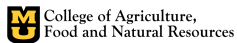


DOMESTIC AND GLOBAL OPPORTUNITIES FOR BEEF PRODUCERS THAT RAISE HIGH-QUALITY CATTLE

Applied Reproductive Strategies in Beef Cattle
 Joplin, MO
 August 31, 2011

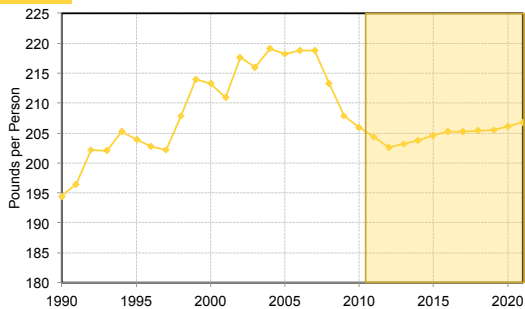
Dr. Scott Brown – Division of Applied Social Sciences
 brownsc@missouri.edu



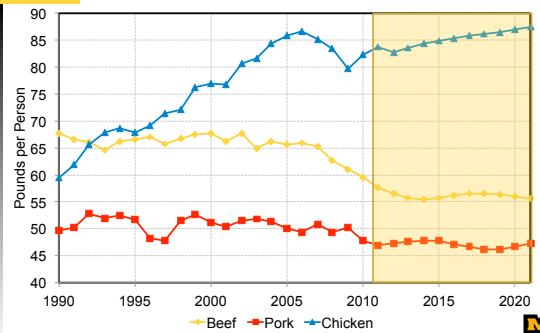
TODAY'S AGENDA

- Outlook for the U.S. cattle industry
 - New environment of high feed costs
 - Price volatility becoming the norm
 - Domestic meat competition remains intense
 - International markets continue increasing in importance
- What is the role of high-quality cattle and beef?
 - Let's pull a page from the chicken industry
 - Is high-quality cattle production feasible?

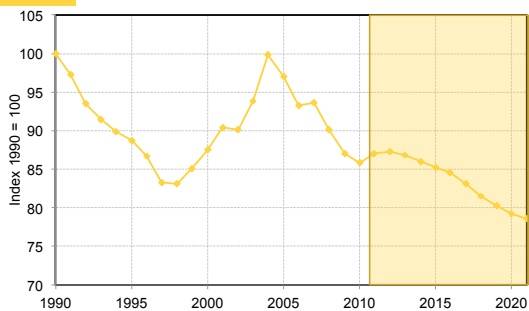
U.S. MEAT CONSUMPTION, PER CAPITA



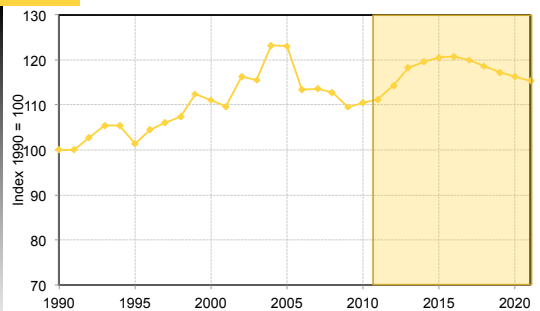
U.S. MEAT CONSUMPTION, PER CAPITA

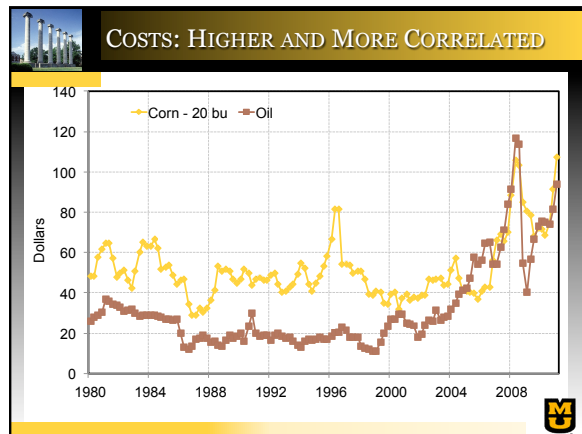
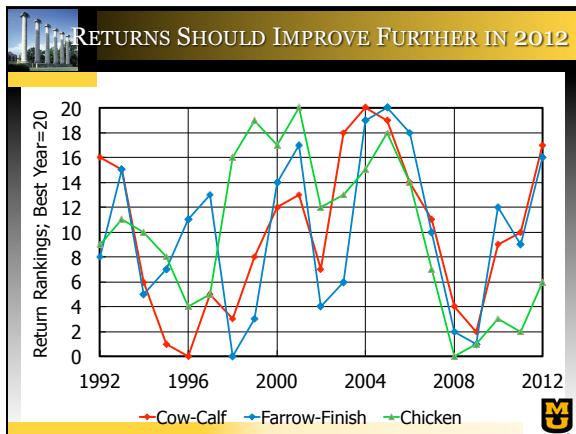
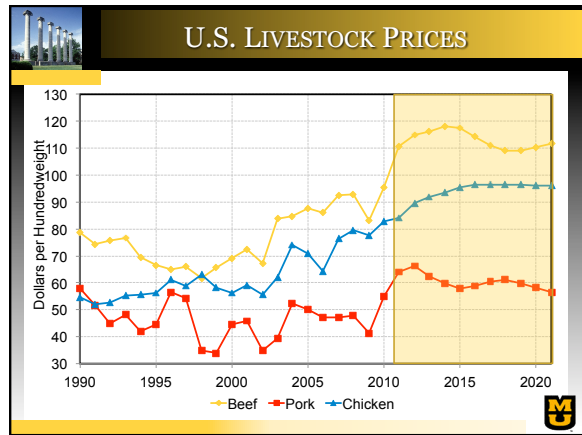
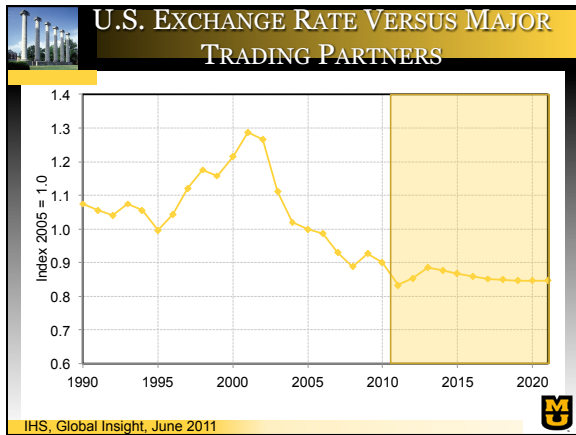
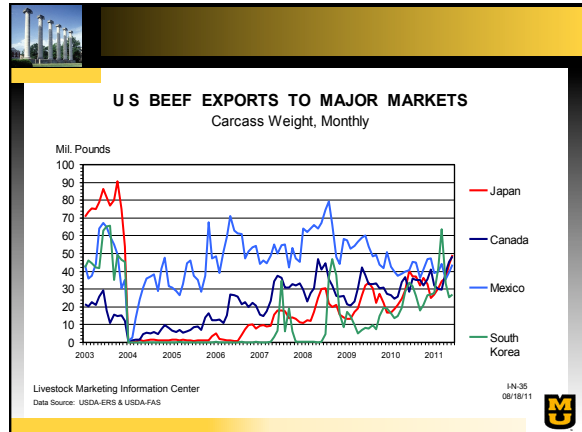
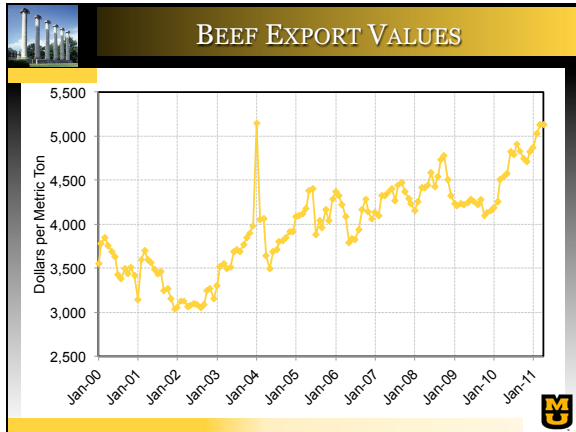


U.S. BEEF DEMAND INDEX



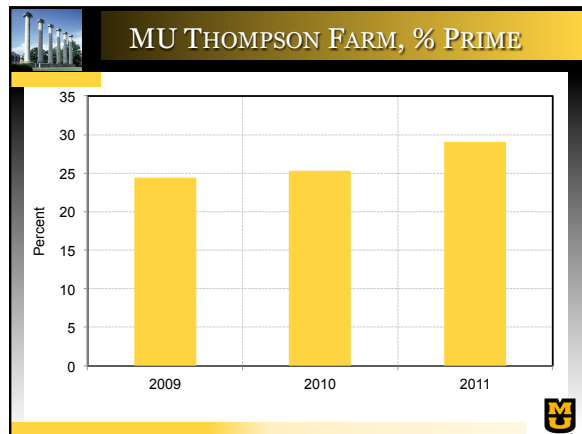
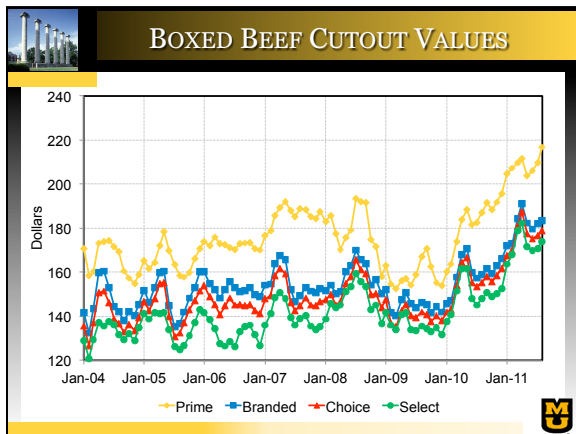
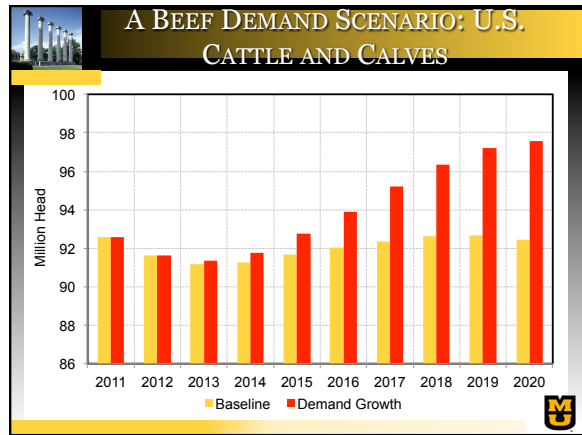
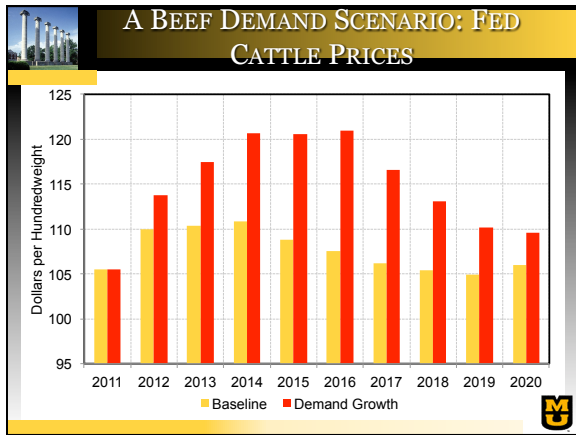
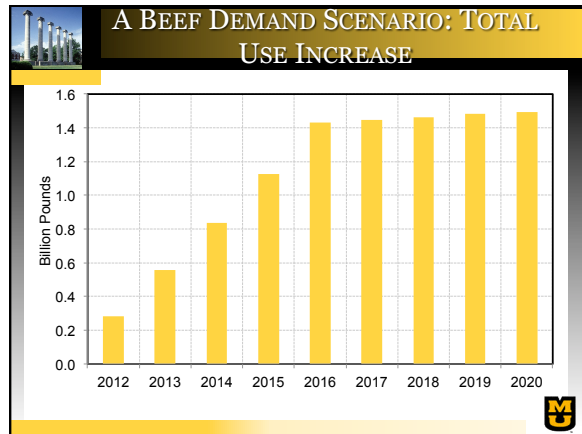
U.S. CHICKEN DEMAND INDEX

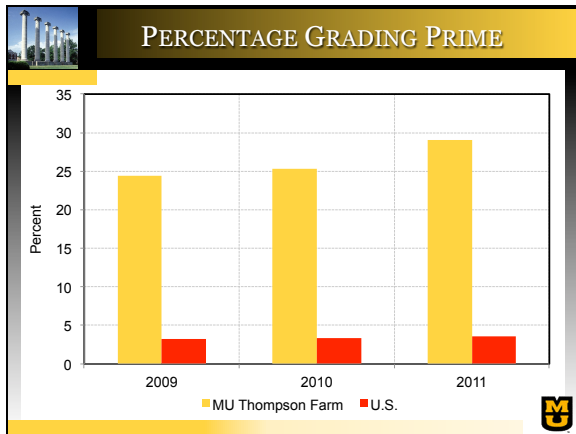




A DEMAND SCENARIO FOR BEEF

- Suppose that U.S. and international consumers have a preference towards high-quality beef
- My tools can provide a quantitative assessment of the changes that would occur in the industry under demand alternatives
- Let's assume a similar demand growth that was found in the chicken industry





- ### SUMMARY
- The U.S. cattle industry must remain focused on increasing demand for beef
 - The U.S. cattle industry must remain focused on increasing demand for beef
 - The results of the using the “Missouri Recipe” have been proven
 - Increasing the percentage of cattle that grade prime could have consumer impacts that have alluded the industry for decades
 - As is always the case, those who adopt beneficial technologies the quickest enjoy the greatest benefit

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