


MARKETING MODULE - MAST Program


Livestock Markets Information Sources & Uses

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Module: Marketing

- **Session: Livestock Markets Information Sources & Uses**
- *Purpose: Overview publically available sources of information on livestock markets. Highlight common uses and value in everyday decision making.*



Overview of Sources

- Land-Grant Universities & Faculty
 - KSU's AgManager website
- Governmental Agencies
 - USDA's AMS, ERS, NASS agencies
- Futures Market Exchanges
 - CME Group
- Public-Private Entities
 - Livestock Marketing Information Center



Regularly Updated Newsletters & Commentary

- **KSU Radio Interview**
 - (<http://www.agmanager.info/livestock/marketing/outlook/newsletters/default.asp>)
 - OR (<http://www.ksre.k-state.edu/news/DesktopDefault.aspx?tabid=66>)
 - Weekly, released on Mondays (Tonsor, Mark, Peel, LMIC)
- **“In the Cattle Markets”**
 - (<http://www.lmic.info/memberspublic/InTheCattleMarket/CattleMktsframe.html>)
 - Weekly (Mark, Feuz, Petry, Riley/Anderson)
- **Recent Cattle Finishing Returns**
 - (<http://www.agmanager.info/livestock/marketing/outlook/newsletters/FinishingReturns/default.asp>);
 - monthly updates based on Focus on Feedlots newsletter



Regular “Situation Update” Commentary: LMIC

- **“Chart of the Week”**
 - (<http://www.lmic.info/index.shtml>)
- **“Weekly Price & Production Summary”**
 - (<http://www.lmic.info/priprod/pandp.html>)
- **“Quick Market Reports”**
 - (<http://www.lmic.info/quick/quickdr.html>)



Current Price Information

- **Futures Markets**
 - (<http://www.cmegroup.com/trading/commodities/>) OR (<http://www.agmanager.info/livestock/marketing/futures/default.asp>)
 - LC, FC, LH & C, SB, S, W
- **Cash Markets**
 - <http://www.agmanager.info/livestock/marketing/graphs/default.asp#Price Charts>
 - <http://www.agmanager.info/livestock/marketing/database/default.asp#Cattle and Beef Databases>
 - Dodge City, Pratt, & Salina 700-800 lb steer; KS Direct Slaughter steer prices
- **Basis (Cash - Futures) Information**
 - <http://www.agmanager.info/livestock/marketing/graphs/default.asp#Basis Charts>
 - BeefBasis.com (<http://www.beefbasis.com/>)



Info.Sources: USDA

- Morning/Afternoon Slaughter Cattle Report
 - (http://www.ams.usda.gov/mnreports/lm_ct130.txt)
 - Current volume & prices for fed cattle
- 5 Area (TX/OK/NM; KS; NE; CO; IA/MN) WTD Avg
 - (http://www.ams.usda.gov/mnreports/lm_ct100.txt)
 - Current volume, weights, & prices for fed cattle
- Daily Cow & Bull Sales Report
 - (http://www.ams.usda.gov/mnreports/lm_ct103.txt)
 - 4 cow groups (premium, breaker, boner, cutter) & bull volumes, wts, & prices
 - Data by regions (South Central = TX, OK, NM, KS, CO)



Info.Sources: CME

- <http://www.dailylivestockreport.com/>
 - Daily Livestock Report (Steve Meyer & Len Steiner)
 - 1 page synopsis on livestock/meat market drivers
 - Daily email subscription available (<http://www.dailylivestockreport.com/subscribe.asp>)
 - Lists schedule of, and links to, current month's USDA reports
 - Livestock, Dairy, & Poultry Outlook
 - US & Canadian Cattle
 - Cold Storage; Livestock Slaughter; Cattle on Feed



Info.Sources: USDA

- Livestock, Dairy, & Poultry Outlook (<http://www.ers.usda.gov/publications/ldp/>)
 - Monthly
 - 1 pg executive summary;
 - 2-4 pgs of more detail on each species;
 - 1 special issue discussion in most releases;
 - Quarterly forecast for next 4-6 quarters on last page;
 - +/- pg 21 of report has instructions on how to get report notifications via email



Info.Sources: USDA

- US & Canadian Cattle
 (<http://usda.mannlib.cornell.edu/MannUsda/viewDocumentInfo.do?documentID=1464>)
 - Released 2x year (Feb. & Aug, mid month)
 - 10 pg overview of inventory & changes over last 3-4 years
- US & Canadian Hogs
 (<http://usda.mannlib.cornell.edu/MannUsda/viewDocumentInfo.do?documentID=1624>)
 - Released 4x year (Feb, Apr, Aug, Oct)
 - 8 pg overview of inventory & changes over last 3-4 years



Info.Sources: USDA

- Cold Storage;
 - (<http://usda.mannlib.cornell.edu/MannUsda/viewDocumentInfo.do?documentID=1034>)
 - Released monthly, mid-month;
 - Indicator of "immediate supplies" and "current demand"
- Livestock Slaughter;
 - (<http://usda.mannlib.cornell.edu/MannUsda/viewDocumentInfo.do?documentID=1096>)
 - Released monthly, mid-month;
 - Indicator of current meat production, live weights,
- Cattle on Feed
 - (<http://usda.mannlib.cornell.edu/MannUsda/viewDocumentInfo.do?documentID=1020>)
 - Released monthly, mid-month;
 - Current COF, recent placements, YOY changes




Info.Sources: USDA

- World Ag. Supply & Demand Estimates (WASDE)
 - (<http://usda.mannlib.cornell.edu/MannUsda/viewDocumentInfo.do?documentID=1194>)
 - Released monthly, +/- 10th day;
 - +/- pg 30 lays out US quarterly meat production & price forecasts;
 - Includes USDA crop area, yield, and production forecasts
- Cattle Inventory Reports
 - (<http://usda.mannlib.cornell.edu/MannUsda/viewDocumentInfo.do?documentID=1017>)
 - Released in Jan & July; end of the month;
 - Good for longer term, herd size & inventory adjustment information;
 - Includes state specific information to gauge regional adjustments
- Hogs & Pigs Inventory Reports
 - (<http://usda.mannlib.cornell.edu/MannUsda/viewDocumentInfo.do?documentID=1086>)
 - Released quarterly (Mar, Jun, Sep, Dec); end of the month
 - Good for longer term, herd size & inventory adjustment information



Misc Other Info. Resources

- Beef Basis Forecasts (<http://www.beefbasis.com/>)
- Feedlot Risk/Return Forecasts (<http://www.naiiber.org/cattleriskanalzyer/>)
- Interest Rates Forecasts (<http://www.cmegroup.com/trading/interest-rates/fed-funds.html>)



Misc Other Info. Resources

- CME Group Livestock Fundamentals
 - (<http://www.cmegroup.com/trading/commodities/cme-group-livestock-fundamentals.html>)
 - Overview of cattle & hog industries; outlines stages of production, etc.
 - Several basic "fundamental analysis" comments
- CME Cattle Futures & Options Fact Card
 - (<http://www.cmegroup.com/trading/commodities/cattle-futures-options-fact-card.html>)
 - Snapshot summary of CME products available for risk management, contract details, etc.
- CME Self-Study Guide to Hedging with Livestock Futures & Options
 - <http://www.cmegroup.com/trading/commodities/self-study-guide-hedging-livestock-futures-options.html>
 - Introduction to basics of futures and options based hedging



End of Session:
Livestock Markets Information Sources & Uses

