

2023 USRSB General Assembly:
COLLABORATING FOR CONTINUOUS IMPROVEMENT



MAY 2-4, 2023

THE GROVE HOTEL
BOISE, IDAHO



Societal Role of Meat



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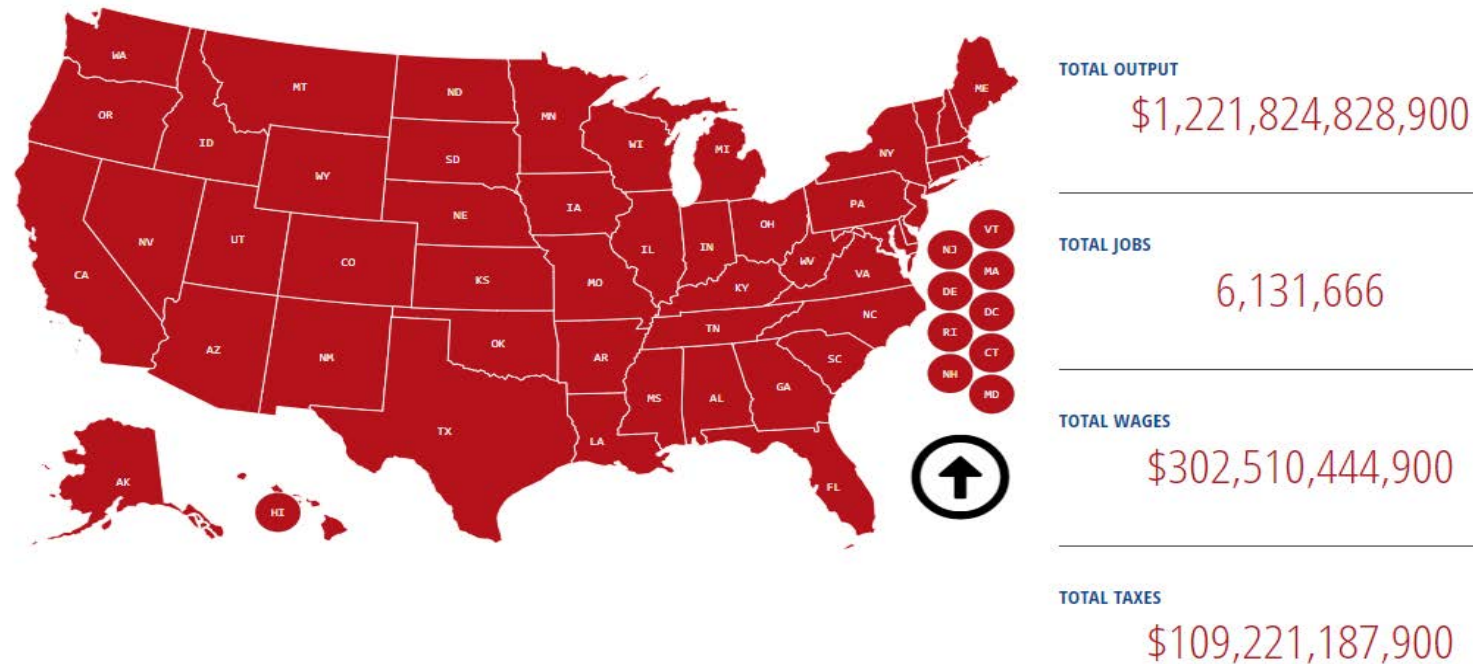


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Economic Impact of Meat Industry: 2019 Data



2019 Economic Impact of the Meat and Poultry Industry



Meat Demand Outdoes Meat Avoidance

Meat Science 190 (2022) 108843



Contents lists available at [ScienceDirect](#)

Meat Science

journal homepage: www.elsevier.com/locate/meatsci



U.S. perspective: Meat demand outdoes meat avoidance

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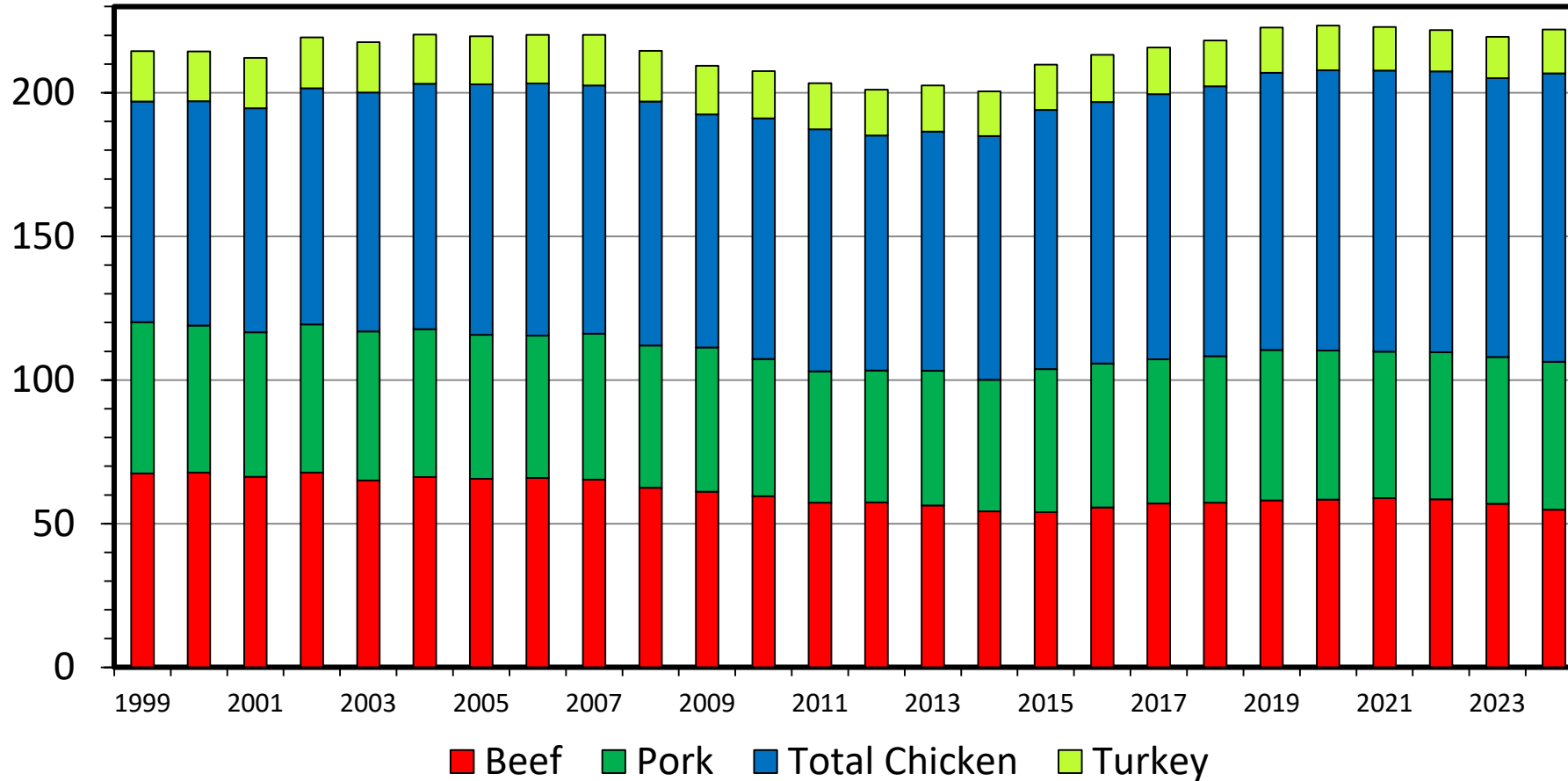
<https://www.sciencedirect.com/science/article/pii/S0309174022001115>

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US RED MEAT & POULTRY CONSUMPTION

Per Capita, Retail Weight, Annual

Pounds



M-C-01
08/24/22



AgManager
.info

Data Source: USDA-NASS and USDA-ERS, Compiled & Analysis by LMIC
Livestock Marketing Information Center

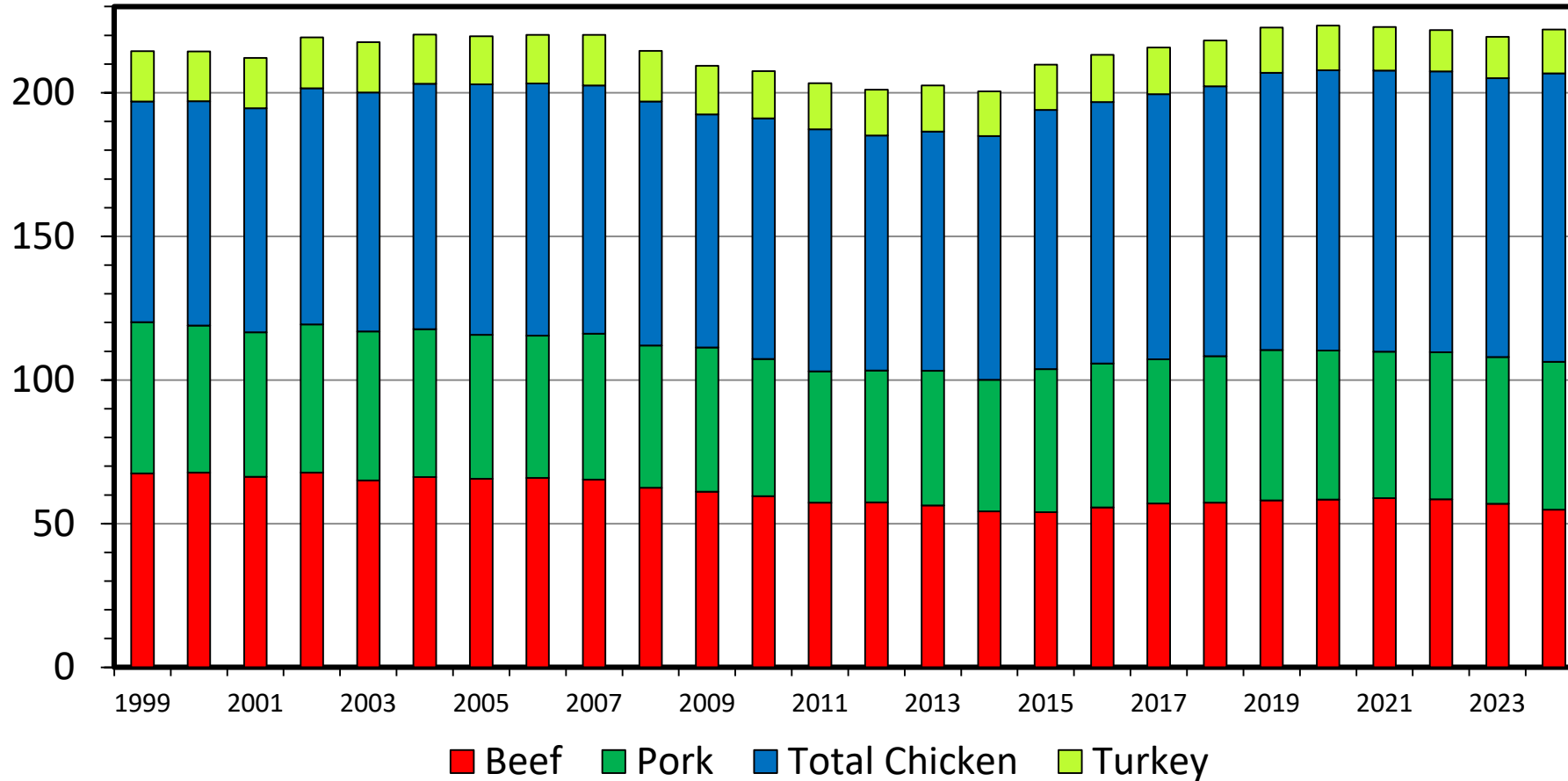
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US RED MEAT & POULTRY CONSUMPTION

Per Capita, Retail Weight, Annual

Pounds



Per Capita Consumption
IS NOT
Per Capita Demand

M-C-01
08/24/22



AgManager.info

Data Source: USDA-NASS and USDA-ERS, Compiled & Analysis by LMIC
Livestock Marketing Information Center

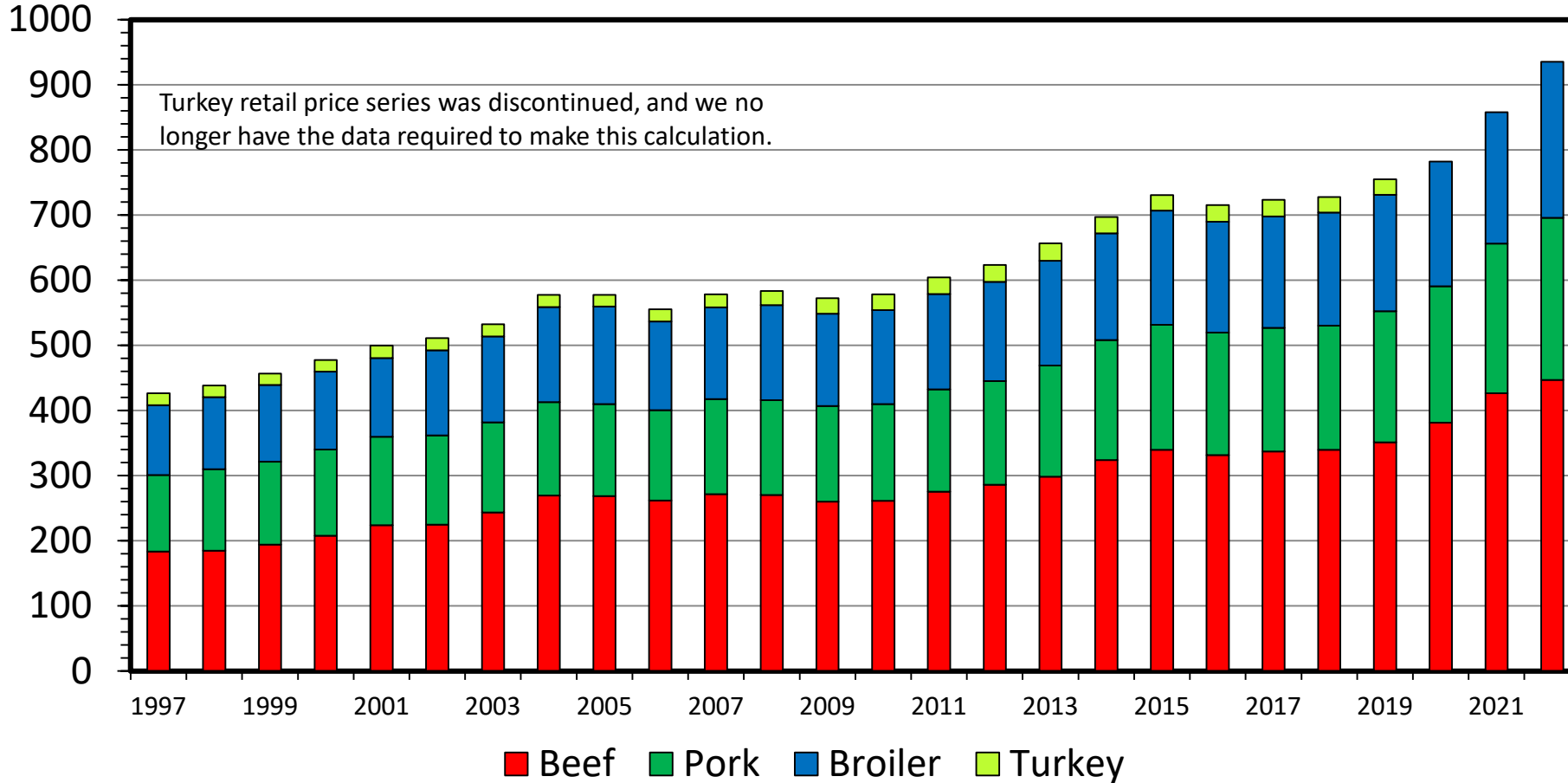
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US EXPENDITURES FOR MEAT & POULTRY

Per Capita, By Type of Meat, Annual

Nominal Dollars



M-C-16A
04/21/23

Monthly Meat Demand Monitor, Methods, and Supporting Information

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

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[Monthly Domestic Meat Demand Indices \[USDA/BLS Data\]](#)

[Monthly Export Meat Demand](#)

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.



[Meat Demand Monitor Dashboard \(National Maps & State-Level Summaries\)](#)

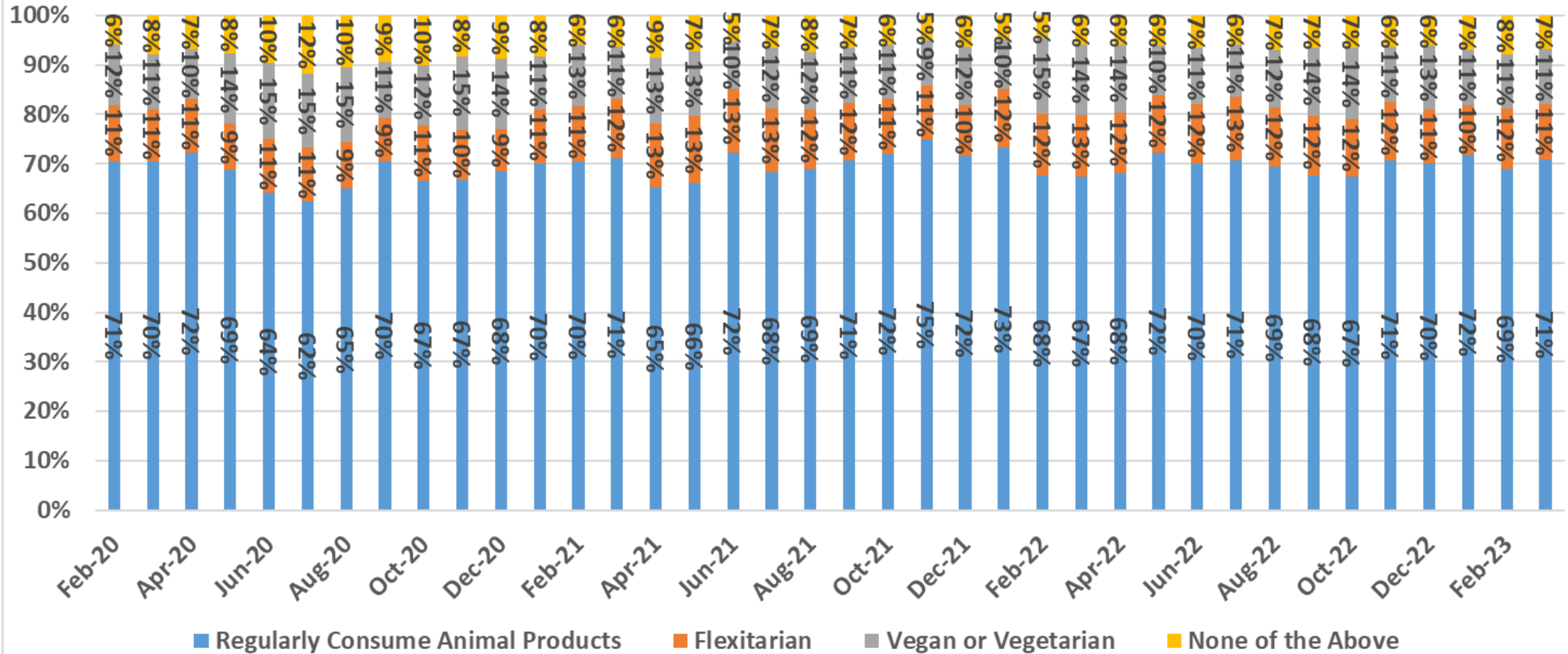
[LINK](#)

Monthly Meat Demand Monitor

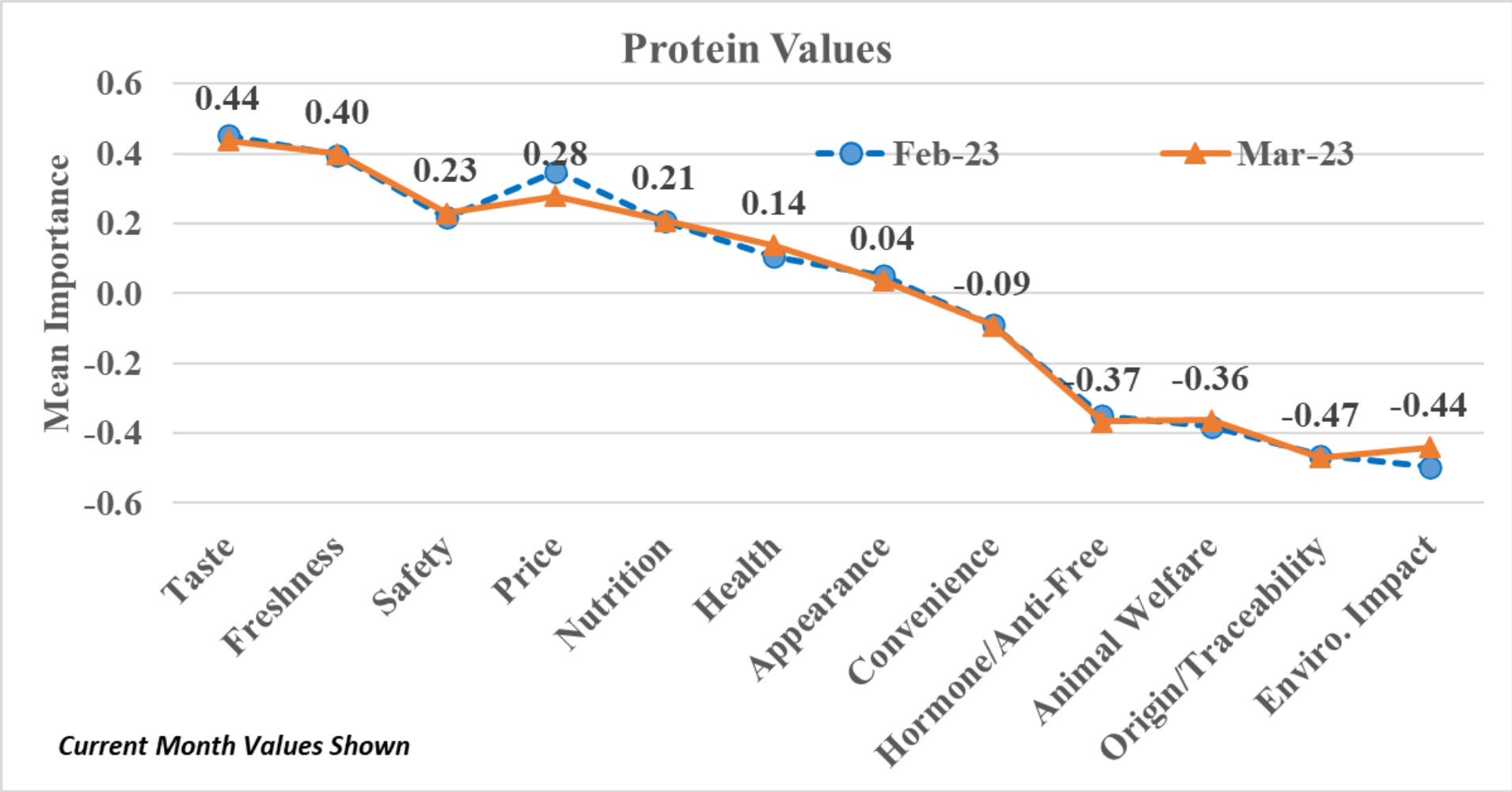
Title	Author	Date	Downloads
Meat Demand Monitor - August 2022	Tonsor	September 1, 2022	Downloads
Meat Demand Monitor - July 2022	Tonsor	August 5, 2022	Downloads
Meat Demand Monitor - June 2022	Tonsor	July 1, 2022	Downloads

Self-Declared Diet Tracking

Self-Declared Diet, Feb. 2020 - Mar. 2023 (Source: MDM Project)



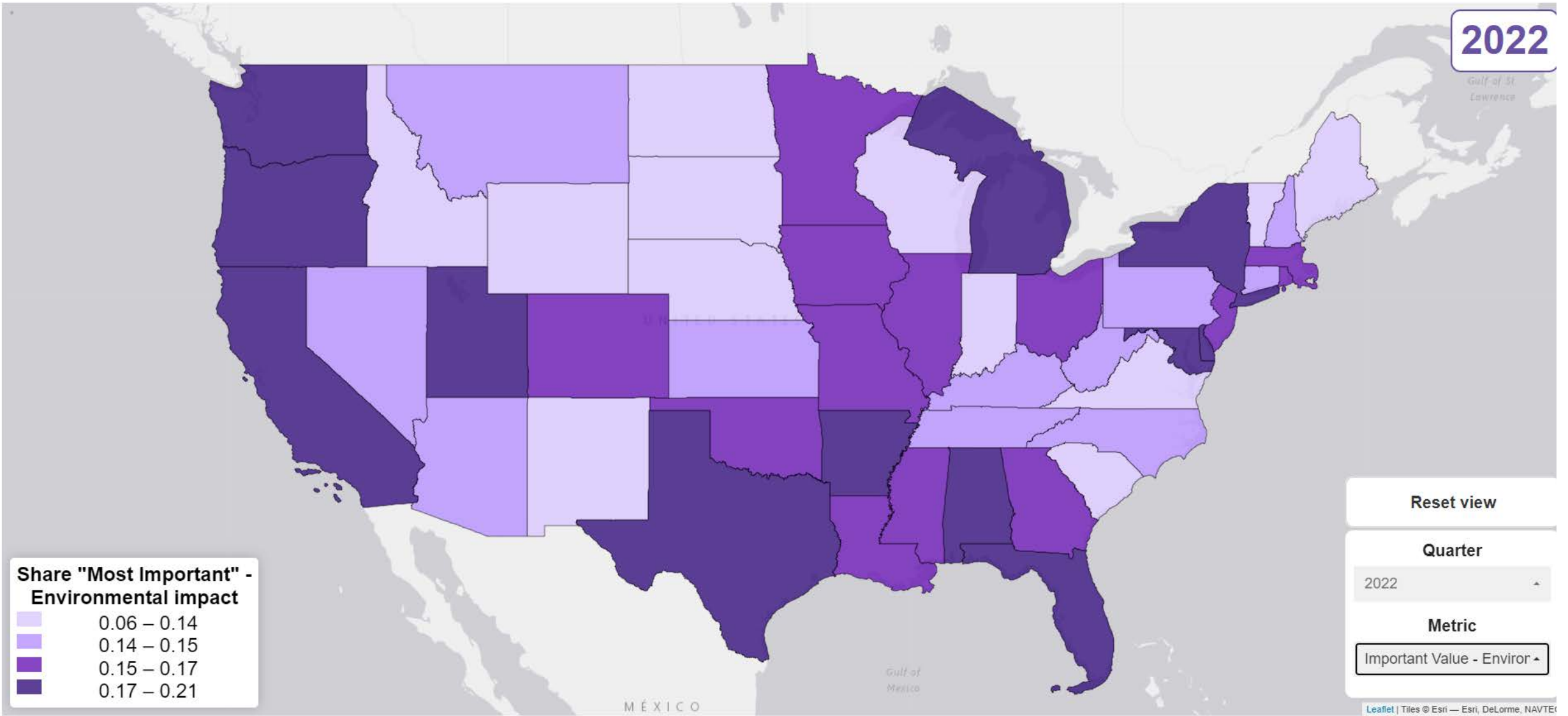
Protein Values – What Drives Purchasing?



On Average
 Freshness is 1.4x
 Importance of Price
 Convenience is 4.9x
 Importance of
 Env. Impact

**Share Indicating Top-4
 Importance**
 Freshness 54%
 Price 50%
 Convenience 26%
 Env. Impact 14%

2022



Unfunded Mandate is NOT Unique to Environmental Impact

APPLIED ECONOMIC
PERSPECTIVES
AND POLICY



ANIMAL FRONTIERS

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I Will Give You My Vote but Not My Money: Preferences for Public versus Private Action in Addressing Social Issues

Franklin Bailey Norwood Glynn Tonsor, Jayson L Lusk

First published: 12 March 2018 | <https://doi.org/10.1093/aep/ppy002> | Citations: 9

Get It @ K-State

Senior authorship is shared equally between Norwood and Tonsor.

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Volume 8, Issue 1

January 2018

Article Contents

JOURNAL ARTICLE

Public animal welfare discussions in the United States: perspectives from a Missouri farm boy turned economist

Glynn T Tonsor

Animal Frontiers, Volume 8, Issue 1, January 2018, Pages 4–7,

<https://doi.org/10.1093/af/vfx002>

Published: 11 April 2018



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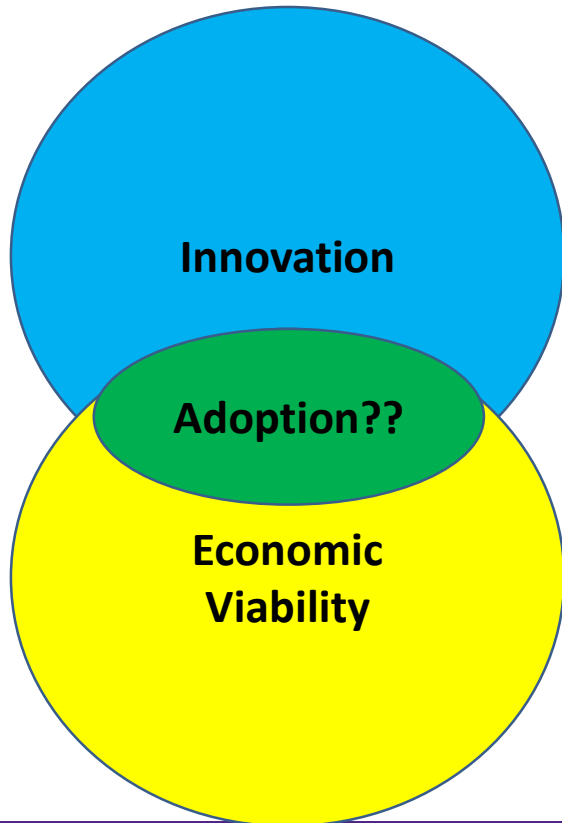
Lessons From Past “Societal Challenge Efforts”

Science Working is Necessary
but NOT Sufficient!

Case Study: E.coli Fed Cattle Vaccine

2012 USDA NIFA Grant

❑ \$25 million, 5-years, 48 co-PIs & 10 institutions



Example technical statement following innovation:

❑ *“...a commercial vaccine for cattle can effectively reduce E.coli by more than 50 percent...”*

Tonsor & Schroeder – why hasn't this vaccine been adopted?

❑ **No market signals to drive feedlot adoption: Incentives matter!**

- ✓ Retail (2-4%) or packer (1-2%) cost savings needed OR
- ✓ Retail (2-3%) or export (18-33%) beef demand increases

RESEARCH

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

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