

Give Us Your Feedback

Surveys received by April 15, 2018, will be entered in a drawing for a full registration package to the 2018 Angus Convention in Columbus, Ohio, Nov. 3-5. The registration will include the meeting, preconvention tour, educational events, trade show, awards banquet, American Angus Auxiliary Breakfast, meals, entertainment and entry into next year's grand prize giveaway. The winner will be responsible for his/her own travel and hotel.

Which describes you (check all that apply)?

- a. commercial cattleman
- b. seedstock producer
- c. veterinarian
- d. extension
- e. other: _____

How many commercial cows will you calve in 2018?

- a. none
- b. < 35
- c. 35-49
- d. 50-99
- e. 100-249
- f. 250-499
- g. 500-999
- h. ≥1,000

For your commercial herd, how will your 2018 calf crop compare to that of 2017?

- a. no commercial cows
- b. more calves born to commercial cows
- c. fewer calves born to commercial cows
- d. about the same
- e. I don't know

How many registered Angus cows will you calve in 2018?

- a. none
- b. < 35
- c. 35-49
- d. 50-99
- e. 100-249
- f. 250-499
- g. 500-999
- h. ≥1,000

How will your 2018 calf crop out of registered Angus cows compare to 2017?

- a. no registered Angus cows
- b. more calves born to registered cows
- c. fewer calves born to registered cows
- d. about the same
- e. I don't know

What is your age?

- a. < 35
- b. 35-50
- c. 51 or older

When do you sell your calves? (Check all that apply.)

- a. while on cows as pairs
- b. at weaning
- c. after weaning and preconditioning
- d. as fed cattle
- e. as replacement heifers
- f. as bulls for breeding
- g. as beef
- h. other: _____

What is your main market for your cattle? (Check all that apply.)

- a. conventional
- b. grass-finished
- c. natural
- d. organic
- e. Global Animal Partnership (GAP)
- f. Non-hormone treated cattle (NHTC)
- g. other: _____

What breeds influence your cow herd? (Please rank in order of prevalence.)

- a. Angus
- b. Brahman
- c. Charolais
- d. Limousin
- e. Gelbvieh
- f. Beefmaster
- g. other: _____
- h. Simmental
- i. Brangus
- j. Red Angus
- k. Hereford
- l. Shorthorn
- m. Braford

Describe your bull-purchasing practices:

- a. buy only Angus bulls
- b. 2-breed rotation, using _____
- c. 3-breed rotation, using _____
- d. buy breeds at random
- e. other: _____

When buying bulls, what breeds have you purchased in the last 5 years?

- a. Angus
- b. Brahman
- c. Charolais
- d. Limousin
- e. Gelbvieh
- f. Beefmaster
- g. other: _____
- h. Simmental
- i. Brangus
- j. Red Angus
- k. Hereford
- l. Shorthorn
- m. Crossbred

On average, how many bulls would you purchase in a three-year period?

- a. 1
- b. 2
- c. 3
- d. 4
- e. 5
- f. 6-10
- g. 11 or more
- i. Other (please specify) _____

How do you prefer to buy your herd bulls?

- a. at auction, attending personally
- b. at auction, by Internet
- c. private treaty
- e. at consignment sale
- e. performance test sale
- f. other: _____

Do you use artificial insemination (AI) on your commercial females?

- a. yes
- b. no

What percentage of your females do you breed to bulls using AI?

- a. 0-25
- b. 26-50
- c. 51-75
- d. 76-100

How do you use AI on your females?

- a. only on first-calf heifers
- b. only on cows
- c. all females once, then cleanup bull
- d. all females twice
- e. don't use AI
- f. other: _____

Do you use non-registered Angus bulls?

- a. yes
- b. no

What factors affect your bull-selection decisions? Indicate by circling a value, with 0 meaning the factor does not affect your decision and 5 meaning the factor is a primary consideration.

- a. price of the bull 0 1 2 3 4 5
- b. breed of the bull..... 0 1 2 3 4 5
- c. producer selling bull .. 0 1 2 3 4 5
- d. EPDs of the bull..... 0 1 2 3 4 5
- e. \$Values of the bull..... 0 1 2 3 4 5
- f. actual performance 0 1 2 3 4 5
- g. bull's temperament.... 0 1 2 3 4 5
- h. sire of the bull 0 1 2 3 4 5
- i. dam of the bull..... 0 1 2 3 4 5
- j. phenotype/visual..... 0 1 2 3 4 5
- k. past experience with the breeder..... 0 1 2 3 4 5
- l. past experience with the bloodline..... 0 1 2 3 4 5
- m. referral by _____ 0 1 2 3 4 5
- n. location of breeder..... 0 1 2 3 4 5
- o. other: _____ 0 1 2 3 4 5

How important is it to your buying decision that a bull have a genomic profile?

- a. very important
- b. somewhat important
- c. not important

What genomic profile results matter most in your buying decisions? Indicate by circling a value, with 0 meaning the factor does not affect your decision and 5 meaning the factor is a primary consideration.

- a. performance traits..... 0 1 2 3 4 5
- b. parentage verification 0 1 2 3 4 5
- c. genetic defects..... 0 1 2 3 4 5
- d. other: _____ . 0 1 2 3 4 5

Do you request a properly transferred registration paper on every Angus bull you buy?

- a. yes
- b. no
- c. does not apply

On approximately what percentage of Angus bulls that you purchase do you receive a properly transferred registration?

- a. 0-25
- b. 26-50
- c. 51-75
- d. 76-100

What do you use to aid in mating decisions? (Please check all that apply.)

- a. EPDs
- b. \$Value indexes
- c. personal recordkeeping
- d. pedigrees
- e. seedstock provider recommendation
- f. AI representative recommendation
- g. AAA Login
- h. other (please specify): _____

What additional tools from the Association could be added to make your commercial program stronger? (Select all that apply.)

- a. recordkeeping system
- b. marketing platforms
- c. educational stories
- d. feeder-calf sale
- e. tagging program
- f. commercial database
- g. cow herd analysis
- h. assistance understanding EPDs
- i. herd management information
- j. business management information
- k. pasture management information
- l. nutrition information
- m. health information
- n. marketing information
- o. other (please specify): _____

How do you market your weaned calves? (Check all that apply.)

- a. local auction market
- b. satellite auction
- c. through seedstock source
- d. private treaty
- e. retain ownership
- f. other: _____

Have you used AngusSource® or AngusSource Genetic tags to identify and market the calves out of your registered-Angus bulls?

- a. yes
- b. not yet, but planning to
- c. no, and not planning to

How would you rate AngusSource?

- a. extremely valuable
- b. valuable
- c. somewhat valuable
- d. of no value
- e. I'm unfamiliar with the program

Please continue to the back of the survey.

Where do you get replacement heifers?

- a. raise my own
- b. purebred producer
- c. commercial producer
- d. sale barn
- e. other: _____

What percentage of your heifers do you keep as replacements?

- a. 0-15
- b. 16-30
- c. 31-50
- d. 51-75
- e. 76-100

What tools do you use to select replacement heifers? (Check all that apply.)

- a. GeneMax® Focus™
- b. GeneMax® Advantage™
- c. performance in herd
- d. visual appraisal
- e. pedigree
- f. other: _____

Do you market replacement heifers?

- a. yes
- b. no

If yes, what do you use to help market your replacement heifers? (Check all that apply.)

- a. GeneMax® Focus™
- b. GeneMax® Advantage™
- c. performance in herd
- d. visual appraisal
- e. EPD profiles of bulls
- f. pedigree
- g. other: _____

What do you value most in your seedstock supplier? Score (by circling a value) service in terms of value, with 0 indicating no value and 5 being most valuable.

- a. genetics (animals purchased)... 0 1 2 3 4 5
- b. marketing options provided 0 1 2 3 4 5
- c. partnerships provided 0 1 2 3 4 5
- d. advice on cow herd management..... 0 1 2 3 4 5
- e. advice on marketing... 0 1 2 3 4 5
- f. advice on genetics 0 1 2 3 4 5
- g. advice on herd health 0 1 2 3 4 5
- h. friendship 0 1 2 3 4 5
- i. perspective on industry 0 1 2 3 4 5
- j. guarantees provided... 0 1 2 3 4 5
- k. service after the sale... 0 1 2 3 4 5
- l. location 0 1 2 3 4 5
- m. other: _____ 0 1 2 3 4 5

What are the three most valuable services you receive from your seedstock provider?

- _(1) _____
- _____
- _____
- _(2) _____
- _____
- _____
- _(3) _____
- _____
- _____

What are the three most valuable services you receive from the American Angus Association?

- _(1) _____
- _____
- _____
- _(2) _____
- _____
- _____
- _(3) _____
- _____
- _____

Where do you get your beef industry news and information? (Check all that apply.)

- a. print publications
- b. digital publications
- c. TV
- d. radio
- e. websites
- f. search engines
- g. social media
- h. other: _____

What are your top three sources of beef industry information?

- _(1) _____
- _____
- _____
- _(2) _____
- _____
- _____
- _(3) _____
- _____
- _____

How often do you like to receive beef industry information?

- a. daily
- b. weekly
- c. monthly
- d. prefer not to

How many people, including you, read your copy of the Angus Beef Bulletin?

- a. 1
- b. 2
- c. 3
- d. 4 or more

We will be redesigning the Angus Beef Bulletin this fall. Which regular columns would you like us to continue to present? (Please check all that apply.)

- a. Front Gate
- b. Association Link
- c. The Source
- d. Veterinary Link
- e. Beef Talk
- f. CAB Link
- g. Industry Link
- h. Performance Link
- i. New Products
- j. Market Advisor
- k. Angus Sales Link
- l. Outside the Box

In our redesign, which additional topics would you like featured regularly? (Please check all that apply.)

- a. herd nutrition
- b. research highlights
- c. farm business
- d. estate planning
- e. pasture management
- f. marketing strategies
- g. facility design concepts
- h. profiles on commercial cattlemen
- i. profiles on seedstock providers
- j. Other: _____
- k. Other: _____
- l. Other: _____
- m. Other: _____

We currently mail the Angus Beef Bulletin five times per year, with issues arriving in your mailbox in August, October, January, February and March. How often would you like to receive the magazine?

- a. as currently sent
- b. 6-7 times per year
- c. 8-9 times per year
- d. 10-11 times per year
- e. monthly
- f. Other: _____

Do you receive the Angus Beef Bulletin EXTRA, the free monthly electronic supplement to the Angus Beef Bulletin?

- a. yes
- b. no
- c. I don't know about it

What can we do to make the Angus Beef Bulletin EXTRA more valuable to you?

- _____
- _____
- _____
- _____
- _____
- _____

Do you watch The Angus Report, the Association's weekly television news program?

- a. yes
- b. no
- c. no, but plan to

Do you listen to Angus Talk, the Association's weekly radio news program?

- a. yes
- b. no
- c. no, but plan to

Which best describes your use of the Association's website, www.angus.org?

- a. I do not visit the website weekly.
- b. I visit about once a week.
- c. I visit every three or four days.
- d. I visit every one to three days.
- e. I visit the website daily.
- f. Other: _____

In social media, which platforms do you use? (Check all that apply.)

- a. Facebook
- b. Twitter
- c. Instagram
- d. Pinterest
- e. LinkedIn
- f. Snapchat
- g. other: _____
- h. I don't use any of these.

Do you receive the Angus Journal?

- a. yes
- b. no
- c. other: _____

What topics would most interest you?

- a. bull purchasing
- b. bull management
- c. cow herd management
- d. selecting replacement females
- e. pasture management
- f. herd health
- g. herd nutrition
- h. understanding EPDs and \$Values
- i. crossbreeding programs with Angus
- j. marketing feeder calves
- k. retained ownership
- l. generation transfer/estate planning
- m. starting a purebred herd
- n. evaluating structure on live animal
- o. facilities
- p. getting started on a ranch
- k. other: _____

Thank You!

To enter our drawing, please provide your contact information.

Name (printed): _____ Date: _____

Mailing address: _____

City/State/ZIP: _____

Telephone number: _____

The *Angus Beef Bulletin EXTRA* is an electronic newsletter emailed on or about the 20th of the month to subscribers of the electronic newsletter. Focusing on management, nutrition, marketing and industry news, it is designed to supplement the five published issues of the magazine.

Would you like to receive the *Angus Beef Bulletin EXTRA*? yes no

If yes, please provide your email address: _____

Note: Angus Media does not sell its *Angus Beef Bulletin EXTRA* subscription list.

PLEASE RETURN QUESTIONNAIRE TO:

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