Demand Monitor - May 2020</a>	Tonsor	May 29, 2020	<a href="#">Downloads</a>
<a href="#">Meat Demand Monitor - Coronavirus (COVID-19) Impact on U.S. Meat Demand:</a>	Tonsor	May 12, 2020	<a href="#">Downloads</a>

33rd ANNUAL  
**SWINE  
PROFITABILITY  
CONFERENCE**

**FEBRUARY 7, 2023**

KSU Stanley Stout Center  
Manhattan, Kansas



# PORK ECONOMICS ASSESSING OUTLOOK IN A PERIOD OF ELEVATED UNCERTAINTY

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

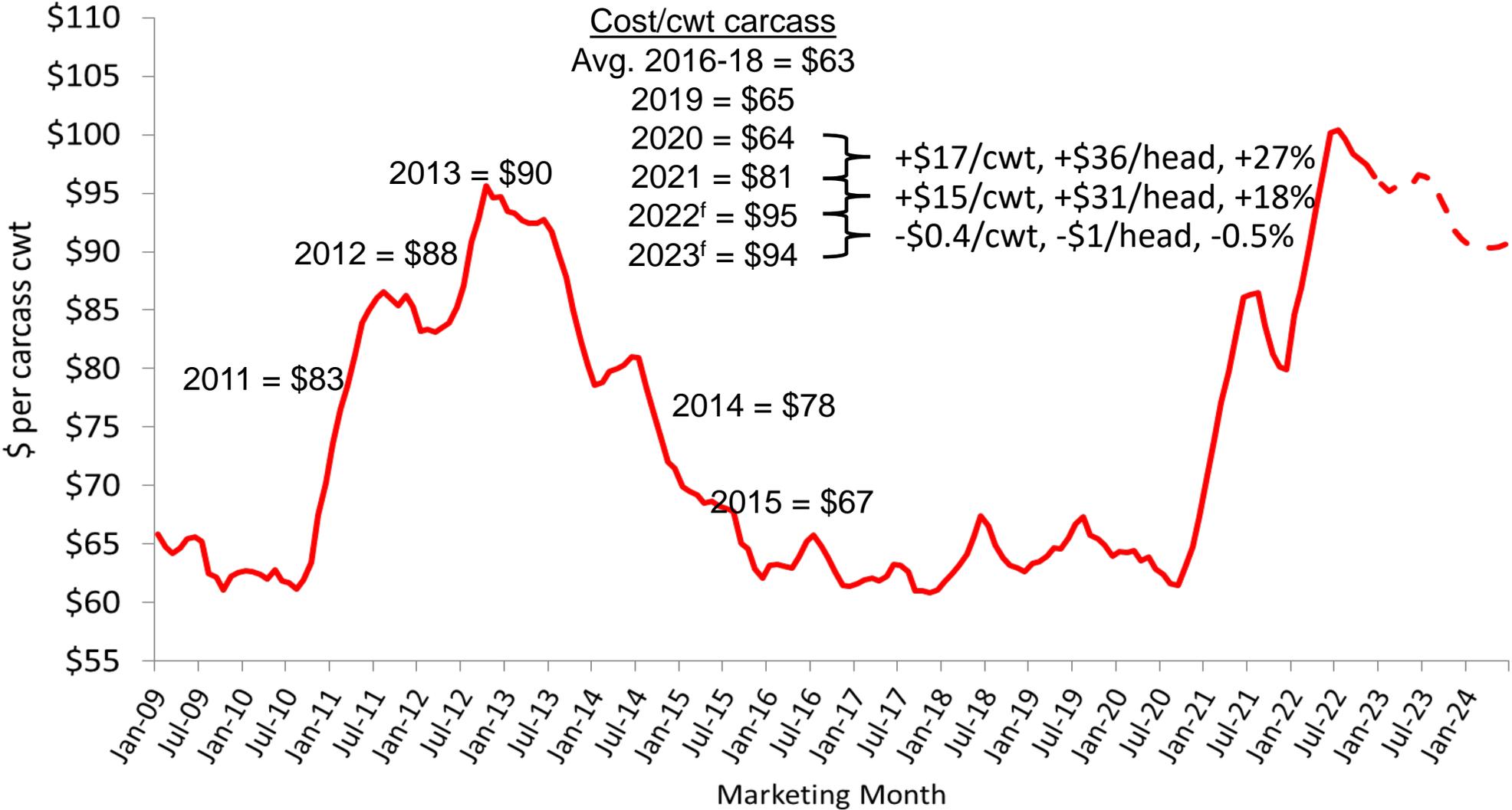
# QUARTERLY COMMERCIAL HOG SLAUGHTER, PORK PRODUCTION, PER CAPITA PORK DISAPPEARANCE AND NATIONAL BASE HOG PRICE (LMIC 2/23/23)

Year Quarter	Comm'l Slaughter (1,000 Head)	% Chg. from Year Ago	Average Carcass Weight (Lbs.)	% Chg. from Year Ago	Comm'l Pork Production (Mil. Lbs.)	% Chg. from Year Ago	Per Capita Consumption (Retail Wt.)	% Chg. from Year Ago	Carcass Price National Wtd Avg Base (\$/Cwt.)	% Chg. from Year Ago
<b>2020</b>										
I	34,479	8.2	215	0.3	7,426	8.9	13.2	0.8	61.29	5.1
II	29,198	-5.6	217	1.1	6,313	-4.6	11.6	-7.5	58.79	-25.3
III	33,374	4.0	211	1.1	7,048	5.1	13.2	2.8	57.87	-18.0
IV	34,512	-1.5	218	1.9	7,515	0.5	14.0	0.4	68.57	10.3
<b>Year</b>	<b>131,563</b>	<b>1.3</b>	<b>215</b>	<b>1.1</b>	<b>28,303</b>	<b>2.5</b>	<b>51.9</b>	<b>-0.8</b>	<b>61.63</b>	<b>-8.6</b>
<b>2021</b>										
I	33,421	-3.1	218	1.2	7,292	-1.8	13.1	-0.7	75.79	23.7
II	31,120	6.6	215	-0.9	6,668	5.6	11.8	1.6	104.84	78.3
III	31,167	-6.6	210	-0.6	6,530	-7.4	12.2	-7.4	99.68	72.2
IV	33,278	-3.6	216	-0.9	7,185	-4.4	13.9	-0.3	77.73	13.4
<b>Year</b>	<b>128,986</b>	<b>-2.0</b>	<b>215</b>	<b>-0.3</b>	<b>27,675</b>	<b>-2.2</b>	<b>51.0</b>	<b>-1.8</b>	<b>89.51</b>	<b>45.2</b>
<b>2022</b>										
I	31,603	-5.4	218	0.2	6,904	-5.3	13.1	0.2	88.74	17.1
II	30,618	-1.6	217	1.2	6,639	-0.4	12.4	5.3	101.10	-3.6
III	30,961	-0.7	211	0.6	6,533	0.0	12.4	1.0	106.34	6.7
IV	32,133	-3.4	216	-0.2	6,919	-3.7	13.0	-6.5	87.02	12.0
<b>Year</b>	<b>125,315</b>	<b>-2.8</b>	<b>216</b>	<b>0.5</b>	<b>26,994</b>	<b>-2.5</b>	<b>50.9</b>	<b>-0.2</b>	<b>95.80</b>	<b>6.7</b>

# QUARTERLY COMMERCIAL HOG SLAUGHTER, PORK PRODUCTION, PER CAPITA PORK DISAPPEARANCE AND NATIONAL BASE HOG PRICE (LMIC 2/23/23)

Year	Comm'l	% Chg.	Average	% Chg.	Comm'l	% Chg.	Per Capita	% Chg.	Carcass Price	% Chg.
Quarter	Slaughter	from	Carcass	from	Pork	from	Consumption	from	National Wtd	from
	(1,000 Head)	Year Ago	Weight	Year Ago	Production	Year Ago	(Retail Wt.)	Year Ago	Avg Base	Year Ago
			(Lbs.)		(Mil. Lbs.)				(\$/Cwt.)	
<b>2022</b>										
I	31,603	-5.4	218	0.2	6,904	-5.3	13.1	0.2	88.74	17.1
II	30,618	-1.6	217	1.2	6,639	-0.4	12.4	5.3	101.10	-3.6
III	30,961	-0.7	211	0.6	6,533	0.0	12.4	1.0	106.34	6.7
IV	32,133	-3.4	216	-0.2	6,919	-3.7	13.0	-6.5	87.02	12.0
<b>Year</b>	<b>125,315</b>	<b>-2.8</b>	<b>216</b>	<b>0.5</b>	<b>26,994</b>	<b>-2.5</b>	<b>50.9</b>	<b>-0.2</b>	<b>95.80</b>	<b>6.7</b>
<b>2023</b>										
I	a 32,149	1.7	219	0.2	7,036	1.9	13.0	-0.7	86-88	-2.0
II	b 30,376	-0.8	218	0.3	6,623	-0.2	12.3	-0.5	99-102	-0.6
III	30,805	-0.5	212	0.1	6,516	-0.3	12.1	-2.0	103-107	-1.3
IV	32,224	0.3	217	0.5	6,982	0.9	12.9	-0.7	85-90	0.6
<b>Year</b>	<b>125,553</b>	<b>0.2</b>	<b>216</b>	<b>0.3</b>	<b>27,156</b>	<b>0.6</b>	<b>50.4</b>	<b>-1.0</b>	<b>92-98</b>	<b>-1.0</b>
<b>2024</b>										
I	32,415	0.8	220	0.4	7,122	1.2	13.1	0.5	83-89	-1.1
II	30,643	0.9	219	0.4	6,711	1.3	12.4	0.3	96-103	-1.0
III	31,189	1.2	212	0.2	6,608	1.4	12.2	0.5	100-108	-1.0
IV	32,678	1.4	218	0.6	7,122	2.0	13.1	1.4	82-91	-1.1
<b>Year</b>	<b>126,925</b>	<b>1.1</b>	<b>217</b>	<b>0.4</b>	<b>27,563</b>	<b>1.5</b>	<b>50.7</b>	<b>0.7</b>	<b>90-98</b>	<b>-1.1</b>

# BREAKEVEN—FARROW TO FINISH, IOWA

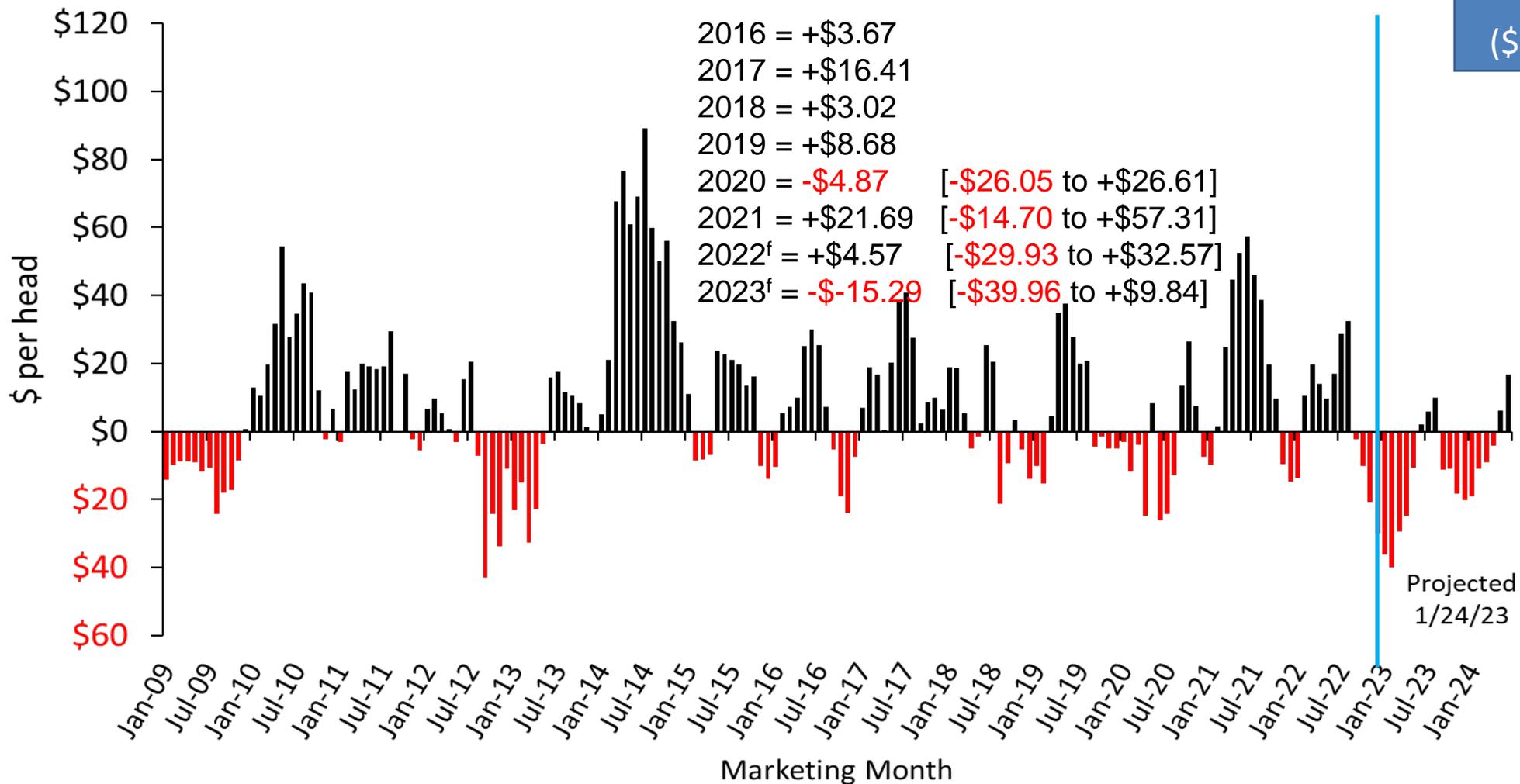


Source: Iowa State University

# Estimated Returns to Farrow to Finish, Iowa

Past and Projected with Basis Adjusted Futures

w/o manure credit  
(\$10-12/hd)



Source: Iowa State University

# ESTIMATED MANURE CREDIT

Farrow to Finish Production

\$ per head



## KSU - Hog Contract Evaluation Tool: Updated Decision-Aide

*Glynn Tonsor ([gtonsor@ksu.edu](mailto:gtonsor@ksu.edu)) Kansas State University Department of Agricultural Economics*

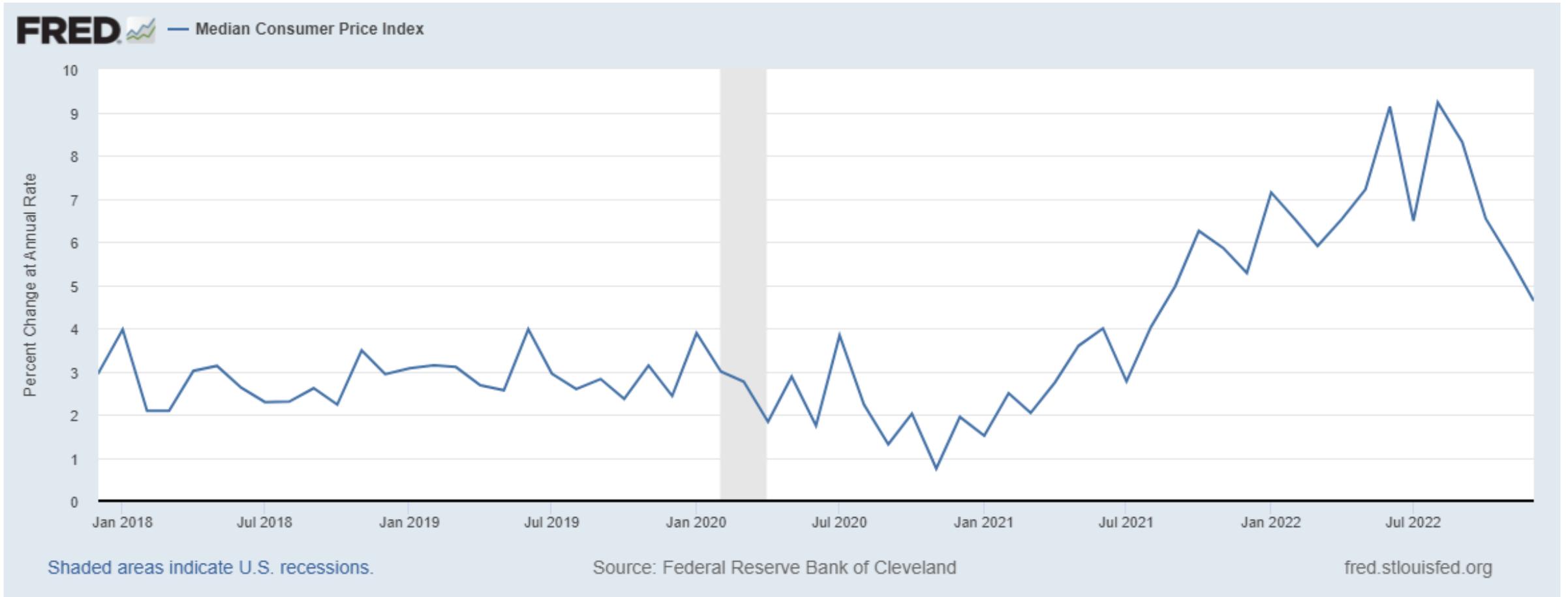
*Mike Tokach ([mtokach@ksu.edu](mailto:mtokach@ksu.edu)) Kansas State University Department of Animal Sciences & Industry*

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<https://www.agmanager.info/ksu-hog-contract-evaluation-tool>

# Other, Big Picture Points

# Summer 2022, Inflation in U.S. Was Highest in 4 Decades



# Real Wages Are Key

FRED

— Employed full time: Median usual weekly real earnings: Wage and salary workers: 16 years and over

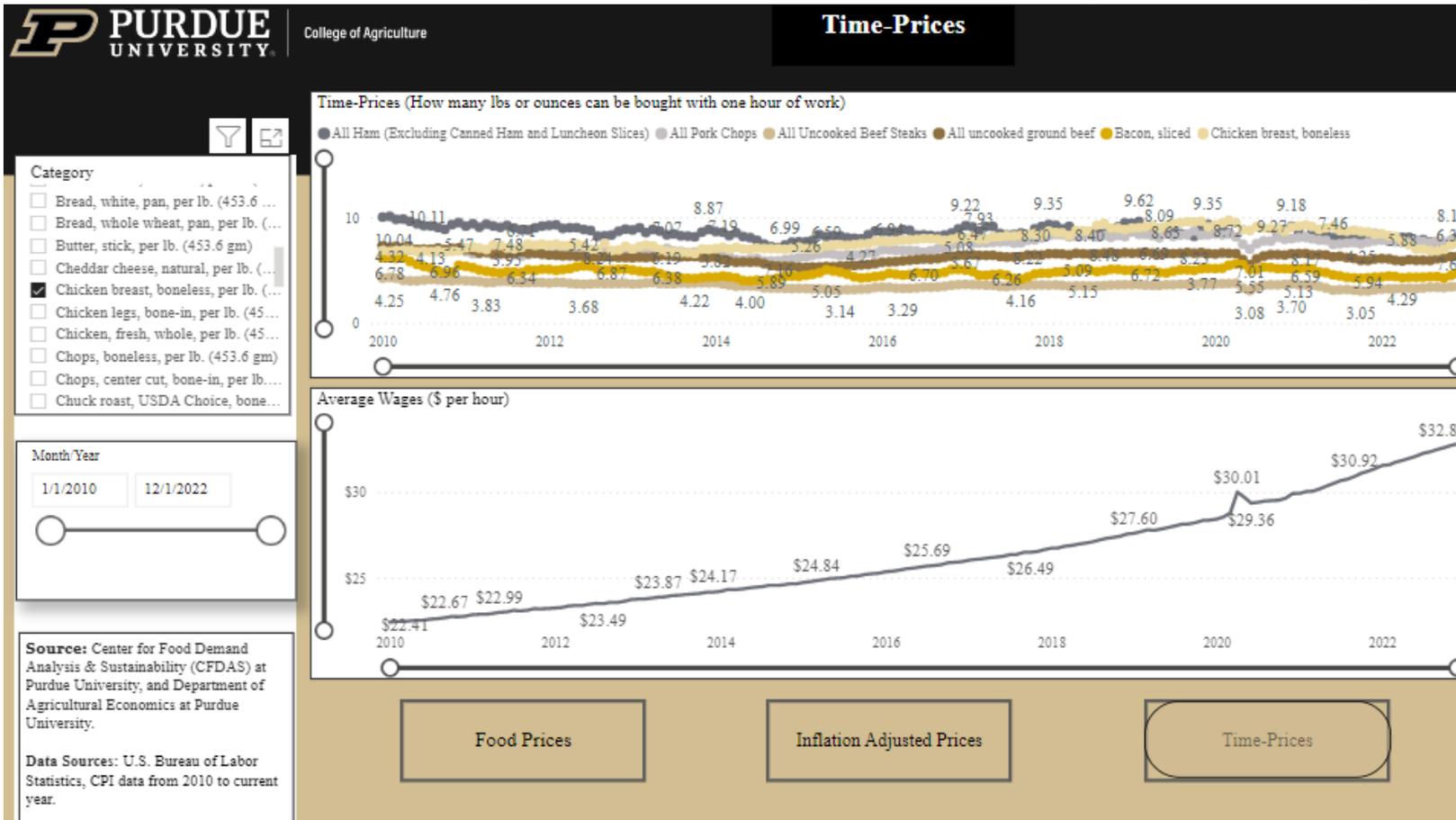


Shaded areas indicate U.S. recessions.

Source: U.S. Bureau of Labor Statistics

fred.stlouisfed.org

# Purdue's Dashboard: Retail Meat Prices (\$/lb) Relative to Average Wages (\$/hr)



Jan. 2020, 1 hr work =  
 9.1 lbs ham  
 8.4 lbs pork chop  
 5.1 lbs bacon  
 6.6 lbs ground beef  
 3.7 lbs beef steaks  
 9.5 lbs chicken breast

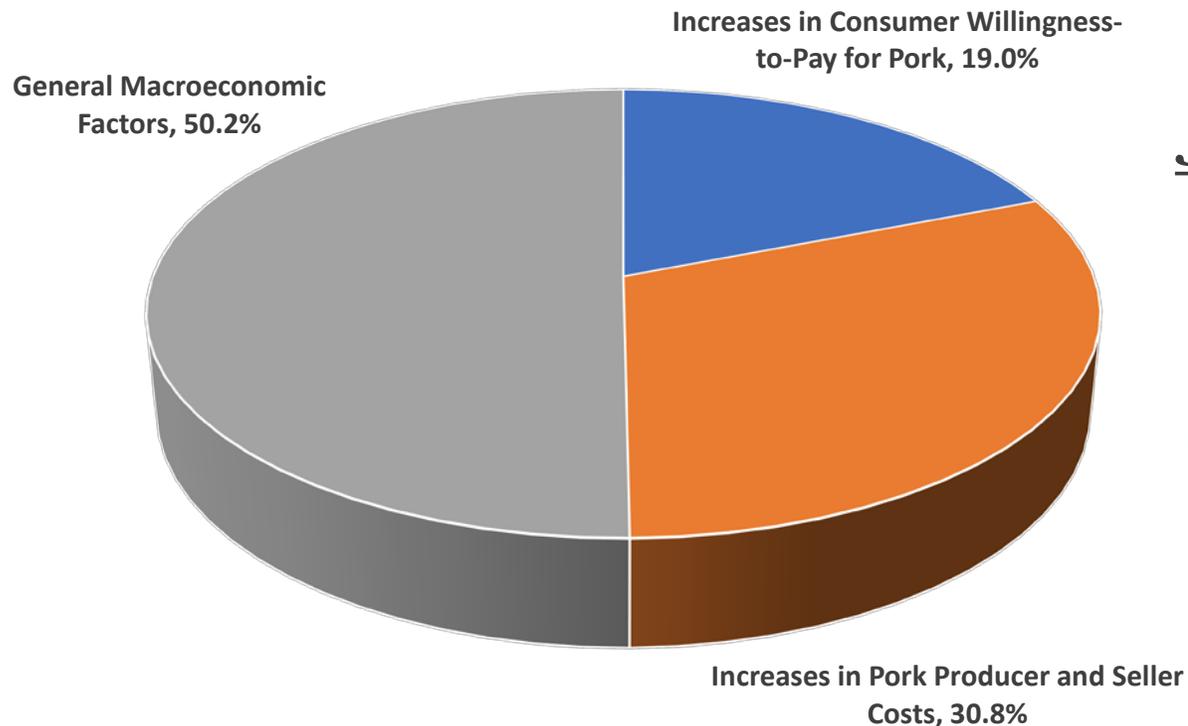
Dec. 2022, 1 hr work =  
 8.1 lbs ham (-11%)  
 7.6 lbs pork chop (-10%)  
 4.7 lbs bacon (-8%)  
 6.3 lbs ground beef (-5%)  
 3.5 lbs beef steaks (-5%)  
 7.6 lbs chicken breast (-20%)

# What Underlies Higher Retail Pork Prices?

- Supply-Drivers
  - “Pushing up” prices?
- Demand-Drivers
  - “Pulling up” prices?
- Broader Macroeconomic Drivers
  - Historic increase in money supply underpin general inflation?

# What Underlies Higher Retail Pork Prices?

## Relative Drivers of Change in Retail Pork Prices January 2020 to April 2022



Jan 2020 – Apr 2022, Nominal Retail Pork +27.3%

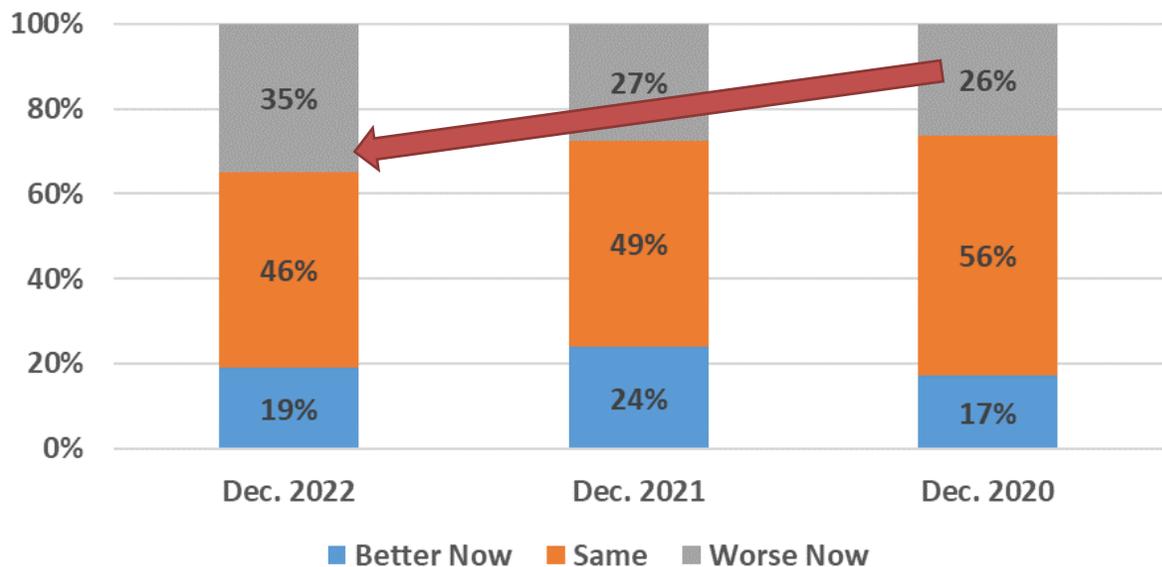
- +13.7% from macroeconomic pressures
- +8.4% from inner-industry supply-side factors
- +5.2% from pork demand factors

# How is Elevated Inflation Impacting Pork Price Sensitivity?

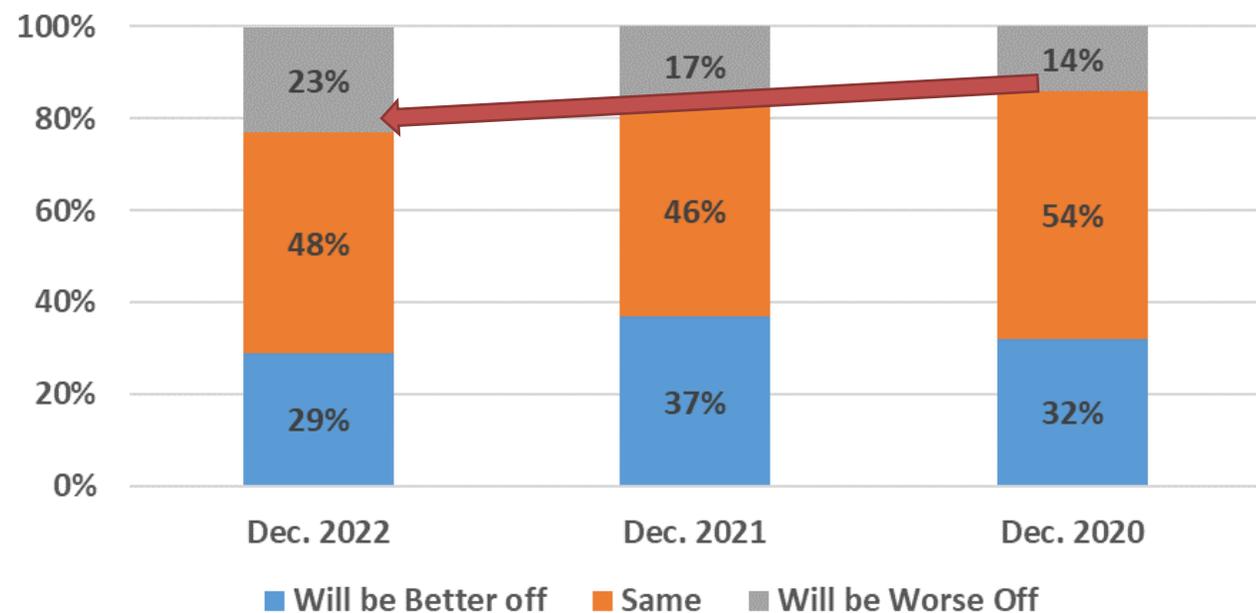
## Trends in Meat Demand Monitor (MDM)

- Protein Values & Relative Role of Price
  - Q4.2021 45.9% indicated Price was a top 4 consideration
  - Q4.2022 48.2% indicated Price was a top 4 consideration

Financial Sentiment: Now vs One Year Ago



Financial Sentiment: One Year from Now vs Now



# Consider MO vs CA, TX, & FL Lessons (2022 Meat Demand Monitor)

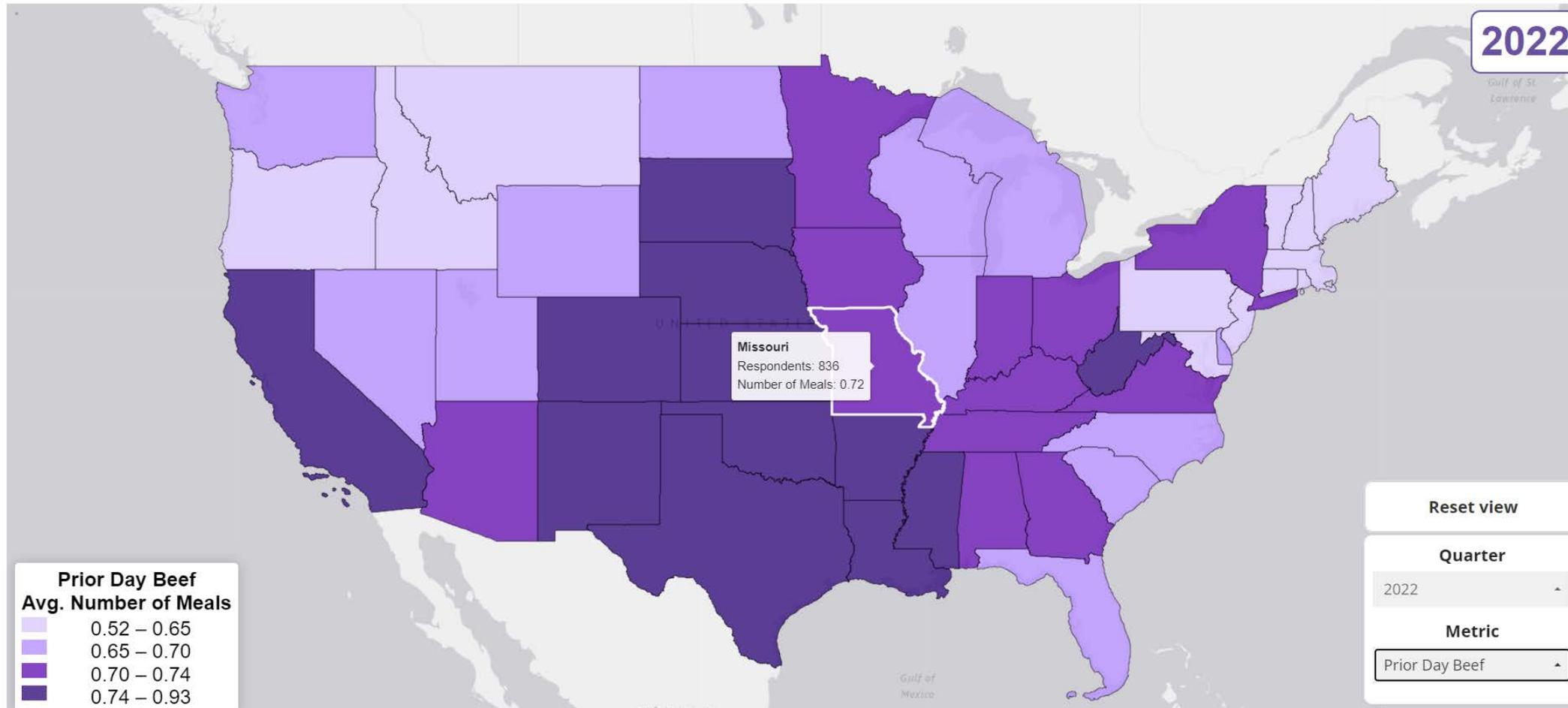
State	Regularly Consume Meat	Flexitarian	Vegetarian	Vegan/Vegetarian	Other
Missouri (6.2 million)	<b>78%</b>	11%	1%	5%	5%
California (40.2 million)	60%	<b>15%</b>	<b>7%</b>	<b>12%</b>	6%
Texas (30.3 million)	71%	13%	4%	6%	6%
Florida (22.4 million)	70%	13%	4%	7%	<b>7%</b>

# Consider MO vs CA, TX, & FL Lessons (2022 Meat Demand Monitor)

State	Prior Day Beef Meals	Prior Day Pork Meals	Prior Day Chicken Meals	Prior Day Fish/Seafood Meals
Missouri (6.2 million)	.72	<b>.53</b>	.73	.23
California (40.2 million)	.74	.52	.85	<b>.41</b>
Texas (30.3 million)	<b>.75</b>	.50	<b>.88</b>	.32
Florida (22.4 million)	.68	.48	.78	.35

# Consider MO vs CA, TX, & FL Lessons (2022 Meat Demand Monitor)

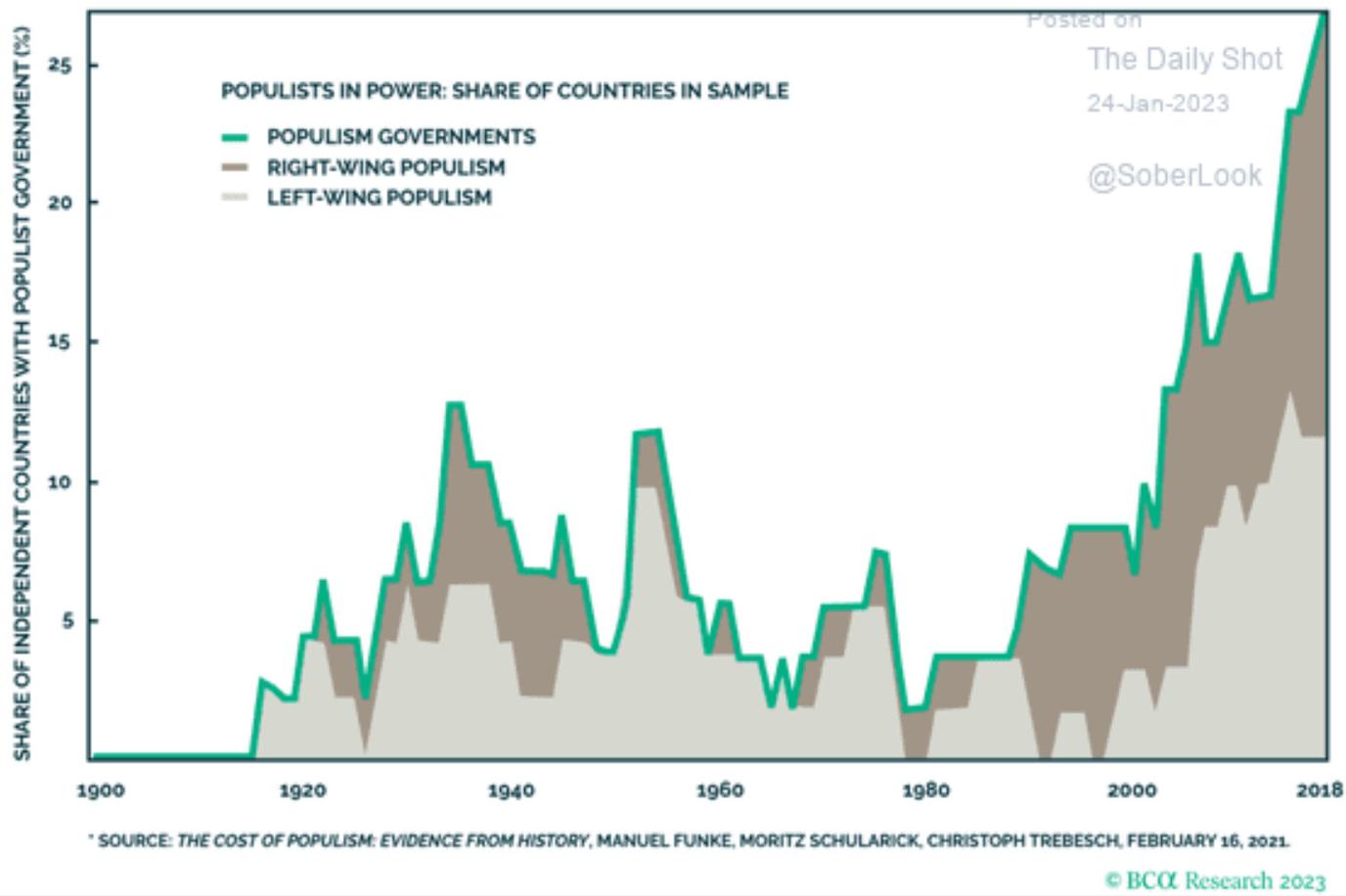
Meat Demand Monitor [Home](#) [State Summaries](#) [Supporting Information](#)

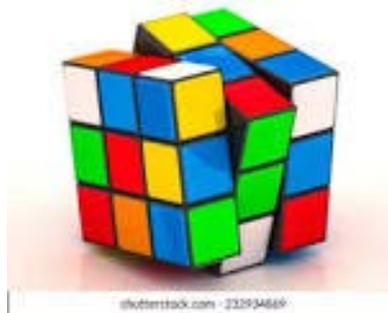


# Consider MO vs CA, TX, & FL Lessons (2022 Meat Demand Monitor)

State	Taste vs Price	Convenience vs Origin/Traceability
Missouri (6.2 million)	Taste is 50% more important	Convenience is 4.1 times as important
California (40.2 million)	Taste is 55% more important	Convenience is 3.2 times as important
Texas (30.3 million)	Taste is 64% more important	Convenience is 4.6 times as important
Florida (22.4 million)	Taste is 54% more important	Convenience is 3.4 times as important

# Populism Has Been On The Rise For The Past 30 Years





~15% of  
Human Population

~85% of  
Human Population



<http://library.meetingplace.com/publication/frame.php?i=727245&p=72&pn=&ver=html5>

“Any good business plan or policy needs a clearly stated goal...”

- Think global
- Manage local & focus on things you can influence

More information available at:



This presentation will be available in PDF format at:

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

Glynn T. Tonsor

Professor

Dept. of Agricultural Economics

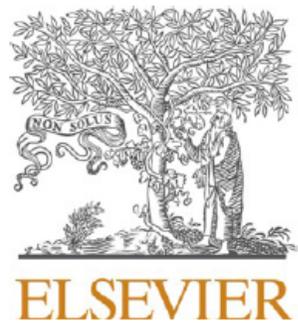
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# USDA & MDM Info: *Meat Demand Outdoes Meat Avoidance*

Meat Science 190 (2022) 108843



Contents lists available at [ScienceDirect](#)

## Meat Science

journal homepage: [www.elsevier.com/locate/meatsci](http://www.elsevier.com/locate/meatsci)



## U.S. perspective: Meat demand outdoes meat avoidance

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<https://www.sciencedirect.com/science/article/pii/S0309174022001115>

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Agricultural Economics

### Share Intentionally Eating Protein for Strength-Training or Other Fitness-Related Goals, by Generation (Nov. 2022, MDM)

