

# Justin D. Bina

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## Education

Doctor of Philosophy in Agricultural Economics August 2024  
Kansas State University

- Cumulative GPA: 4.0
- Dissertation: Essays on physical exercise as a behavioral determinant of U.S. protein demand

Master of Science in Agricultural Economics May 2021  
Kansas State University

- Cumulative GPA: 4.0
- Thesis: Essays on futures contracts as a feeder cattle price risk management tool

Bachelor of Science in Agriculture May 2019  
Kansas State University

- Cumulative GPA: 4.0
- Major in Agricultural Economics

## Employment

Assistant Professor of Agribusiness August 2024–present  
Morrison School of Agribusiness, Arizona State University

Research Assistant May 2017–August 2024  
Department of Agricultural Economics, Kansas State University

Pathways Intern June 2022–September 2022  
USDA Economic Research Service

Data Analyst August 2021–January 2022  
Department of Agricultural Economics, Kansas State University

Intern May 2018–August 2018  
Agricultural Business Line Management, CME Group

## Refereed Journal Articles

1. **Bina, J. D.**, & Tonsor, G. T. (2024). Behavioral Correlates of U.S. Retail Protein Demand: The Case of Exercise-Driven Protein Consumption. *Journal of the Agricultural and Applied Economics Association*, 3(4), 690–705. <https://doi.org/10.1002/jaa2.142>
2. **Bina, J. D.**, & Tonsor, G. T. (2024). Demand Dashboards: Interactive Tools to Communicate Consumer Behavior. *Applied Economics Teaching Resources*, 6(4). <https://doi.org/10.22004/ag.econ.348254>
3. **Bina, J. D.**, Tonsor, G. T., & Coffey, B. K. (2024). No Beef with Increased Media: The Impacts of Fitness Media on US Meat Demand. *Journal of Agricultural and Resource Economics*, 49(3), 593–609. <https://doi.org/10.22004/ag.econ.343517>

4. **Bina, J. D.**, & Tonsor, G. T. (2024). Non-Linear Association of Exercise with Animal Protein Consumption Among U.S. Adults. *Nutrients*, *16*(10), 1438. <https://doi.org/10.3390/nu16101438>
5. **Bina, J. D.**, Tonsor, G. T., & Briggeman, B. C. (2023). COVID-19 Federal Aid and Household Food Expenditures. *Journal of Agricultural and Applied Economics*, *55*(4), 567–608. <https://doi.org/10.1017/aae.2023.31>
6. **Bina, J. D.**, Tonsor, G. T., Schulz, L. L., & Hahn, W. F. (2022). Regional and Plant-Size Impacts of COVID-19 on Beef Processing. *Food Policy*, *108*, 102247. <https://doi.org/10.1016/j.foodpol.2022.102247>
7. **Bina, J. D.**, Schroeder, T. C., & Tonsor, G. T. (2022). Feeder Cattle Basis Risk and Determinants. *Journal of Agricultural and Applied Economics*, *54*(1), 137–156. <https://doi.org/10.1017/aae.2022.2>
8. **Bina, J. D.**, Schroeder, T. C., & Tonsor, G. T. (2022). Conditional Feeder Cattle Hedge Ratios: Cross Hedging with Fluctuating Corn Prices. *Journal of Commodity Markets*, *26*, 100193. <https://doi.org/10.1016/j.jcomm.2021.100193>

## Submitted Manuscripts

1. Justin Bina, Glynn Tonsor, Brian Coffey, and Bailey Peterson-Wilhelm. “Assessing Expectations and Preferences in Agricultural Economics Graduate Advising.” *Revise and resubmit at Applied Economics Teaching Resources*.
2. Justin Bina. “Causal Impacts of Aerobic Exercise and Strength Training on Stated Preferences for Protein.” *Under review*.
3. Justin Bina and Ujjwol Paudel. “Weight Loss Attempts and Food Consumption: Can We Forecast GLP-1 Impacts?” *Under review*.
4. Justin Bina, Glynn Tonsor, and Jayson Lusk. “Heterogeneous Effects of Proposition 12 on Californian Consumer Welfare.” *Under review*.
5. Justin Bina and Glynn Tonsor. “Impacts of Alternative Selection in Multi-Alternative Food Demand Modeling.” *Under review*.

## Academic Presentations

1. **Bina, J. D.**, & Tonsor, G. T. (2024, February 5). Impacts of Resistance Training and Fitness on U.S. Protein Demand [Selected Paper Presentation]. Annual meeting of the Southern Agricultural Economics Association, Atlanta, GA.
2. **Bina, J. D.**, Tonsor, G. T., Coffey, B. K., & Peterson-Wilhelm, B. (2024, February 5). Knowledge Supply: Graduate Advising’s Role in the Supply Chain for Academic Researchers [Selected Poster Presentation]. Annual meeting of the Southern Agricultural Economics Association, Atlanta, GA.
3. **Bina, J. D.**, Tonsor, G. T., & Coffey, B. K. (2024, February 5). No Beef with Increased Media: The Impacts of Fitness Media on U.S. Meat Demand [Selected Paper Presentation]. Annual meeting of the Southern Agricultural Economics Association, Atlanta, GA.
4. **Bina, J. D.**, & Tonsor, G. T. (2023, July 19). Demand Dashboards: Interactive Tools to Communicate Consumer Behavior [Selected Paper Presentation]. Joint meeting of the Canadian Agricultural Economics Society and Western Agricultural Economics Association, Whistler, BC, Canada.

5. **Bina, J. D.**, & Tonsor, G. T. (2022, June 6). Impacts of COVID-19 Federal Aid and Financial Sentiment on Food Expenditures [Selected Paper Presentation]. Annual meeting of the Western Agricultural Economics Association, Santa Fe, NM.
6. **Bina, J. D.**, & Tonsor, G. T. (2021, August 2). Balancing Beef Processing Efficiency and Resiliency Post-COVID-19 [Selected Poster Presentation]. Joint meeting of the Agricultural & Applied Economics Association and Western Agricultural Economics Association, Austin, TX.
7. **Bina, J. D.**, Peel, D., Hough, B., Brady, T., & Seamon, F. (2019, July 1). Risk Management Performance of the CME Feeder Cattle Futures Contract [Symposium]. Annual meeting of the Western Agricultural Economics Association, Coeur d'Alene, ID.

## Extension Publications and Outreach Activity

### Extension Papers

1. **Bina, J. D.**, & Tonsor, G. T. (2024). Meat Demand Monitor: A Peep at Pork Purchases [Extension Paper]. Kansas State University. <https://www.agmanager.info/livestock-meat/meat-demand/monthly-meat-demand-monitor-survey-data/meat-demand-monitor-peep-pork>
2. **Bina, J. D.**, & Tonsor, G. T. (2024). Meat Demand Monitor: Who's Buying Big in Beef? [Extension Paper]. Kansas State University. <https://www.agmanager.info/livestock-meat/meat-demand/monthly-meat-demand-monitor-survey-data/meat-demand-monitor-who%E2%80%99s-buying>
3. **Bina, J. D.**, & Tonsor, G. T. (2024). Meat Demand Monitor: Fitness-Driven Consumers Purchase Labeled Meat More Frequently [Extension Paper]. Kansas State University. <https://www.agmanager.info/livestock-meat/meat-demand/monthly-meat-demand-monitor-survey-data/meat-demand-monitor-fitness>
4. **Bina, J. D.**, & Tonsor, G. T. (2023). Meat Demand Monitor: Protein Consumption and Physical Fitness [Extension Paper]. Kansas State University. <https://www.agmanager.info/livestock-meat/meat-demand/monthly-meat-demand-monitor-survey-data/meat-demand-monitor-protein>
5. Tonsor, G. T., & **Bina, J. D.** (2023). Assessing Cross-Price Effects of Meat Alternatives on Beef, Pork, and Chicken Retail Demand in 2022 [Extension Paper]. Purdue University. [https://ag.purdue.edu/cfdas/wp-content/uploads/2023/06/CA1378\\_061523\\_Price-Impact-of-Meat-Alternatives-on-Meat-Demand\\_USDAApproved\\_logo-added-2.pdf](https://ag.purdue.edu/cfdas/wp-content/uploads/2023/06/CA1378_061523_Price-Impact-of-Meat-Alternatives-on-Meat-Demand_USDAApproved_logo-added-2.pdf)
6. **Bina, J. D.**, Schroeder, T. C., & Coffey, B. K. (2021). Summary of Feeder Cattle Hedging Performance [Extension Paper]. Kansas State University. <https://www.agmanager.info/livestock-meat/marketing-extension-bulletins/marketing-strategies-and-livestock-pricing/summary>
7. **Bina, J. D.**, & Schroeder, T. C. (2019). Overview of the CME Group Feeder Cattle Futures Contract [Extension Paper]. Kansas State University. <https://agmanager.info/livestock-meat/marketing-extension-bulletins/marketing-strategies-and-livestock-pricing/overview-cme>
8. **Bina, J. D.**, & Schroeder, T. C. (2018). Measuring Grain Market Price Risk [Extension Paper]. Kansas State University. <https://agmanager.info/grain-marketing/publications/measuring-grain-market-price-risk>

9. **Bina, J. D.**, & Schroeder, T. C. (2018). Prospective Fed Cattle Market Risk [Extension Paper]. Kansas State University. <https://agmanager.info/livestock-meat/marketing-extension-bulletins/price-risk/prospective-fed-cattle-market-risk>

#### Presentations

1. **Bina, J. D.**, & Tonsor, G. T. (2022, August 16). Insights from the Meat Demand Monitor Dashboard [Extension Presentation]. 2022 Risk and Profit Conference, Manhattan, KS.
2. **Bina, J. D.**, & Tonsor, G. T. (2021, August 19). Balancing Beef Processing Efficiency and Resiliency Post-COVID-19 [Extension Presentation]. 2021 Risk and Profit Conference, Manhattan, KS.

#### Radio Interviews

1. Bennett, S. (Director). (2022, September 21). New Meat Demand Monitor Dashboard. In Agriculture Today. <https://agtodayksu.libsyn.com/1277-conservation-reserve-enhancement-program-expansion-new-tool-on-agmanager>
2. Atkinson, E. (Director). (2018, January 30). Research Results on Live Cattle Options Trading. In Agriculture Today. <https://agtodayksu.libsyn.com/agriculture-today-jan-30-2018>

#### Dashboards

1. **Bina, J. D.**, & Tonsor, G. T. (2022, August). Meat Demand Monitor Dashboard. Meat Demand Monitor. <https://ksmeatdemandmonitor.shinyapps.io/MDMapp/>

#### Popular Press Articles

1. Tonsor, G. T., & **Bina, J. D.** (2022, October). Introducing the Meat Demand Monitor Dashboard. Feedstuffs. <https://informamarkets.turtl.co/story/feedstuffs-october-2022/>

#### Popular Press Articles and Interviews (authored by others)

- *National Hog Farmer*

## **Professional Service**

#### Committees and Leadership Positions

- Seminar committee chair (Morrison School of Agribusiness, Arizona State University): 2024–present
- Personnel search committee (Morrison School of Agribusiness, Arizona State University): 2024–present

#### Manuscript Reviews (number of reviews)

- *Applied Economics Teaching Resources* (2), *Food Policy* (2), *Journal of Commodity Markets* (1), *Journal of Agricultural and Resource Economics* (1), *Journal of the Agricultural and Applied Economics Association* (1), *Journal of Food Distribution Research* (1)

#### Seminar Activity

- Graduate seminar “Introduction to R Programming” (Kansas State University): 2021, 2022

## **Awards and Honors**

- 2023 College of Agriculture Dean and Director’s Citation for Outstanding Research
- 2023 Gamma Sigma Delta Outstanding Graduate Student Research Award
- Donoghue Scholar—Kansas State University Graduate School
- 2019 Western Agricultural Economics Association Outstanding Senior Award
- 2019 College of Agriculture Outstanding Senior in Agricultural Economics
- 2019 Agricultural Economics Department Outstanding Senior Award
- Graduated *summa cum laude*