

## Justin D. Bina

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### Employment

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

### Education

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

### Peer-Reviewed Journal Articles

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1. **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>
2. **Bina, J. D.**, & Paudel, U. (2025). Weight Loss and Food Spending. *Agricultural Economics*, Advance online publication. <https://doi.org/10.1111/agec.70072>
3. **Bina, J. D.** (2025). Effects of Aerobic and Strength-Based Exercise on Consumer Preference for Protein. *Agricultural Economics*, Advance online publication. <https://doi.org/10.1111/agec.70060>
4. **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>
5. **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>
6. **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>
7. **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>

8. **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>
9. **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>
10. **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>
11. **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>
12. **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

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1. Justin Bina and Glynn Tonsor. “Food Outlet and Protein Preferences by BMI.” *Under review*.
2. Justin Bina and Glynn Tonsor. “Meal Location and Protein Choice of GLP-1 Users.” *Under review*.
3. Justin Bina, Glynn Tonsor, and Jayson Lusk. “Heterogeneous Effects of Proposition 12 on Californian Consumer Welfare.” *Under review*.

## Works in Progress

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1. Justin Bina and Glynn Tonsor. “The Role of Consumer Financial Sentiment in Price Responsiveness for Meat Purchases.”
2. Justin Bina. “Multi-State Modeling of Energy Drink Purchasing: Which Factors Can Decrease Consumption?”

## Teaching Activity

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| AGB 100: Introduction to Agribusiness<br>(online)             | Fall 2025 – Arizona State University<br>Overall instructor rating: 6.5/7.0   |
| AGB 100: Introduction to Agribusiness<br>(in person)          | Spring 2025 – Arizona State University<br>Overall instructor rating: 6.5/7.0 |
| AGB 425: Food Supply Networks<br>(online)                     | Spring 2025 – Arizona State University<br>Overall instructor rating: 6.4/7.0 |
| WPC 300: Problem Solving and Actionable Analytics<br>(hybrid) | Fall 2024 – Arizona State University<br>Overall instructor rating: 6.7/7.0   |

## Grant Activity

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Title: Workshop to Strengthen AI Use in Agricultural Economics  
Status: Pending  
Amount: \$49,999  
Source: USDA National Institute of Food and Agriculture

Investigators: Carola Grebitus (PI), Isy Picciotto (Co-PI), and **Justin D. Bina (Co-PI)**

Title: GLP-1 Food Demand Impacts and Supply-Side Response

Status: Pending

Amount: \$647,368

Source: USDA National Institute of Food and Agriculture

Investigators: **Justin D. Bina (PI)**, Timothy J. Richards (Co-PI), and Glynn T. Tonsor (Co-PI)

Title: Effects of GLP-1 Medications on U.S. Food Supply Chains

Status: Pending

Amount: \$445,543

Source: Foundation for Food and Agriculture Research

Investigators: **Justin D. Bina (PI)** and Timothy J. Richards (Co-PI)

Title: Diversion Ratios and Vertical Market Power: Implications for Agriculture

Status: Pending

Amount: \$650,000

Source: USDA National Institute of Food and Agriculture

Investigators: **Justin D. Bina (PI)**, Timothy J. Richards (Co-PI), and Stephen F. Hamilton (Co-PI)

## **Academic Presentations**

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1. **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.
2. **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.
3. **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.
4. **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.
6. **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.
7. **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.
8. **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.

9. **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

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1. **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/>
2. **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>
3. **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>
4. **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>
5. **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>
6. **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>
8. **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>
9. 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)
10. **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>
11. **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>

12. **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>
13. **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>

## Extension Presentations

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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.

## Media Interviews

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1. 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>
2. 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->
3. Pearson, M. (Director). (2025, February 8). This Week in Agribusiness [Broadcast]. Farm Progress. <https://www.youtube.com/watch?v=AgFxxxM742w&t=268s>
4. 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>
5. 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>
6. 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>
7. 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>
8. 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

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

## Committees and Leadership Positions

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2025

ASU Collegiate Young Farmers and Ranchers faculty advisor

|                |   |
|----------------|---|
|                | Arizona State University  |
| 2024 – present | Seminar committee chair<br>Morrison School of Agribusiness, Arizona State University    |
| 2024 – 2025    | Personnel search committee<br>Morrison School of Agribusiness, Arizona State University |

## Journal Referee

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*Agricultural Economics*  
*American Journal of Agricultural Economics*  
*Applied Economic Perspectives and Policy*  
*Applied Economics Teaching Resources*  
*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*

## Awards and Honors

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| 2023        | Dean and Director's Citation for Outstanding Research<br>College of Agriculture, Kansas State University |
| 2023        | Outstanding Graduate Student Research Award<br>Gamma Sigma Delta, Kansas State University                |
| 2019 – 2021 | Donoghue Scholar<br>Graduate School, Kansas State University   |
| 2019        | Outstanding Senior Award<br>Western Agricultural Economics Association                                   |
| 2019        | Outstanding Senior in Agricultural Economics<br>College of Agriculture, Kansas State University          |
| 2019        | Outstanding Senior Award<br>Department of Agricultural Economics, Kansas State University                |
| 2019        | Graduated <i>summa cum laude</i><br>Kansas State University  |