

Information Sharing in the Beef-Cattle Industry

Tactical Plan: Where's the Beef?

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This material is partially based upon research with James Mitchell (PhD candidate, Kansas State University) & Dr. Lee Schulz (Iowa State University) that is supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture, under award number 2015–69004–23273. All opinions are attributable to the presenter.



Situation Summary



**The
Economist**

Your session has expired

BSE in America

The cow who stole Christmas

A Canadian one, of course

Print edition | United States

Dec 30th 2003 | sheridan, wyoming



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BENEFIT-COST ANALYSIS OF THE NATIONAL ANIMAL IDENTIFICATION SYSTEM

**NAIS BENEFIT-COST RESEARCH TEAM
JANUARY 14, 2009**



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Situation Summary

BENEFIT-COST ANALYSIS OF THE NATIONAL ANIMAL IDENTIFICATION SYSTEM

Comprehensive Feasibility Study: U.S. Beef Cattle Identification and Traceability Systems

Evaluation of Opportunities, Obstacles and Incentives Across the U.S. Beef Industry Value Chain



NAIS BENEFIT-COST RESEARCH TEAM
JANUARY 14, 2009

January 30, 2018



Situation Summary

- Long-recognized desire to increase sharing of animal health information
- Challenges persist: public & private incentives differ!

❖ GAPS:

1. How do producers decide on traceability systems to participate in?
2. What drives producer willingness to promptly report suspected diseases?

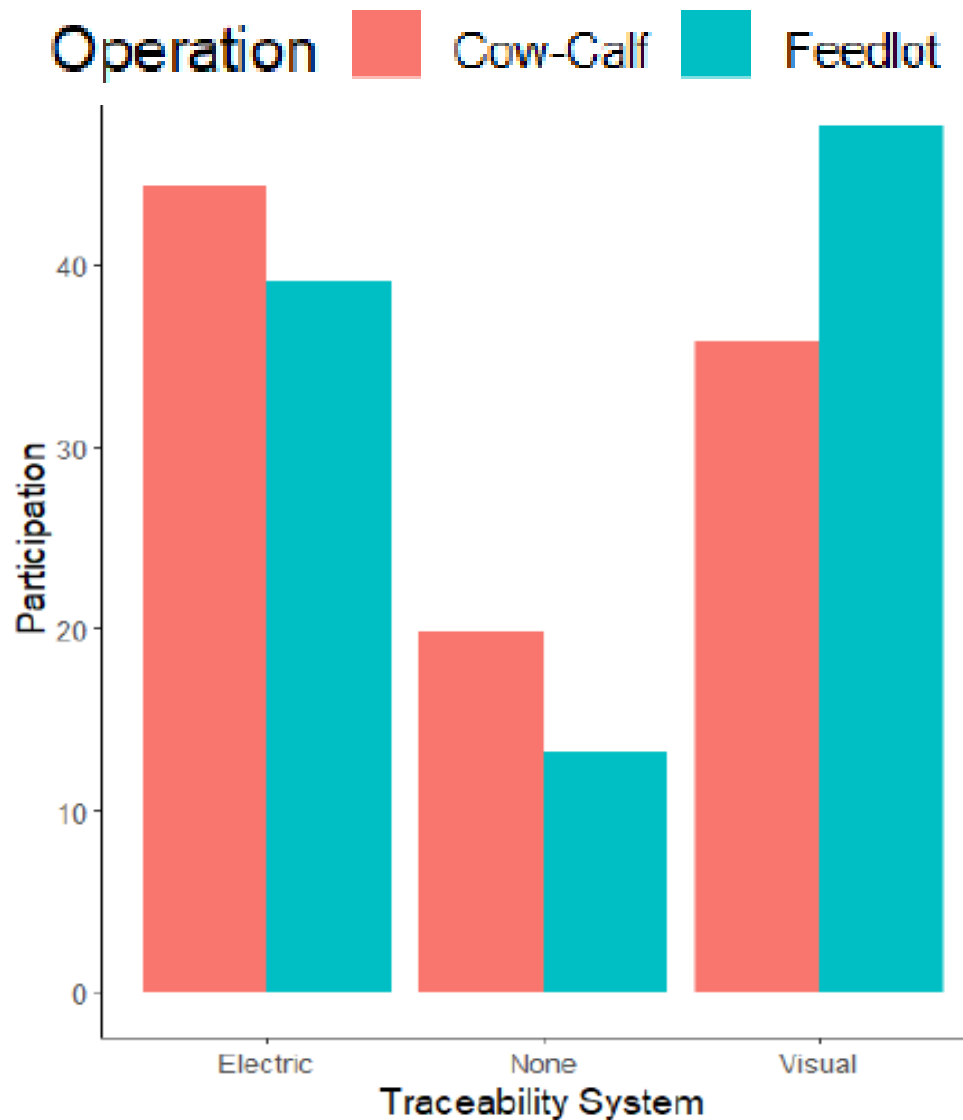
Can alternative gov't policies help?



Empirical Methods

- Fall 2018 Feeder Cattle focused Survey & Choice Experiments
 - Three survey versions
 1. Cow-calf: willingness to participate in traceability systems
 2. Feedlot: willingness to participate in traceability systems
 3. Cow-calf: willingness to report FMD suspicions

Findings

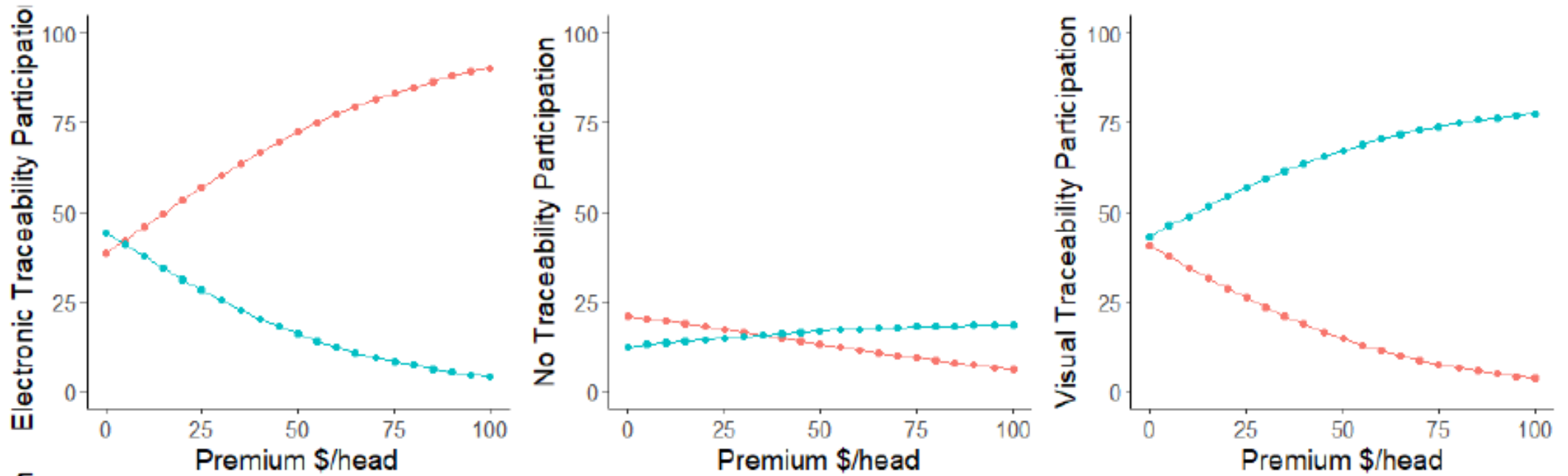


- Mean participations rates are useful “starting points” that reflect base producer preferences

Findings



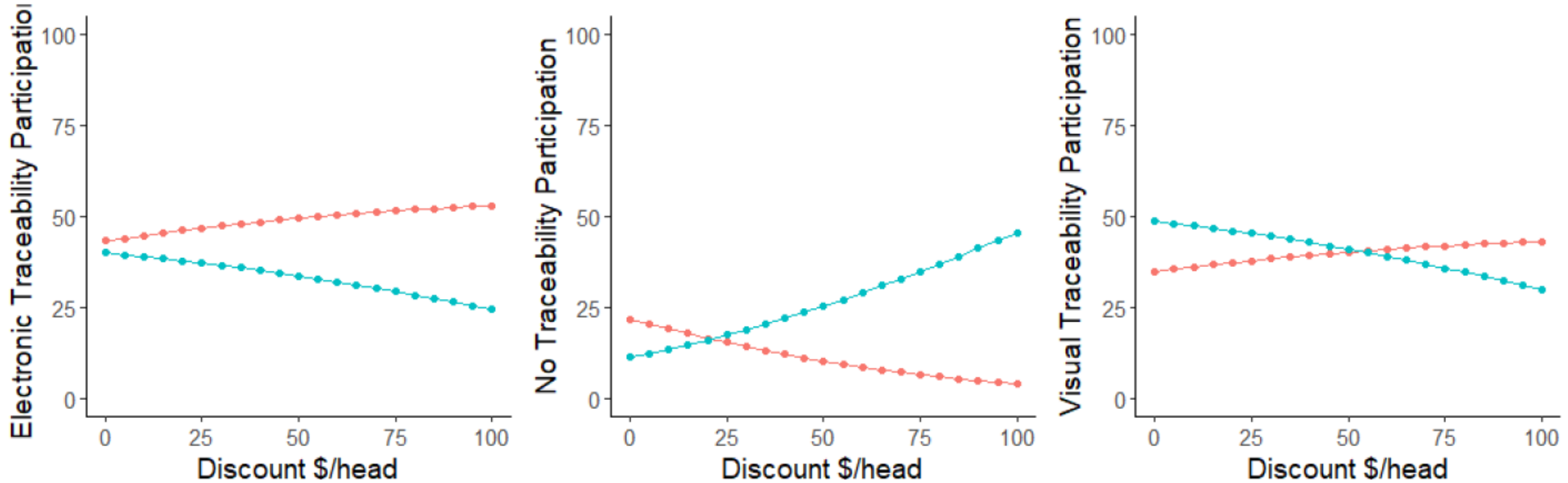
Operation ■ Cow-Calf ■ Feedlot



➤ Intersections reflect private-market, participation rates given feeder cattle price **PREMIUM** for *Electronic Traceability*

Findings

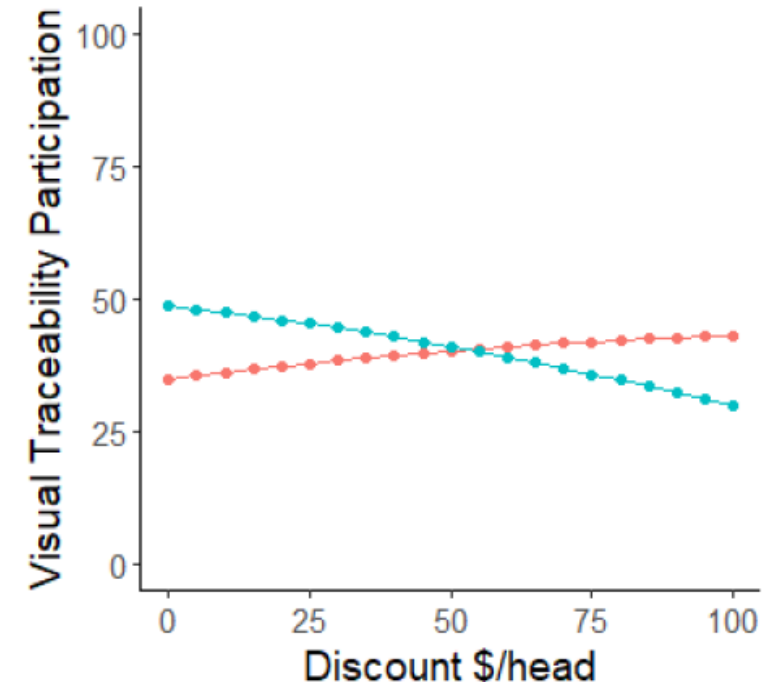
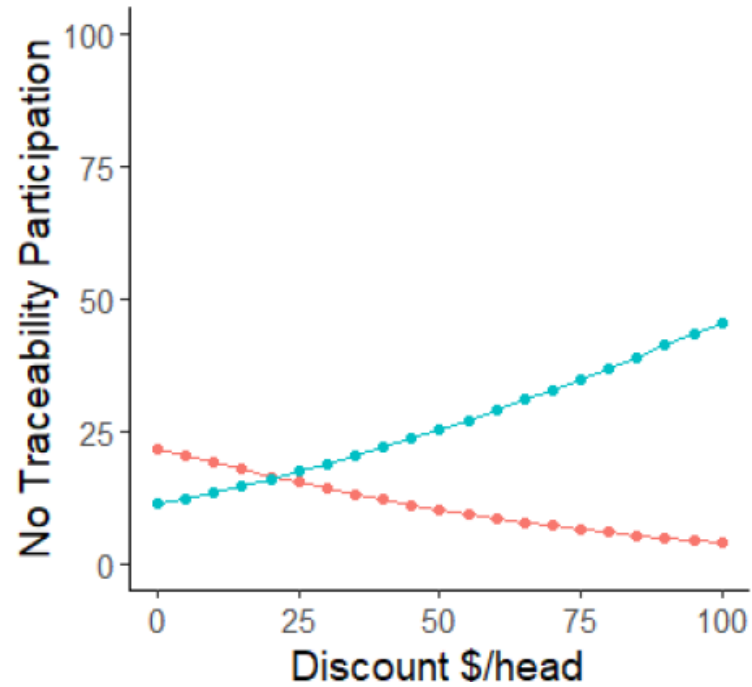
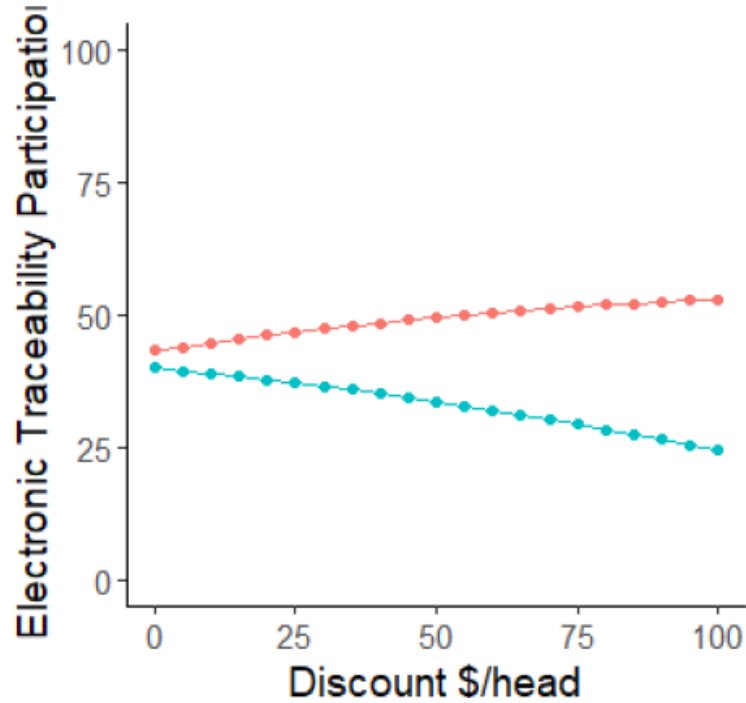
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➤ Intersections reflect private-market, participation rates given feeder cattle price **DISCOUNT** for *No Traceability*

Findings

Operation ■ Cow-Calf ■ Feedlot



➤ Intersections reflect private-market, participation rates given feeder cattle price **DISCOUNT** for *No Traceability*

➤ Key Behavioral Point: Carrots (Premiums) & Sticks (Discounts) Differ!

Take-Home Points!



- ✓ *Given refined private-market understanding, gov't policy may be improved.*



USDA Announces Cooperative Agreement Funding For Radio Frequency Identification (RFID) Project Proposals

USDA Animal and Plant Health Inspection Service sent this bulletin at 04/16/2019 10:15 AM EDT

- ✓ *Technical feasibility of animal tracing is **NOT SUFFICIENT** for producer adoption!*



More information available at:



This presentation will be available in PDF format at:

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

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Behavioral approaches to reducing the impact of livestock pests or disease outbreaks



United States
Department of
Agriculture

National Institute
of Food and
Agriculture

This material is based upon work that is supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture, under award number 2015-69004-23273. Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the U.S. Department of Agriculture.