

## Beef Industry Resources and Links

### IMPORTS

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Hudson Institute: Why Imports Help:

[https://www.hudson.org/content/researchattachments/attachment/321/elam\\_beef\\_white\\_paper.pdf](https://www.hudson.org/content/researchattachments/attachment/321/elam_beef_white_paper.pdf)

YouTube – Trent Loos speaks with Dr. Glynn Tonsor, KSU – April 28, 2020:

[https://www.youtube.com/watch?v=07hCwN9K27k&feature=youtu.be&fbclid=IwAR2R7SAEb85QSBK\\_CYaX Y-Ma0eh\\_NaUph\\_Gi0Br3ifXCv7n84fD\\_cw58H5g](https://www.youtube.com/watch?v=07hCwN9K27k&feature=youtu.be&fbclid=IwAR2R7SAEb85QSBK_CYaX Y-Ma0eh_NaUph_Gi0Br3ifXCv7n84fD_cw58H5g)

Greg Hanes, Why Imports and Exports Bring Value to our Industry:

<https://www.beefboard.org/2020/01/31/exports-and-imports-help-bring-value-to-our-industry/>

Laurie Bryant, Understanding the Value of Beef Imports:

<https://www.beefboard.org/2018/12/06/understanding-the-value-of-beef-imports/>

### LABELING

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Dr. Nevil Speer, What's the relationship between U.S. and Canada feeder cattle prices?:

<https://www.beefmagazine.com/marketing/what-s-relationship-between-us-and-canada-feeder-cattle-prices-0>

Dr. Glynn Tonsor, Kansas State University, Overview of MCOOL Impact on KSU Domestic Beef and Pork Demand Indices: <https://www.agmanager.info/ag-policy/livestock-policy/overview-mcool-impact-ksu-domestic-beef-and-pork-demand-indices>

USDA Agricultural Marketing Services, FAQs – Country of Origin Labeling (Beef and Pork Repeal):

<https://www.ams.usda.gov/sites/default/files/media/FAQs%20-%20COOL%20Beef%20Pork%20Repeal.pdf>

USDA – Final Rule, Federal Register Version:

<https://www.ams.usda.gov/sites/default/files/media/COOL%20final%20rule%20federal%20register%20version.pdf>

The Heritage Foundation: Mandatory COOL: Costly and Unnecessary:

<https://www.heritage.org/trade/report/mandatory-cool-costly-and-unnecessary>

Dr. Nevil Speer, Who's right -the Beef Board or R-CALF?: <https://www.beefmagazine.com/agenda/who-s-right-beef-board-or-r-calf>

Dr. Nevil Speer, Did COOL impact the price/demand relationship for beef?:

<https://www.beefmagazine.com/beef-quality/did-cool-impact-pricedemand-relationship-beef>

### BEEF DEMAND

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Drovers, Beef Demand: A Refresher Course: <https://www.drovers.com/article/defining-beef-demand-refresher-course>

Dr. Derrell Peel, Oklahoma State University, Beef Demand and Cattle Prices:

<https://www.drovers.com/article/beef-demand-and-cattle-prices>

Dr. Nevil Speer, Beef Checkoff: Does it affect demand and price?:

[https://www.beefmagazine.com/marketing/beef-checkoff-does-it-affect-demand-and-price?NL=BEEF-01&Issue=BEEF-01\\_20200207\\_BEEF-01\\_405&sfvc4enews=42&cl=article\\_6\\_b&utm\\_rid=CPG02000004476936&utm\\_campaign=46396&utm\\_medium=email&elq2=ab8c4f28c76b4e619cc062cdb5224ec2](https://www.beefmagazine.com/marketing/beef-checkoff-does-it-affect-demand-and-price?NL=BEEF-01&Issue=BEEF-01_20200207_BEEF-01_405&sfvc4enews=42&cl=article_6_b&utm_rid=CPG02000004476936&utm_campaign=46396&utm_medium=email&elq2=ab8c4f28c76b4e619cc062cdb5224ec2)

The Balance, US Economy and News, The Law of Demand Explained Using Examples in the U.S. Economy:

<https://www.thebalance.com/law-of-demand-definition-explained-examples-3305707>

American Journal of Agricultural Economics, Impacts of Retail and Export Demand on United States Cattle Producers: <https://academic.oup.com/ajae/advance-article/doi/10.1093/ajae/aaz034/5554804>

BEEF magazine, Beef demand: More complex than you think: [https://www.beefmagazine.com/beef/beef-demand-more-complex-you-think?NL=BEEF-01&Issue=BEEF-01\\_20200207\\_BEEF-01\\_405&sfvc4enews=42&cl=article\\_4\\_b&utm\\_rid=CPG02000004476936&utm\\_campaign=46396&utm\\_medium=email&elq2=ab8c4f28c76b4e619cc062cdb5224ec2](https://www.beefmagazine.com/beef/beef-demand-more-complex-you-think?NL=BEEF-01&Issue=BEEF-01_20200207_BEEF-01_405&sfvc4enews=42&cl=article_4_b&utm_rid=CPG02000004476936&utm_campaign=46396&utm_medium=email&elq2=ab8c4f28c76b4e619cc062cdb5224ec2)

USDA Economic Research Service, Beef Sector At A Glance: <https://www.ers.usda.gov/topics/animal-products/cattle-beef/sector-at-a-glance/>

## SUPPLY CHAIN

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Plant Closures (updated daily):

<https://www.foodmarket.com/News/A/1168443/0/Update-List-of-Current-Plant-Closures-Due-to-COVID-19>

<https://www.drovers.com/article/interactive-map-meat-packing-plant-status-amid-covid-19-pandemic>

<https://www.farmprogress.com/beef/slaughter-data-shows-how-far-were-falling-behind>

Slaughter numbers:

[https://www.ams.usda.gov/mnreports/sj\\_ls710.txt](https://www.ams.usda.gov/mnreports/sj_ls710.txt)

Dr. Derrell Peel, Cattle Market Responses To Recent Market Turmoil:

[https://www.drovers.com/article/derrell-peel-cattle-market-responses-recent-market-turmoil?mkt\\_tok=eyJpIjoiT1Rnek1EUmxNV0UyTkRWaClInQoiIj4YWtZRW9laisyKzd6YVwvVnRhTFdTTUVxdTR5TDNkeGVlcmVMclltRURvdzFyRGJ6R0lManFVaW51d1o4WmFObGViaXZEbHA1eXBkMXV2Vnl1S1F3TnRMU1XTFZDNEx3Mk80QnJwVkhhdjN6NkZKdlFWYWlBR2QrZENDdytiXC90In0%3D](https://www.drovers.com/article/derrell-peel-cattle-market-responses-recent-market-turmoil?mkt_tok=eyJpIjoiT1Rnek1EUmxNV0UyTkRWaClInQoiIj4YWtZRW9laisyKzd6YVwvVnRhTFdTTUVxdTR5TDNkeGVlcmVMclltRURvdzFyRGJ6R0lManFVaW51d1o4WmFObGViaXZEbHA1eXBkMXV2Vnl1S1F3TnRMU1XTFZDNEx3Mk80QnJwVkhhdjN6NkZKdlFWYWlBR2QrZENDdytiXC90In0%3D)

Foodmarket, Is America Headed Towards a Meat Shortage?:

[https://www.foodmarket.com/News/A/1169925/OFN39Kf4RkpyUKuhNHpfyw4anE9wo07ekiP9lsvhFz6EkAS4l8Pf\\_iVjOctQj4ZA4yl2mHaGeRs=#storyContainer](https://www.foodmarket.com/News/A/1169925/OFN39Kf4RkpyUKuhNHpfyw4anE9wo07ekiP9lsvhFz6EkAS4l8Pf_iVjOctQj4ZA4yl2mHaGeRs=#storyContainer)

Dr. Derrell Peel, Beef Supply Chains Affected By COVID-19: [https://www.drovers.com/article/derrell-peel-beef-supply-chains-affected-covid-19?mkt\\_tok=eyJpIjoiT1dJNVpEZGtNRfV4TURCaillsInQoiIj4YWFtZRW9laisyKzd6YVwvVnRhTFdTTUVxdTR5TDNkeGVlcmVMclltRURvdzFyRGJ6R0lManFVaW51d1o4WmFObGViaXZEbHA1eXBkMXV2Vnl1S1F3TnRMU1XTFZDNEx3Mk80QnJwVkhhdjN6NkZKdlFWYWlBR2QrZENDdytiXC90In0%3D](https://www.drovers.com/article/derrell-peel-beef-supply-chains-affected-covid-19?mkt_tok=eyJpIjoiT1dJNVpEZGtNRfV4TURCaillsInQoiIj4YWFtZRW9laisyKzd6YVwvVnRhTFdTTUVxdTR5TDNkeGVlcmVMclltRURvdzFyRGJ6R0lManFVaW51d1o4WmFObGViaXZEbHA1eXBkMXV2Vnl1S1F3TnRMU1XTFZDNEx3Mk80QnJwVkhhdjN6NkZKdlFWYWlBR2QrZENDdytiXC90In0%3D)

[https://www.drovers.com/article/derrell-peel-beef-supply-chains-affected-covid-19?mkt\\_tok=eyJpIjoiT1dJNVpEZGtNRfV4TURCaillsInQoiIj4YWFtZRW9laisyKzd6YVwvVnRhTFdTTUVxdTR5TDNkeGVlcmVMclltRURvdzFyRGJ6R0lManFVaW51d1o4WmFObGViaXZEbHA1eXBkMXV2Vnl1S1F3TnRMU1XTFZDNEx3Mk80QnJwVkhhdjN6NkZKdlFWYWlBR2QrZENDdytiXC90In0%3D](https://www.drovers.com/article/derrell-peel-beef-supply-chains-affected-covid-19?mkt_tok=eyJpIjoiT1dJNVpEZGtNRfV4TURCaillsInQoiIj4YWFtZRW9laisyKzd6YVwvVnRhTFdTTUVxdTR5TDNkeGVlcmVMclltRURvdzFyRGJ6R0lManFVaW51d1o4WmFObGViaXZEbHA1eXBkMXV2Vnl1S1F3TnRMU1XTFZDNEx3Mk80QnJwVkhhdjN6NkZKdlFWYWlBR2QrZENDdytiXC90In0%3D)

Beef Producer blog, Black Swan markets still offer profits: <https://www.farmprogress.com/marketing/black-swan-markets-still-offer-profits>

## **BEEF CHECKOFF**

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Beef Checkoff main page: <http://www.drivingdemandforbeef.com>

Greg Hanes, The Reality of the Checkoff: <https://www.beefboard.org/2019/10/10/reality-of-the-beef-checkoff/>

Greg Hanes, Back to Basics Part 1 – Where Your Dollar Goes:  
<https://www.beefboard.org/2019/11/13/where-your-dollar-goes-part-1/>

Greg Hanes, Back to Basics Part 2 – The Decision Makers: <https://www.beefboard.org/2019/12/17/the-beef-checkoff-the-decision-makers-part-2/>

Joann Smith, Former CBB Chairman goes back to beginning of Beef Checkoff (video):  
<https://www.beefboard.org/2020/03/03/former-cbb-chairman-jo-ann-smith/>

Jared Brackett, CBB Chairman, Driving Demand for Beef Amidst Supply Chain Challenges (radio):  
<https://www.rfn.com/2020/04/27/driving-the-demand-for-beef/>

Farm Progress, Are Commodity Checkoff Programs on the Up and Up?:  
<https://www.farmprogress.com/commentary/are-commodity-checkoff-programs-and>