

Give Us Your Feedback

To make sure we are providing the information you need to be successful in the cattle business, we want to know more about you. Please complete and return the following survey.

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 2012?

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

How many registered Angus cows will you calve in 2012?

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

What breeds influence your cow herd (check all that apply)?

- 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 do you purchase per year? _____

How do you prefer to buy your herd bulls?

- a. at auction, attending personally
- b. at auction, by Internet
- c. private treaty
- d. order through _____
- e. other: _____

What factors affect your bull-purchasing 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

Do you look at the registration paper of bulls as you evaluate them to purchase?

- a. always
- b. sometimes
- c. never
- d. other: _____

If you answered (a) or (b) to the previous question, what information do you look at on the registration paper?

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?

_____%

Has the value you place in a registration paper increased, decreased or stayed about the same in recent years?

- a. increased
- b. decreased
- c. stayed about the same

If you answered (a) or (b) to the previous question, would you share the reason for your response?

If you were king for a day, what information would you want on a bull's registration paper?

How do you market your weaned calves?

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

Have you used AngusSource® 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

Where do you get replacement heifers?

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

Do you sell replacement heifers?

- a. yes
- b. no

Do you use the EPD profiles of the bulls you use to select replacement heifers?

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

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. other: _____ 0 1 2 3 4 5

Do you read beef industry publications and, if so, which magazines/ag newspapers do you regularly read?

- a. No, I don't read publications.
- b. Yes, I do read publications and these are my top picks:

(1) _____

(2) _____

(3) _____

(4) _____

(5) _____

Do you visit beef industry websites and, if so, which websites do you regularly visit?

- a. No, I don't visit beef industry websites.
- b. Yes, I do visit beef industry websites and these are my top picks:

(1) _____

(2) _____

(3) _____

(4) _____

(5) _____

Do you use Facebook as a way to learn about the beef industry?

- a. No, I don't use Facebook.
- b. No, I use Facebook, but not for beef industry information.
- c. Yes, I do use Facebook to learn about the beef industry and these are my favorite sources:

(1) _____

(2) _____

(3) _____

(4) _____

(5) _____

Do you use Twitter as a way to learn about the beef industry?

- a. No, I don't use Twitter.
- b. No, I use Twitter, but not for beef industry information.
- c. Yes, I do use Twitter to learn about the beef industry and these are my favorite sources:

(1) _____

(2) _____

(3) _____

(4) _____

(5) _____

Thank You!

Name (printed): _____ Date: _____

Mailing address: _____

City/State/ZIP: _____

Telephone number: _____

The *Angus Beef Bulletin EXTRA* is an electronic newsletter e-mailed 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 e-mail address: _____

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

PLEASE RETURN QUESTIONNAIRE TO:

Shauna Hermel, editor • 3201 Frederick Ave., Saint Joseph, MO 64506 • Fax: 816-233-6575

