

# Market Advisor

► by **Tim Petry**, livestock marketing economist, North Dakota State University

## New livestock round-up available

*Would you like to know more about consumer demand for beef, the outlook for cattle and sheep and lamb prices, and the Canadian cattle industry? Those topics are covered in the most recent issue of the quarterly Livestock Round-Up, published by the Livestock Marketing Information Center (LMIC).*

### Reading the Round-Up

Some of you old-time livestock market observers may remember receiving the brown-and-white monthly *Western Livestock Round-Up* newsletter in the mail during the 1970s and 1980s. Later, readers across the Western and Great Plains states received the *Round-Up* as an insert in state agricultural magazines. Due to increasing costs of printing and mailing, the emergence of electronic media and the LMIC taking on more of a national scope, the *Round-Up* was discontinued in the mid-1990s.

The LMIC is a unique cooperative effort that includes 24 state Extension services, five cooperating U.S. Department of Agriculture (USDA) agencies and seven associate livestock-related organizations.

Each participating institution has a designated member of the LMIC, and I am the designated member from North Dakota State University. The expertise of the state livestock marketing economists, USDA representatives and several full-time LMIC staff members, including Jim Robb, director, and Erica Rosa, agricultural economist, provide a critical mass to evaluate livestock markets and related issues.

Therefore, a decision was made to revive the *Livestock Round-Up* on a quarterly basis and to distribute it in an electronic format. It can be accessed on my Web site at [www.ag.ndsu.nodak.edu/aginfo/lsmkt/livestock.htm](http://www.ag.ndsu.nodak.edu/aginfo/lsmkt/livestock.htm) or from the LMIC Web site at [www.lmic.info/memberspublic/roundup/roundup.pdf](http://www.lmic.info/memberspublic/roundup/roundup.pdf). Publication dates are March,

June, September and December. Articles will focus on livestock markets and related issues.

The main species covered in terms of market situation and outlook will be cattle, hogs and sheep. Other species and related industries also will be covered periodically.

### Special features

James Mintert, Kansas State University Extension livestock marketing economist, is serving as editor. He authored an article titled "What is Consumer Demand for Beef?" which emphasizes that understanding consumer demand for beef, its key determinants and how to analyze changes in demand can be challenging.

The article titled "A Closer Look at the Canadian Cattle Industry" focuses on how bovine spongiform encephalopathy (BSE)-related issues have affected the cattle industry in Canada and how cattle and beef trade between the U.S. and Canada is changing.

Articles also discuss factors influencing cattle and sheep prices and the increases in numbers that are occurring in those industries.

Please feel free to send your comments or suggestions.

  
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