

# **Analyzing U.S. Beef Demand and the Impact of Female Labor Force Participation Behavior**

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In the United States, beef demand per capita has decreased over the past fifty years. A considerable amount of research has tried to identify beef demand determinants that have caused this decrease. Nevertheless, it is a worthwhile endeavor to continue to analyze and perhaps discover new insights that can help stakeholders in the industry understand the dynamics behind these events. The purpose of this research was to gain a more contemporary understanding of beef demand determinants. There are many factors that drive beef demand and have been shown to help explain aforementioned events in U.S. beef consumption. A structural model similar in sentiment to one used by Schroeder, Marsh, and Minert, which looked at U.S. beef demand, amongst other U.S. meat consumption, from 1980-1998 was estimated. However, the data was extended from 1980-2012 and only U.S. beef demand was analyzed. Own-price, cross-price, and income effects were found to be statistically significant and in line with consumer theory. As well, an additional factor measuring female labor force participation rate in the U.S. has negatively impacted U.S. beef consumption over this time period.