

The Beef Industry



Tom Field, PhD
Engler Entrepreneurship
University of Nebraska, Lincoln
Engler.UNL.EDU





HELLO

my name is

CHANGE







178

177

175

179

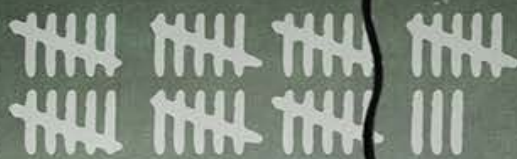
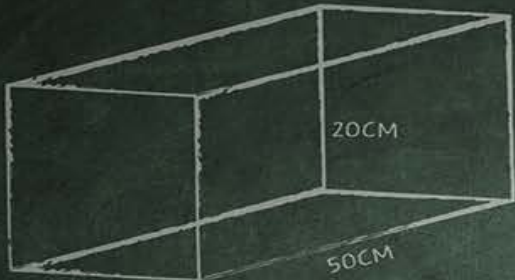
182

183

185

wiseGEEK





1,3,5,7,9,11,13,15,17



STAY IN SCHOOL



Little C...T

$$a^2 + b^2 = c^2$$

b



$$E = MC^2$$

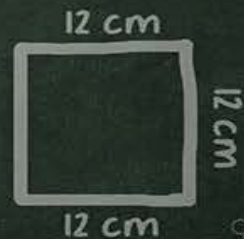
$$\begin{aligned} 7 \times 2 &= 14 \\ 5 \times 3 &= 15 \\ 8 \times 4 &= 32 \end{aligned}$$

A	V	B
V	O	V
O	O	V
O	O	O



Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

TE...CH...R



Home Work

$$\begin{aligned} 6 + 0 &= 6 \\ 5 + 2 &= 7 \\ 5 + 3 &= 8 \end{aligned}$$

$$\begin{aligned} 15 - 2 &= 13 \\ 10 \times 3 &= 30 \\ 10 + 13 &= 23 \end{aligned}$$



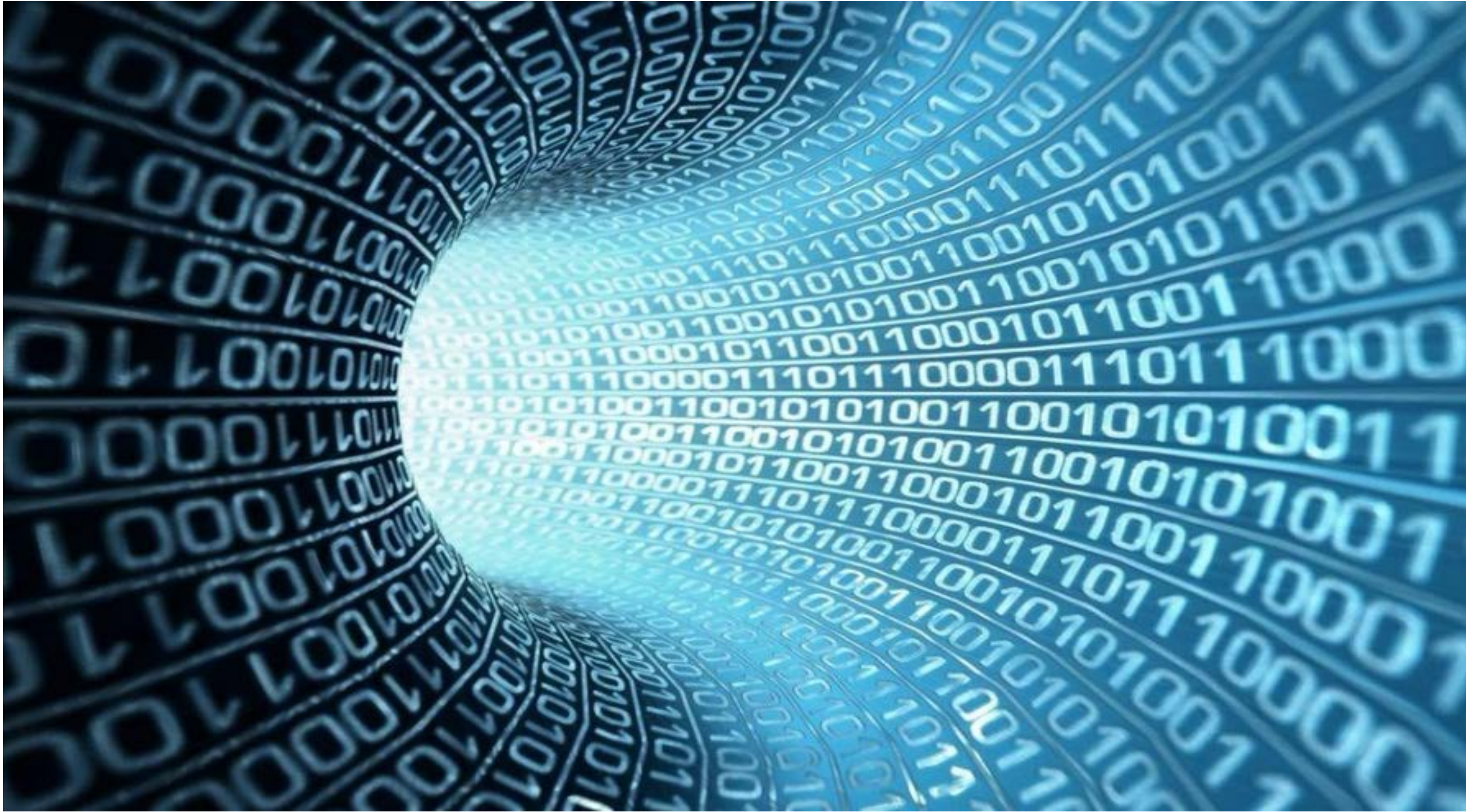


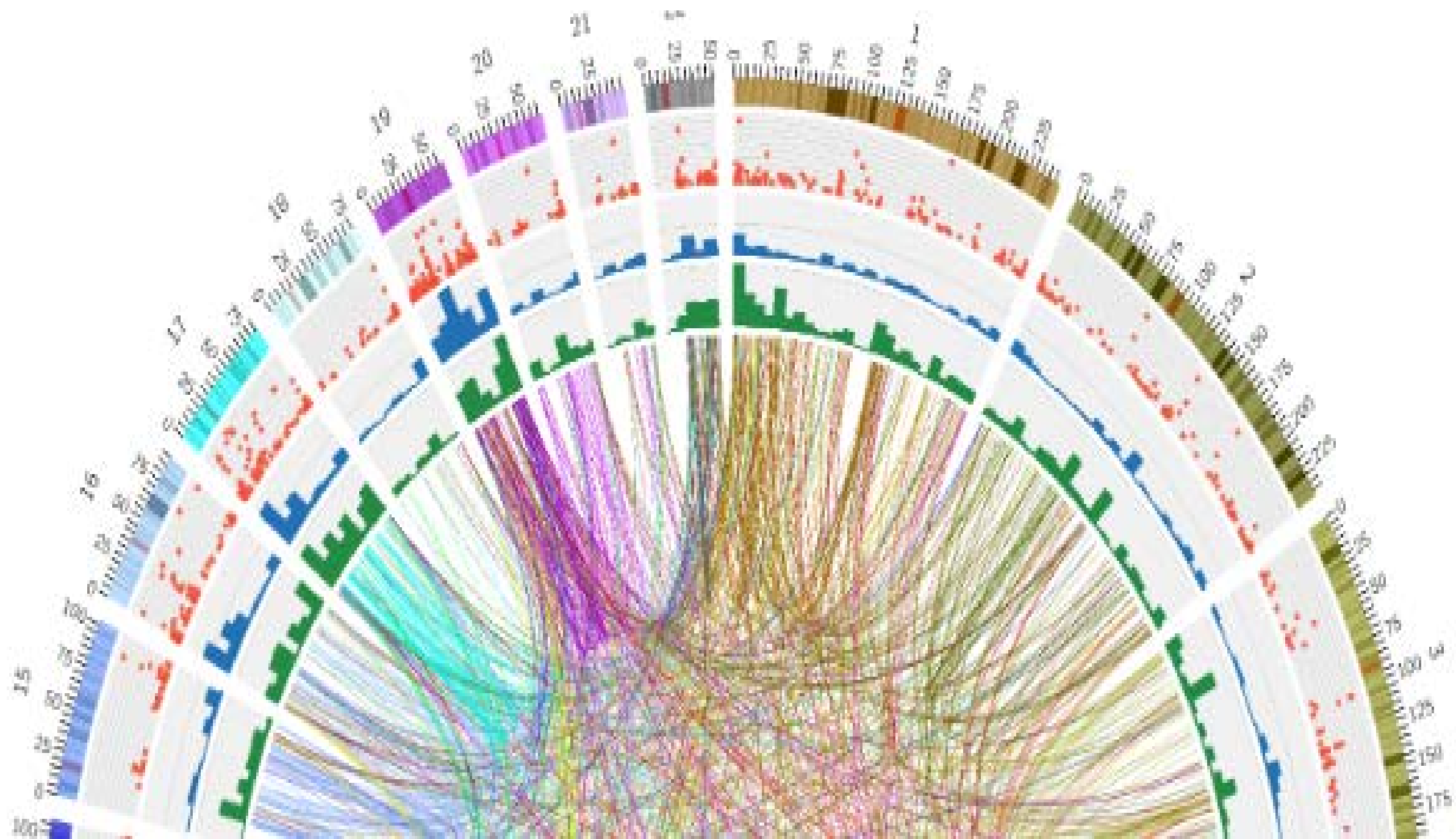
*Change happens
with or without
our permission.*

What's
next



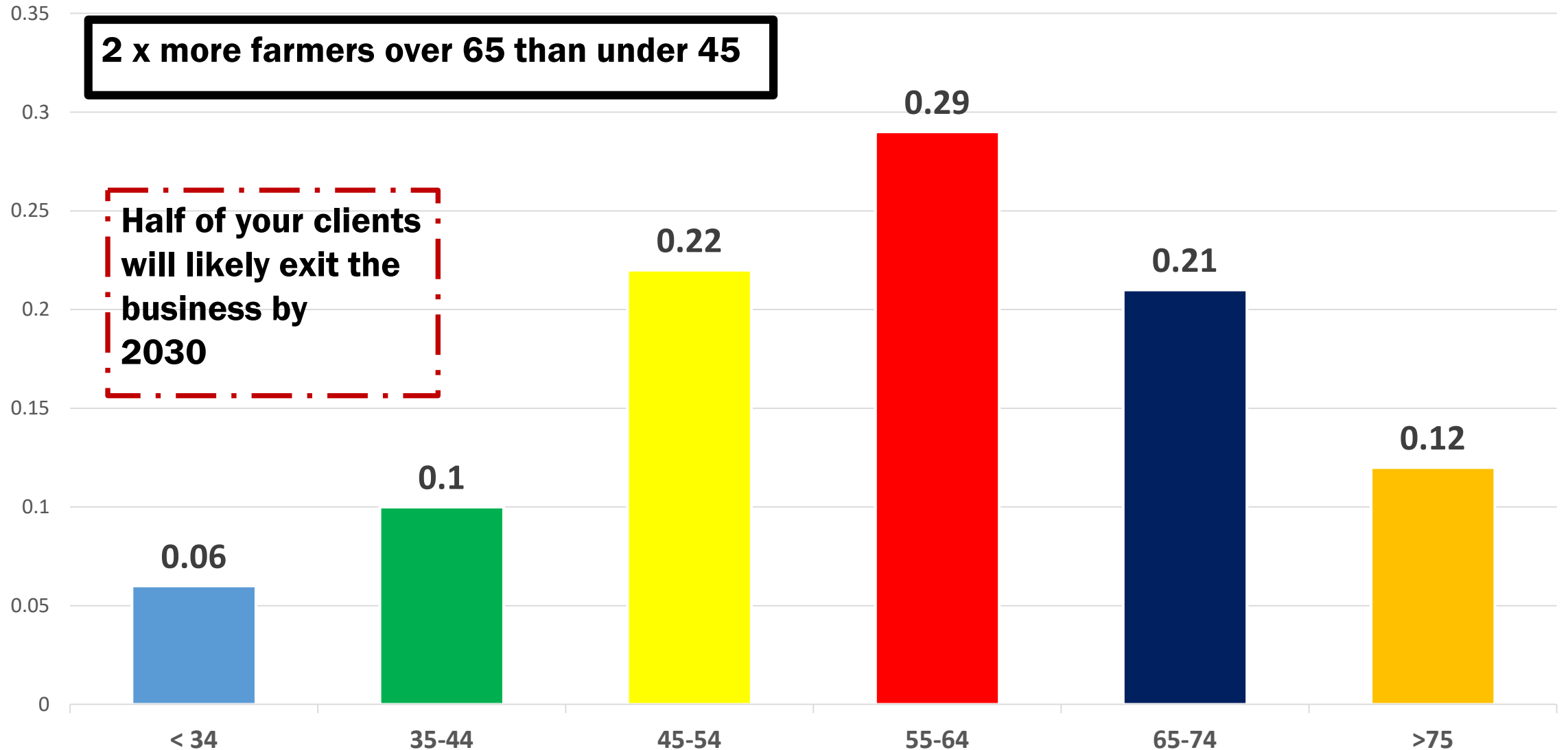








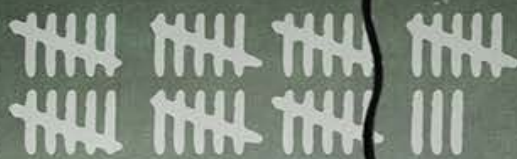
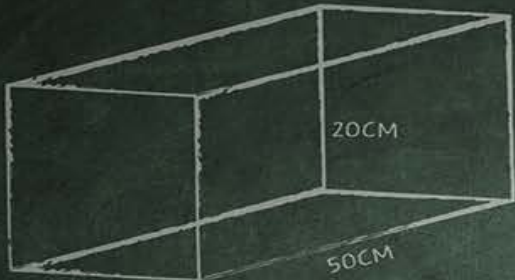
Age Distribution of Farm Principal Operators











1,3,5,7,9,11,13,15,17



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$$5 \times 3 = 15$$

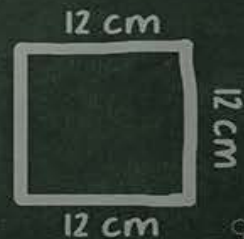
$$8 \times 4 = 32$$

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“In an increasingly
crowded, noisy global
marketplace,
innovation is not
optional!”

Tom Peters





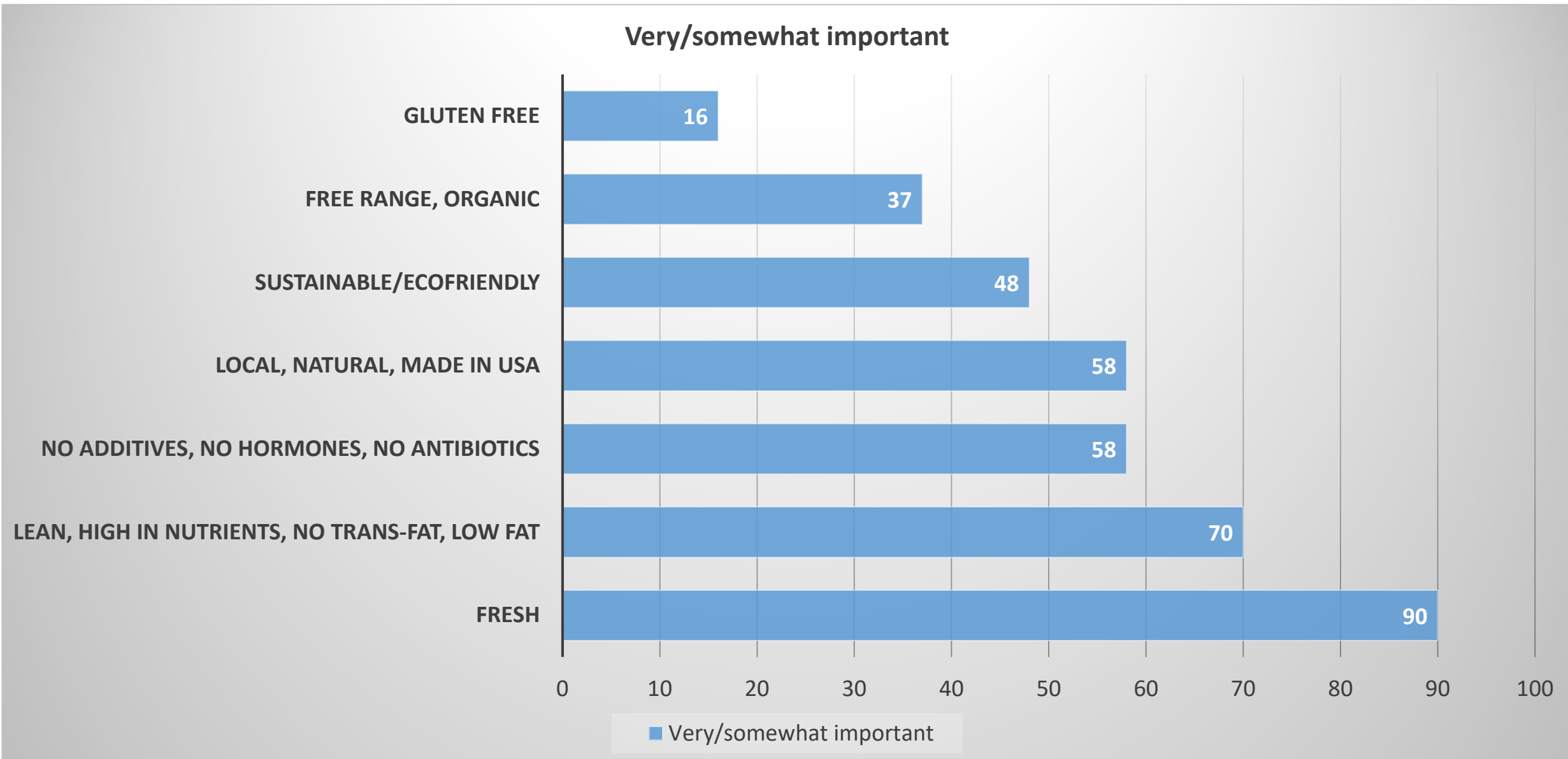






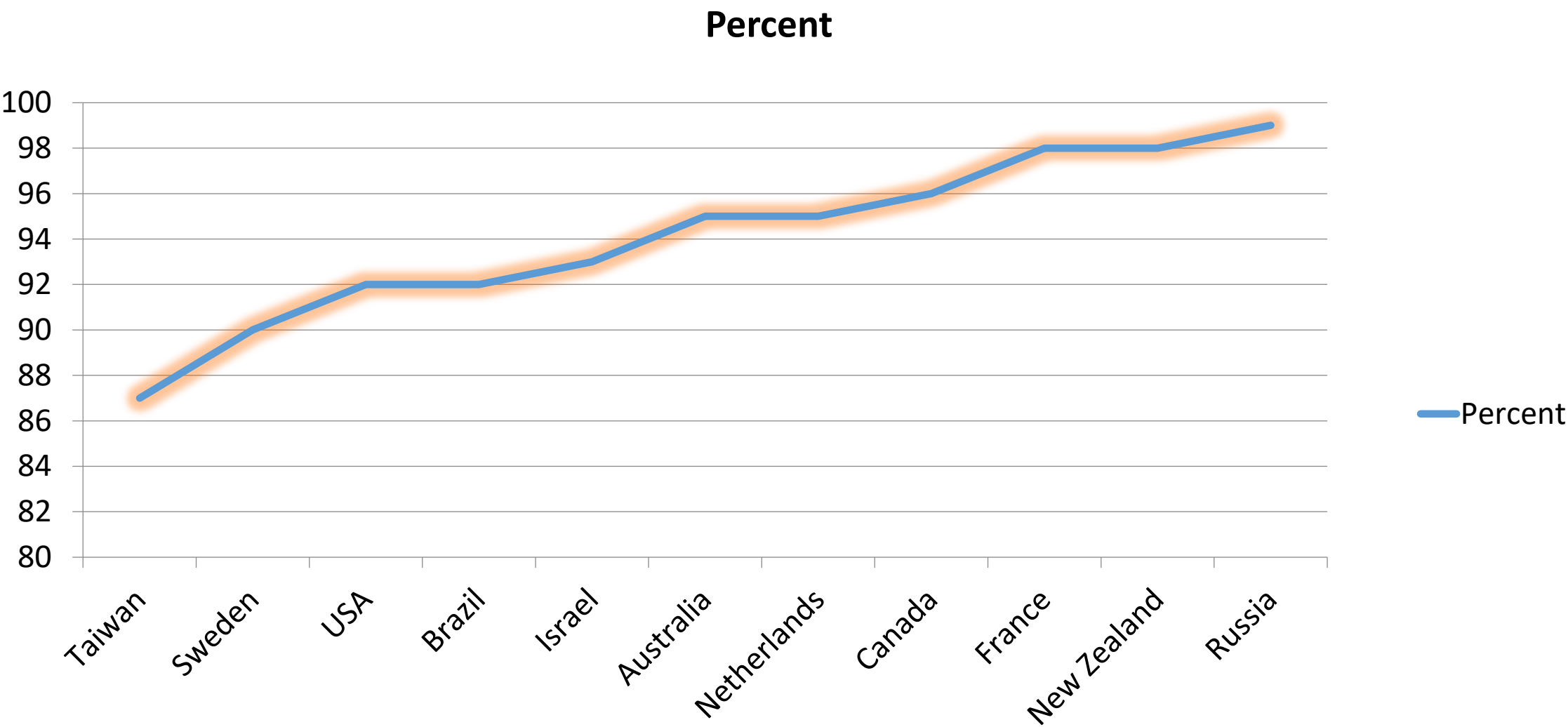
- **Fresh is in**
- **Science doesn't sell**
- **The average consumer isn't....**
- **Shrinking household size**
- **Women's financial power**

Purchasing Drivers



Adapted from Sullivan, Higdon and Sink, 2013

Omnivores (%)



Mintel's Big Four

- Globalization of the plate and palate
- Technology as a means to convenience
- Drawing a line in the sand relative to technology – unplug
- Eating as prevention

47% of Primary Shoppers are....

57%
of
Hispanic
Shoppers
are



Dominant Factors Affecting Food Purchases

Factor	% of Consumers
Taste	75
Quality	73
Price	70

Consumers from the U.S.,
United Kingdom, Germany,
Argentina, China

Source: Ketchum, 2008



KSU Beef Demand Report - 2013

- Price
- Food Safety
- Product Quality

Oklahoma State Food Demand Survey 2013-2015

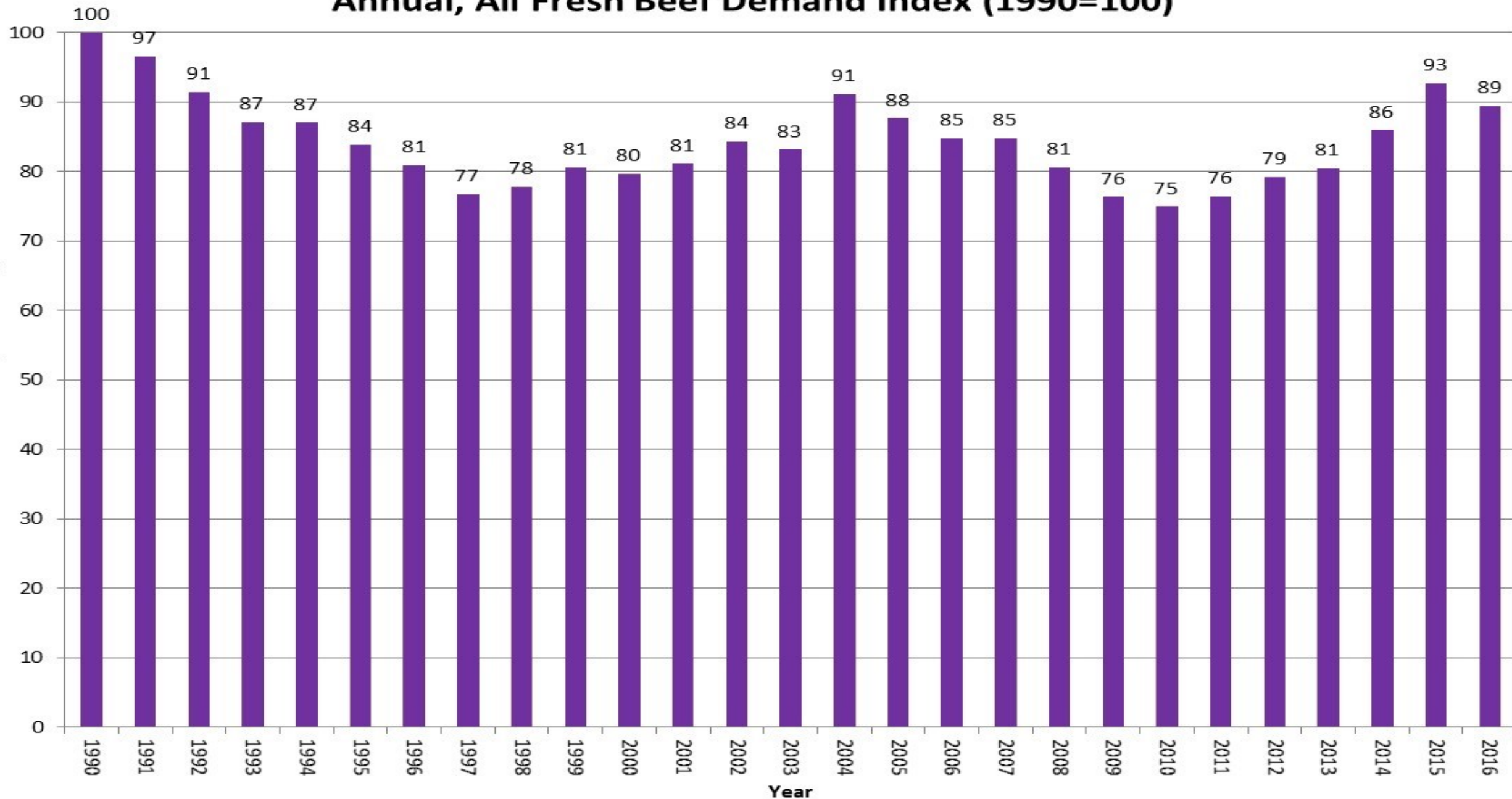
These four are the biggies.....

- Price
- Taste
- Nutrition
- Safety

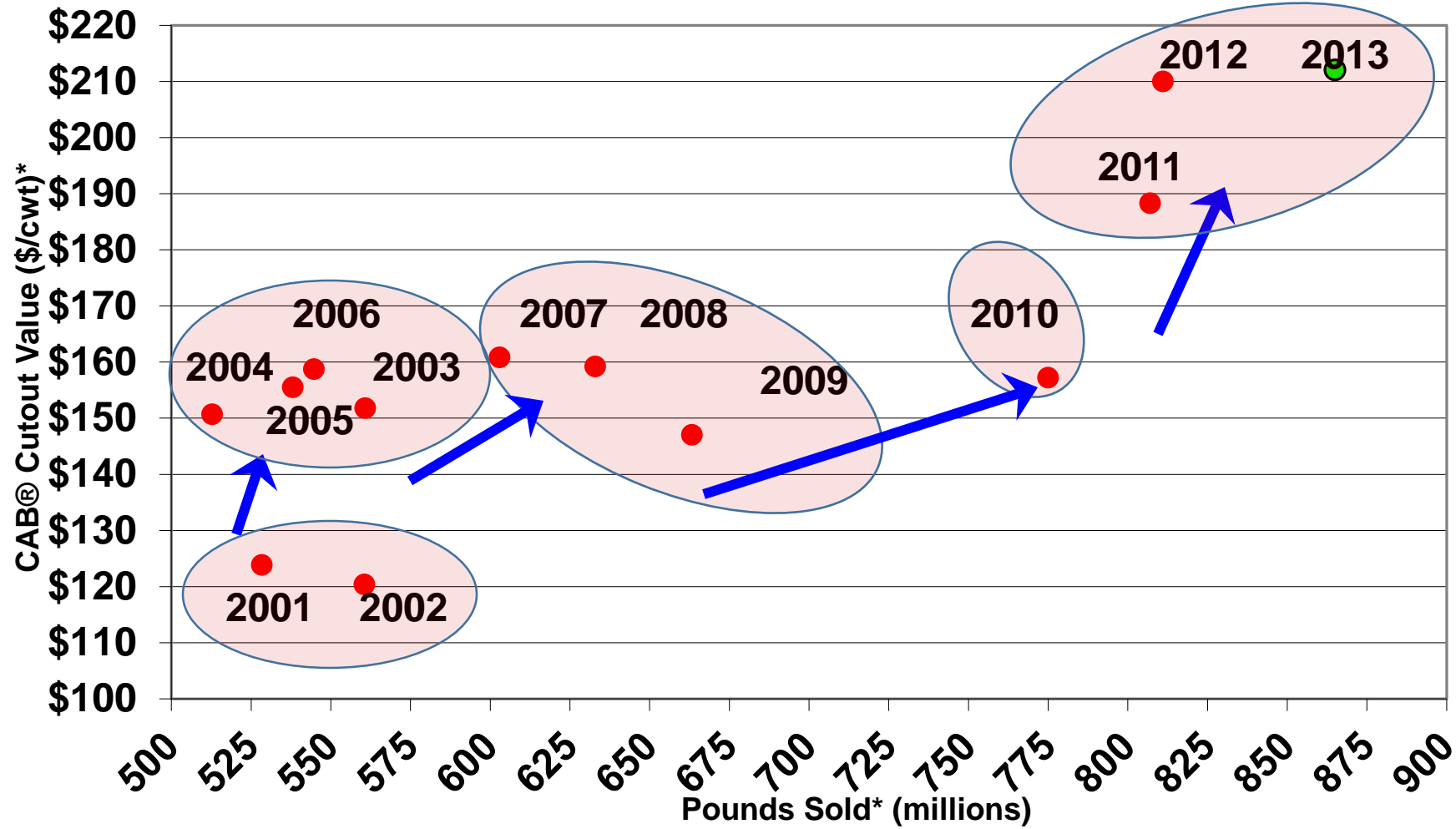


Annual, All Fresh Beef Demand Index (1990=100)

Demand Index (1990=100)



Source: Glynn T. Tonsor, Kansas State University, Jan. 2017





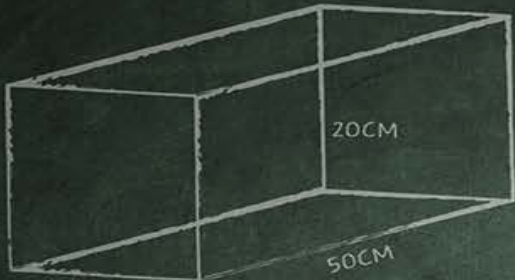
What drives food purchases?

“What economists fail to understand is that food-purchasing decisions are as emotional as they are logical.

Even in lower income areas, eating a super-premium product is a special event that temporarily enables the consumer to enjoy the same experience as others who are more fortunate.”

Jeff Taylor, VP, Harris Nesbitt's Food Group

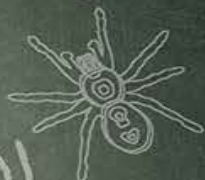




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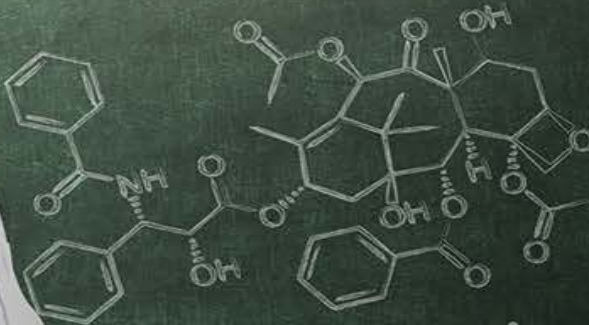
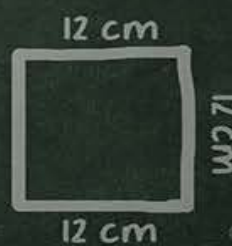
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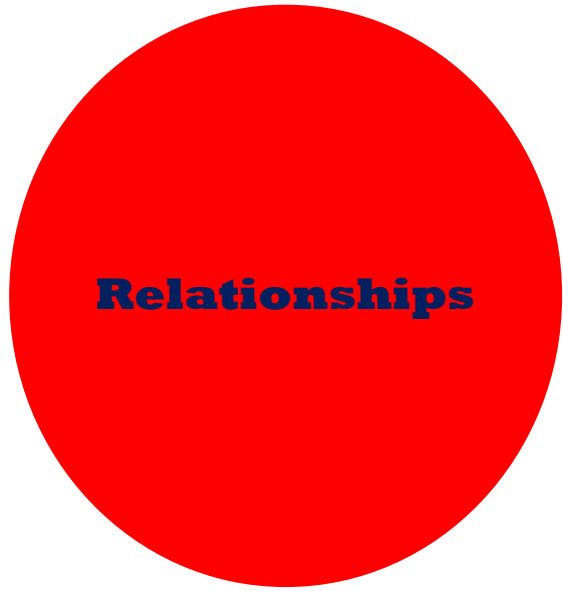


OR





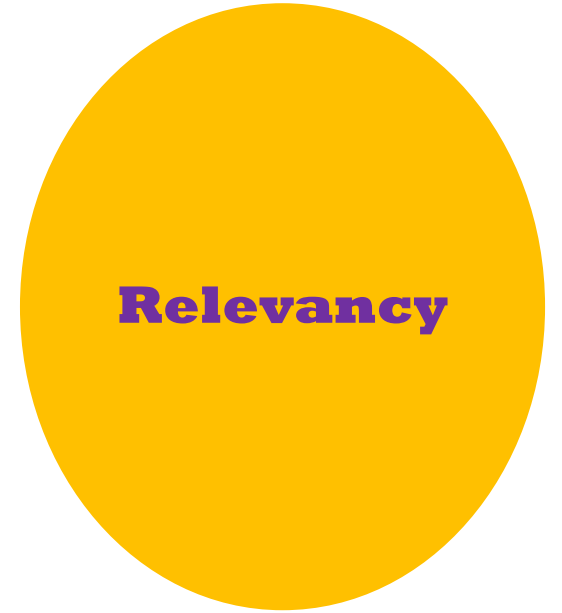




**Front of house
efforts**

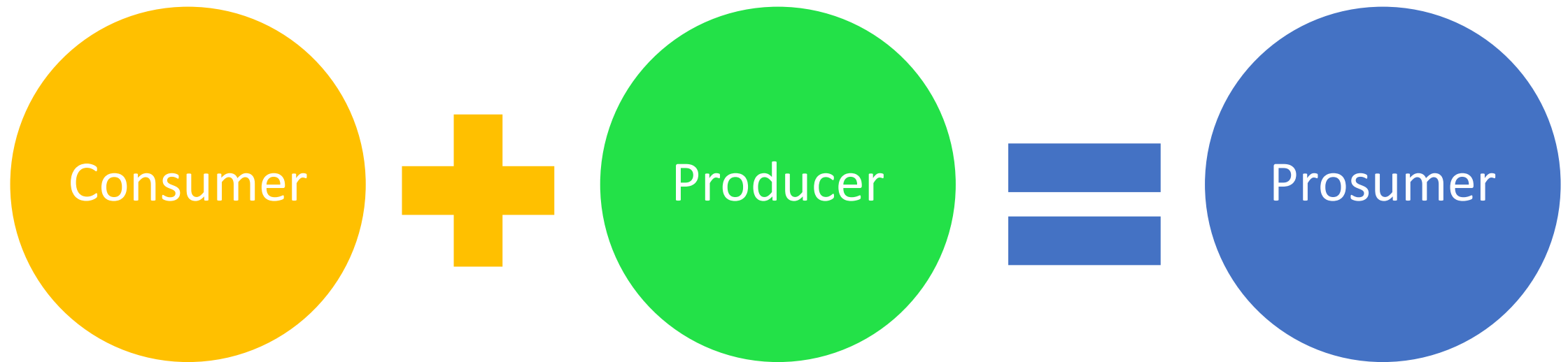


**Back of house
efforts**



PROSUMER

Active involvement with design, production and delivery of the goods/services consumed



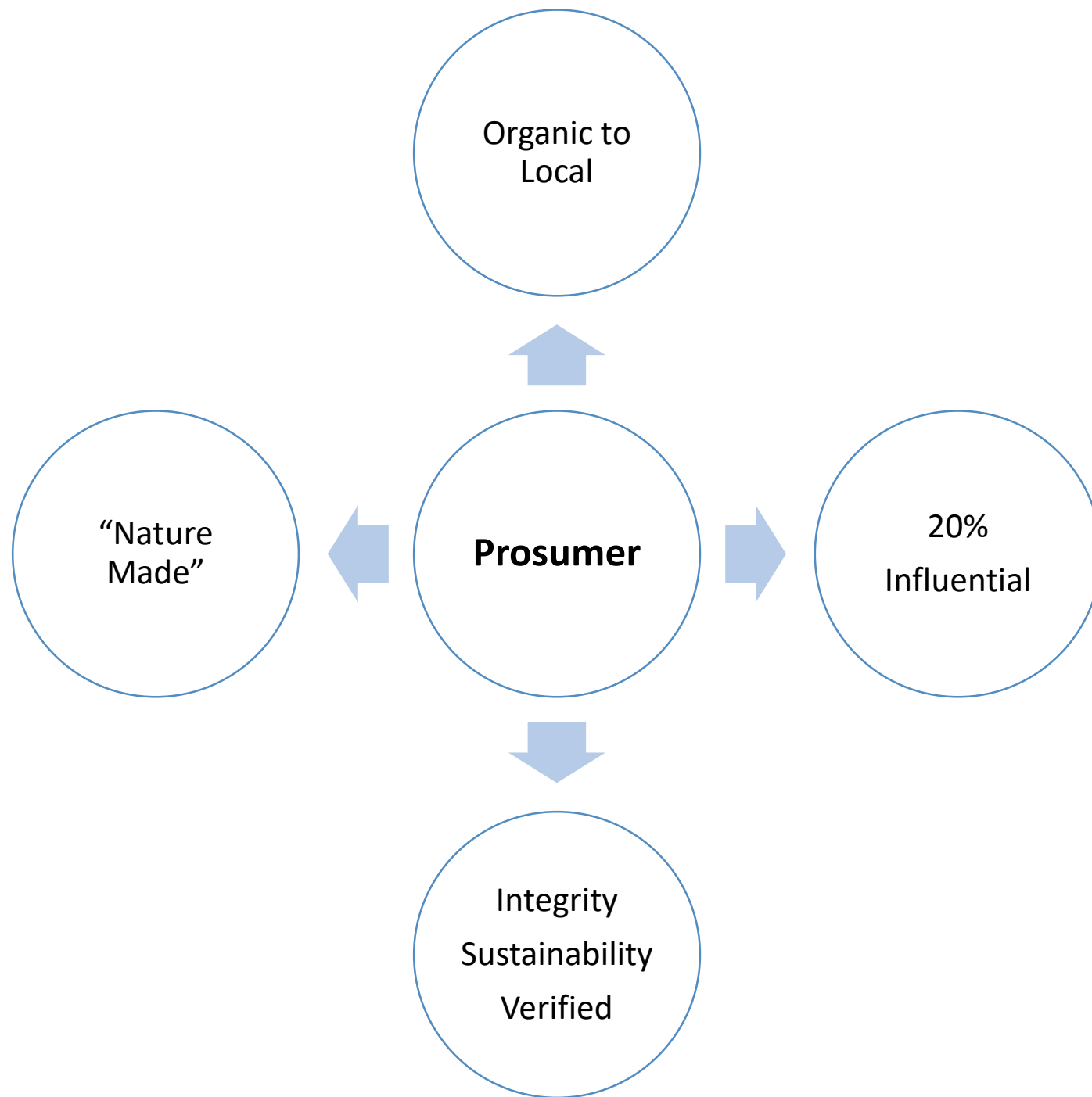




Table 1. Comparison of the Quality Challenges Ranked by Priority for Each of the National Beef Quality Audits

1991	1995	2000	2005	2011
External Fat	Overall Uniformity	Overall Uniformity	Traceability	Food Safety
Seam Fat	Overall Palatability	Carcass Weights	Overall Uniformity	Eating Satisfaction
Overall Palatability	Marbling	Tenderness	Instrument Grading	How and Where the Cattle Were Raised
Tenderness	Tenderness	Marbling	Market Signals	Lean, Fat, Bone
Cutability	External/Seam Fat	Reduced Quality Due to Implants	Segmentation	Weight and Size
Marbling	Cut Weights	External Fat	Carcass Weights	Cattle Genetics



One Size Does Not Fit All



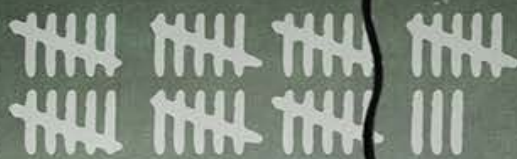
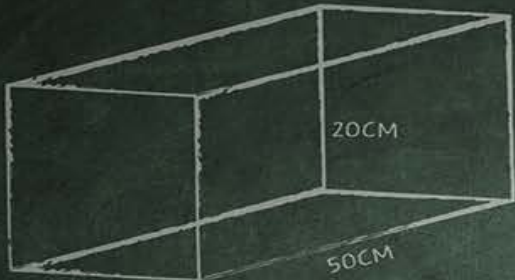
..... FOR CONSUMERS OR PRODUCERS



**Tell
Story**

**Product
Integrity**

**Eating
Satisfaction**



1,3,5,7,9,11,13,15,17



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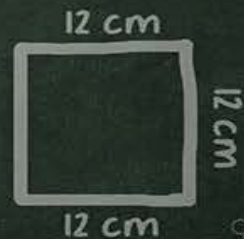
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Empowering Enterprise Builders



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