Livestock Outlook
In The Great Plains

James Mintert
Professor
Department of Agricultural Economics
Kansas State University

The Problem

• Lack of economic education
  – Ag Econ 100

• Understanding of factors that influence cattle and beef prices is poor
  – Myriad factors affect prices
  – Often moving in different directions
    • Difficult to sort out what’s happening
The Problem

• Cattle prices are volatile
  – Slaughter cattle
  – Feeder cattle (by weight class)
  – Beef prices
  – Live cattle futures prices
  – Feeder cattle futures prices

• Supply is variable
  – Short run
    • Cattle slaughter
    • Cattle weights
    • Beef production
  – Intermediate run
    • Cattle on feed
    • Fed cattle marketings
    • Placements of cattle on feed
  – Long run
    • Cattle inventory
    • Beef cow inventory
    • Calf crop
    • Annual slaughter
    • Annual beef production
The Problem

- Demand is variable
  - Domestic demand indexes
  - Export demand

Responding to Need for Economic Education

- Information is power – so empower producers
- How?
- Write newsletters, radio, & presentations
  - Weekly
  - Longer term (quarterly & monthly)
- Make my computer’s “hard drive” available
  - Develop chart library and post on AgManager.info
  - Develop databases and post on Agmanager.info
- Goal: Help producers see how underlying supply and demand forces impact prices
Forecasting & Risk Management

• Can I beat the futures market?
  – No

• Solution:
  – Provide updated chart of price forecasts each week based upon Friday’s futures settlement prices
  – Updated set of basis charts each Friday afternoon
Livestock & Meat: Marketing

Livestock Databases
- Cattle and Beef Databases
- Pork and Poultry Databases
- International Feed and Livestock Trade

Cattle and Beef Databases

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