



Texas the Million-Dollar Word in the Beef Market

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The United States is the largest beef producer and third-largest exporter globally. Within its borders, Texas is a key player in this industry, with a robust economy and a long history of beef production.

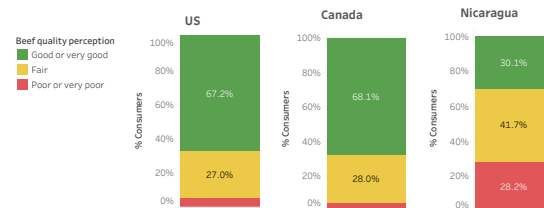
However, where do we pivot with challenges like declining domestic consumption and fierce export competition?

One potential strategy to tackle these hurdles is to boost the demand for American beef in international markets. Our report suggests promoting the "Texas" geographic indication (GI) label in Mexico as it is a major US beef trade partner (the third-largest export destination for US beef).

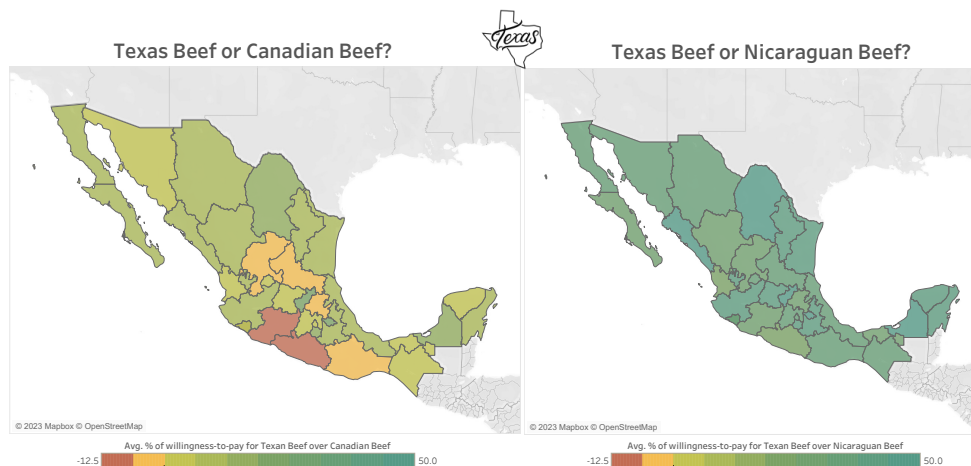
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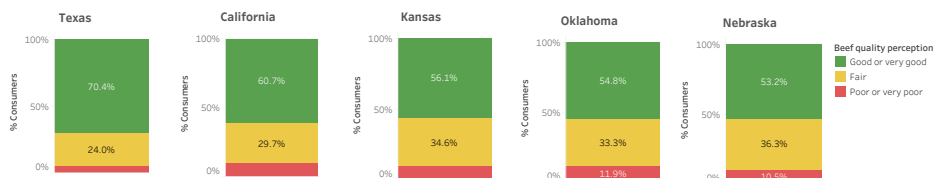
Quality Check: How Do Mexican Consumers Rate the Beef Quality from the US, Canada, and Nicaragua?



Grilling the competition, which one do people value more?



Is Texas Beef the Favorite One Over Other States?



Conclusions:

1. Mexican consumers view US-Texas beef favorably and are willing to pay (WTP) more for it compared to beef from other regions.
2. Highlighting "Texas" as a geographic indication, alongside the US country of origin, could increase the WTP, so the total revenue.
3. Understanding foreign consumer preferences for US beef can guide industry strategies and enhance global demand.

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