

GLYNN T. TONSOR

Department of Agricultural Economics, Kansas State University

Phone: (785) 532-1518; Email: gtonsor@ksu.edu

Full CV available at: <http://www.agmanager.info/about/contributors/individual/tonsor.asp>

ORCID: 0000-0003-3824-6084

Education and Training:

<i>Institution</i>	<i>Major/Area of Study</i>	<i>Degree</i>	<i>Year</i>
Kansas State Univ. (KSU)	Agricultural Economics	Ph.D.	2006
Missouri State Univ.	Agriculture Business	B.S.	2001

Research and Professional Experience:

<i>Year – Year</i>	<i>Title, Department, Institution</i>
March 2010 - present	Assistant, Associate, & Full Professor, Dept. of Agricultural Economics, KSU
May 2006 - March 2010	Assistant Professor, Dept. of Agricultural, Food, and Resource Economics, Michigan State University
June 2002 – May 2006	USDA National Needs Graduate Fellow, KSU

Professional Awards Examples:

- *Western Agricultural Economics' Association (WAEA)*, Fellow, 2025
- *Western Agricultural Economics' Association (WAEA)*, Outstanding Extension Program Award, for Career, 2024
- Communicator of the Year Award, K-State Research and Extension, 2020
- *Agricultural & Applied Economics Association's (AAEA)* Distinguished Extension Program Individual: More than 10 Years' Experience Award, 2019
- *European Review of Agricultural Economics*, Outstanding Journal Article, 2014
- *Southern Agricultural Economics Association (SAEA)* Outstanding Extension Program Award Individual, 2014
- *Agricultural & Applied Economics Association's (AAEA)* Distinguished Extension/Outreach Program Group Award, 2007

Professional Activities:

- Agricultural & Applied Economics Association (AAEA)
 - Board of Directors, 2022-2025
 - Food and Agricultural Marketing Policy Section (FAMPS)
2011-2012 Chair-Elect; 2012-2013 Chair
 - Choices Editorial Council, 2015-2017
 - Communications Committee, 2014-2022
- Australian Agricultural Resource Economics Society (AARES)
 - President (North American Branch, 2008-10); Secretary/Treasurer (2006-08)
- Livestock Marketing Information Center (LMIC)
 - 2013-14 Technical Advisory Comm. (TAC) Chair-Elect; 2015-16 Chair; 2017-18 Past Chair
- Southern Agricultural Economics Association (SAEA)
 - JAAE Editorial Board, 2015-2017

Biographical Sketch

- Outstanding Extension Program Awards Committee, 2014-2016
- Western Agricultural Economics Associations (WAEA)
 - Director, 2015-2018 / President-Elect, 2020-2021, President 2021-2022, Past-President 2022-2023

Regularly Scheduled Outreach Outputs and Contributions:

- *Meat Demand Monitor* – Founder and Ongoing Director
- K-State Radio Network, Livestock Market Outlook Interviews, Livestock Farm Management Guides
- *Fed Cattle Finishing Historical and Projected Returns*
- *Retail Beef and Pork Demand Indices*
- Regular Extension and Academic meeting speaker on host of livestock-meat economic topics

Grants Received: Lifetime Funded Grant Project Total over \$38 million

Popular Press Articles and Interviews (Authored by others)

ABC News, Ag Journal, Ag Network, Agecnc France Presse, AgriMarketing, Agri-Pulse, AgriTalk, AgWeb, AgWeek, Arcamax, Associated Press, Atlantic, Barrons, BBC News, BEEF Magazine, Bloomberg, Brinkwire, Brownfield, Capital Press, Chicago Tribune, CNN Money, Dow Jones, Drovers, Economist, Farm Journal, Federal News Network, Feedstuffs, Food and Farm Radio, Fortune, Hays Post, High Plains/Midwest Ag Journal, HPPR, International Business Times, Kansas City Star, Los Angeles Times, Marketplace, Marketjournal, Meatingplace, Miami Herald, Michigan Farm News, NBC News, National Geographic, National Hog Farmer, New York Times, National Public Radio, Newsweek, Omaha World-Herald, Pork, Progressive Farmer, QSR, Reuters, Successful Farming, Supermarket News, The Counter, The Fence, The Herald, The Hutchinson News, NPR, Time Magazine, Marketplace, UPI, USA Today, U.S. Farm Report, U.S. News & World Report, Wall Street Journal, Western Producer, Washington Post, Yahoo Finance

International Travel Experience

Argentina (2019), Australia (2004, 2005); Brazil (2006, 2016); England (2002); France (2002, 2018, 2024); Germany (2002); Canada: Multiple trips associated with varied projects.

Graduate Student Training Experience

- 31 Ph.D. committees (9 as major advisor)
- 58 M.S. committees (23 as major advisor)

Publications:

Book Chapters - 10

Peer-Reviewed Publications: 140 Published/Forthcoming, 5 under review, 30 since 2023 listed

1. Bina, J.D., **G.T. Tonsor**, and T.J. Richards. (2026). “GLP-1 Use and Protein Demand.” *Food Policy*. 103026. ([LINK](#))
2. Luke, J.R. and **G.T. Tonsor**. (2026). “U.S. Consumer Appetite for Climate Claims on Beef Products: Does Country-of-Origin Matter?” *The Australian Journal of Agricultural and Resource Economics*. Forthcoming.
3. Luke, J.R., **G.T. Tonsor** and T.C. Schroeder. (2026). “U.S. Meat Demand Elasticity Estimates: Using Publicly Available Data versus Scanner Data.” *Agricultural and Resource Economics Review*. Forthcoming.
4. Bina, J.D. and **G.T. Tonsor**. (2025). “Impacts of Alternative Selection in Multi-Alternative Food Demand Modeling.” *Q Open*. Forthcoming. ([LINK](#))
5. Caputo, V., A.J. Staples, J.L. Lusk, and **G.T. Tonsor**. (2025). “U.S. Consumer Preferences for Cage-Free Eggs and Hen Housing Policies.” *Agribusiness*. Forthcoming. ([LINK](#))
6. Luke, J.R., T.C. Schroeder, **G.T. Tonsor**, L.A. Collins, and D.J. Ufer. (2025). “What’s the Price of Meat? Sources of Variation in Retail Meat Price Data and Impacts of Market Performance Analysis.” *Journal of the Agricultural and Applied Economics Association*. Forthcoming. ([LINK](#))
7. Luke, J. and **G.T. Tonsor**. (2025). “U.S. Public Sentiment Toward Policy Action Targeting Emissions from Beef Production.” *Food Policy*. 102851. ([LINK](#))
8. Horton, V., **Tonsor, G.T.**, Hutcheson, J., Cernicchiaro, N., Horton, L. and D. Renter. (2025). “Effects of Combining Value-Added Programs on Sale Prices of Calf Lots Sold through the Superior Livestock Auction.” *Applied Animal Science*. 41:252-264. ([LINK](#))
9. Luke, J. and **G.T. Tonsor**. (2025). “A Review of Producer Adoption in the U.S. Beef Industry with Application to Enteric Methane Emission Mitigation Strategies.” *Animals*. 15:144. ([LINK](#))
10. Staples, A.J., Lusk, J.L., Caputo, V., and **G.T. Tonsor**. (2025). “Farm Animal Welfare and Producer Profitability.” *Journal of Agricultural and Applied Economics*. 57:182-197. ([LINK](#))
11. Bina, J.D. and **G.T. Tonsor**. (2024). “Behavioral Correlates of U.S. Retail Protein Demand: The Case of Exercise-Driven Protein Consumption.” *Journal of the Agricultural and Applied Economics Association*. 3:690-705. ([LINK](#))
12. Luke, J. and **G.T. Tonsor**. (2024). “The Enteric Methane Emission Conundrum: U.S. Beef Cattle Producer Adoption of Climate-Focused Technology.” *Sustainable Production and Consumption*. 50:364-375. ([LINK](#))
13. Bina, J.D., **G.T. Tonsor**, and B.K. Coffey. (2024). “No Beef with Increased Media: The Impacts of Fitness Media on U.S. Meat Demand.” *Journal of Agricultural and Resource Economics*. 49:593-609. ([LINK](#))
14. Campbell, V. L., Thompson, J. M., Apriesnig, J. L., **Tonsor, G. T.**, & Pendell, D. L. (2024). “Producer Perceptions of US Livestock Indemnity Policy.” *Applied Animal Science*. 40(4): 542–548. ([LINK](#))
15. Calhoun, C., C. Lorenzen, B.M. Bohrer, K.R. Vierck, R.J Maddock, and **G.T. Tonsor**. (2024). “Current Trends and Updates in Meat Quality Research: Challenges and Opportunities.” *Meat and Muscle Biology*. 8(1):17791 ([LINK](#))

16. Bina, J.D. and **G.T. Tonsor**. (2024). “Non-Linear Association of Exercise with Animal Protein Consumption Among U.S. Adults.” *Nutrients*. 16(10):1438. ([LINK](#))
17. McKendree, M., **G.T. Tonsor**, and Z. Dong. (2024). “Price Pass-Through in the U.S. Beef Industry: Implications of Feedlot Capacity.” *Canadian Journal of Agricultural Economics*. 72:365-387. ([LINK](#))
18. Luke, J., **G.T. Tonsor**, and S. Brown. (2024). “Wholesale Pork Demand: Understanding Primal-Level Heterogeneity.” *Journal of Commodity Markets*. 34:100402. ([LINK](#))
19. Bina, J.D., **G.T. Tonsor**, and B. Briggeman. (2023). “COVID-19 Federal Aid and Household Food Expenditures.” *Journal of Agricultural and Applied Economics*. 55:567-608. ([LINK](#))
20. Schroeder, T.C., **G.T. Tonsor**, and B. Coffey. (2023). “Fed Dairy Cattle Market Reporting: Changing Marketing Methods, Regional Variation, and Hedonic Modeling.” *Agricultural and Resource Economics Review*. 53:1-19 ([LINK](#))
21. Caputo, V., A.J. Staples, **G.T. Tonsor**, and J.L. Lusk. (2023). “Egg Producer Attitudes and Expectations Regarding the Transition to Cage-Free Production: A Mixed-Methods Approach.” *Poultry Science*. 102(11): 103058. ([LINK](#))
22. Caputo, V., A.J. Staples, J.L. Lusk, and **G.T. Tonsor**. (2023). “Do Consumers Really Know What Cage-Free Is and What It Entails?” *Choices*. 38(4): 1-10. ([LINK](#))
23. Bina, J.D. and **G.T. Tonsor**. (2023). “Demand Dashboards: Interactive Tools to Communicate Consumer Behavior.” *Applied Economics Teaching Resources*. 5:4. ([LINK](#))
24. Coffey, B.K., T.C. Schroder, and **G.T. Tonsor**. (2023). “A Novel Approach to Boxed Beef Market Reports.” *Food Policy*. 118:102474. ([LINK](#))
25. Rogers, S.G., T.C. Schroeder, **G.T. Tonsor**, and B.K. Coffey. (2023). “Describing Variation in Formula Base Prices for U.S. Fed Cattle: A Hedonic Approach.” *Journal of Agricultural and Applied Economics*. 55:117-132. ([LINK](#))
26. Luke, J. and **G.T. Tonsor**. (2023). “USDA Long-Term Meat Trade Projections: A Comprehensive Evaluation.” *Journal of Agricultural and Applied Economics*. 55:151-170. ([LINK](#))
27. Lee, J., L.L. Schulz, E. Hoffman, and **G.T. Tonsor**. (2023). “How Can Reporting on Foreign Animal Diseases Affect Meat Purchases? The Case of African Swine Fever.” *Agricultural and Resource Economics Review*. 52:89-111. ([LINK](#))
28. Schroeder, T.C., B. Coffey, **G.T. Tonsor**. (2023). “Hedonic Modeling to Facilitate Price Reporting and Fed Cattle Market Transparency.” *Applied Economic Perspectives and Policy*. 45:1716-1733. ([LINK](#))
29. Taylor, H., **G.T. Tonsor**, J.L. Lusk, and T.C. Schroeder. (2023). “Benchmarking U.S. Consumption & Perceptions of Beef and Plant-Based Proteins.” *Applied Economic Perspectives and Policy*. 45:22-43. ([LINK](#))
30. **Tonsor, G.T.**, J.L. Lusk, and T.C. Schroeder. (2023). “Market Potential of New Plant-Based Protein Alternatives: Insights from Four U.S. Consumer Experiments Insights from Four U.S. Consumer Experiments.” *Applied Economic Perspectives and Policy*. 45:164-181. ([LINK](#))