

GLYNN T. TONSOR

(as of September 17, 2019)

CONTACT INFORMATION:

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EDUCATION

Kansas State University
Ph.D. – Agricultural Economics

Manhattan, KS
G.P.A.: 3.9/4.0 May 2006

Missouri State University
B.S. Agriculture Business–Finance

Springfield, MO
G.P.A.: 3.8/4.0 Dec. 2001

EMPLOYMENT

March 2010 to present
Full Professor (July 2016 - present)
Extension State Leader (Jan. 2019 – present)
Associate Professor (July 2012 - June 2016)
Assistant Professor (March 2010 - June 2012)

Kansas State University
Dept. of Agricultural Economics

May 2006 to March 2010
Assistant Professor

Michigan State University
Dept. of Ag., Food, & Resource Economics

June 2002 to May 2006
USDA National Needs Graduate Fellow

Kansas State University
Dept. of Agricultural Economics

PEER-REVIEWED JOURNAL ARTICLES – PUBLISHED/ACCEPTED (90)

1. McKendree, M.G.S., **G.T. Tonsor**, T.C. Schroeder, and N.P. Hendricks. “Impacts of Retail and Export Beef Demand on United States Cattle Producers.” *American Journal of Agricultural Economics*. Forthcoming.
2. Moon, D. and **G.T. Tonsor**. “How do E.coli Recalls Impact Cattle and Beef Prices?” *Journal of Agricultural and Resource Economics*. Forthcoming.
3. Shang, X. and **G.T. Tonsor**. “Sanitary and Phytosanitary Regulations and International Red Meat Trade.” *British Food Journal*. Forthcoming.
4. **Tonsor, G.T.** and C.A. Wolf. (2019; senior authorship shared). “US Farm Animal Welfare: An Economic Perspective.” *Animals*. 9:1-6. ([LINK](#)).
5. Pudenz, C.C., L.L. Schulz, and **G.T. Tonsor**. (2019). “Adoption of Secure Pork Supply Plan Biosecurity by U.S. Swine Producers.” *Frontiers in Veterinary Science*. 6:1-14. ([LINK](#)).

6. Appuhamilage, B.P.M. and **G.T. Tonsor**. (2019). "E.coli Recalls and Meat Demand: An Updated Assessment." *Journal of Agribusiness*. 37:35-52.
7. Britton, L. and **G.T. Tonsor**. (2019). "Consumers' Willingness to Pay for Beef Products Derived from RNA Interference Technology." *Food Quality and Preference*. 75:187-197. ([LINK](#)).
8. Paul, A.S., J.L. Lusk, F.B. Norwood, and **G.T. Tonsor**. (2019). "An Experiment on the Vote-Buy Gap with Application to Cage-Free Eggs." *Journal of Behavioral and Experimental Economics*. 79:102-109. ([LINK](#)).
9. Bekkerman, A., G.W. Brester, and **G.T. Tonsor**. (2019). "An Alternative Approach to Measure Demand Changes in Meat Markets." *International Food and Agribusiness Management Review*. 22:397-412. ([LINK](#)).
10. Taylor, M.R. and **G.T. Tonsor**. (2019). "Impact of Extension Education on 2014 Farm Bill Enrollment Decisions for Kansas Producers." *Journal of Agricultural and Resource Economics*. 44:213-225. ([LINK](#))
11. Coffey, B.K., D.L. Pendell, and **G.T. Tonsor**. (2019). "Contemporaneous and Lagged Causal Relationships among Negotiated Live Cattle Cash Markets." *Journal of Agricultural and Applied Economics*. 51:182-198. ([LINK](#))
12. Schroeder, T.C., **G.T. Tonsor**, and B.K. Coffey. (2019). "Commodity Futures with Thinly Traded Cash Markets: The Case of Live Cattle." *Journal of Commodity Markets*. 15:1-15. ([LINK](#))
13. Norwood, B., **G.T. Tonsor**, J. Lusk. (2019). "I Will Give You My Vote but not My Money: Preferences for Public versus Private Action in Addressing Social Issues." *Applied Economic Perspectives & Policy*. 41:96-132. ([LINK](#))
14. Conley, K., J.L. Lusk, J.L. Parcell, and **G.T. Tonsor**. (2018). "Consulting Activities of Agricultural Economists and Response to University Policies." *Applied Economic Perspectives & Policy*.
15. Thompson, J.M., **G.T. Tonsor**, D.L. Pendell, and W. Preston. (2018). "United States Feedlot Operator Willingness to Pay for Disposal Capacity to Address Foreign Animal Disease Risk." *Transboundary and Emerging Diseases*. 65:1951-1958. ([LINK](#))
16. **Tonsor, G.T.** (2018). "Producer Decision Making under Uncertainty: Role of Past Experiences and Question Framing." *American Journal of Agricultural Economics*. 100:1120-1135. ([LINK](#))
17. Lusk, J.L., **G.T. Tonsor**, T.C. Schroder, D. Hayes. (2018). "Effect of Government Quality Grade Labels on Consumer Demand for Pork Chops in the Short and Long Run." *Food Policy*. 77:91-102. ([LINK](#))

18. McKendree, M.G.S., **G.T. Tonsor**, C. Wolf. (2018). "Animal Welfare Perceptions of the U.S. Public and Cow-Calf Producers." *Journal of Agricultural and Applied Economics*. 50:544-578. ([LINK](#)).
19. **Tonsor, G.T.** (2018). "Public Animal Welfare Discussions in the United States: Perspectives from a Missouri Farm Boy Turned Economist." *Animal Frontiers*. 8(1):4-7. ([LINK](#)).
20. Coffey, B.K., **G.T. Tonsor**, and T.C. Schroeder. (2018). "Impacts of Market Changes and Price Momentum on Hedging Live Cattle." *Journal of Agricultural and Resource Economics*. 43:18-33. ([LINK](#)).
21. Wu, Q., L.L. Schulz, and **G.T. Tonsor**. (2018). "Using Expert Knowledge to Understand Adoption of Biosecurity Measures for Mitigating Tier 1 Disease Risks in the U.S. Livestock Industry." *Journal of Agricultural Sciences*. 10:12-26. ([LINK](#)).
22. Taylor, M.R., **G.T. Tonsor**, N.D. Paulson, B. Ellison, J. Coppess, and G.D. Schnitkey. (2017). "Is it Good to Have Options? The 2014 Farm Bill Program Decisions." *Applied Economic Perspectives and Policy*. 39:533-546. ([LINK](#)).
23. Ellison, B., N.D. Paulson, M.R. Taylor, **G.T. Tonsor**, J. Coppess, and G.D. Schnitkey. (2017). "Evaluation of Educational Offerings Associated with the 2014 Farm Bill." *Applied Economic Perspectives and Policy*. 39: 547-558. ([LINK](#)).
24. Wolf, C.A. and **G.T. Tonsor**. (2017). "U.S. Dairy Cow Welfare Demand and Supply." *Journal of Agricultural and Resource Economics*. 42:164-179. ([LINK](#)).
25. Wu, Q., L.L. Schulz, **G.T. Tonsor**, and J.M. Smith. (2017). "Expert Views on Effectiveness, Feasibility, and Implementation of Biosecurity Measures for Mitigating Tier 1 Disease Risks in the U.S. Swine, Beef Cattle, and Dairy Industries." *Journal of Veterinary Science & Technology*. 8:435. ([LINK](#)).
26. Shang, X. and **G.T. Tonsor**. (2017). "Food Safety Recall Effects across Meat Products and Regions." *Food Policy*. 69:145-153. ([LINK](#)).
27. **Tonsor, G.T.** and E. Mollohan. (2017). "Price Relationships between Calves and Yearlings: An Updated Structural Change Assessment." *Journal of Applied Farm Economics*. Vol. 1: Issue 1, Article 3. ([LINK](#)).
28. Lister, G., **G.T. Tonsor**, M. Brix, T.C. Schroeder, and C. Yang. (2017). "Food Values Applied to Livestock Products." *Journal of Food Products Marketing*. 23:326-341. ([LINK](#)).
29. Schroeder, T.C., **G.T. Tonsor**, and J.L. Parcell. (2016). "Mandated and Voluntary Food Labeling." *Journal of Agribusiness*. 34:83-97.

30. Parcell, J.L., **G.T. Tonsor**, and J.V. Franken. (2016). "Few Journal Article Organizational Characteristics Affect Article Citation Rate: A Look at Agricultural Economics Articles Using Regression Analysis." *Journal of Agricultural Science*. 8:73-82. ([LINK](#)).
31. Sackett, H., R. Shupp, and **G.T. Tonsor**. (2016). "Differentiating "Sustainable" from "Organic" and "Local" Food Choices: Does Information about Certification Criteria Help Consumers?" *International Journal of Food and Agricultural Economics*. 4:17-31. ([LINK](#))
32. Wolf, C.A., **G.T. Tonsor**, M.G.S. McKendree, D.U. Thomson, and J.C. Swanson. (2016). "Public and Farmer Perceptions of Dairy Cattle Welfare in the United States." *Journal of Dairy Science*. 99:5892-5903. ([LINK](#))
33. Ortez, M.A. and **G.T. Tonsor** (2016). "Structural Change and Forecasting of Agricultural Commodity Realized Volatilities" *International Journal of Business and Applied Social Science*. 2:1-18. ([LINK](#))
34. Lusk, J.L. and **G.T. Tonsor**. (2016). "How Meat Demand Elasticities Vary with Price, Income, and Product Category." *Applied Economic Perspectives & Policy*. 38: 673-711. ([LINK](#))
35. Schulz, L. and **G.T. Tonsor**. (2015). "Assessment of the Economic Impacts of Porcine Epidemic Diarrhea Virus in the United States." *Journal of Animal Science*. 93: 5111-8. ([LINK](#))
36. **G.T. Tonsor** and L. Schulz. (2015). "Economic Considerations Related to U.S. Beef Herd Expansion." *Journal of Animal Science*. 93:4227-4234. ([LINK](#))
37. **Tonsor, G.T.** and T.C. Schroeder. (2015). "Market Impacts of E. Coli Vaccination in U.S. Feedlot Cattle." *Agricultural and Food Economics*. 3:7. ([LINK](#))
38. Schulz, L. and **G.T. Tonsor**. (2015). "The U.S. Gestation Stall Debate." *Choices*. 30:1-7. ([LINK](#))
39. Dentoni, D., **Tonsor, G.T.**, Calantone, R. and Peterson, H.C. (2014). "Consumers' Perceptions of Stakeholder Credibility: Who Has It and Who Perceives It?" *Journal of Chain and Network Science*. 14:3-20. ([LINK](#))
40. **Tonsor, G.T.**, T.C. Schroeder, J. Mintert. (2014). "Using Expert Knowledge to Guide Commodity Promotion and Research Program Investments." *Journal of Agribusiness*. 31:19-32.
41. Taylor, M., **G.T. Tonsor**, and K. Dhuyvetter. (2014). "Structural Changes in Forward Contract Risk Premiums for Kansas Wheat." *Journal of Agricultural and Resource Economics*. 39:217-229. ([LINK](#))

42. Pruitt, J.R. **G.T. Tonsor**, and K. Brooks. (2014). "End User Preferences for USDA Market Information." *Food Policy*. 47:24-33. ([LINK](#))
43. Dentoni, D., **G.T. Tonsor**, R. Calantone, and C. Peterson. (2014). "Disentangling Direct and Indirect Effects of Credence Labels." *British Food Journal*. 116:931-951. ([LINK](#))
44. Lusk, J.L., T.C. Schroeder, and **G.T. Tonsor**. (2014). "Distinguishing Beliefs from Preferences in Food Choice." *European Review of Agricultural Economics*. 41:627-655. ([LINK](#)).*Outstanding Journal Article, 2014*.
45. Klain, T.J., J.L. Lusk, **G.T. Tonsor**, and T.C. Schroeder. (2014). "Valuing Information: The Case of Country of Origin Labeling." *Agricultural Economics*. 45:635-648. ([LINK](#)).
46. Dentoni, D., **Tonsor, G.T.**, Calantone, R. and Peterson, H.C. (2013). "Brand Competition with Geographical Indications: Which Information Does Lead to Brand Differentiation?" *New Medit*. 12:14-27. ([LINK](#))
47. Pendell, D.L., **G.T. Tonsor**, K.C. Dhuyvetter, G.W. Brester, and T.C. Schroeder. (2013). "Evolving U.S. Beef Export Market Access Requirements for Age and Source Verification." *Food Policy*. 43:332-340. ([LINK](#)).
48. Taylor, M. and **G.T. Tonsor**. (2013). "Revealed Demand for Country of Origin Labeling of Meat in the United States." *Journal of Agricultural and Resource Economics*. 38:235-247. ([LINK](#)).
49. Herrington, M. and **G.T. Tonsor**. (2013). "Econometric Estimations of Performance Improvements in Kansas Feedlot Cattle." *Professional Animal Scientist*. 29:435-442. ([LINK](#)).
50. Wolf, C.A. and **G.T. Tonsor**. (2013). "Dairy Farmer Preferences for US Dairy Policy." *Journal of Agricultural and Resource Economics*. 38:220-234. ([LINK](#)).
51. **Tonsor, G.T.**, T.C. Schroeder, and J.L. Lusk. (2013). "Consumer Indifference to Alternative Meat Origin Labels." *Journal of Agricultural Economics*. 64:676-692. ([LINK](#)).
52. Sackett, H., R. Shupp, and **G.T. Tonsor**. (2013). "Consumer Perceptions of Sustainable Farming Practices: A Best-Worst Scenario." *Agricultural and Resource Economics Review*. 42:275-290. ([LINK](#)).
53. Olynk, N.J., C.A. Wolf, and **G.T. Tonsor**. (2012). "Producer Technology Option Value: The Case of rbST in Michigan." *Agricultural Economics*. 43:1-9. ([LINK](#)).
54. Pozo, V., **G.T. Tonsor**, and T.C. Schroeder. (2012). "How Choice Experiment Design Affects Estimated Valuation of Use of Gestation Crates." *Journal of Agricultural Economics*. 63:639-655. ([LINK](#))

55. Schumacher, T., T.C. Schroeder, and **G.T. Tonsor**. (2012). "Value of Calf Preconditioning Health Programs. *Journal of Agricultural and Applied Economics*. 44:191-202. ([LINK](#))
56. Schroeder, T.C. and **G.T. Tonsor**. (2012). "International Cattle ID and Traceability: Competitive Implications for the US." *Food Policy*. 31:31-40. ([LINK](#))
57. **Tonsor, G.T.** and C.A. Wolf. (2012). "Effect of Video Information on Consumers: Case of Milk Production Attributes." *American Journal of Agricultural Economics*. 94:503-508. ([LINK](#))
58. Lewis, K.E. and **G.T. Tonsor**. (2011). "The Impact of Ethanol Production on Spatial Grain Market Relationships." *International Food and Agribusiness Management Review*. 14:201-214. ([LINK](#))
59. Wolf, C., **G.T. Tonsor**, and N. J. Olynk. (2011). "Understanding US Consumer Demand for Milk Production Attributes." *Journal of Agricultural and Resource Economics*. 36:326-342. ([LINK](#))
60. Schroeder, T.C. and **G.T. Tonsor**. (2011). "Economic Impacts of Zilmax Adoption in Cattle Feeding." *Journal of Agricultural and Resource Economics*. 36:521-535. ([LINK](#))
61. **Tonsor, G.T.** and R. Shupp. (2011). "Cheap Talk Scripts: Effectiveness in Online Choice Experiments and Private Good, Niche Market Assessments." *American Journal of Agricultural Economics*. 93:1015-1031. ([LINK](#))
62. **Tonsor, G.T.** (2011). "Consumer Inferences of Food Safety and Quality." *European Review of Agricultural Economics*. 38:213-235. ([LINK](#))
63. **Tonsor, G.T.** and C.A. Wolf. (2011). "On Mandatory Labeling of Animal Welfare Attributes." *Food Policy*. 36:430-437. ([LINK](#))
64. Franken, J.R., J.L. Parcell, and **G.T. Tonsor**. (2011). "Impact of Mandatory Price Reporting on Hog Market Integration." *Journal of Agricultural and Applied Economics*. 43:229-241. ([LINK](#))
65. Chaudhuri, M., **G.T. Tonsor**, and H.C. Peterson. (2011). "Factor Demand Analysis for Ethanol in the U.S. Refinery Industry." *The B.E. Journal of Economic Analysis & Policy*. Vol. 11: Iss. 1(Topics): Article 21. ([LINK](#))
66. Dentoni, D., **G. T. Tonsor**, R. Calantone, and C. Peterson. (2011). "Animal Welfare Practices along the Food Chain: How Does Negative and Positive Information Affect Consumers?" *Journal of Food Products Marketing*. 17:279-302. ([LINK](#))
67. **Tonsor, G.T.** and N. Olynk. (2011). "Impacts of Animal Well-Being and Welfare Media on Meat Demand." *Journal of Agricultural Economics*. 62:59-72. ([LINK](#))

68. **Tonsor, G.T.** and T.C. Schroeder. (2011). "Multivariate Forecasting of a Commodity Portfolio: Application to Cattle Feeding Margins and Risk." *Applied Economics*. 43:1329-1339. ([LINK](#)).
69. Dentoni, D., **G.T. Tonsor**, R. Calantone, and C. Peterson. (2010). "Brand Information Mitigating Negative Shocks on Animal Welfare." *International Food and Agribusiness Management Review*. 13:17-56. ([LINK](#)) *Innovation Award*, 2010.
70. Schulz, L. and **G.T. Tonsor**. (2010). "Cow-Calf Producer Perceptions Regarding Individual Animal Traceability." *Journal of Agricultural and Applied Economics*. 42:659-677. ([LINK](#))
71. Olynk, N.J., **G.T. Tonsor**, and C.A. Wolf. (2010). "Consumer Willingness to Pay for Livestock Credence Attribute Claim Verification." *Journal of Agricultural and Resource Economics*. 35:261-280. ([LINK](#)).
72. Pendell, D., G. Brester, T. Schroeder, K. Dhuyvetter, and **G.T. Tonsor**. (2010). "Animal Identification and Tracing in the United States." *American Journal of Agricultural Economics*. 92:927-940. ([LINK](#)).
73. Olynk, N.J., **G.T. Tonsor**, and C.A. Wolf. (2010). "Verifying Credence Attributes in Livestock Production." *Journal of Agricultural and Applied Economics*. 42:439-452 ([LINK](#)).
74. **Tonsor, G.T.** and C.A. Wolf. (2010). "Drivers of Resident Support for Animal Care Oriented Ballot Initiatives." *Journal of Agricultural and Applied Economics*. 42:419-428. ([LINK](#)).
75. **Tonsor, G.T.**, J. Mintert, and T.C. Schroeder. (2010). "U.S. Meat Demand: Household Dynamics and Media Information Impacts." *Journal of Agricultural and Resource Economics*. 35:1-17. ([LINK](#)).
76. Schulz, L. and **G.T. Tonsor**. (2010). "Cow-Calf Producer Preferences for Voluntary Traceability Systems." *Journal of Agricultural Economics*. 61:138-162. ([LINK](#))
77. Olynk, N.J., C.A. Wolf, and **G.T. Tonsor**. (2009). "Labeling of Credence Attributes in Livestock Production: Verifying Attributes which are More than "Meet the Eye." *Journal of Food Law & Policy*. 5:181-200. ([LINK](#))
78. **Tonsor, G.T.** and R. Shupp. (2009). "Valuations of 'Sustainably Produced' Labels on Beef, Tomato, and Apple Products." *Agricultural and Resource Economics Review*. 38:371-383. ([LINK](#))
79. Dentoni, D., **G.T. Tonsor**, R. Calantone, and C. Peterson. (2009). "The Direct and Indirect Effect of Credence Attributes on Consumers' Attitudes towards Agri-Food Products." *Agricultural and Resource Economics Review*. 38:384-396. ([LINK](#))

80. **Tonsor, G.T.**, N. Olynk, and C. Wolf. (2009). "Consumer Preferences for Animal Welfare Attributes: The Case of Gestation Crates." *Journal of Agricultural and Applied Economics*. 41:713-730. ([LINK](#))
81. **Tonsor, G.T.**, C. Wolf, and N. Olynk. (2009). "Consumer Voting and Demand Behavior Regarding Swine Gestation Crates." *Food Policy*. 34:492-498. ([LINK](#))
82. **Tonsor, G.T.** and A.M. Featherstone. (2009). "Production Efficiency of Specialized Swine Producers." *Review of Agricultural Economics*. 31:493-510. ([LINK](#))
83. **Tonsor, G.T.**, T.C. Schroeder, and J.M.E. Pennings. (2009). "Factors Impacting Food Safety Risk Perceptions." *Journal of Agricultural Economics*. 60:625-644. ([LINK](#))
84. **Tonsor, G.T.**, T.C. Schroeder, J.M.E. Pennings, and J. Mintert. (2009). "Consumer Valuations of Beef Steak Food Safety Enhancements in Canada, Japan, Mexico, and the United States." *Canadian Journal of Agricultural Economics*. 57:395-416. ([LINK](#))
85. **Tonsor, G.T.** and T. Kastens. (2009). "Do Starting Values Really Matter? Development of a Genetic Algorithm Approach." *Applied Economics Letters*. 16:781-784. ([LINK](#))
86. Schroeder, T.C., **G.T. Tonsor**, J.M.E. Pennings, and J. Mintert (2007). "Consumer Food Safety Risk Perceptions and Attitudes: Impacts on Beef Consumption across Countries." *The B.E. Journal of Economic Analysis & Policy*. Vol. 7: Iss. 1(Contributions): Article 65. ([LINK](#))
87. **Tonsor, G.T.** and T.L. Marsh. (2007). "Comparing Heterogeneous Consumption in US and Japanese Meat and Fish Demand." *Agricultural Economics*. 37:81-91. ([LINK](#))
88. **Tonsor, G.T.** and T.C. Schroeder. (2006). "Livestock Identification: Lessons for the U.S. Beef Industry from the Australian System." *Journal of International Food and Agribusiness Marketing*. 18:103-118. ([LINK](#))
89. **Tonsor, G.T.**, T.C. Schroeder, J.A. Fox, and A. Biere. (2005). "European Preferences for Beef Steak Attributes." *Journal of Agricultural and Resource Economics*. 30:367-380. ([LINK](#))
90. **Tonsor, G.T.**, K.C. Dhuyvetter, and J. Mintert. (2004). "Improving Cattle Basis Forecasting." *Journal of Agricultural and Resource Economics*. 29:228-241. ([LINK](#))

BOOK CHAPTERS

J.L. Parcell, **G.T. Tonsor**, and T.C. Schroeder. "Changing Structure in the U.S. Hog Supply Chain: Implications for Market Price Discovery." In Elzbieta Jadwiga Szymanska, ed. *Changes in the Live Pig Market in Different Countries*. WULS Press Warsaw, 2017. ([LINK](#)).

Tonsor, G.T. "Meat Pricing Systems." *The Encyclopedia of Meat Sciences, Second Edition*. Published by Elsevier. 2014. ([LINK](#)).

J.L. Parcell and **G.T. Tonsor**. "Information and Market Institutions." In W.J Armbruster and R.D. Knutson, eds. *US Programs Affecting Food and Agricultural Marketing*. New York: Springer Science + Business Media, 2013. ([LINK](#))

T.C. Schroeder and **G.T. Tonsor** "Demand for Meat Quality Attributes." Chapter in Oxford Handbook on the Economics of Food Consumption and Policy, Jayson Lusk, Jutta Roosen, Jason Shogren (editors), Published by Elsevier, 2011. ([LINK](#))

REGULARLY SCHEDULED OUTREACH OUTPUTS

K-State Radio Network, Livestock Market Outlook Interviews ([LINK](#))

- 2010 (Apr. 12; May 10; June 7; July 9; Aug. 6, 27; Oct. 1, 8, 29; Nov. 24)
- 2011 (Jan. 7; Feb. 4; Mar. 4; Apr. 1, 29; May 27; June 23; July 22; Aug. 15; Sept. 6, 23; Oct. 14; Nov. 11, 23; Dec.19)
- 2012 (Jan. 20; Feb. 3, 27; Mar. 12; Apr. 9, 30; May7, 21; June 18; July 7, 30; Aug. 24; Sept. 14; Oct. 8, 26; Nov. 9; Dec. 7)
- 2013 (Jan. 14; Feb. 4, 18; Mar. 15; Apr. 8; May 13; June 28; July 26; Aug. 30; Oct. 4; Nov. 4; December 16)
- 2014 (Jan. 24; Mar 3; Apr 4; Aug 4, 25; Sept. 29; Oct. 31, Dec. 8)
- 2015 (Jan. 9, Feb. 9, 23; Apr 13; May 3; June 12, 19; July 20; Aug. 24; Sept. 21; Nov. 2, 23)
- 2016 (Jan. 25; Feb. 15, 29; Apr. 4; May 6; June 13; July 1; Aug. 8; Sept. 6, 30; Oct. 31; Nov. 28)
- 2017 (Jan. 3, 30; Feb. 6, 27; Mar. 27; Apr. 24; May 18; June 19; July 7; Aug. 14; Sept. 8; Oct. 2, 30; Dec. 4)
- 2018 (Jan. 2, 29; Feb. 26; Mar. 26; Apr. 23; May 21, 29; June 11; July 9; Aug. 6; Sept. 4; Oct. 1, 29; Nov. 26)
- 2019 (Jan. 7, Feb. 4; Mar. 4, 29; April 15; May 28; June 24; July 22; Aug. 19; Sept. 16)

In The Cattle Markets ([LINK](#))

- 2011 (Sept. 26; Nov. 7; Dec. 5)
- 2012 (Jan. 9; Feb. 13; Apr. 9; July 2; Aug. 6; Sept. 11, Oct. 15; Nov. 19)
- 2013 (Jan. 7; Feb. 4; Mar. 27; May 13; June 24; July 31; Sept. 9; Oct. 15; Nov. 4, Dec. 30)
- 2014 (Feb. 10, Mar. 17, April 28; Aug. 11; Sept. 22; Nov. 3, Dec. 1)
- 2015 (Jan. 13, Feb. 16, April 27; June 1; July 7; Aug. 10; Sept. 8; Oct. 19; Nov. 30)
- 2016 (Jan. 11; Apr. 4; May 16; June 20; Aug. 8; Sep. 12; Oct. 10)

Fed Cattle Finishing Historical and Projected Returns – monthly ([LINK](#))

Retail Beef and Pork Demand Indices – quarterly ([LINK](#))

Connecting Livestock Producers with Recent Economic Research (CLPER) - [Feedstuffs partner](#)

- Quarterly series posted by AgManager ([LINK](#)) and Feedstuffs ([LINK](#))

Beef-Cattle Economics Webinar –quarterly in partnership with BEEF, Drovers, and Meatingplace

- 2012 ([Feb. 7](#); [May 1](#); [Aug. 7](#); [Nov. 8](#))
- 2013 ([Feb. 14](#); [May 14](#); [Aug. 13](#); [Nov. 5](#))
- 2014 ([Feb. 11](#); [May 6](#); [Aug. 5](#); [Nov. 11](#))

The Tonsor Beef Report – webinar in partnership with Meatingplace

- 2015 ([Aug. 11](#))

Kansas State Livestock Farm Management Guides ([LINK](#))

- Beef: Cow-Calf, Background, Stocker, and Finishing
 - with Robin Reid and K-State Beef Team
- Swine: Farrow-Finish, Farrow-Wean, Wean-Finish, Nursery, and Finishing
 - With Robin Reid and K-State Swine Team
- Dairy:
 - With Robin Reid

POPULAR PRESS ARTICLES AND INTERVIEWS (Authored by others)

ABC News, Ag Journal, Ag Network, AgriMarketing, Agri-Pulse, AgriTalk, Associated Press, BEEF Magazine, Bloomberg, Capital Press, CNN Money, Dow Jones, Drovers, Economist, Feedstuffs, Food and Farm Radio, Fortune, High Plains/Midwest Ag Journal, Kansas City Star, Meatingplace, Michigan Farm News, NBC News, National Hog Farmer, New York Times, National Public Radio, Pork, Progressive Farmer, Reuters, Supermarket News, UPI, USA Today, U.S. Farm Report, Wall Street Journal, Western Producer, Washington Post

TELEVISION VIDEOS AND INTERVIEWS (Authored by others)

Government Shutdown Impacts – October 2013 Videos ([LINK](#))

Mandatory Country of Origin Labeling – November 2013 Videos ([LINK](#))

Record Beef Price Explanation – January 2014 Videos ([LINK](#))

Food Price Increase Explanation – March 2014 Videos ([LINK](#))

Meat Prices and Holiday Grilling Explanation – May 2014 Videos ([LINK](#))

Agricultural Exports and Trade Benefits Explanation – June 2014 Videos ([LINK](#))

Processing Plant Closures Explanation – August 2014 Videos ([LINK](#))

Pubic-Producer Views on Animal Welfare – September 2014 Videos ([LINK](#))

Pork Price and Demand Explanation – October 2014 Videos ([LINK](#))

Mandatory Country of Origin Labeling – October 2014 Videos ([LINK](#))

Mandatory Country of Origin Labeling – January 2015 Videos ([LINK](#))

Meat Production and Prices – February 2015 Videos ([LINK](#))

Meat Prices – February 2015 Videos ([LINK](#))

Avian Influenza and Meat Exports – March 2015 Videos ([LINK](#))

Mandatory Country of Origin Labeling – May 2015 Videos ([LINK](#))
Mandatory Country of Origin Labeling – June 2015 Videos ([LINK](#))
Push 4 Protein – U.S. Farm Report May 25, 2019 Video ([LINK](#))

AUDIO/VISUAL OUTPUTS (Posted to AgManager.Info & YouTube.com)

1. "Cow-Calf Producer Preferences for Animal Identification and Traceability." Posted on July 9, 2010. ([LINK](#))
2. "Impacts of Animal Welfare Media Attention on Meat Demand." Posted on June 22, 2010. ([LINK](#))
3. "Consumer Preferences for Animal Welfare Attributes: The Case of Gestation Crates." Posted on June 22, 2010. ([LINK](#))
4. "Consumer Voting Behavior Regarding Swine Gestation Crates." Posted on June 22, 2010. ([LINK](#))
5. "Mandatory Labeling of Animal Welfare Attributes: Public Support and Considerations for Policymakers." Posted on July 14, 2011. ([LINK](#))
6. "Historical and Projected Cattle Finishing Returns." Posted on September 4, 2012. ([LINK](#))
7. "Cash Price Forecasting: Cattle Application." Posted on September 13, 2012. ([LINK](#))
8. "Cash Price Forecasting: Crops Application." Posted on September 13, 2012. ([LINK](#))
9. "Highlighting Decision Tools on AgManager.info." Posted on October 25, 2012. ([LINK](#))
10. "Highlighting Regularly Updated Cattle Marketing Information AgManager.info." Posted on October 25, 2012. ([LINK](#))
11. "Introduction to Farm Management Guides – Cow-Calf Enterprise Example." Posted on October 25, 2012. ([LINK](#))
12. "Impact of Mandatory Country of Origin Labeling (MCOOL) on Meat Demand." Posted on November 14, 2012. ([LINK](#))
13. "Beef Demand Concepts – Video #1." Posted on December 18, 2012. ([LINK](#))
14. "Beef Demand Concepts – Video #2." Posted on December 18, 2012. ([LINK](#))
15. 6 Beef Demand Videos. Posted on August 19, 2013. ([LINK](#))
16. "KSU-Beef Replacement – Video Tutorial." Posted on November 6, 2013. ([LINK](#))

PROFESSIONAL PRESENTATIONS AND PUBLICATIONS

Tonsor, G.T. “Overview of KSU Export Meat Demand Indices.” KSU-AgEcon-GT-2019.2. May 2019. ([LINK](#))

Tonsor, G.T. “Updated Overview of KSU Domestic Meat Demand Indices.” KSU-AgEcon-GT-2019.1. May 2019. ([LINK](#))

Tonsor, G.T. “Will an Incentive-Compatible Indemnity Policy Please Stand Up? & Broader Thoughts.” *Invited seminar presentation – Michigan State University*. March 21, 2019. ([LINK](#))

Gatson Smart, C. and **G.T. Tonsor**. “Animal Health Conversations and Social Media.” KSU-AgEcon-GT-2018.2. September 2018. ([LINK](#))

Tonsor, G.T. “Concentration of U.S. Beef and Pork Exports.” Kansas State University, KSU-AgEcon-GT-2018.1. March 2018. ([LINK](#))

Tonsor, G.T., J.L. Lusk, T.C. Schroeder. “Assessing Beef Demand Determinants.” Report Submitted to the Cattlemen’s Beef Board. January 2018. ([LINK](#)).

Pudenz, C., L. Schulz, and **G.T. Tonsor**. “Biosecurity and Health Management by U.S. Pork Producers – 2017 Survey Summary.” December 2017. ([LINK](#))

Mitchell, J.L. and **G.T. Tonsor**. “Feeder Cattle Price Spreads.” Kansas State University, KSU-AgEcon-JMGT-2017.1 November 2017. ([LINK](#))

Schroeder, T.C. and **G.T. Tonsor**. “Developing and Assessing a New Composite Fed Cattle Value Report. Report Submitted to the USDA Agricultural Marketing Service. November 2017. ([LINK](#))

McKendree, M., **G.T. Tonsor**, L.L. Schulz. "Feedlot Risk Management and Benchmarking Survey Summary." Michigan State University, Staff Paper 2017-07. October 2017. ([LINK](#))

Tonsor, G.T. “Updated Retail Beef Demand Indices.” Report Submitted to the Cattlemen’s Beef Board. September 2017. ([LINK](#))

J. Parcell and **G.T. Tonsor**. “Live Lamb and Lamb Products Confidentiality Study.” Report Submitted to the USDA Agricultural Marketing Service. August 2017. ([LINK](#)) Included in Report to Congress:

<https://www.ams.usda.gov/sites/default/files/media/LMR2018ReporttoCongress.pdf>

National Academies of Sciences, Engineering, and Medicine. 2017. *Revisiting Brucellosis in the Greater Yellowstone Area*. Washington, DC: The National Academies Press. <https://doi.org/10.17226/24750>. ([LINK](#))

Wilson, C., M. Taylor, and **G.T. Tonsor**. “Farm Bill Program Enrollment Decisions by Kansas Farmers.” Kansas State University, June 2017. ([LINK](#))

Lusk, J., **G.T. Tonsor**, T.C. Schroeder, and D. Hayes. “Consumer Valuation of Pork Chop Quality and Quality Information. Report Submitted to the National Pork Board. February 2017. ([LINK](#))

Coffey, B.K., **G.T. Tonsor**, and T.C. Schroeder. “What Influences Ability to Hedge Live Cattle?” Kansas State University, AM-BKC-2017.1 February 2017. ([LINK](#))

Tonsor, G.T. and T.C. Schroeder. “Creating and Assessing Candidate Food Service and Retail Beef Demand Indices.” Report Submitted to the Cattlemen’s Beef Board. January 2017. ([LINK](#))

Tonsor, G.T. and J.L. Mitchell. “Evaluating Cattle Cycles: Changes over Time and Implications.” Kansas State University, AM-GTT-2017.1 February 2017. ([LINK](#))

J. Parcell, **G.T. Tonsor** and T.C. Schroeder. “Baseline Study of Livestock and Meat Marketing Trends and Implications for Livestock Mandatory Reporting.” Report Submitted to the USDA Agricultural Marketing Service. August 2016. ([LINK](#))

Tonsor, G.T., S. Hill, and D. Blasi. “Benchmarking Situation and Practices of U.S. Stocker Operations.” Kansas State University, KSU-AgEcon-GTT-2015.6. December 2015. ([LINK](#))

Tonsor, G.T. “It’s all Relative – Reference Points in Choice Experiments.” *Invited seminar presentation – University of Missouri-Columbia.* October 30, 2015. ([LINK](#))

Tonsor, G.T. and T.C. Schroeder. “Beef Demand Prioritization.” Kansas State University, KSU-AgEcon-GTT-2015.5. August 2015. ([LINK](#))

Wolf, C.A., **G.T. Tonsor**, M. McKendree, D.U. Thomson, and J.C. Swanson. "U.S. Dairy Farmer Welfare Perceptions and Attitudes: Survey Summary." Michigan State University, Staff Paper 2015-04. July 2015. ([LINK](#))

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Tonsor, G.T., T.C. Schroeder, and J. Parcell. 2015. Economic Impacts of 2009 and 2013 U.S. Country-of-Origin Labeling on U.S. Beef and Pork Markets. Project No. AG-3142-P-14-0054 R0. Final Report submitted to the Office of the Chief Economist, U.S. Department of Agriculture, January 26, 2015. ([LINK](#); See Appendix A)

Tonsor, G.T. and T.C. Schroeder. "E.Coli Vaccination in U.S. Feedlot Cattle: Market Impacts." Kansas State University, AM-GTT-2015.1. February 2015. ([LINK](#))

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Tonsor, G.T. "USDA Certification of Beef Tenderness: An Overview of Economic Considerations." Kansas State University, AM-GT-2012.4. August 2012. ([LINK](#))

G.T. Tonsor. "How to Get More from Demand Models using Simulations in Matlab." Organized Symposium presentation 2012 Western Agricultural Economics Association Annual Meeting, Park City, Utah.

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Tonsor, G.T., J.R.V. Franken, and J.L. Parcell. "Impact of Mandatory Price Reporting on Hog Market Integration." Kansas State University, MF-3019. 2011. ([LINK](#))

Schumacher, T., T.C. Schroeder, and **G. T. Tonsor**. "Value of Preconditioned Certified Health Programs to Feedlots." Kansas State University, MF-3017. 2011. ([LINK](#))

Tonsor, G.T. and C.A. Wolf. "Effect of Video Information on Consumers: Case of Milk Production Attributes." Invited paper presented at 2011 Agricultural & Applied Economics Association Annual Meeting, Pittsburgh, PA.

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Tonsor, G.T. "Consumer Inferences of Food Safety and Quality: Implications for Researchers, Marketers, and Policy Makers." *Invited seminar presentation –University of Nebraska-Lincoln.* January 28, 2011.

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Tonsor, G.T. and N.J. Olynk. "U.S. Meat Demand: The Influence of Animal Welfare Media Coverage." Kansas State University, MF-2951. 2010. ([LINK](#))

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Tonsor, G.T. and L.L. Schulz. "National Survey of Cow-Calf Producers' Beliefs about Traceability." Kansas State University, MF-2944. 2010. ([LINK](#))

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Tonsor, G.T., T.C. Schroeder, and J. Parcell. "Wholesale Pork Price Reporting Analysis: A Study Summary." Kansas State University, MF-2931. 2010. ([LINK](#))

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Tonsor, G.T. "USDA Surveillance of Animal Handling at Auction and Processing Facilities." *Michigan State University Pork Quarterly*. 14:1(2009):1-2.

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http://www.agmanager.info/livestock/marketing/bulletins_2/industry/demand/Beef_Demand_Dri vers_January_2009.pdf.

Tonsor, G.T. and R. Shupp. “Valuations of ‘Sustainably Produced’ Labels on Beef, Tomato, and Apple Products.” Paper presented at 2009 FAMPS Meeting, San Diego, CA.

Tonsor, G.T. and C. Wolf. “USDA Surveillance of Animal Handling at Auction and Processing Facilities.” Paper presented at 2009 FAMPS Meeting, San Diego, CA.

Tonsor, G.T. “U.S. Resident Support for Gestation Crate Bans.” *Michigan State University Pork Quarterly*. 13:4(2008):3-4.

Tonsor, G.T., N. Olynk, and C. Wolf. “Consumer Preferences for Animal Welfare Attributes: The Case of Gestation Crates.” Paper presented at 2008 American Agricultural Economics Association Annual Meeting, Orlando, FL.

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Tonsor, G.T. “Government Benefits & Costs of NAIS.” Paper presented at 2008 Western Agricultural Economics Association Annual Meeting, Big Sky, MT.

Chaudhuri, M. and **G.T. Tonsor**. “Structural Change in the Energy Sector: The Demand for Ethanol.” Paper presented at 2008 Western Agricultural Economics Association Annual Meeting, Big Sky, MT. Abstract published: *Journal of Agricultural and Resource Economics*. 33:3(December 2008):501.

Schulz, L. and **G.T. Tonsor**. “Cow-Calf Producer Valuations of Traceability System Attributes.” Paper presented at 2008 Western Agricultural Economics Association Annual Meeting, Big Sky, MT. Abstract published: *Journal of Agricultural and Resource Economics*. 33:3(December 2008):502.

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Tonsor, G. “Age and Source Verification.” *Michigan State University Cattle Call*. 13:3(2008):4-5.

Tonsor, G.T. and K.C. Dhuyvetter. “Sow Management: How Many Litters/Sows Should I be Targeting.” *Michigan State University Pork Quarterly*. 13:1(2008):1-3.

Tonsor, G.T. “Hedging in Presence of Market Access Risk.” Paper presented at 2008 NCCC-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management. St. Louis, MO.

Tonsor, G., S. Rust., and R. Black. “Optimal Use of Distiller’s Grains in Feedlot Rations: An Economic Perspective.” *Michigan State University Cattle Call*. 13:2(2008):1-2.

Schroeder, T.C., **G.T. Tonsor**, J. Pennings, and J. Mintert. “The Role of Consumer Risk Perceptions and Attitudes in Cross-Cultural Beef Consumption Changes.” Paper presented at 2007 Western Agricultural Economics Association Annual Meeting, Honolulu, Hawaii. Abstract published: *Journal of Agricultural and Resource Economics*. 32:3(December 2008):566.

Tonsor, G.T. and S. Rust. “How Many Producers are Feeding Ethanol Co-Products? Can I Guarantee Supply?” *Michigan State University Cattle Call*. 12:2(2007):6-7.

Jones, C. and **G.T. Tonsor**. “Economically Optimal Distiller’s Grains Use in Feedlots Rations: Recognition of Omitted Factors.” Paper presented at 2007 American Agricultural Economics Association Annual Meeting, Portland, OR.

Tonsor, G.T., Schroeder, T.C., J.M.E., and J. Mintert. “Consumer Valuations and Choice Processes of Food Safety Enhancement Attributes: An International Study of Beef Consumers.” Paper presented at 2007 American Agricultural Economics Association Annual Meeting, Portland, OR.

Schroeder, T.C., **G.T. Tonsor**, J.M.E., and J. Mintert. “The Role of Consumer Risk Perceptions and Attitudes in Cross Cultural Beef Consumption Changes.” Paper presented at 2007 Western Agricultural Economics Association Annual Meeting, Portland, OR. Abstract published: *Journal of Agricultural and Resource Economics*. 32:3(December 2007):566.

Tonsor, G.T. “Economic Impacts of Hog Operations.” *Michigan State University Pork Quarterly*. 12:2(2007):1-4.

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Tonsor, G.T. and T.C. Schroeder. “Cattle Feeding Net Revenue Variability: Forecasting and Window Contract Value.” Paper presented at 2006 Western Agricultural Economics Association Annual Meeting, Anchorage, AK. Abstract published: *Journal of Agricultural and Resource Economics*. 31:3(December 2006):691.

Tonsor, G.T. and T. Kastens. “How Much Do Starting Values Really Matter? An Empirical Comparison of Genetic Algorithm and Traditional Approaches.” Paper presented at 2006 American Agricultural Economics Association Annual Meeting, Long Beach, CA.

Tonsor, G.T. and D.L. Pendell. “How to Get a Job: The Determinants of Academic Employment in Agricultural Economics.” Paper presented at 2006 American Agricultural Economics Association Annual Meeting, Long Beach, CA.

Tonsor, G.T. and A.M. Featherstone. “Non-Parametric Efficiency Measures for Swine Enterprises Differing by Production Organization.” Paper presented at 2006 Southern Agricultural Economics Association Annual Meeting, Orlando, FL. Abstract published: *Journal of Agricultural and Applied Economics*. 38:3(December 2006):660.

Tonsor, G.T. and T.C. Schroeder. “Lessons for the U.S. Beef Industry Learned from the Australian National Livestock Identification System.” Livestock Marketing Information Center fact sheet WEMC FS#13-2006. Fact sheet and PowerPoint presentation available at: <http://www.lmic.info/memberspublic/pubframes.html>.

Tonsor, G.T. and T.L. Marsh. “Explaining Heterogeneous Responses by American and Japanese Consumers to Non-Price Effects in Meat Demand.” Paper presented at 2005 American Agricultural Economics Association Annual Meeting, Providence, RI.

Schroeder, T.C. and **G.T. Tonsor**. “The Tortoise and the Hare: Which One Will the U.S. be in the ID System Race?” *Strategic Agribusiness Review*. Issue 13, October 2004. Available at: http://www.strategicagreview.com/e_article000299776.cfm?x=b11,b2q0cKf2.

Tonsor, G. T. and T.C. Schroeder. “Australia’s Livestock Identification Systems: Implications for United States Programs.” Paper presented at 2004 Risk and Profit Conference, Manhattan, KS.

Brant, M., D. Pendell, and **G.T. Tonsor**. “What Do You Think? Participant Survey Results: 2004 Kansas State Risk and Profit Conference.” Paper presented at 2004 Risk and Profit

Conference, Manhattan, KS. Kansas State University, Department of Agricultural Economics Staff Paper #05-02.

Tonsor, G.T., J. Mintert, and K.C. Dhuyvetter. “Calendar vs. Weeks to Expiration Livestock Basis Forecasts: Which Is Better?” Paper presented at 2003 NCR-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management. St. Louis, MO.

Tonsor, G.T., K.C. Dhuyvetter, and J. Mintert. “Livestock Basis Forecasts: How Beneficial Is the Inclusion of Current Information.” Paper presented at 2003 Western Agricultural Economics Association Annual Meeting, Denver, CO. Abstract published: *Journal of Agricultural and Resource Economics*. 28:3(December 2003):660.

Tonsor, G.T. and T.C. Schroeder. “European Consumer Preferences for U.S. and Domestic Beef: Willingness to Pay for Source Verification, Hormone-Free, and Genetically Modified Organism-Free Beef.” Paper presented at 2003 American Agricultural Economics Association Annual Meeting, Montreal, CA.

Tonsor, G.T. and T.C. Schroeder. “European Consumer Preferences for U.S. and Domestic Beef: Value of Source Verification and Beef Produced Without Use of Synthetic Hormones or GMO Feed Grains.” Paper prepared for the National Cattleman’s Beef Association, May 2003.

SIGNIFICANT INVITED EXTENSION PRESENTATIONS & PANELS ([archive LINK](#))

“Beef Industry Outlook.” Risk and Profit Conference. Manhattan, KS. August 23, 2019. (+/- 100 in attendance).

“Consumer Beef Demand Determinants & Nutrient Content’s Role.” ASAS Annual Meeting. Austin, TX. July 9, 2019. (+/- 35 in attendance).

“Role of Packers & Processors in Livestock Biosecurity Effort.” WAEA Organized Symposium: Multisectoral Livestock Biosecurity & Surveillance. Coeur d’Alene, ID; July 1, 2019. (+/- 30 in attendance).

“Beef Demand Determinants: Research Summary & Implications” Reciprocal Meat Conference. Ft. Collins, CO; June 25, 2019. (+/- 30 in attendance).

“Economist Perspective on *So What?*” ADBCAP Symposium: Innovation and Collaboration for Agricultural Biosecurity. College Park, MD; May 16, 2019. (+/- 30 in attendance).

“Agricultural Research Congressional Exhibition & Reception.” Rayburn House Office Cafeteria. Washington DC; May 15, 2019. (+/- 125 in attendance).

“The Role of Research and Extension in Creating Healthier Individuals, More Resilient Communities, and Safer Agriculture.” Senate Ag Staff Briefing, SR-328. Washington DC; May 15, 2019. (+/- 35 in attendance).

“Information Sharing in the Beef-Cattle Industry – Tactical Plan: Where’s the Beef?” ADBCAP Symposium: Innovation and Collaboration for Agricultural Biosecurity. College Park, MD; May 15, 2019. (+/- 45 in attendance).

“U.S. Swine Survey Insights – Tactical Plan: Gaining Empirical Insights on Producer Decision-Making.” ADBCAP Symposium: Innovation and Collaboration for Agricultural Biosecurity. College Park, MD; May 15, 2019. (+/- 45 in attendance).

“Beef and Cattle Market Outlook Synthesis.” Beef Cattle and Forage Field Day. Parsons, KS; May 2, 2019. (+/-100 in attendance).

“U.S. Hog and Pork Pricing Situation.” Annual General Meeting, Ontario Pork Producers. Guelph, Ontario. March 19, 2019. (+/- 200 in attendance).

“Beef Cattle Market Outlook & Economic Issues Surrounding Alternative Proteins.” KSU Cattlemen’s Day. Manhattan, KS. March 1, 2019. (+/- 150 in attendance; +/- 500 via on-site streaming video).

“Beef and Cattle Market Outlook.” 2019 KOMA Beef Cattle Conference. Greenbush, KS; January 24, 2019. (+/-110 in attendance).

“Beef Demand Overview.” Committee Leadership Summit. Aurora, CO. December 11, 2018. (+/- 30 in attendance).

“Beef Demand Insight.” Hawaii Cattlemen’s Council Convention. Waikola Beach, Hawaii. November 16, 2018. (+/- 150 in attendance).

“U.S. Hog and Pork Pricing Situation.” Quebec Hog Breeders Annual Assembly. Quebec City, Quebec. November 8, 2018. (+/- 260 in attendance).

“Beef Demand Insight: Concepts Update, Sustainability Related Issues, & Alt-Meat Discussion.” NCBA Hosted *Producer Communications-Sustainability Research* meeting. October 22, 2018. Centennial, CO. (+/- 20 invited media leaders in attendance by webinar).

“Beef and Cattle Market Outlook.” Agricultural Lenders Conference. Garden City, KS; Manhattan, KS. October 9-10, 2018. (162 in attendance over two locations).

“Beef Cattle Outlook & Role of Producer Expectations in Buying Decisions.” Beef Stocker Field Day, Manhattan, KS. September 20, 2018. (+/- 200 in attendance).

“Beef Industry Outlook & Trade Insights.” Risk and Profit Conference. Manhattan, KS. August 17, 2018. (+/- 125 in attendance).

“Beef Industry Outlook & Trade Insights.” Flint Hills Beef Fest. Emporia, KS. August 17, 2018. (+/- 150 in attendance).

“Beef-Cattle Industry Outlook.” Industry Outlook Conference. Kansas City, MO. August 13, 2018. (+/- 50 in attendance).

“Challenges in Agriculture’s Producer-Public Interface: Perspectives of an Economist.” 12th World Conference on Animal Production (WCAP). Vancouver, Canada July 8, 2018. (+/- 35 in attendance).

“Impact of Indemnity Expectations on Producer Biosecurity Effort.” International Society for Economics and Social Sciences of Animal Health (ISESSAH) 2018 Conference. Montpellier, France May 15, 2018. (+/- 100 in attendance).

“Beef Industry Outlook & Beef Demand Insights.” Niman Ranch Beef Education Summit. Manhattan, KS. May 2, 2018. (+/- 60 in attendance).

“Beef-Cattle Outlook.” Spring 2018 Industry Outlook Conference. Chicago, IL. April 25, 2018. (+/- 90 in attendance).

“A Different Animal: Futures Contract Design, Hedging Effectiveness, and Transparency in Thinly Traded Cash Markets for Cattle and Hogs.” 2018 Agricultural Commodity Futures Conference. Overland Park, KS. April 6, 2018. (+/- 295 in attendance; joint with Ted Schroeder).

“Beef Industry Outlook & International Trade’s Role.” KSU Cattlemen’s Day. Manhattan, KS. March 2, 2018. (+/- 150 in attendance; +/- 500 via on-site streaming video).

“Beef-Cattle Outlook and Deeper Look at Data Quality.” Kansas Society of Farm Managers and Rural Appraisers Winter Meeting. Salina, KS. February 23, 2018 (+/- 80 in attendance).

“Beef-Cattle Outlook & Further Examination of Feedlot Management Info..” 2018 Performance Beef Winter Conference. Sioux Falls, SD. February 22, 2018. (+/- 110 in attendance).

“Assessing Beef Demand Determinants.” Checkoff Update Session. 2018 Cattle Industry Convention. Phoenix, AZ. February 1, 2018. (+/- 225 in attendance).

“Assessing Beef Demand Determinants.” Joint Evaluation Advisory Committee Meeting. 2018 Cattle Industry Convention. Phoenix, AZ. January 31, 2018. (+/- 65 in attendance).

“Cattle and Beef Outlook.” Farming for the Future. Emporia, KS. January 22, 2018. (+/- 20 in attendance).

“Cattle and Beef Outlook.” 2018 KOMA Beef Cattle Conference & Trade Show. Dewey, OK. January 17, 2018. (+/- 50 in attendance).

“Cattle and Beef Outlook.” Farming for the Future. Scott City, KS. January 10, 2018. (+/- 60 in attendance).

“Cattle and Beef Outlook.” Farming for the Future. Salina, KS. December 19, 2017. (+/- 60 in attendance).

“Cattle and Beef Outlook.” Farming for the Future. Pratt, KS. December 14, 2017. (+/- 75 in attendance).

“Livestock Risk Management Considerations.” 2017 Agricultural Economics Agent Update. Emporia, KS. November 8, 2017. (+/- 25 in attendance).

“Beef and Cattle Market Outlook.” Agricultural Lenders Conference. Garden City, KS; Manhattan, KS. October 10-11, 2017. (+/- 175 in attendance over two locations).

“Livestock Risk Management Considerations.” 2017 Agricultural Economics Agent Update. Dodge City, KS. October 10, 2017. (+/- 20 in attendance).

“Cattle & Beef Outlook & Industry Overview.” Cochran Fellowship Program – Visitors from Turkey. Manhattan, KS. October 6, 2017. (6 in attendance).

“Beef-Cattle Industry Outlook.” Flint Hills Beef Fest. Emporia, KS. August 18, 2017. (+/- 170 in attendance).

“Livestock Industry Outlook Overview.” Risk and Profit Conference. Manhattan, KS. August 17, 2017. (+/- 140 in attendance).

“Beef-Cattle Industry Outlook.” KSU Southeast Agricultural Research Center *Beef Cattle and Forage Crops Field Day*. Mound Valley, KS. May 4, 2017. (+/- 125 in attendance).

“Consumer Perceptions of Animal Health.” University of Missouri-Columbia Guest Lecture-Webinar. April 24, 2017. (+/- 25 in attendance via webinar).

“Beef-Cattle Industry Outlook.” K-State Agricultural Research Center Roundup. Hays, KS. April 20, 2017. (+/- 20 in attendance).

“Beef Cattle Economics Trilogy: Beef Industry Outlook, Drivers of Profitability, and Better Use of Farm Management Budgets.” KSU Cattlemen’s Day. Manhattan, KS. March 3, 2017. (+/- 150 in attendance; +/- 500 via on-site streaming video; joint with Dustin Pendell).

“2017 Beef-Cattle Market Outlook.” Lawrence, KS February 21, 2017. (+/- 45 in attendance).

“Creating and Assessing Candidate Food Service and Retail Beef Demand Indices.” FY17 Checkoff Update Session. 2017 National Cattlemen’s Beef Association Annual Meeting. Nashville, TN. February 2, 2017. (+/- 225 in attendance).

“Creating and Assessing Candidate Food Service and Retail Beef Demand Indices.” Joint Evaluation Advisory Committee Meeting. 2017 National Cattlemen’s Beef Association Annual Meeting. Nashville, TN. February 1, 2017. (+/- 70 in attendance).

“Beef-Cattle Market Outlook & Cow-Calf Decision-Making Overview.” Ord, NE January 24, 2017. (+/- 90 in attendance).

“Cattle Market Outlook & Role of Consumer in U.S. Livestock Industry.” Mississippi Farm Bureau Federation Winter Commodity Conference. Jackson, MS January 23, 2017. (+/- 80 in attendance).

“Beef and Cattle Market Outlook.” New York Beef Producers’ Association Annual Meeting. Syracuse, NY. January 20, 2017. (+/- 75 in attendance via webinar).

“U.S. Beef Industry in 20 Years.” 2017 Cow-Calf Conference. Manhattan, KS. January 13, 2017. (+/- 60 in attendance).

“Role of Consumer Perceptions of Animal Health.” Feedlot Receiving Calf Health & Well-Being Conference. Stillwater, OK. January 9, 2017. (+/- 250 in attendance).

“Beef and Cattle Market Outlook.” Abilene, KS. December 5, 2016. (+/- 30 in attendance).

“U.S. Beef Industry in 20 Years.” Academy of Veterinary Consultants. Denver, CO. December 2, 2016. (+/- 300 in attendance).

“Beef and Cattle Market Outlook.” Agricultural Lenders Conference. Garden City, KS; Manhattan, KS. October 4-5, 2016. (+/- 160 in attendance over two locations).

“Beef Cattle Outlook.” Beef Stocker Field Day, Manhattan, KS. September 22, 2016. (+/- 250 in attendance).

“Livestock Industry Outlook Overview.” Risk and Profit Conference. Manhattan, KS. August 19, 2016. (+/- 170 in attendance).

“The U.S. Beef Industry in 20 Years.” Risk and Profit Conference. Manhattan, KS. August 18, 2016. (+/- 65 in attendance).

“Beef-Cattle Industry Outlook Overview.” 2016 Midwest, Great Plains, and Western Outlook Conference. Des Moines, IA August 15, 2016. (+/- 35 in attendance).

“Why Do Producers Partially Implement Biosecurity Recommendations of Experts?” *Economics of Animal Health Session*. Agribusiness Economics and Management Session, Agricultural and Applied Economics Association Annual Meeting. Boston, MA. August 2, 2016. (+/- 55 in attendance).

“What’s the North American Beef Market Look Like 20 Years from Now?” 2016 Beef Improvement Federation Annual Meeting & Symposium. Manhattan, KS. June 15, 2016. (+/- 500 in attendance; joint with Ted Schroeder).

"Animal Welfare Perceptions of U.S. Cow-Calf Producers and Consumers: Economic and Educational Implications." Extension Risk Management Education National Conference. Ft. Worth, TX. April 28, 2016. (+/- 200 in attendance).

"Beef-Cattle Industry Outlook." K-State Agricultural Research Center Roundup. Hays, KS. April 21, 2016. (+/- 45 in attendance).

"Beef-Cattle Industry Outlook." Industry Outlook Conference. West Des Moines, IA. April 14, 2016. (+/- 80 in attendance).

"Understanding Incentives for Livestock Biosecurity Investments & Efforts." National Institute for Animal Agriculture, 2016 Annual Meeting – Closing General Session. Kansas City, MO. April 6, 2016. (+/- 120 in attendance).

"Economics of Biosecurity." National Institute for Animal Agriculture, 2016 Annual Meeting - Small Ruminant Committee Meeting. Kansas City, MO. April 5, 2016. (+/- 20 in attendance).

"Assessment of the Economic Impacts of PEDv." National Institute for Animal Agriculture, 2016 Annual Meeting – Swine Committee Meeting. Kansas City, MO. April 5, 2016. (+/- 30 in attendance).

"Cattle Industry Outlook." KSU Cattlemen's Day. Manhattan, KS. March 4, 2016. (+/- 150 in attendance; +/- 500 via on-site streaming video; joint with Ted Schroeder).

"An Appreciative Look Back & Glimpse Forward from a Broken Crystal Ball." AgriLeader and FFA Alumni Banquet. Monroe City, MO. February 8, 2016. (+/- 60 in attendance).

"What We've Learned During the Past Two Years about the Pork Sector." Kansas State University, 2016 Swine Profitability Conference. Manhattan, KS. February 2, 2016. (+/- 120 in attendance).

"Feeder Cattle Price Risk Management." RAM Workshop. Wamego, KS. January 25, 2016. (7 in attendance).

"Beef Cattle Market Outlook & Cow-Calf Decision-Making Overview." St. John, KS. January 21, 2016. (+/- 20 in attendance).

"Beef Cattle Market Outlook & Cow-Calf Decision-Making Overview." Arnold, NE & Geneva, NE. January 19-20, 2016. (+/- 145 in attendance over two locations).

"Beef and Cattle Market Outlook." Wilson, KS. January 14, 2016. (+/- 30 in attendance).

"Beef and Cattle Market Outlook." 2015 K-State Cattle Feeders Roundtable. Garden City, KS. December 9, 2015. (+/- 20 in attendance).

“Beef and Cattle Market Outlook.” 2015 Crop Insurance Workshop. Salina, KS. November 12, 2015. (+/- 130 in attendance).

“Beef and Cattle Market Outlook.” Agricultural Lenders Conference. Garden City, KS; Manhattan, KS. September 29-30, 2015. (+/- 100 in attendance over two locations).

“Charting the Course in Choppy Waters.” Beef Stocker Field Day, Manhattan, KS. September 24, 2015. (+/- 250 in attendance).

“Update on the State of Beef Industry Economics.” New Generation Supplements, 2015 National Sales Meeting. Manhattan, KS. August 25, 2015. (+/- 30 in attendance).

“Livestock Industry Outlook Overview.” Risk and Profit Conference. Manhattan, KS. August 20, 2015. (+/- 140 in attendance).

“Beef-Cattle Market Outlook.” Lincoln County Cattlemen’s Association Annual Banquet. Lincoln, KS. April 14, 2015. (+/- 35 in attendance).

“Animal Welfare: What do Ranchers Think? What do Consumers Think?” Cattle Raisers Convention and Expo. Ft. Worth, TX. March 28, 2015. (+/- 50 in attendance).

“Risk Management: Considerations for Cow-Calf Producers.” Paola, KS. March 24, 2015. (9 in attendance via webinar).

“A Challenge for Tomorrow.” Seminar at ADSA-ASAS Midwest Meeting. Des Moines, IA. March 18, 2015. (+/- 110 in attendance).

“Risk Management.” MKC Emerging Producer Program. Manhattan, KS. March 14, 2015. (+/- 75 in attendance).

“Cattle Industry Outlook.” KSU Cattlemen’s Day. Manhattan, KS. March 6, 2015. (+/- 150 in attendance; +/- 400 via on-site streaming video; joint with Ted Schroeder).

“Beef-Cattle Market Outlook.” Kansas Society of Farm Managers and Rural Appraisers Annual Winter Meeting. Salina, KS. February 26, 2015. (+/- 80 in attendance).

“2015 Outlook & Adding Value to Your Calf Crop.” Russell, KS. February 17, 2015. (+/- 45 in attendance).

“Economic Considerations for Growing the U.S. Swine Industry.” Kansas State University, 2015 Swine Profitability Conference. Manhattan, KS. February 3, 2015. (+/- 125 in attendance).

“Will Consumers Really Pay for Happier Pigs?” Banff Pork Seminar. Banff, Alberta. January 21, 2015. (+/- 600 in attendance).

“Livestock/Poultry Outlook.” American Farm Bureau Federation, Annual Convention. San Diego, CA. January 11, 2015. (+/- 350 in attendance).

“30,000’ Level Summary of Beef-Cattle Market Outlook and Herd Expansion.” K-State Winter Ranch Management Seminar Series. January 2015: LaCrosse, KS (+/- 35 in attendance); Hill City, KS (+/- 20 in attendance); Beloit, KS (+/- 20 in attendance); Herington, KS (+/- 25 in attendance); Wamego, KS (+/- 25 in attendance).

“Risk Management: Considerations from an Economist’s Perspective.” Florida Cattle Feeding School. Gainesville, FL. December 4, 2014. (+/- 20 in attendance).

“Beef-Cattle Market Outlook Update.” 2014 Wheat Pasture and Stocker Cattle Management Seminar. Greensburg, KS. November 4, 2014. (+/- 35 in attendance via webinar).

“Beef and Cattle Market Outlook.” Agricultural Lenders Conference. Garden City, KS; Manhattan, KS. October 7-8, 2014. (+/- 91 in attendance over two locations).

“Forward Planning Implications for Herd Rebuilding Phase: Where Does the Stocker Segment Fit?” Beef Stocker Field Day, Manhattan, KS. September 25, 2014. (+/- 290 in attendance).

“Beef-Cattle Industry Outlook.” USDA-GIPSA Packers and Stockyards Program, Midwestern Regional Office Meeting. Kansas City, MO. September 11, 2014. (+/- 40 in attendance).

“Economics of Food Trends & Implications for Cooperatives.” K-State Symposium on Cooperative Issues. Manhattan, KS. August 27, 2014. (+/- 80 in attendance).

“Beef-Cattle Industry Outlook.” Flint Hills Beef Fest. Emporia, KS. August 22, 2014. (+/- 150 in attendance).

“Economics of Beef-Cow Herd Expansion.” Risk and Profit Conference. Manhattan, KS. August 21, 2014. (+/- 40 in attendance).

“Livestock Industry Outlook Overview.” Risk and Profit Conference. Manhattan, KS. August 21, 2014. (+/- 140 in attendance).

“Economic Considerations Related to Rebuilding the U.S. Cowherd.” Beef Species Symposium: Joint Annual Meeting – American Dairy Science Association (ADSA), American Society of Animal Science (ASAS), and Canadian Society of Animal Science (CSAS). Kansas City, MO. July 21, 2014. (+/- 150 in attendance; joint with Lee Schulz).

“Economics of Farm Animal Welfare.” 2014 International Symposium on Beef Cattle Welfare, Ames, IA. July 17, 2014. (+/- 130 in-person attendance).

“Beef-Cattle Industry Issues: Market Outlook, Decision Tools, and Economic Trends.” *2014 South Dakota Beef Producer Meetings* – Boehringer Ingelheim. Kadoka, SD (April 29, 2014),

Chamberlain, SD (April 30, 2014), and Aberdeen, SD (May 1, 2014). (+/- 140 in attendance across three locations).

"Beef-Cattle Industry Outlook Situation: Herd Expansion, Domestic Demand, and Export Update." *K-State Agricultural Research Center in Hays – Round-Up*. Hays, KS. April 17, 2014. (+/- 90 in attendance).

"Relating Economics to Animal Welfare." ADSA-ASAS Midwest Meeting – Animal Behavior, Housing, & Well-Being Symposium. Des Moines, IA. March 18, 2014. (+/- 110 in attendance).

"Beef-Cattle Industry Outlook & Economics of Evolving Technology and Regulations." *KSU Cattlemen's Day*. Manhattan, KS. March 7, 2014. (+/- 140 in attendance; +/- 400 via on-site streaming video; joint with Ted Schroeder).

"Economic Considerations of Expanding the Beef Herd: Buying vs. Raising Replacements." Dodge City, KS (2 in attendance) and Protection, KS (10 in attendance). February 24, 2014.

"Beef-Cattle Economic Outlook Update & Engaging Exchange." 2014 Western Farm Show. Kansas City, MO. February 21, 2014. (+/- 50 in attendance).

"Economic Outlook Update, A Deeper Look at Beef Demand, & Engaging Exchange." Kansas Beef Council – Executive Committee Meeting. Topeka, KS. February 18, 2014. (+/- 25 in attendance).

"Expanding the Cowherd: Economic Considerations." 2013 KLA Convention, Beef Industry University. Wichita, KS. December 5, 2013. (+/- 200 in attendance).

"Economic State of the Cattle Industry." 2013 KLA Young Stockmen's Academy Alumni Event. Manhattan, KS. November 14, 2013. (+/- 25 in attendance).

"Beef-Cattle Market Outlook." 2013 Lyons State Bank Ag Seminar. Lyons, KS. November 6, 2013. (+/- 75 in attendance).

"Beef and Cattle Market Outlook." Agricultural Lenders Conference. Garden City, KS; Manhattan, KS. October 8-9, 2013. (+/- 123 in attendance over two locations).

"30,000-Ft. View: What's in Store for the Stocker Segment?" Beef Stocker Field Day, Manhattan, KS. September 26, 2013. (+/- 306 in attendance live with +/- 200 more viewing off-site).

"Economic Needs Assessment: Pork Quality Grading System." Retail Advisory Committee RAC/ Packer Processor Industry Council (PPIC) 2013 Fall Meeting. Naples, FL. September 25, 2013. (+/- 75 in attendance across two presentations).

"Beef-Cattle Industry Outlook." *Adding Value to Your Crop Producer Meeting*. Overbrook, KS. September 11, 2013. (+/- 35 in attendance).

“Producers, Animals, & Consumers: Animal Welfare in U.S. Food Animal Production.” Ohio Livestock Coalition – Annual Meeting and Industry Symposium. Lewis Center, OH. September 6, 2013. (+/- 95 in attendance).

“Beef-Cattle Industry Outlook: Highlighted Trends and Changes.” 5-State Beef Conference. Boise City, OK. August 28, 2013. (+/- 40 in attendance).

“Beef and Cattle Market Outlook.” Flint Hills Beef Fest. Emporia, KS. August 23, 2013. (+/- 150 in attendance).

“Tackling Big Issues in the U.S. Beef-Cattle Industry: An Interactive 'Clicker' Session.” Risk and Profit Conference. Manhattan, KS. August 22, 2013. (+/- 30 in attendance).

“Beef Demand: Recent Determinants and Future Drivers.” Risk and Profit Conference. Manhattan, KS. August 22, 2013. (+/- 45 in attendance; joint with Ted Schroeder).

“Beef and Cattle Market Outlook.” Risk and Profit Conference. Manhattan, KS. August 22, 2013. (+/- 100 in attendance).

“Beef Demand: Recent Determinants and Future Drivers.” Presentation to Cattle Industry Summer Conference General Session. Denver, CO. August 9, 2013. (+/- 400 in attendance; joint with Jim Mintert).

“Beef Demand: Recent Determinants and Future Drivers.” Presentation to Cattlemen’s Beef Board Joint Evaluation Advisory Committee. Cattle Industry Summer Conference. Denver, CO. August 8, 2013. (+/- 50 in attendance; joint with Ted Schroeder).

“Economic Needs Assessment: Pork Quality Grading System.” Pork Safety, Quality, and Human Nutrition Summer Meeting. National Pork Board Office. Des Moines, IA. July 18, 2013. (+/- 30 in attendance).

“Beef Demand: Clarifying Concepts, Summarizing Status, and Discussing Future Opportunities.” *The Future of the Missouri Cattle Industry* – 2013 Breimyer Seminar. Columbia, MO. July 17, 2013. (+/- 190 in attendance).

“Results from Extension agent and Agribusiness surveys, ongoing work, and thoughts for consideration...” *Seminar on Value of USDA Data Products*, Organized by C-FARE. Washington, DC. May 6, 2013. (+/- 40 in attendance). ([LINK TO FINAL REPORT](#)).

“Feeder Cattle Situation: Indicators & Implications for Feedlot Operations.” K-State Cattle Feeders College. Scott City, KS. May 9, 2013. (+/- 80 in attendance).

“Beef and Cattle Market Outlook.” University Bank Annual Agriculture Dinner. Pittsburg, KS. March 26, 2013. (+/- 45 in attendance).

"Sow Housing from the Perspective of the Consumer." ADSA-ASAS Midwest Meeting – Bill Day Symposium. Des Moines, IA. March 12, 2013. (+/- 130 in attendance).

"Cattle Market Short Run Outlook and Long Term Prospective." *KSU Cattlemen's Day*. Manhattan, KS. March 1, 2013. (+/- 150 in attendance; +/- 500 via on-site streaming video; joint with Ted Schroeder).

"Economics of Animal Welfare: Summary of Literature/Evidence and Current Situation from and Economist's Perspective." National Pork Board, Literature Review Workshop Panel. Des Moines, IA. February 13, 2013. (+/- 20 in attendance via webinar).

"Profitability Drivers and Global Position Impacts on the U.S. Beef Industry's Future." Ag Profitability Conference. Salina, KS. February 12, 2013. (+/- 50 in attendance; additional +/- 30 offsite in Iola and El Dorado via webinar).

"Beef and Cattle Market Outlook." Ag Profitability Conference. Pratt, KS. February 7, 2013. (+/- 35 in attendance via webinar).

"Beef and Cattle Market Outlook." Ag Profitability Conference. McPherson, KS. February 5, 2013. (+/- 35 in attendance via webinar).

"Beef and Cattle Market Outlook." Ag Profitability Conference. Home City, KS. January 31, 2013. (+/- 15 in attendance).

"A Look into the Future of the Cattle Industry." Cornbelt Cow-Calf Conference. Ottumwa, IA. January 19, 2013. (+/- 225 in attendance; joint with Lee Schulz).

"Beef and Cattle Market Outlook, Drought Implications, and Risk Management Overview." Cattle Feeding and Marketing Workshop. Auburn, KS. January 15, 2013. (+/- 70 in attendance).

"Beef and Cattle Market Outlook." Ag Profitability Conference. Wichita, KS. December 11, 2012. (+/- 85 in attendance via webinar).

"30,000 Foot Look at U.S. Cattle Industry: State and Possible Future." St. Francis, KS. November 13, 2012. (+/- 60 in attendance via webinar).

"Animal Welfare Oriented Expectations of the U.S. Public: Situation and Implications." *New Mexico State University Collegiate Cattlemen's Association Webconference*. October 29, 2012. (+/- 40 in attendance via webinar).

"Animal Welfare Oriented Expectations of the U.S. Public: Situation and Implications." *K-State Olathe Seminar: Producers, Animals, and Consumers: Animal Welfare in U.S. Food Animal Production*. October 22, 2012. (+/- 45 in attendance).

"Beef and Cattle Market Outlook." Agricultural Lenders Conference. Garden City, KS; Manhattan, KS. October 9-10, 2012. (+/- 105 in attendance over two locations).

“Beef and Cattle Market Outlook: Implications for Stockers.” Beef Stocker Field Day, Manhattan, KS. September 27, 2012. (+/- 250 in attendance).

“U.S. Beef Cattle Industry Outlook & Global Perspectives.” Kazakhstan Livestock Group – Sponsored by USAID/CNFA/Kansas Dept. of Ag.. Manhattan, KS. Sept. 20, 2012 (+/- 15 in attendance).

“Beef-Cattle Industry Outlook.” Extension Midwest Outlook Conference. Kansas City, MO. August 20, 2012. (+/-45 in attendance).

“Beef-Cattle Industry Outlook Overview, Drought Impacts, and Structural Changes, OH MY...” Risk & Profit Conference. Manhattan, KS. August 17, 2012. (+/-125 in attendance).

“Benchmarking Industry Self-Perceptions Regarding Animal Welfare.” Risk & Profit Conference. Manhattan, KS. August 17, 2012. (17 in attendance across two session).

“Ten Thousand Labels: Credence Attributes, Product Differentiation, and Information Flows in the Food Systems: Animal Welfare.” Organized Symposium Presentation. Agricultural & Applied Economics Association Annual Meeting, Seattle, WA. August 14, 2012. (+/- 40 in attendance).

“Cow-Calf Business: Outlook Overview, Drought Impacts, Structural Changes, and Implications.” *2012 K-State Beef Conference*. Manhattan, KS. August 9, 2012. (+/- 95 in attendance; additional +/- 40 offsite).

“The Future of the U.S. Industry: An Overview of Herd Size, Farm-Level Profitability Drivers, and Global Position.” *14th Annual Field Day at the Termuende Research Ranch - Western Beef Development Centre*. Lanigan, SK. June 26, 2012. (+/- 175 in attendance).

“Drivers and Implications of Cow-Calf Profitability Differences Across Operations.” *2012 Alabama Cow-Calf Conference*. Auburn, AL. June 15, 2012. (154 in attendance).

“There is Excitement and Opportunity for Top Managers in the Cattle Industry.” *2012 Alabama Cow-Calf Conference*. Auburn, AL. June 15, 2012. (154 in attendance).

“Beef and Cattle Market Outlook.” *New Generation Feeds Leadership Meeting*. Manhattan, KS. June 12, 2012. (+/- 15 in attendance).

“Beef and Cattle Market Outlook.” *Beef Cattle Research Roundup, KSU Agricultural Research Center, Hays*. Hays, KS. April 19, 2012. (+/- 65 in attendance).

“Meat Industry Macroeconomics.” *35th Midwest Process/Cured Meat Workshop*. Manhattan, KS. March 30, 2012. (+/- 40 in attendance).

"Economic Considerations in Beef Production." *Western Edge Veterinary Center - Spring Producer Meeting*. Ness City, KS. March 28, 2012. (+/- 50 in attendance; joint with Kevin Dhuyvetter).

"Benchmarking Industry Self-Perceptions Regarding Animal Welfare." *2012 National Institute for Animal Agriculture Annual Conference*. Denver, CO. March 28, 2012. (+/- 45 in attendance).

"Consumer Expectation and their Economics Impact." *2012 Livestock Care Conference - Alberta Farm Animal Care*. Red Deer, Alberta. March 22, 2012. (+/- 180 in attendance).

"Economic Considerations in Beef Production." *Boehringer Ingelheim Vetmedica, Inc., 2012 Beef Summit*. Springfield, MO. March 13, 2012. (+/- 15 in attendance; joint with Kevin Dhuyvetter).

"Decision Tools to Make Management and Marketing Decisions." *Boehringer Ingelheim Vetmedica, Inc., 2012 Beef Summit*. Springfield, MO. March 13, 2012. (+/- 15 in attendance; joint with Kevin Dhuyvetter).

"Beef and Cattle Market Outlook." *KSU Cattlemen's Day*. Manhattan, KS. March 2, 2012. (+/- 150 in attendance; +/- 500 via on-site streaming video).

"Cow-Calf Producer Risk Management." *KSU Cattlemen's Day*. Manhattan, KS. March 2, 2012. (+/- 90 in attendance; joint with Ted Schroeder).

"Short and Long-Term Price Outlook: How Will Consumer Preferences on the Welfare Front Impact Your Operation?" *2012 Swine Profitability Conference*. Manhattan, KS. February 28, 2012. (+/- 160 in attendance).

"Overview of Beef-Cattle Industry Changes and Economic Implications." *Kansas Society of Farm Managers and Rural Appraisers 49th Annual Winter Meeting*. Salina, KS. February 23, 2012. (+/- 70 in attendance).

"Glynn and Mykel Tackle the Big Issues (*with your help*).” *MAST On-Campus Session*. Manhattan, KS. February 21, 2012. (16 in attendance).

“Beef and Cattle Market Outlook.” *Ag Profitability Conference*. Ulysses, KS. February 21, 2012. (+/- 17 in attendance; delivered via webinar).

“Beef and Cattle Market Outlook.” *Pawnee County Crops & Livestock Supper*. Larned, KS. February 20, 2012. (+/- 55 in attendance; delivered via phone).

“Beef and Cattle Market Outlook.” *Ag Profitability Conference*. Scott City, KS. February 14, 2012. (+/- 35 in attendance).

“Formulating Price Forecasts Using Readily Available Information.” *Ag Profitability Conference* (joint with Kevin Dhuyvetter). Scott City, KS. February 14, 2012. (+/- 35 in attendance).

“Formulating Price Forecasts Using Readily Available Information.” Women Managing the Farm Conference (joint with Kevin Dhuyvetter). Wichita, KS. February 11, 2012. (+/- 60 in attendance).

“Economics of Animal Welfare Concerns.” Animal Welfare and Current Industry Issues for Livestock Producers. West Point, NE; Lincoln, NE; Kearney, NE; Gering, NE. February 6-9, 2012. (+/- 100 in attendance over four locations; delivered via webinar).

“Beef and Cattle Market Outlook.” Ag Profitability Conference. Beloit, KS. February 2, 2012. (+/- 65 attendance).

“Beef and Cattle Market Outlook.” Ag Profitability Conference. Hutchinson, KS. January 12, 2012. (+/- 25 in attendance).

“Formulating Price Forecasts Using Readily Available Information.” Ag Profitability Conference (joint with Kevin Dhuyvetter). Hutchinson, KS. January 12, 2012. (+/- 25 in attendance).

“Beef and Cattle Market Outlook.” Ag Profitability Conference. Girard, KS. January 11, 2012. (+/- 20 in attendance).

“Formulating Price Forecasts Using Readily Available Information.” Ag Profitability Conference (joint with Kevin Dhuyvetter). Girard, KS. January 11, 2012. (+/- 20 in attendance).

“Beef and Cattle Market Outlook.” K-State Winter Ranch Management Seminar. Manhattan, KS. January 10, 2012. (+/- 25 in attendance; additional +/- 75 offsite).

“Beef and Cattle Market Outlook.” Ag Profitability Conference. Wichita, KS. December 6, 2011. (+/- 50 in attendance).

“Impacts of Animal Well-Being & Welfare Media Coverage on Meat Demand.” American Meat Institute, Animal Care and Handling Conference for the Food Industry - 2011. Kansas City, MO. October 19, 2011. (+/-100 in attendance).

“Livestock and Meat Market Outlook.” Agricultural Lenders Conference. Garden City, KS; Manhattan, KS. October 12-13, 2011. (+/- 86 in attendance over two locations).

“Economic Considerations in Beef Production.” Novartis Veterinary Meeting (joint with Kevin Dhuyvetter). Manhattan, KS. October 7, 2011. (+/- 35 in attendance).

“Beef & Cattle Market Outlook.” K-State Fall 2011 Calf Conference. Oakley, KS. September 28, 2011. (+/- 25 in attendance).

“Beef and Cattle Market Outlook.” Beef Stocker Field Day, Manhattan, KS. September 22, 2011. (+/- 200 in attendance).

"Situation Overview and Outlook for U.S. Agriculture." Central National Bank Meeting (joint with Brian Briggeman). Lawrence, KS. September 15, 2011. (+/- 40 in attendance).

"Economic Considerations in Beef Production." Boehringer-Ingelheim Territory Manager Beef Training (joint with Kevin Dhuyvetter). Manhattan, KS. August 30, 2011. (+/- 65 in attendance).

"Beef & Cattle Market Outlook." Flint Hills Beef Fest. Emporia, KS. August 19, 2011. (+/- 240 in attendance).

"Beef & Cattle Market Outlook." Risk & Profit Conference. Manhattan, KS. August 18, 2011. (+/-140 in attendance).

"The New Reality: Volatility, 'State of the Industry,' and Where Things May be Going." K-State Beef Conference. Manhattan, KS. August 16, 2011. (+/- 60 in attendance; additional +/- 60 offsite).

"Economic Aspects of Animal Welfare Changes and Issues." Merck Animal Health Beef College. Lincoln, NE. August 10, 2011. (+/- 55 in attendance).

"Assessing Domestic and Export Beef Demand Drivers, Trends, and Issues." 2011 Reciprocal Meat Conference -American Meat Science Association. (joint with Ted Schroeder). Manhattan, KS. June 20, 2011 (+/- 125 in attendance over two sessions).

"The Impact of Welfare Media Coverage on Meat Demand." National Institute for Animal Agriculture Conference. San Antonio, TX. April 12, 2011 (+/-50 in attendance).

"Livestock and Meat Market Outlook." Pfizer Animal Health Producer Meeting. Wichita, KS. March 15, 2011. (+/- 35 in attendance).

"Livestock and Meat Market Outlook." KSU Cattlemen's Day. Manhattan, KS. March 4, 2011. (+/- 125 in attendance; additional +/- 500 via on-site streaming video).

"Livestock and Meat Market Outlook." 2011 KOMA Beef Cattle Conference. Oswego, KS. March 2, 2011. (20 in attendance).

"Livestock and Meat Market Outlook." Cherokee County Meeting. Columbus, KS. March 1, 2011. (13 in attendance).

"Livestock & Meat Market Outlook: Current & Long-Run Perspectives." MAST On-Campus Session. Manhattan, KS. February 22-23, 2011. (23 in attendance).

"Livestock and Meat Market Outlook." Ag Profitability Conference. Hoisington, KS; Washington, KS. February 16-17, 2011. (+/- 50 in attendance over two locations).

"Economics of Animal Welfare Concerns." Ag Profitability Conference. Salina, KS; Washington, KS. February 15 & 17, 2011. (+/- 70 in attendance over two locations).

“Livestock and Meat Market Outlook.” 'Marketing in Uncertain Times' Conference. Colby, KS. February 10, 2011. (+/- 32 in attendance).

“Livestock and Meat Market Outlook.” Ag Profitability Conference. Pratt, KS; Jewell, KS. February, 2011. (+/- 90 in attendance over two locations).

"Impact of GIPSA's Proposed Rules (Release No. 0326.10) on Cattle Producers." East Lansing, MI; Wyoming, Ontario. February 1 & 3, 2011. (+/ 50 in attendance over two locations). Video conference presentation.

“Livestock and Meat Market Outlook.” Agricultural Lenders Conference. Garden City, KS; Manhattan, KS. October 12-13, 2010. (+/- 75 in attendance over two locations).

"Age and Source Verification" Wabaunsee County Ranch and Range Tour. Maple Hill, KS. October 2, 2010. (+/- 120 in attendance for panel based discussion).

“Livestock and Meat Market Outlook.” Beef Stocker Field Day, Manhattan, KS. September 30, 2010. (+/- 175 in attendance).

“Beef and Cattle Market Outlook.” 5 State Beef Conference. Coldwater, KS; Goodwell, OK; and Clayton, NM. August 31 - September 2, 2010. (+/- 160 in attendance over three locations).

“Livestock and Meat Market Outlook.” Risk & Profit Conference, Manhattan, KS. August 20, 2010. (+/- 120 in attendance).

"What we Do and Don't Know: Economic Impacts of U.S. Animal Welfare Oriented Changes." Risk & Profit Conference, Manhattan, KS. August 19, 2010. (+/- 45 in attendance over 2 sessions).

“Pork and Swine Market Outlook.” Agricultural & Applied Economics Association Annual Meeting, Denver, CO. July 27, 2010. (+/- 45 in attendance).

“Beef and Cattle Market Outlook.” New Generation Feeds On-Campus Meeting, Manhattan, KS. June 15, 2010. (+/- 20 in attendance).

"What we Do and Don't Know: Economic Impacts of U.S. Animal Welfare Oriented Changes." 2010 International Symposium on Beef Cattle Welfare, Manhattan, KS. May 21, 2010. (+/- 150 in-person attendance; +/- 1,500 {in 6 countries} web cast participants).

“Beef and Cattle Market Outlook.” Cattlemen’s Day, Manhattan, KS. March 5, 2010. (+/- 60 in attendance).

“Consumer and Resident Drivers of Change, Economic Implications, and Unanswered Important Questions.” Michigan State University Extension In-Service, East Lansing, MI. Dec. 15, 2009. (+/- 40 in attendance).

“Livestock Agriculture and Michigan’s Economy.” Michigan State University Extension In-Service, East Lansing, MI. Dec. 16, 2009. (+/- 40 in attendance).

“Financial and Production Implications of Animal Welfare Legislation.” Michigan Agricultural Lenders Conference, East Lansing, MI. Nov. 2009. (130 in attendance)

“How the Public Thinks and Responds – Food Animal Well-Being.” Invited Participant and Presenter in Food Animal Well-Being Breakout Session. Food System Summit, Kansas City, MO. October 6, 2009 (+/- 60 in attendance).

“Beef Industry Risk Management: Alternatives and Resources for Producers” Michigan Cattlemen’s Association Summer Roundup. June 19, 2009. (+/- 75 in attendance).

“Alternative Animal Welfare Responses: Options and Implications for Producers and Industry at Large.” Presented 4 times in the 2009 State-Wide Pork Industry Information Meetings. (+/- 150 in attendance). March 23 – March 26, 2009.

“Summary of Current Livestock Industry Issues: Animal Welfare, Traceability, Food Safety, & Consumer Demand.” Thumb Cattlemen’s Meeting. Bad Axe, MI. Mar. 2009. (20 in attendance)

“MCOOL: History, Status, and Next Steps.” Presented 3 times in Great Lakes Professional Cattle Feeding and Marketing Shortcourse series. February 10-12, 2009. (20-25 in attendance at each session, total estimated audience of 60)

“Consumer & Resident Perceptions and Demand for Animal Welfare & Handling.” Michigan Farm Bureau – ‘Defending Michigan Agriculture,’ Lansing, MI. Jan. 2009. (+/- 160 in attendance)

“Consumer Demand for Animal Welfare Practices: Gestation Crate/Stall Use.” Michigan Pork Producers – Animal Welfare Discussion, Lansing, MI. Dec. 2008. (+/- 20 in attendance)

“Consumer Demand for Animal Welfare Practices.” Michigan Farm Bureau –Animal Welfare Roundtable Meeting, Lansing, MI. Two presentations in Nov. 2008. (20-25 each in attendance)

“Consumer Demand for Animal Welfare Practices.” Michigan Agricultural Lenders Conference, East Lansing, MI. Nov. 2008. (143 in attendance)

“Age & Source Verification for Michigan’s Cow-Calf Producers.” Presented to the North Country Beef Group (15 in attendance). May 29, 2008.

“Gestation Stalls: Michigan Producers Views and Perceptions.” Presented 4 times in the 2008 State-Wide Pork Industry Information Meetings. (+/- 75 in attendance). March 31 – April 3, 2008.

“Comparative Effects of Animal Agriculture on Real Estate Values.” Presented at the Balancing Animal Agriculture and Communities Conference (+/- 140 in attendance). February 29, 2008

“The Economics of Effective Gilt Management Programs.” Presented at the 2008 Professional Pork Producers Symposium “Gilts to Sows 101” (+/- 75 in attendance). February 21, 2008

Interviewed on Michigan Farm and Garden. Discussed importance of animal agriculture to Michigan and the upcoming Balancing Animal Agriculture and Communities Conference being held on February 29th. February 11, 2008

“Age and Source Verification Programs in the Region.” Presented 4 times in Great Lakes Professional Cattle Feeding and Marketing Shortcourse series. February 4-7 2008. (15-40 in attendance at each session, total estimated audience of 120)

“Livestock and Dairy Production Outlook for Michigan.” Presented at the 2008 Michigan Agribusiness Association Winter Conference (+/- 20 in attendance). January 14, 2008

“Michigan Planting Projections for 2008.” Presented at the 2008 Michigan Agribusiness Association Winter Conference (+/- 75 in attendance). January 14, 2008

“Cattle Market Outlook and Economics of Cow-Calf Traceability.” Presented in Lansing (82 in attendance), Escanaba (20 in attendance), and Gaylord (30 in attendance). 2007 Winter Cow-Calf Meetings. December 10-12, 2007.

“The Economic Impact of Biofuel Production on Pork Production.” Presented in Dowagiac (13 in attendance) and Bridgeport (11 in attendance). 2007 State-Wide Pork Industry Information Meetings. March 26 and 29, 2007.

“Economic Impacts of Hog Operations.” Presenting economics expert at Gratiot County, MI Forum on Emerging Issues in Dairy and Livestock Production. March 20, 2007 (210 in attendance).

“Addressing Issues Related to Co-Products of Biofuels.” MI Agri-Energy Conference. Lansing, MI. March 13, 2007 (120 in attendance). Presentation published in 2007 Agri-Energy Conference Proceedings: http://www.michigan.gov/deq/0,1607,7-135-3585_4129_4183-166042-,00.html.

“Cattle and Feed Prices Outlook.” MI Winter Beef Meetings. Presented a total of 11 times in Mt. Pleasant, Clarksville, Cadillac, West Branch, Lawrence, and Jackson Michigan. February 26 – March 12, 2007 (attendance ranged from 5 to 22, totaled 155, averaged 14).

“Expanding Ethanol Industry and Outlook.” GreenStone Information Meeting, Ovid, MI. February 27, 2007 (75 in attendance)

“Expanding Ethanol Industry: Implications for MI Livestock.” Michigan Winter Poultry Seminar. Zeeland, MI. February 15, 2007 (121 in attendance).

“Marketing and Production Strategies: Response to Increased Ethanol Production.” Presented 4 times in Great Lakes Professional Cattle Feeding and Marketing Shortcourse series. February 5-8, 2007. (35-70 in attendance at each session, total estimated audience of 200)

“Current and Projected Impacts of Ethanol on Livestock Production in the U.S. and Michigan.” MSU Extension Meeting, Kalamazoo, MI. January 31, 2007 (25 in attendance)

“Implications of Ethanol Expansion for Michigan Agriculture.” GreenStone Information Meeting, Wyman, MI. December 13, 2006 (73 in attendance)

“Impacts of Ethanol Production Growth on Decisions Michigan Farmers Face.” Michigan State University Extension In-Service Conference, East Lansing, MI. December 4, 2006 (51 extension agents in attendance)

“Michigan Implications of Ethanol Production.” Agricultural Lenders Conference, East Lansing, MI. Nov. 2006. (+/- 125 in attendance)

“Feeding DGS.” Thumb Cattlemen’s Meeting. September 13, 2006. (+/- 20 in attendance)

“Do We *Really* Understand Beef Consumers?” Michigan Cattlemen’s Association Summer Roundup. June 23, 2006. (+/- 100 in attendance)

“Livestock Identification Systems: Where are we? Can (will) we Learn from Australia?” Presented 3 times in Great Lakes Professional Cattle Feeding and Marketing Shortcourse series. Feb. 2006. (20-40 in attendance at each session)

“Improving Feedlot Profitability Forecasting.” Presented 3 times in Great Lakes Professional Cattle Feeding and Marketing Shortcourse series. Feb. 2006. (20-40 in attendance at each session)

“Australian Livestock Identification Systems, What Can We Learn?” Agricultural Lenders Conferences, East Lansing, MI. Nov. 2005. (+/- 125 in attendance)

GRANT ACTIVITY

Title: “U.S. Meat Export Sentiment Index: Development, Initiation, And Proof of Concept For Food Industries.”

Status/Amount: Successfully funded; \$299,565

Source: USDA-NIFA

Date: July 1, 2019 – June 30, 2022

Objective: To design and successfully implement the first-ever U.S. meat export sentiment index.

Investigators: **G.T. Tonsor** (PI).

Title: “Consumer and Societal Economic Impacts of Technological Advances in Animal Protein Production.”

Status/Amount: Successfully funded; \$500,000 (KSU budget: \$93,033)

Source: USDA-NIFA

Date: April 15, 2019 – April 14, 2022

Objective: To elicit consumer preferences for a basket of protein choices, to examine cross-species and within-carcass effects of increased animal productivity, and to estimate societal impact of increase animal productivity.

Investigators: Josh Maples (PI), Jayson Lusk (Co-PI), Derrell Peel (Co-PI), and **G.T. Tonsor** (Co-PI).

Title: “Development of a Production and Economic Framework that will Measure and Quantify the Sustainable Attributes of Limit Feeding during the Backgrounding Phase and on Subsequent Feedlot Cattle Performance, Health, and Carcass Merit.”

Status/Amount: Successfully funded; \$75,500

Source: National Cattlemen’s Beef Association

Date: June 1, 2019 – May 31, 2021

Objective: To create an economic framework that will quantify the sustainable attributes and market sensitivity conditions of the limit feeding practice during the receiving and backgrounding phases and its subsequent impact(s) on feedlot cattle performance, health and carcass merit.

Investigators: Dale Blasi (PI), **G.T. Tonsor** (Co-PI), A.J. Tarpoff (Co-PI), Dan Thomson (Co-PI), Joel DeRouchey (Co-PI), and Travis O’Quinn (Co-PI)

Title: “Evaluation of Biosecurity Incentives: Assessing Feedlot, Dairy, Broiler, Egg Layer, and Turkey Producers.”

Status/Amount: Successfully funded; \$102,903

Source: USDA-OCE

Date: October 1, 2016 – September 30, 2017

Objective: To increase our understanding of how to best incentivize livestock producers to adopt biosecurity practices.

Investigators: Dustin Pendell (PI), **G.T. Tonsor** (Co-PI), Jada Thompson (Co-PI)

Title: “Meeting the Need for M.S. and Ph.D’s trained in Agricultural Management and Economics.”

Status/Amount: Successfully funded; \$241,000

Source: USDA-NIFA, National Needs Fellowships

Date: June 15, 2016 – June 14, 2021

Investigators: Mykel Taylor (PI) and **G.T. Tonsor** (Co-PI)

Title: “Addressing National Needs in the Economics of Food Security Through Animal Health and Biosecurity.”

Status/Amount: Successfully funded; \$79,500

Source: USDA-NIFA, National Needs Fellowships

Date: June 15, 2016 – June 14, 2021

Investigators: Dustin Pendell (PI), **G.T. Tonsor** (Co-PI), and T.C. Schroder (Co-PI)

Title: “Tapping the Potential for RNA Interference for Agriculture.”

Status/Amount: Successfully funded; \$59,000

Source: Kansas State University Global Food Systems Innovation Program

Date: May 1, 2015 – April 30, 2016

Objective: The overall purpose of this project is to address the two key hurdles facing essentially all agricultural applications of RNA interference (RNAi): delivery of intact double stranded RNA molecules to target cells and evaluating the potential for consumer acceptance of this technology.

Investigators: Barry Bradford (PI), **G.T. Tonsor** (Co-PI), and Jeff Comer (Co-PI)

Title: “A human behavioral approach to reducing the impact of livestock pest or disease incursions of socio-economic importance.”

Status/Amount: Successfully funded; \$7.5 million (KSU budget: \$639,246)

Source: USDA – AFRI Coordinated Agricultural Project (CAP)

Date: April 2015 – March 2020

Objective: Reduce the impact of new, emerging and foreign pests and diseases to domestic production of cattle, swine and small ruminant foods and byproducts.

Investigators: Smith, Julia (PI), Thomas Bass (Co-PI), Susan Kerr (Co-PI), Jason Parker (Co-PI), Lee Schulz (Co-PI), Timothy Sellnow (Co-PI), and **G.T. Tonsor** (Co-PI).

Title: “Using Consumer Tracking Survey to Understand and Forecast Changes in Consumer Demand for Disaggregated Meat Products.”

Status/Amount: Successfully funded; \$485,414 (KSU budget: \$56,322)

Source: USDA- AFRI

Date: January 2015 – December 2017

Objective: The overall purpose of this project is to better understand changes in consumer preferences and provide insights to improve the competitiveness of the industry and the effects of public policies.

Investigators: Jayson Lusk (PI), **G.T. Tonsor** (Co-PI), and Susan Murray (Co-PI)

Title: “Causes and Consequences of the Unfounded Mandate Following Differences in Voting and Buying Behavior.”

Status/Amount: Successfully funded; \$500,000 (KSU budget: \$261,885)

Source: USDA- AFRI

Date: January 2015 – January 2018

Objective: To substantially increase understanding of the existence, drivers, and implications of differences in voting behavior and consumer food buying behavior.

Investigators: **G.T. Tonsor** (PI), Jayson Lusk (Co-PI), Kathleen Brooks (Co-PI), Bailey Norwood (Co-PI), and Melissa McKendree (Co-PI)

Title: “Shiga-toxigenic Escherichia coli (STEC) in the Beef

Chain: Assessing and Mitigating the Risk by Translational Science, Education and Outreach.”

Status/Amount: Successfully funded; \$25 million (KSU AGEC budget: \$499,944)

Source: USDA – AFRI Coordinated Agricultural Project (CAP)

Date: 2012-2016

Investigators: A large multi-university and multi-disciplinary team of 50 co-PIs

Title: "Beef and Dairy Cattle Animal Welfare: Market Opportunities and Threats."

Status/Amount: Successfully funded; \$498,261

Source: USDA- AFRI

Date: January 2012 – December 2015

Objective: To identify and document perceptions of animal welfare issues from both consumer and producer perspectives, and to disseminate generated knowledge widely and effectively through novel and practical outreach efforts.

Investigators: **G.T. Tonsor** (PI), Janice Swanson (Co-PI), Daniel Thomson (Co-PI), and Christopher Wolf (Co-PI)

Title: "Crop Price Forecasts: Increasing Awareness of Freely Available and Valuable Resources for Risk Management Decisions by Crop and Livestock Producers in the Topeka, Kansas RMA Region."

Status/Amount: Successfully funded; \$64,067 (\$78,839 requested)

Source: USDA Risk Management Agency - Risk Management Education

Date: October 2011 – September 2012

Objective: To develop information and teach substantial numbers of Kansas and regional producers about how to formulate price expectations in the current volatile commodity markets, particularly using basis-adjusted futures market information, which is freely available.

Investigators: Kevin C. Dhuyvetter (PI), **G.T. Tonsor** (Co-PI), and Rich Llewelyn (Co-PI).

Title: "Value of Pre-Harvest Food Safety and Animal Welfare Certification for Cattle Producers."

Status/Amount: Successfully funded; \$113,700

Source: USDA-Federal State Marketing Improvement Program

Date: September 2011 – August 2013

Objective: To generate and disseminate essential information producers can use to increase profitability by certifying production protocols providing safer beef produced with animal welfare assurances to consumers.

Investigators: Ted C. Schroeder (PI), C. Reinhardt (Co-PI), L. Schulz (Co-PI), D. Thomson (Co-PI), and **G.T. Tonsor** (Co-PI).

Title: "Economics of PRRS (Porcine Reproductive and Respiratory Syndrome) Eradication for Pork Producers."

Status/Amount: Successfully funded as a subcontract; \$20,000

Source: USDA-AFRI CAP - Subcontract with Kansas State University

Date: January 2011 – December 2011

Objective: To conduct an economic assessment of PRRS eradication efforts, with particular focus on regional eradication projects.

Investigators: **G.T. Tonsor** and Ted C. Schroeder (Co-PI) - Raymond Rowland (CAP PI)

Title: "Greenhouse Gas Emissions And Nitrogen Cycling From Beef Production Systems: Effect Of Climate, Season, Production System, Diet, And Management."

Status/Amount: Successfully funded; \$49,960

Source: USDA- NIFA Planning Grant

Date: August 2010 – July 2011

Objective: To develop an integrated USDA CAP proposal for FY 2011 in the climate change area focused on mitigation and education in the area of ruminant production systems, with emphasis on different beef production systems/regions.

Investigators: Galen Erickson (PI), Brent Auvermann (PI), Rick Stowell (PI), **G.T. Tonsor** and 21 other Co-PIs

Title: “Ex-post Impact of MCOOL: Extensive Assessment Comparing Novel Demand Estimation Techniques.”

Status/Amount: Successfully funded; \$376,342

Source: USDA- AFRI

Date: June 2010 – June 2012

Objective: To thoroughly evaluate the economic impacts of mandatory country of origin labeling and determine sensitivity of our findings to a range of alternative methodological approaches.

Investigators: **G.T. Tonsor** (PI), Jayson Lusk (Co-PI), Mykel Taylor (Co-PI), Ted Schroeder (Co-PI)

Title: “Consumer Perceptions of and Willingness-to-Pay for “Sustainably Produced” Michigan Apples and Beef.”

Status/Amount: Successfully funded; \$59,782

Source: MSU –USDA

Date: April 2009 – April 2011

Objective: Identify perceptions and valuations of Michigan apples and beef products carrying ‘sustainably produced’ labels.

Investigators: Rob Shupp (PI), **Glynn Tonsor** (Co-PI), and Phil Howard (Co-PI)

Title: “State of the State Survey: Weighing Michigan Public Opinion about Agriculture: Animal Welfare Issues”

Status/Amount: Successfully funded; \$8,400

Source: Michigan Animal Initiative Industry Coalition Competitive Grants

Date: July 2009 – June 2010

Objective: Increase awareness about Michigan citizen concerns by identifying public perceptions, knowledge, and attitudes about animal welfare.

Investigators: J. Swanson (PI), **G.T. Tonsor** (Co-PI), M. Orth (Co-PI), S. Miller (Co-PI), S. Long (Co-PI), and R. Borger (Co-PI).

Title: “Spatially Varied Impacts of Ethanol on Feed Prices, Levels, and Livestock Production”

Status/Amount: Successfully funded; \$37,000

Source: Michigan Animal Initiative Industry Coalition Competitive Grants

Date: July 2009 – June 2010

Objective: Estimate the impact of spatially dispersed ethanol plants on livestock feed costs and variability.

Investigators: **G.T. Tonsor** (PI)

Title: “Valuation of New Products in the Face of Consumer Income Disparity.”

Status/Amount: Successfully funded as cooperative agreement; \$102,357 (\$225,516 requested)

Source: USDA – ERS FANRP

Date: January 2009 – December 2009

Objective: To estimate consumer and producer welfare effects of new food product introductions and to determine whether such effects vary depending on the income classification of the customer base to which the product is introduced.

Investigators: Geoffrey M. Pofahl (PI), **G.T. Tonsor** (co-PI), and Timothy J. Richards

Title: “Establishing an USDA Process Verified Program: Capitalizing on Michigan’s Leadership in Individual Animal Identification.”

Status/Amount: Successfully funded; \$25,000 (\$35,000 requested)

Source: Michigan Animal Initiative Industry Coalition Competitive Grants

Date: July 2008 – Dec. 2008

Objective: Develop the processes and documentation necessary for an USDA PVP for the state of Michigan.

Investigators: D. Buskirk (PI) and **G.T. Tonsor** (Co-PI)

Title: “Benefit Cost Analysis of the National Animal Identification System”

Status/Amount: Successfully funded; \$499,462

Source: USDA – APHIS: *Cooperative Agreement for a Benefit Cost Analysis of the National Animal Identification System (NAIS)*

Date: July 2007 – June 2008 (no cost-extension to December 2008)

Objective: Conduct a comprehensive assessment of the economic benefits and costs of a National Animal Identification System in the U.S.

Investigators: T.C. Schroeder (PI), D.A. Blasi (Co-I), G.W. Brester (Co-I), K.C. Dhuyvetter (Co-I), D.L. Pendell (Co-I), G.C. Smith (Co-I), J. Stroade (Co-I), and **G.T. Tonsor** (Co-I)

Title: “Understanding Michigan Consumer Preferences for Livestock Products”

Status/Amount: Successfully funded; \$46,274

Source: Michigan Animal Initiative Industry Coalition Competitive Grants

Date: July 2007 – December 2008

Objective: Improve understanding of current consumer and livestock producer perceptions and beliefs on issues revolving bST and gestation crates use in dairy and swine agriculture.

Investigators: **G.T. Tonsor** (PI) and C. Wolf (Co-PI)

Title: “Determining Heterogeneous Consumer Risk Perceptions and Attitudes: Implications for Improving Supply Chain Management”

Status/Amount: Successfully funded; \$191,150

Source: CanFax Research Services

Date: Apr. 2005 - May 2007

Objective: Investigate heterogeneous risk attitudes, perceptions, and knowledge among beef consumers in Canada, U.S., Japan, and Mexico.

Investigators: T.C. Schroeder (PI), **G.T. Tonsor**, J. Mintert, and J. Pennings

Title: “Comprehensive Analysis of Australian Meat Traceability Systems”

Status/Amount: Successfully funded; \$10,000

Source: USDA – Special International Study or Dissertation Research Travel Grant

Date: May 2004 - May 2006

Objective: Onsite examination of Australian animal traceability and identification systems.

Investigators: T.C. Schroeder (Co-PI), **G.T. Tonsor** (Co-PI)

INTERNATIONAL TRAVEL EXPERIENCE

Australia (2004, 2005); *Brazil* (2006, 2016); *England* (2002); *France* (2002, 2018); *Germany* (2002); *Canada*: Multiple trips associated with varied projects and presentations.

ON-CAMPUS INSTRUCTION

Agricultural Economics 500, Production Economics: Kansas State University
Intermediate-level microeconomics course on producer and consumer theory (Spring 2005)

Guest Lectures at Michigan State University:

Global Agrifood Markets ABM-FIM 427

Dr. Tom Reardon

“Meat Traceability in the International and Domestic Market.” 2007 & 2008 (+/- 75 in course)

Advanced Beef Cattle Feedlot Management ANS 422

Dr. Dan Buskirk

“Marketing Feedlot Cattle: Basics and Contracting Decision Examples.” 2008 & 2009 (+/- 25 in course)

Issues in Animal Agriculture ANS 401

Dr. Janice Swanson

“U.S. Consumer & Resident Perceptions and Demand for Animal Welfare & Handling.” 2009 (+/- 50 in course)

Guest Lectures at Kansas State University:

ASI 650

Dr. Dale Blasi

“Benefits of National Identification Systems.” 2010-15 (+/- 25 in course)

ASI 515

Drs. Larry Hollis & Chris Reinhardt

“Feedlot Risk Management.” 2012, 2014 (+/- 80 in course)

AGEC 650

Dr. Rich Llewelyn

“Meat Demand & Data Quality.” 2018, 2019 (40-50 in course)

AGEC 420

Drs Sean Fox/Beth Yeager

“Livestock & Meat Markets Situation.” 2010-2015, 2017 (50-75 in course)

AGEC 500

Dr. Brian Coffey

“Clarifying Demand Concepts.” 2015 (>75 in course)

AGEC 315

Dr. Nathan Hendricks

“Societal Interest in Food Production: Meat Industry Examples.” 2012 (+/- 45 in course)

AGEC 598

Levi Russell

“Farm Management Strategy.” 2012 (+/- 20 in course)

MAB Program – Animal Health Cohort

Dr. Allen Featherstone

“Animal Welfare in U.S. Food Animal Production: Economist Perspectives.” 2013 (12 in course)

CONTRACTUAL WORK

Reviewed the “Fed Cattle and Beef Industries” portion of the “Grain Inspection, Packers and Stockyard Administration (GIPSA) Livestock and Meat Marketing Study,” a confidential report. December 2006.

Served on the U.S. Government Accountability Office’s (GAO) expert panel regarding the National Animal Identification System (NAIS). December 2006.

U.S. Beef Demand Assessment (Cattlemen’s Beef Board). April 2009.

Wholesale Pork Price Reporting Analysis (USDA-AMS). November 2009.

Economic Impacts of Zilmax Adoption in the U.S. Beef Industry (Intervet Schering Plough Animal Health) August 2010.

Economic Assessment of Evolving Red Meat Export Market Access Requirements for Traceability of Livestock and Meat (USMEF) March 2011.

Swine Feed Mill Feasibility Study (Holden Farms) July 2011.

Economic Impacts of Improvest Adoption in the U.S. Pork Industry (Pfizer Animal Health) January 2012.

Assessing Supply and Demand of non-GMO Feedstuffs (Keystone Foods, LLC) April 2012.

Market Assessment (CAFO’s BEST) September 2012.

U.S. Beef Demand Assessment (Cattlemen’s Beef Board). December 2012.

Pork Quality Grading System Needs Assessment (National Pork Board). April 2013.

Economic Impacts of 2009 and 2013 US Country-of-Origin Labeling Rules on US Beef and Pork Markets (USDA-OCE). February 2015.

Baseline Study of Livestock and Meat Marketing Trends and Livestock Mandatory Reporting (USDA-AMS). August 2016.

Consumer Valuation of Pork Chop Quality and Quality Information (National Pork Board). December 2016.

Creating and Assessing Candidate Food Service and Retail Beef Demand Indices. (Cattlemen’s Beef Board). February 2017.

Live Lamb and Lamb Products Confidentiality Study (USDA-AMS). August 2017.

Developing and Assessing a New Fed Cattle Value Report (USDA-AMS). November 2017.

Assessing Beef Demand Determinants. (Cattlemen's Beef Board). February 2018.

PROFESSIONAL SERVICE

KSU (Agricultural Economics Department unless noted) Committees:

Agricultural Economics Preliminary Examination Committee, 2010, 2015-
Dean of Agriculture and Director of K-State Research and Extension - Search
Committee, 2011-12
Farm Management Position - Search Committee Chair, 2012
Animal Science & Industry's Animal Behavior Position - Search Committee, 2012
KSRE Program Prioritization Taskforce, 2012-2013
COA 2025 Strategic Plan – Extension Sub-Committee, 2012-2013
Department Head Position - Search Committee, 2014
2 Assistant Professor Positions - Search Committee Chair, 2014
Assistant Professor Position - Search Committee Chair, 2014

MSU Agricultural Economics Departmental Committees:

Departmental Advisory Committee 2009-2010
Seminar Committee, 2008-2009
Graduate Policy Committee, 2006-2008
Ph.D. Thesis Selection Committee (Chair), 2006-2007
Search Committee: Agricultural Economist/Marketing Position 2007-2008

KSU Graduate Student Advisory Committees:

Ph.D. Agricultural Economics:

Kayode Ajewole	– Grad: Spring 2019
Buddhika Mallika Appuhamilage (Major Advisor)	– Exp. Grad: TBD
Elliott Dennis	– Grad: Spring 2019
Yan Heng	– Grad: Spring 2015
Youngjune Kim	– Grad: Fall 2019
Ji Yong Lee	– Grad: Summer 2016
Melissa McKendree (Major Advisor)	– Grad: Summer 2017
James Mitchell (Major Advisor)	– Exp. Grad: TBD
Donghyun Moon (Major Advisor)	– Exp. Grad: TBD
Tebila Nakelse	– Grad: Spring 2019
Veronica Pozo	– Grad: Summer 2014
Lee Schulz	– Grad: Spring 2012
Xia Shang (Major Advisor)	– Grad: Summer 2016

M.S. Agricultural Economics:

Tanner Aherin	– Grad: Summer 2018
Kayode Ajewole	– Grad: Fall 2013
Sam Baseley (Co-Major Advisor)	– Exp. Grad: TBD
Whitney Bowman	– Exp. Grad: TBD
Logan Britton (Major Advisor)	– Grad: Summer 2016
Will Callis	– Grad: Fall 2013

Candace Gatson (Major Advisor)	– Grad: Summer 2018
Matthew Herrington (Co-Major Advisor)	– Grad: Summer 2013
Emilie Herbst	– Grad: Spring 2018
Brian Highfill (Major Advisor)	– Grad: Fall 2016
Shelby Hill (Major Advisor)	– Grad: Summer 2015
Garrett Lister	– Grad: May 2014
Jeremiah McElligott (Major Advisor)	– Grad: Spring 2012
Emily Mollohan (Major Advisor)	– Grad: Fall 2014
Matt Myers	– Grad: Spring 2019
Mario Ortez (Major Advisor)	– Grad: Spring 2015
Henry Ott (Major Advisor)	– Grad: Summer 2016
Alex Strevell	– Grad: Summer 2014
Laura Teague	– Grad: Summer 2013
Christian Torrez (Major Advisor)	– Exp. Grad: TBD
Grace Tucker (Major Advisor)	– Grad: Summer 2012
Kyle Waldie	– Grad: Spring 2014
Candace Wilson	– Grad: Summer 2017

Master of Agribusiness - Distance Program:

Cortney Bally (Major Advisor)	– Grad: Spring 2011
Virginia Guardia	– Grad: Spring 2011
Logan Hoffman	– Grad: Spring 2019
Juan Orozco (Major Advisor)	– Exp. Grad: TBD
Jason Pratt (Major Advisor)	– Exp. Grad: TBD
Tucker Schumacher	– Grad: Summer 2011
Jordan Shifflett	– Grad: Fall 2014
Daren Stephens	– Grad: Fall 2015

Other KSU Departments:

Edward Horwitz (Ph.D., Inst. of Personal Fin. Planning)	– Grad: Spring 2015
Shane Terrell (Ph.D., College of Veterinary Medicine)	– Grad: Fall 2016
Tim Todd (Ph.D., Inst. of Personal Fin. Planning)	– Exp. Grad: TBD

MSU Graduate Student Advisory Committees:

Ph.D. Agricultural Economics:

Malika Chaudhuri (Research Supervisor)	– Grad: Summer 2009
Domenico Dentoni (MSU Best Dissertation Award)	– Grad: Winter 2009
Nicole Olynk	– Grad: Winter 2009
Hillary Sacket	– Grad: Summer 2013

M.S. Agricultural Economics:

Ross Bowmar	– Grad: Fall 2009
Crystal Jones (Major Advisor)	– Grad: Summer 2007
Karen Lewis (Major Advisor)	– Grad: Spring 2010
Lee Schulz (Major Advisor)	– Grad: Summer 2008

Other MSU Departments:

Barbara Casey (M.S., Animal Science)

– Grad: Spring 2010

Article Reviews:

African Journal of Agricultural Research, Agribusiness: An International Journal, Agricultural and Human Values, Agricultural and Resource Economics Review, Agricultural Economics, American Journal of Agricultural Economics, Animals, Animal Welfare, Applied Economic Perspectives and Policy, Australian Agricultural and Resource Economics Society, Choices, Canadian Journal of Agricultural Economics, Contemporary Economic Policy, Ecological Economics, European Review of Agricultural Economics, Food Policy, International Food and Agribusiness Management Review, Journal of Animal Science, Journal of Agricultural Economics, Journal of Agricultural and Applied Economics, Journal of Agricultural and Resource Economics, Journal of Applied Aquaculture, Journal of Consumer Affairs, Journal of Economic Studies, Journal of Food Distribution Research, Livestock Science, PrioNet Canada, The Professional Animal Scientist, USDA ERS

NCCC-134 Executive Committee (2009-2016) and Paper Reviewer (2009-2012)

Western Association of Agricultural Experiment Station Directors project: “Enhancing the Competitiveness and Value of U.S. Beef.” (W-2177, W-3177, W-4177)
2010-2012 Chairperson; 2009-2010 Secretary

Livestock Marketing Information Center (LMIC)

2010-present Technical Advisory Committee (TAC)

2013-2014 Chair-Elect; 2015-2016 Chair; 2017-2018 Past-Chair

PROFESSIONAL SOCIETY MEMBERSHIPS, SERVICE, AND AWARDS

Agricultural & Applied Economics Association, 2002 to present

Food and Agricultural Marketing Policy Section (FAMPS), 2011-2013 Chair-Elect/Chair
Choices Editorial Council, 2015-2017

Communications/Publications Committee, 2014-2022 Member

Australian Agricultural Resource Economics Society (AARES)

President (North American Branch, 2008-10)

Secretary/Treasurer (North American Branch, 2006-08)

Southern Agricultural Economics Association, 2005 to present

JAAE Editorial Board, 2015-2017

Outstanding Extension Program Awards Committee, 2014-2016

Western Agricultural Economics Association, 2002 to present

Director, 2015-2018

One of thirteen contributors who received the 2007 AAEEA Distinguished Extension/Outreach Program Group Award for a paper/presentation in the LMIC based project series titled “U.S. CATTLE IDENTIFICATION SYSTEMS: Risk Management and Market Opportunities.”

View project at: <http://www.lmic.info/memberspublic/animalID/AnimalID.htm>

USMEF Eric Choon Memorial Research Award for 2009: Schroeder et al. (2007) article in *The B.E. Journal of Economic Analysis & Policy*.

International Food and Agribusiness Management Association *Innovation Award* (Dentoni et al., 2010).

Southern Agricultural Economics Association (SAEA) *Outstanding Extension Program Award Individual*, 2014

Outstanding Journal Article, *European Review of Agricultural Economics*, 2014

Agricultural & Applied Economics Association’s (AAEA) Distinguished Extension Program Individual: More than 10 Years’ Experience Award, 2019

Livestock Marketing Information Center (LMIC) – Superior Service award, 2019