

# OVERVIEW OF BEEF DEMAND RESOURCES & INSIGHTS ON THE IMPACT OF INFLATION

*KLA/KSU RANCH MANAGEMENT FIELD DAY*

*WESTMORELAND, KS*

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

## Upfront, Let's Pause

### Demand = Consumption?

Demand is **NOT** Per Capita Consumption

## 2013 Beef Demand Determinants Study



<http://www.beefboard.org/evaluation/130612demanddeterminantstudy.asp>

**Cow Calf Weekly**  
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**BEEF**

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MARKETING > OUTLOOK

### What's The Similarity Between Blue Jeans and Beef Demand?

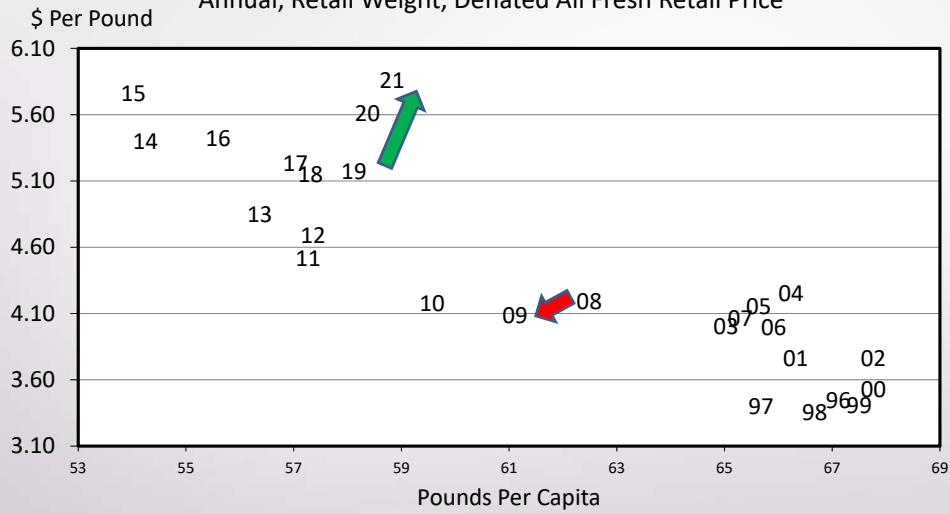
Beef consumption and beef demand isn't the same thing. Here's an explanation.

Burt Rutherford | Sep 19, 2013

<http://www.beefmagazine.com/beef-demand/what-s-similarity-between-blue-jeans-and-beef-demand>

### BEEF PRICE-QUANTITY RELATIONSHIP

Annual, Retail Weight, Deflated All Fresh Retail Price



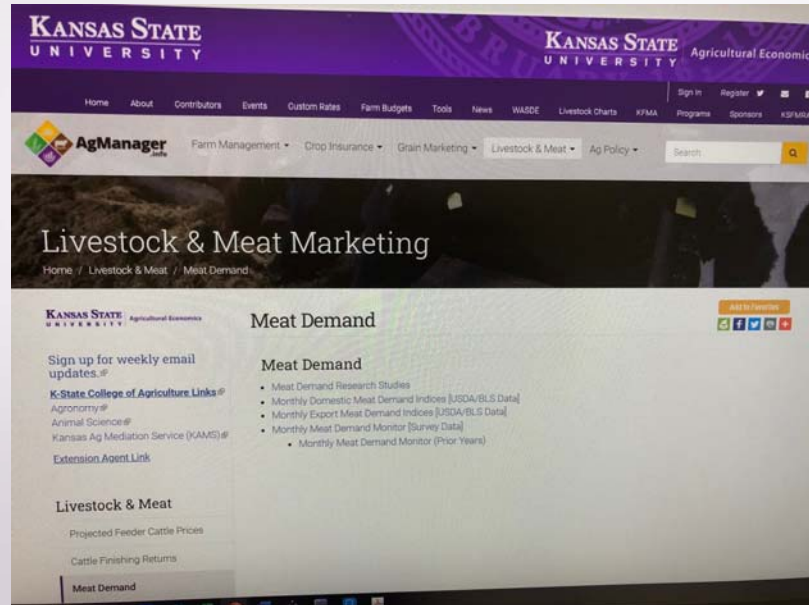
Data Source: Bureau of Economic Analysis & USDA-ERS, Compiled by LMIC  
Livestock Marketing Information Center

C-P-65A  
03/30/22

## Beef Demand Resources

## See AgManager.info

<https://www.agmanager.info/livestock-meat/meat-demand>



## See AgManager.info

### Meat Demand Research Studies

*(links to Articles & Exec. Summaries)*

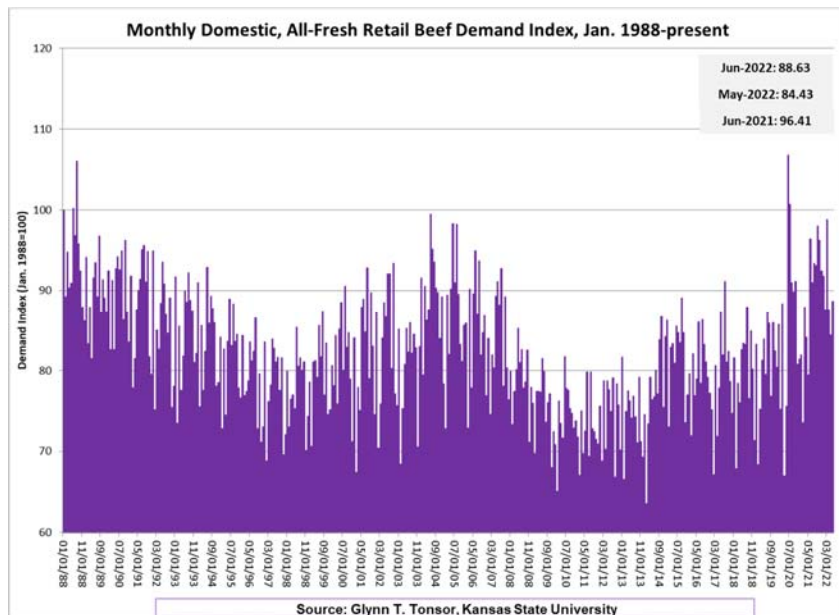
- "Impact of New Plant-Based Protein Alternatives on U.S. Beef Demand"
- "USDA ERS Meat Price Spread Data Product Review"
- "Assessing Beef Demand Determinants"
- ....

See [AgManager.info](https://www.agmanager.info)

## Monthly Domestic Meat Demand Indices

[USDA/BLS Data]

- Broad barometer based on per-capita disappearance & ERS/BLS retail \$
- 5-6 week lag: August 9<sup>th</sup> posted June demand indices



- Domestic per-capita beef consumption in June 2022 was 11.37% lower than would have been if demand was at Jan. 1988 levels

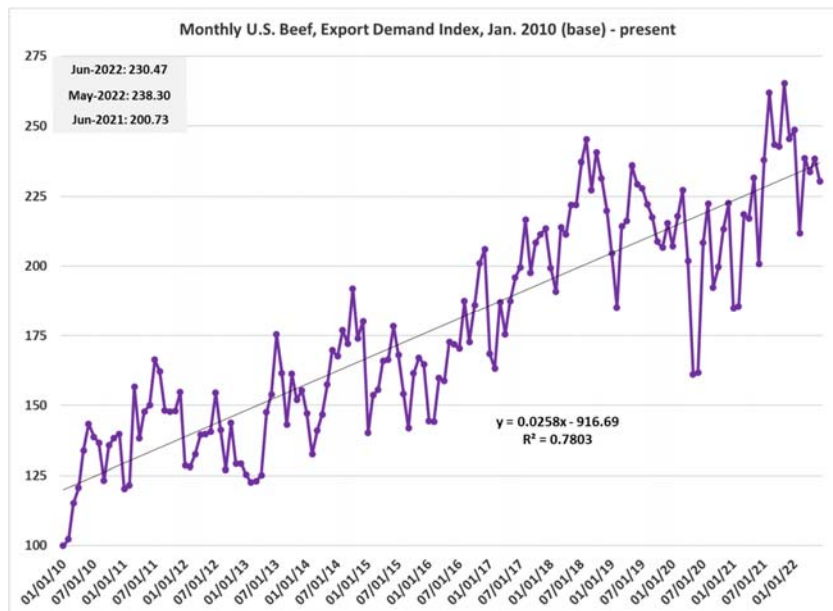
- Domestic June 2022 beef demand was above May 2022 & below June 2021 levels

See [AgManager.info](https://www.agmanager.info)

## Monthly Export Meat Demand Indices

[USDA/BLS Data]

- Measure of foreign demand for US beef
  - Fresh, frozen, chilled, and variety beef categories (USDA Foreign Ag. Service #s)
- 5-6 week lag: August 9<sup>th</sup> posted June demand indices



• Foreign purchases of U.S. beef in June 2022 were 130% higher than would have been if demand was at Jan. 2010 levels

• June 2022 export beef demand was below May 2022 & WELL above June 2021 levels

# See AgManager.info

## Monthly Meat Demand Monitor (MDM)

[Survey Data / Beef & Pork Checkoff Supported]

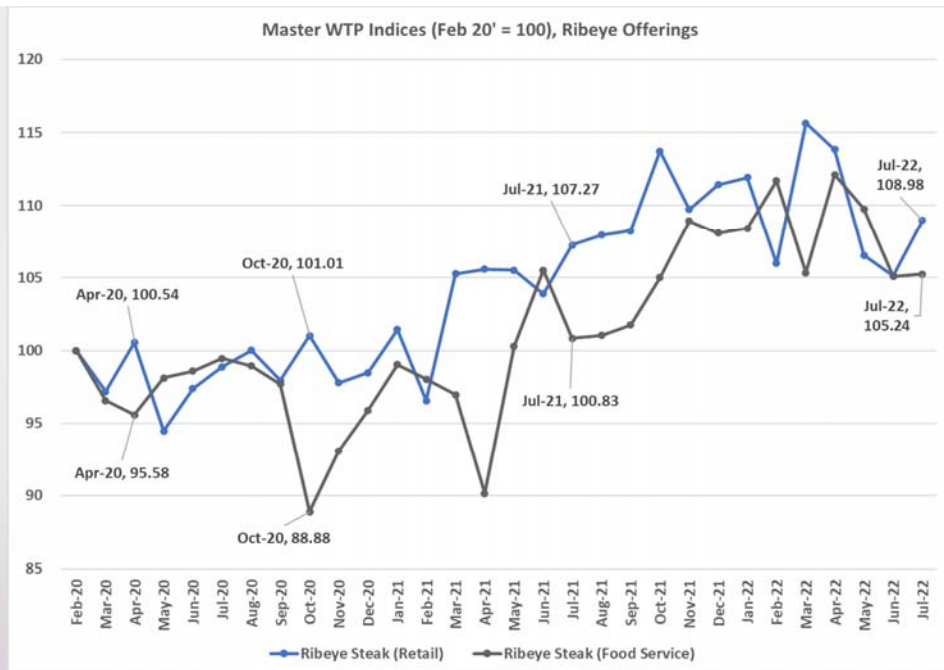
- Launched Feb. 2020
- Domestic insights specific to retail/grocery and food service/restaurant
- Monthly reports, often posted within 5 business days of month-end

The screenshot shows the AgManager.info website interface. At the top, there is a navigation bar with the Kansas State University logo and 'Agricultural Economics' text. Below the navigation bar, there is a search bar and a menu with options like 'Farm Management', 'Crop Insurance', 'Grain Marketing', 'Livestock & Meat', and 'Ag Policy'. The main content area features a large heading: 'Monthly Meat Demand Monitor, Methods, and Supporting Information'. Below this, there is a sub-heading: 'Monthly Meat Demand Monitor [Survey Data]'. The page includes a sign-up for weekly email updates, a list of K-State College of Agriculture Links (Agronomy, Animal Science, Kansas Ag Mediation Service), and an Extension Agent Link. There are also logos for 'BEEF' (Funded in part by the Beef Checkoff), 'K-STATE Research and Extension', and 'pork checkoff'. At the bottom, there is a table with columns for 'Title', 'Author', 'Date', and 'Downloads'. The table contains one entry: 'Meat Demand Monitor - July 2022' by 'Tanner' dated 'August 5, 2022' with a 'Downloads' button.

- ✓ Monthly Summary Reports
- ✓ Methods & Procedures
- ✓ Academic Papers using MDM Data
- ✓ Use in Gov't Testimony
- ✓ Examples of Media Coverage

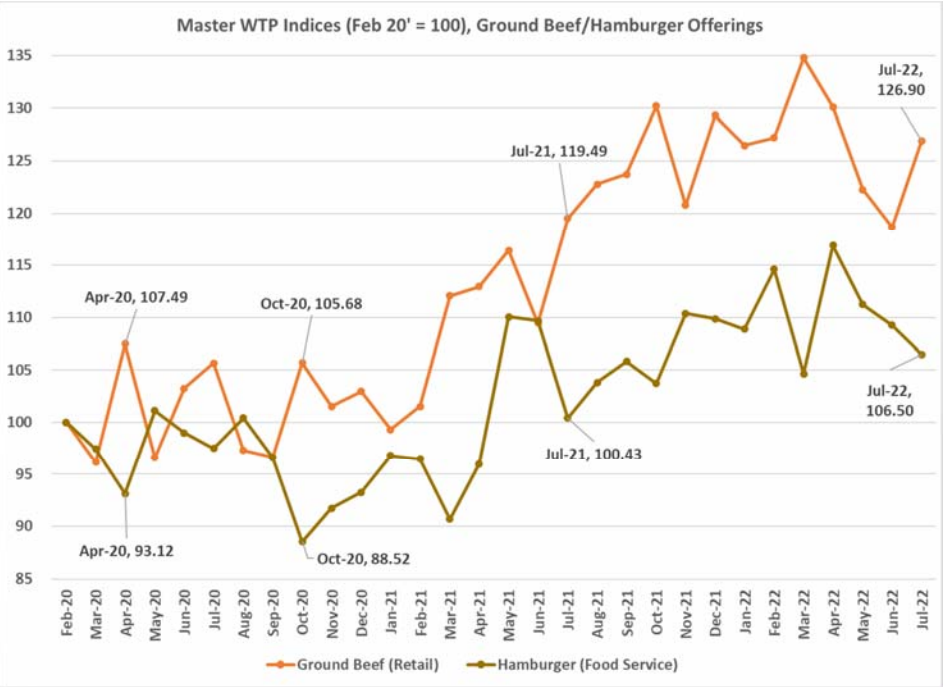
# Current Domestic Beef Demand Situation & Inflation Impact Insights

## *MDM Based Information*



<https://www.agmanager.info/livestock-meat/meat-demand/monthly-meat-demand-monitor-survey-data>

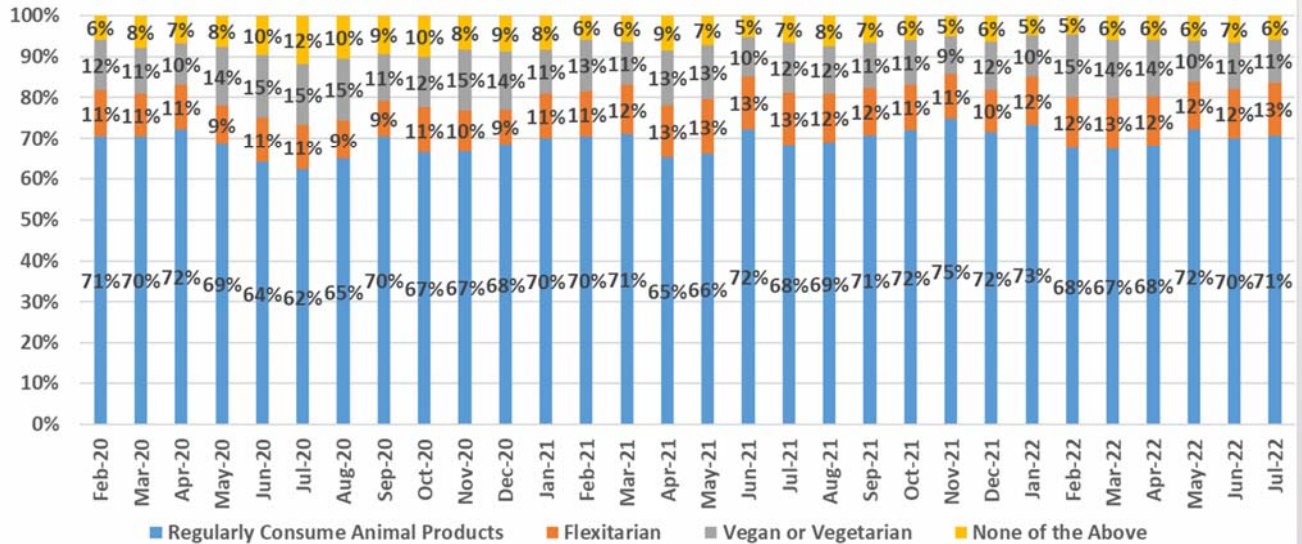




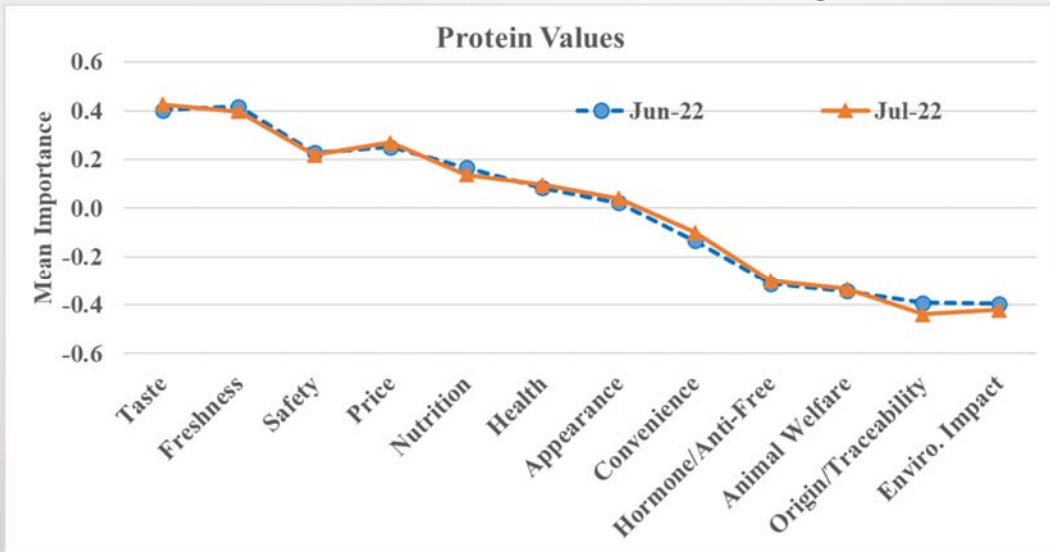
<https://www.agmanager.info/livestock-meat/meat-demand/monthly-meat-demand-monitor-survey-data>

## Self-Declared Diet Tracking

Self-Declared Diet, Feb. 2020 - July 2022 (Source: MDM Project)

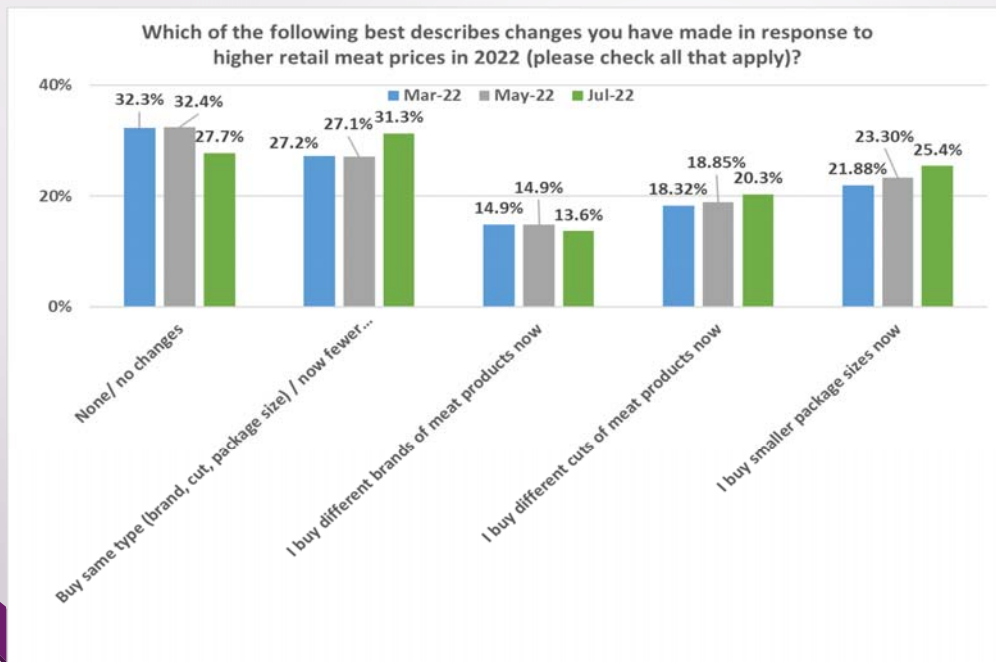


## Protein Values – What Drives Purchasing?



Taste is ~1.6x importance of Price  
 Convenience is >4x importance of Env. Impact or Origin/Traceability

## Inflation Adjustments Underway



# Inflation Adjustments *Peaking Price Expectations?*



More information available at:



This presentation will be available in PDF format at:

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

Host of additional industry resources are cross-linked as well