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Justin D. Bina

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Employment

August 2024 – present	Assistant Professor of Agribusiness Morrison School of Agribusiness, Arizona State University
2017 – 2024	Research Assistant Department of Agricultural Economics, Kansas State University
2022	Pathways Intern USDA Economic Research Service
2018	Intern Agricultural Business Line Management, CME Group

Education

2024	Ph.D. – Agricultural Economics Kansas State University Committee Chair: Glynn T. Tonsor
2021	M.S. – Agricultural Economics Kansas State University Committee Chair: Ted C. Schroeder
2019	B.S. – Agriculture Kansas State University

Peer-Reviewed Journal Articles

Authorship is listed in order of contribution.
^ Denotes work published with graduate students.

16. **Bina, J. D.**, Tonsor, G. T., & Lusk, J. L. (2026). Heterogeneous Effects of Proposition 12 on Californian Consumer Welfare. *Journal of Agricultural and Resource Economics*, Advance online publication. https://doi.org/10.22004/ag.econ.393800

15. **Bina, J. D.** (2026). Beyond Metropolitan Averages: Food Demand Across Local Markets. *Agricultural Economics, 57*(4), e70130. https://doi.org/10.1111/agec.70130

14. **Bina, J. D.**, & Tonsor, G. T. (2026). Meal Location and Protein Choices of GLP-1 Users. *Journal of Agricultural and Applied Economics*, Advance online publication. https://doi.org/10.1017/aae.2026.10049

13. **Bina, J. D.**, & Tonsor, G. T. (2026). Fitness, Protein, and Food Outlet Choice. *Agribusiness*, Advance online publication. https://doi.org/10.1002/agr.70119

12. **Bina, J. D.** (2026). Effects of Aerobic and Strength-Based Exercise on Consumer Preference for Protein. *Agricultural Economics, 57*(1), e70060. https://doi.org/10.1111/agec.70060

11. ^**Bina, J. D.**, & Paudel, U. (2026). Weight Loss and Food Spending. *Agricultural Economics, 57*(1), e70072. https://doi.org/10.1111/agec.70072

10. **Bina, J. D.**, Tonsor, G. T., & Richards, T. J. (2026). GLP-1 Use and Protein Demand. *Food Policy, 138*, 103026. https://doi.org/10.1016/j.foodpol.2025.103026

9. **Bina, J. D.**, & Tonsor, G. T. (2025). Impacts of Alternative Selection in Multi-Alternative Food Demand Modeling. *Q Open, 5*(2), qoaf019. https://doi.org/10.1093/qopen/qoaf019

8. **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

7. **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

6. **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

5. **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

4. **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

3. **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

2. **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

1. **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

3. **Justin D. Bina** and Glynn T. Tonsor (Kansas State University). "Perceived Financial Strain and U.S. Meat Demand." Second-round revise-and-resubmit at the *American Journal of Agricultural Economics*.

2. Maria Kalaitzandonakes (University of Illinois Urbana-Champaign), **Justin D. Bina**, and Jared Hutchins (University of Illinois Urbana-Champaign). "Impacts of Alpha-gal Syndrome on Consumer Protein Choices." Under review at the *American Journal of Agricultural Economics*.

1. **Justin D. Bina**, Glynn T. Tonsor (Kansas State University), Marco A. Palma (Texas A&M University), and Jayson L. Lusk (Oklahoma State University). "The Silent Treatment: Strategic Communication of Product Unavailability." Under review at the *American Journal of Agricultural Economics*.

Working Papers

^ Denotes work with graduate students.

5. Timothy J. Richards (Arizona State University) and **Justin D. Bina**. "GLP-1s, Product Design, and Pricing." Preparing for submission to the *International Journal of Industrial Organization*.

4. Maria Kalaitzandonakes (University of Illinois Urbana-Champaign), **Justin D. Bina**, and Jared Hutchins (University of Illinois Urbana-Champaign). "Dietary Restrictions and Consumer Behavior: The Case of Alpha-gal Syndrome." Preparing for submission to *Food Policy*.

3. ^**Justin D. Bina**, Maria Kalaitzandonakes (University of Illinois Urbana-Champaign), Nilufer Cetik (Arizona State University), Bruce Sherrick (University of Illinois Urbana-Champaign), and Glynn T. Tonsor (Kansas State University). "Comparing Contemporary Stated Preference Approaches for Food Demand Estimation."

2. ^Juyoung Choi (Korea University), Jisang Yu (Korea University), Georgi T. Gabrielyan (USDA FPAC-BC), and **Justin D. Bina**. "Impacts of Protein Demand Increases on the U.S. Dairy Market: Implications from GLP-1 Adoption."

1. Mackenzie Gill (University of Tennessee, Knoxville), Aaron Staples (University of Illinois Urbana-Champaign), and **Justin D. Bina**. "Nutrition Implications of Proposition 12 Welfare Regulations."

Teaching Activity

Course	Term	Overall instructor rating
AGB 100: Introduction to Agribusiness (in-person)	Spring 2026	6.6/7.0
	Spring 2025	6.5/7.0
AGB 100: Introduction to Agribusiness (online)	Fall 2025	6.5/7.0
AGB 425: Food Supply Networks (online)	Spring 2026	6.6/7.0
	Spring 2025	6.4/7.0
WPC 300: Problem Solving and Actionable Analytics (hybrid)	Fall 2024	6.7/7.0

Grant Activity

Total received = $591,500; total received as PI = $591,500

Title: Diversion Ratios and Vertical Market Power: Implications for Agriculture
Status: Funded
Amount: $591,500
Date: June 1, 2026 – May 31, 2029
Source: USDA NIFA – AFRI
Investigators: **Justin D. Bina (PI)**, Timothy J. Richards (Co-PI), and Stephen F. Hamilton (Co-PI)

Academic Presentations

11. **Bina, J. D.**, & Tonsor, G. T. (2026, July 28). Meal Location and Protein Choices of GLP-1 Users [Track Session Presentation]. Annual meeting of the Agricultural & Applied Economics Association, Kansas City, MO.

10. **Bina, J. D.**, Tonsor, G. T., & Richards, T. J. (2026, January 5). GLP-1 Use and Protein Demand [Track Session Presentation]. Annual meeting of the Allied Social Science Associations, Philadelphia, PA.

9. **Bina, J. D.**, Tonsor, G. T., & Lusk, J. L. (2025, July 29). Heterogeneous Effects of Proposition 12 on Californian Consumer Welfare [Selected Paper Presentation]. Joint meeting of the Agricultural & Applied Economics Association and Western Agricultural Economics Association, Denver, CO.

8. **Bina, J. D.** (2025, July 28). Effects of Aerobic and Strength-Based Exercise on Consumer Preference for Protein [Selected Paper Presentation]. Joint meeting of the Agricultural & Applied Economics Association and Western Agricultural Economics Association, Denver, CO.

7. **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.

6. **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.

5. **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.

3. **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.

2. **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.

1. **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.

Invited Seminars

September 2026 University of Illinois Urbana-Champaign
Department of Agricultural & Consumer Economics

Outreach Publications

15. **Bina, J. D.** (2026, August). GLP-1 Consumption Changes and Food Industry Response. The Journal, July-August 2026, 16–17. https://afmaaz.org/3d-flip-book/the-journal-august-september-2026/

14. Tonsor, G. T., & **Bina, J. D.** (2026). Meat Demand Monitor—February 2020-December 2025 Summary Report [Extension Paper]. Kansas State University. https://agmanager.info/livestock-meat/meat-demand/monthly-meat-demand-monitor-survey-data/meat-demand-monitor-february-0

13. **Bina, J. D.** (2025, August). New Food Demand Drivers and Their Implications. The Journal, July-August 2025, 28–30. https://afmaaz.org/3d-flip-book/the-journal-july-august-2025/

12. **Bina, J. D.**, & Tonsor, G. T. (2025). Meat Demand Monitor: Meal Locations and Protein Consumption of GLP-1 Users [Extension Paper]. Kansas State University. https://www.agmanager.info/livestock-meat/meat-demand/monthly-meat-demand-monitor-survey-data/meat-demand-monitor-meal

11. **Bina, J. D.**, & Tonsor, G. T. (2025). Meat Demand Monitor: Demand Differences by Financial Sentiment in Quarter 1 2025 [Extension Paper]. Kansas State University.

https://agmanager.info/livestock-meat/meat-demand/monthly-meat-demand-monitor-survey-data/meat-demand-monitor-demand

10. **Bina, J. D.**, & Tonsor, G. T. (2025). Meat Demand Monitor: Protein in the GLP-1 Era [Extension Paper]. Kansas State University. https://www.agmanager.info/livestock-meat/meat-demand/monthly-meat-demand-monitor-survey-data/meat-demand-monitor-protein-glp-1
9. **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
8. **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
7. **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
6. **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
4. **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
3. **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
2. **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
1. **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

Outreach Presentations

3. **Bina, J. D.** (2026, April 24). The Protein Trend—Demand, Prices, and Implications [Webinar]. The Council on Food, Agricultural & Resource Economics. https://www.cfare.org/items/proteintrend
2. **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.
1. **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.

Media Interviews

12. Hess, A. (2026, April 7). Meat's Moment Continues. National Hog Farmer. https://www.nationalhogfarmer.com/market-news/meat-s-moment-continues

11. Hess, A. (2026, February 20). Meat is Having a Moment: 6 Years of MDM Data Unveiled. National Hog Farmer. https://www.nationalhogfarmer.com/market-news/meat-is-having-a-moment-6-years-of-mdm-data-unveiled

10. Rey, C. Jr. (2026, February 7). Weight Loss Drugs Change How Arizonans Shop for Food. The Arizona Republic. https://www.azcentral.com/story/money/business/consumers/2026/02/07/weight-loss-drugs-food-prices-shopping-habits-arizona/88517349007/

9. Terrill, M. (2026, January 14). Business Professor Suggests GLP-1 Drugs Are Reshaping the Food Economy. ASU News. https://news.asu.edu/20260114-business-and-entrepreneurship-w-p-carey-professor-suggests-glp1-drugs-are-reshaping-food

8. Hess, A. (2025, July 15). GLP-1 Users May Be Ditching Dinner, But Not Protein. National Hog Farmer. https://www.nationalhogfarmer.com/market-news/glp-1-users-may-be-ditching-dinner-but-not-protein

7. Hess, A. (2025, April 4). Will U.S. Consumers Hit Their Breaking Point on Meat Prices This Year? National Hog Farmer. https://www.nationalhogfarmer.com/market-news/will-u-s-consumers-hit-their-breaking-point-on-meat-prices-this-year-

6. Pearson, M. (Director). (2025, February 8). This Week in Agribusiness [Broadcast]. Farm Progress. https://www.youtube.com/watch?v=AgFxxxM742w&t=268s

5. Terrill, M. (2025, February 7). "Meating" Dietary Needs: Study Sheds Light on How Rising Prices Affect Meat Consumption. ASU News. https://news.asu.edu/20250207-business-and-entrepreneurship-meating-dietary-needs-study-sheds-light-how-rising-prices

4. Hess, A. (2025, January 17). Meat Remains on GLP-1 Consumers' Plates. National Hog Farmer. https://www.nationalhogfarmer.com/market-news/meat-remains-on-glp-1-consumers-plates

3. Hess, A. (2023, August 6). Active Population May Drive Meat Purchases, Prices in the Future. National Hog Farmer. https://www.nationalhogfarmer.com/market-news/active-population-may-drive-meat-purchases-prices-in-the-future

2. 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

1. 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

Media Output

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

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

Committees and Leadership Positions

2026 – present Early Career Section chair

	Agricultural & Applied Economics Association
2026	Early Career Section founding organizer Agricultural & Applied Economics Association
2026	Outstanding Graduate Thesis Award committee Western Agricultural Economics Association
2025 – present	ASU Collegiate Young Farmers and Ranchers faculty advisor Arizona State University
2024 – 2026	Seminar committee chair Morrison School of Agribusiness, Arizona State University
2024 – 2025	Personnel search committee Morrison School of Agribusiness, Arizona State University

Advisory Committees

Undergraduate Honors Thesis Committees
Kyle Thomas – B.S. Aeronautical Management — Spring 2026

Referee Activity

Academic Journals
Agribusiness
Agricultural Economics
American Journal of Agricultural Economics
Applied Economic Perspectives and Policy
Applied Economics Teaching Resources
European Review of Agricultural Economics
Food Policy
International Food and Agribusiness Management Review
Journal of Agricultural and Resource Economics
Journal of Commodity Markets
Journal of the Agricultural and Applied Economics Association
Journal of Food Distribution Research

Funding Organizations
Egg Farmers of Canada

Awards and Honors

2026	Student Organization Advisor of the Year W. P. Carey School of Business, Arizona State University
2023	Dean and Director's Citation for Outstanding Research College of Agriculture, Kansas State University
2023	Outstanding Graduate Student Research Award Gamma Sigma Delta, Kansas State University
2019 – 2021	Donoghue Scholar Graduate School, Kansas State University
2019	Outstanding Senior Award Western Agricultural Economics Association

2019	Outstanding Senior in Agricultural Economics College of Agriculture, Kansas State University
2019	Outstanding Senior Award Department of Agricultural Economics, Kansas State University
2019	Graduated *summa cum laude* Kansas State University