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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

1. **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
2. **Bina, J. D.** (2026). Beyond Metropolitan Averages: Food Demand Across Local Markets. *Agricultural Economics, 57*(4), e70130. https://doi.org/10.1111/agec.70130
3. **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
4. **Bina, J. D.**, & Tonsor, G. T. (2026). Fitness, Protein, and Food Outlet Choice. *Agribusiness*, Advance online publication. https://doi.org/10.1002/agr.70119
5. **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
6. **Bina, J. D.**, & Paudel, U. (2026). Weight Loss and Food Spending. *Agricultural Economics, 57*(1), e70072. https://doi.org/10.1111/agec.70072
7. **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

8. **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
9. **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
10. **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
11. **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
12. **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
13. **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
14. **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
15. **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
16. **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 and Glynn Tonsor. "Perceived Financial Strain and U.S. Meat Demand." *Revise and resubmit at the American Journal of Agricultural Economics*.

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

1. **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.
2. **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 Sciences Associations, Philadelphia, PA.
3. **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.
4. **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.
5. **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.
7. **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.
8. **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.
9. **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.
10. **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.
11. **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.

Outreach Publications

1. 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
2. **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/
3. **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
4. **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
5. **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
6. **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
7. **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
8. **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
9. **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
10. 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
11. **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
12. **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

13. **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

14. **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

1. **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.

3. **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

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

2. 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

3. 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/

4. 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

5. 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

6. 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-

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

8. 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

9. 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

10. 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

11. 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

12. 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

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://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