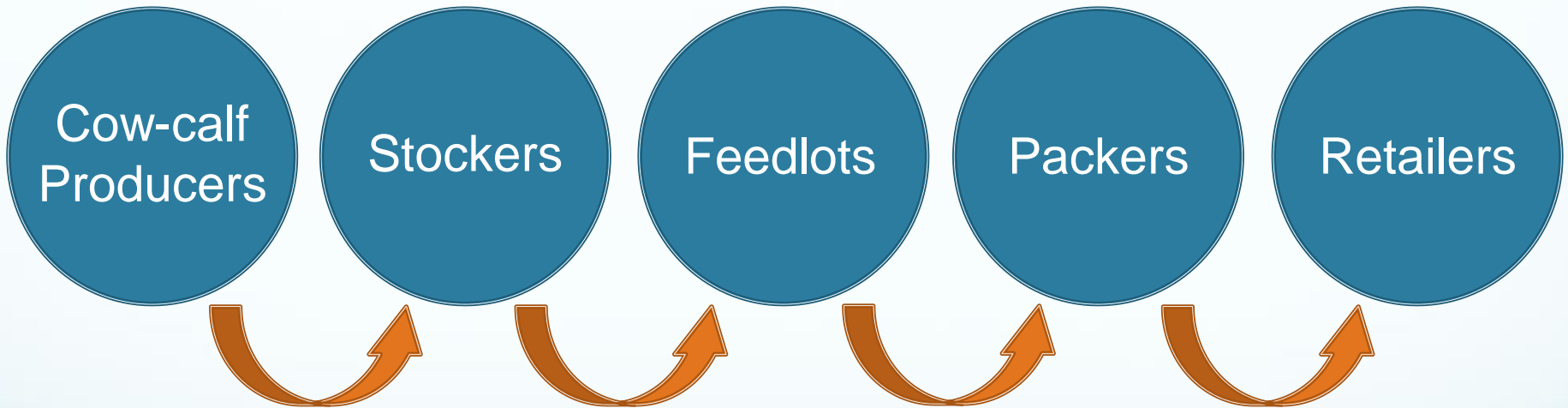


From Seed to Slaughter

Opportunities and Obstacles to Information Exchange in the
U.S. Beef Industry

Beef Supply Chain



Key Information By Segment



- Breed
- Genetics (seed origins)
- Birth weight
- Health records (vaccinations)

Breed is commonly communicated in the marketing

No institutionalized mechanisms to communicate other traits

Key Information By Segment



- Varies greatly
- Not major players
 - Fewer stockers after extended drought

Key Information By Segment

Source Information

- Origin of cattle
- Traceability

Stockers



Feedlots

High volumes of fine-grained information

Pricing Details

- Price paid to suppliers
- Price paid by packers

Quality Details

- Grade of final product
- Problems with any cattle

Key Information By Segment

Quality

- Beef grades
- Yield grades

Availability

- Supply of incoming cattle

Retail interests

- Consumer demands
- Details of retail programs

High volumes of fine-grained information
- held by only a few firms

Cow-calf
Producers

Stockers

Feedlots

Packers

Retailers

Key Information by Segment

Sales Data and Trends

- Shifts in consumer preferences
 - Types of cuts of beef
 - Niche markets (organic, grass-fed)
- Seasonal sales trends
- Market-basket purchasing decisions
 - Price limits on beef items
 - What consumers buy with beef

Cow-calf
Producers

Steak

Wholesalers

Retailers

Certain Segments Hold Information Advantage



Cow-calf
Producers

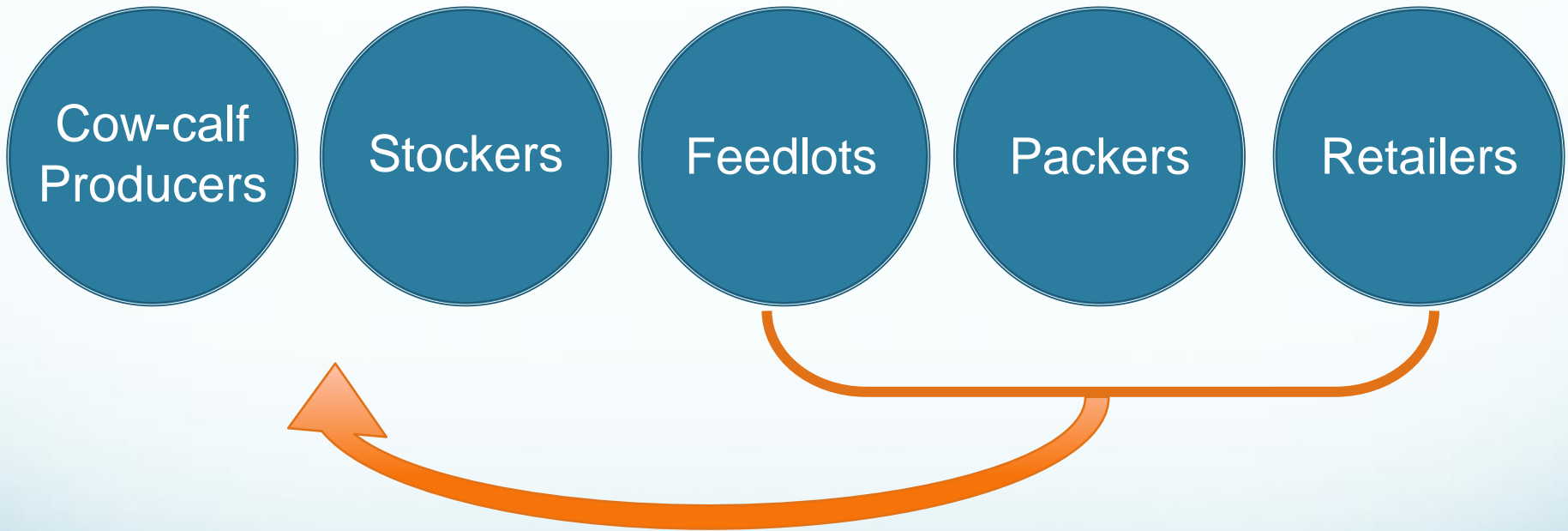
Stickers

Feedlots

Packers

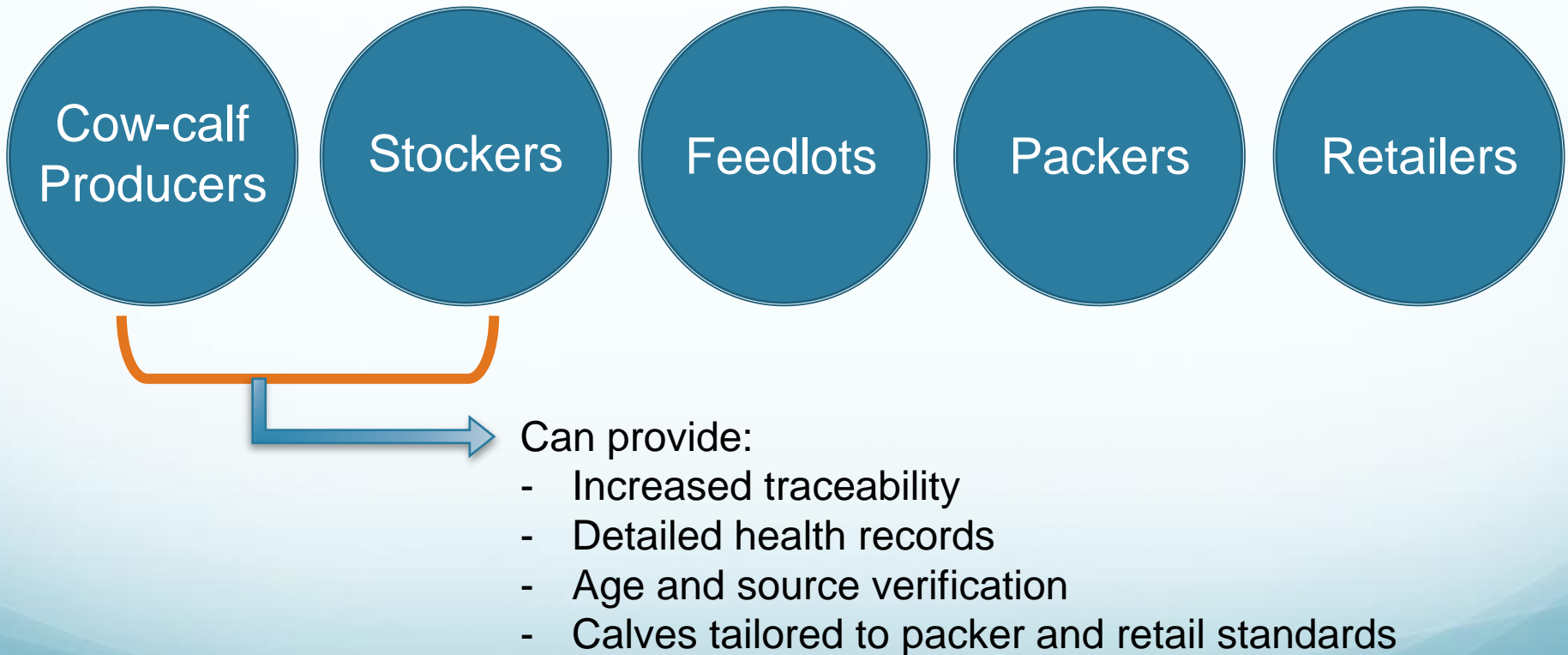
Retailers

Opportunities for Information Exchange?



Need incentive to share information with upstream producers

What type of incentives exist?



Opportunities for Mutually Beneficial Exchange Exist

