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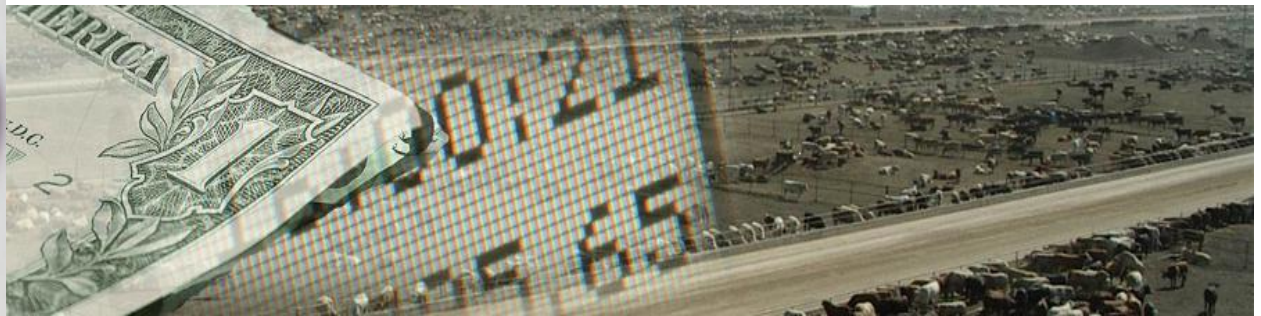
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Vertical Coordination in the Evolving High Quality Beef Market

Organizer: Ted Schroeder – Kansas State University

Discussants: Mark McCully – Certified Angus Beef
John Lawrence – Iowa State University
Lance Zimmerman – Kansas State University
Joe Parcell – University of Missouri

AAEA Organized Symposium, Denver, CO, July 28, 2010



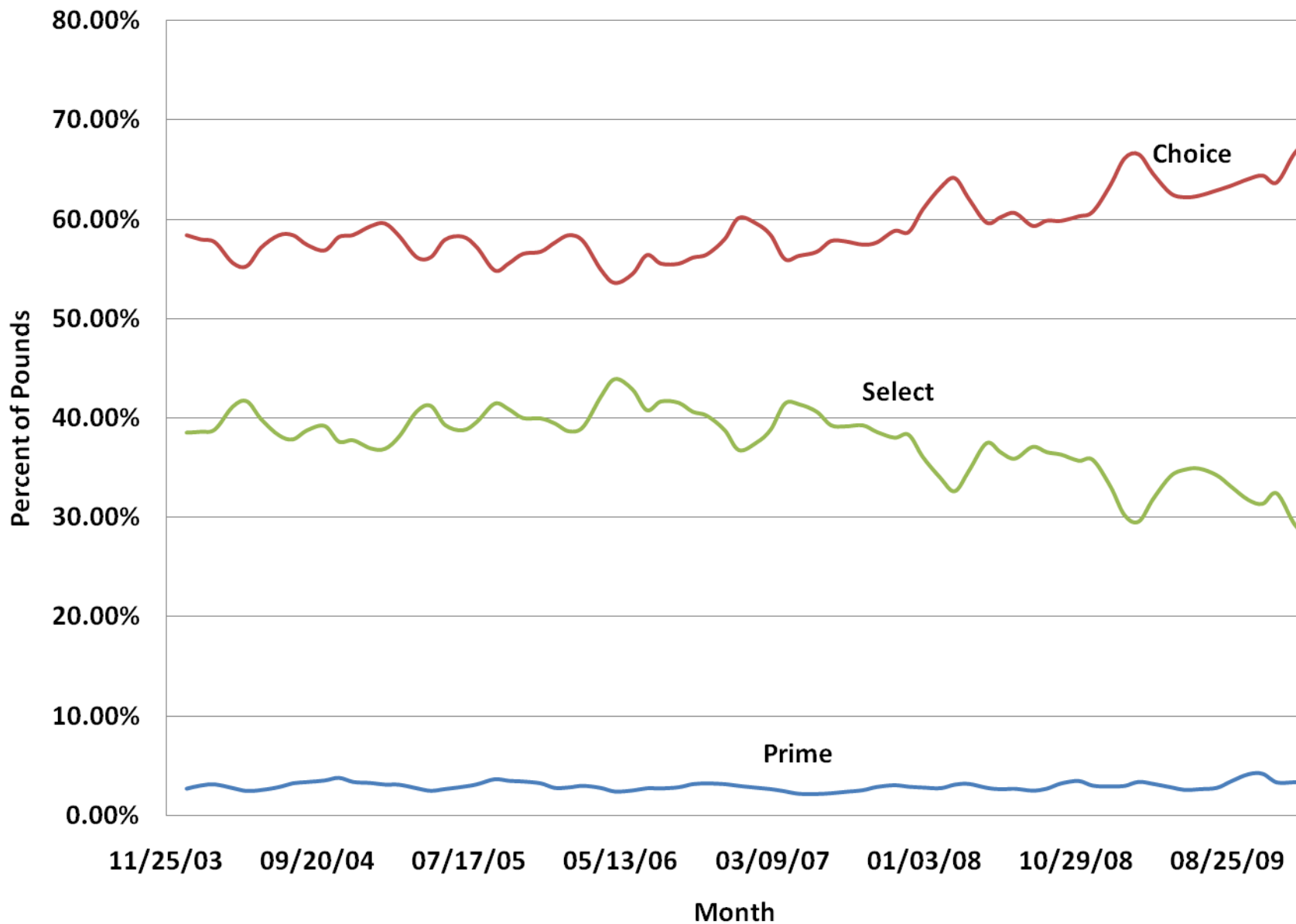
Summary:

Panelists will discuss vertical aspects of vertical coordination in the beef industry. Focus will include cow herd production management and genetics, calf market price incentives, costs of producing high quality beef, and retail marketing of high quality beef and premium brands. Together this complete vertical supply chain discussion will provide a comprehensive assessment of how the U.S. beef industry can improve beef quality and enhance consumer demand. Implicit in this overview is an assessment of how the high quality U.S. beef industry can compete in the competitive global protein complex.

Session Rationale:

The U.S. beef industry is in the midst of a challenging economic environment. Struggling domestic beef demand, poor macroeconomic outlook, enduring export market access problems, and historically high feed costs have combined to cause large losses in all segments of the industry. The U.S. beef industry has a comparative advantage in producing quality grain fed beef. However, with escalated costs and waning demand, how can the industry survive and evolve as a high quality producer? This session brings together expertise from cow-calf, feeding, markets, and branded beef programs to assess and discuss opportunities for the beef industry in this environment.

Percentage of Pounds Grading Prime, Choice, Select, Monthly 2004-June 2010



Prime, Branded, and Select Minus Choice Boxed Beef Cutout Value, Monthly 2004-June 2010

