

# It's Your Chance to Sound Off

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. We'll enter all surveys returned by April 1 in a drawing. Three winners will receive their choice of a polo or long-sleeved denim shirt with the "Angus: The Business Breed" logo.

**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 2006?**

- 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 2006?**

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

**Which best describes the genetic base of your herd?**

- a. straight-bred Angus
- b. Angus-British-cross
- c. British-cross (not Angus)
- d. Angus-Continental-cross
- e. Continental-cross (no Angus)
- f. other: \_\_\_\_\_

**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? \_\_\_\_\_**

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

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

**If not, on approximately what percentage of Angus bulls that you purchase do you receive a properly transferred registration paper? \_\_\_\_\_%**

**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

**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: \_\_\_\_\_

**Do you use the EPD profiles of the bulls you use to help market your calves to potential replacement heifer buyers?**

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

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

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

**What product or service would you like your seedstock supplier to provide?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**What product or service would you like the American Angus Association to provide?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Which of the following management practices did you use on your 2005 calf crop (check all that apply)?**

- a. individually identified calves
- b. collected birth weights
- c. collected weaning weights
- d. gave initial respiratory vaccination
- e. gave booster vaccinations
- f. castrated
- g. creep-fed
- h. dehorned
- i. bunk-broke after weaning
- j. held calves 45 days after weaning

**What information would you like covered in the Angus Beef Bulletin (please rank in terms of usefulness, 1 being most useful)?**

- a. cow herd management
- b. bull management
- c. calf management
- d. Association news & information
- e. CAB program news & information
- f. stories about producers
- g. herd health
- h. marketing weaned calves
- i. retained ownership
- j. using EPDs
- k. sale dates
- l. junior association information
- m. industry information
- n. collecting carcass data
- o. alliances
- p. other: \_\_\_\_\_

**Have you used AngusSource<sup>SM</sup> 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<sup>SM</sup>?**

- a. extremely valuable
- b. valuable
- c. somewhat valuable
- d. of no value

**What do you value most in your seedstock supplier (please rank in terms of value, 1 being most valuable)?**

- a. genetics (animals purchased)
- b. marketing options provided
- c. partnerships provided
- d. advice on cow herd management
- e. advice on marketing
- f. advice on genetics
- g. advice on herd health
- h. friendship
- i. perspective on industry
- j. guarantees provided
- k. service after the sale
- l. other: \_\_\_\_\_

**Did you receive from the American Angus Association an update listing the current EPDs of your Angus bulls?**

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

**If yes, how would you rate this service?**

- a. extremely valuable
- b. valuable
- c. somewhat valuable
- d. of no value

**Which of the following animal health companies have you heard of?**

- Pfizer
- Merial
- Elanco
- Bayer
- Fort Dodge
- Intervet
- Boehringer Ingelheim
- Novartis
- Schering-Plough
- AgriLabs

**Score (by circling a value) the following EPDs and \$Values in terms of whether you use them as criteria in selecting bulls for natural service on your cow herd, with 1 meaning it is very important to your decision-making and 5 meaning you give the EPD no consideration. (Mark N/A if this question is not applicable to you.)**

| Performance EPDs |     |   |   |   |   |   |                 |  |  |  |
|------------------|-----|---|---|---|---|---|-----------------|--|--|--|
| a.               | N/A | 1 | 2 | 3 | 4 | 5 | birth weight    |  |  |  |
| b.               | N/A | 1 | 2 | 3 | 4 | 5 | weaning weight  |  |  |  |
| c.               | N/A | 1 | 2 | 3 | 4 | 5 | milk            |  |  |  |
| d.               | N/A | 1 | 2 | 3 | 4 | 5 | yearling weight |  |  |  |
| e.               | N/A | 1 | 2 | 3 | 4 | 5 | yearling height |  |  |  |
| f.               | N/A | 1 | 2 | 3 | 4 | 5 | mature weight   |  |  |  |
| g.               | N/A | 1 | 2 | 3 | 4 | 5 | mature height   |  |  |  |
| h.               | N/A | 1 | 2 | 3 | 4 | 5 | scrotal circ.   |  |  |  |

| Carcass EPDs |     |   |   |   |   |   |          |  |  |  |
|--------------|-----|---|---|---|---|---|----------|--|--|--|
| i.           | N/A | 1 | 2 | 3 | 4 | 5 | weight   |  |  |  |
| j.           | N/A | 1 | 2 | 3 | 4 | 5 | marbling |  |  |  |
| k.           | N/A | 1 | 2 | 3 | 4 | 5 | ribeye   |  |  |  |
| l.           | N/A | 1 | 2 | 3 | 4 | 5 | fat      |  |  |  |

| Ultrasound EPDs |     |   |   |   |   |   |                     |  |  |  |
|-----------------|-----|---|---|---|---|---|---------------------|--|--|--|
| m.              | N/A | 1 | 2 | 3 | 4 | 5 | % intramuscular fat |  |  |  |
| n.              | N/A | 1 | 2 | 3 | 4 | 5 | ribeye area         |  |  |  |
| o.              | N/A | 1 | 2 | 3 | 4 | 5 | fat                 |  |  |  |

| \$Values |     |   |   |   |   |   |                     |  |  |  |
|----------|-----|---|---|---|---|---|---------------------|--|--|--|
| p.       | N/A | 1 | 2 | 3 | 4 | 5 | \$F - feedlot value |  |  |  |
| q.       | N/A | 1 | 2 | 3 | 4 | 5 | \$G - grid value    |  |  |  |
| r.       | N/A | 1 | 2 | 3 | 4 | 5 | \$B - beef value    |  |  |  |
| s.       | N/A | 1 | 2 | 3 | 4 | 5 | \$W - weaned calf   |  |  |  |

**What are the top five traits for which you select a bull, with No. 1 being the most important? (Examples may include specific EPDs like birth weight, temperament, breed, seedstock supplier, etc.)**

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

**What best describes your calving program?**

- a. winter-calving herd only (95% or more of calves born Nov.-Feb.)
- b. spring-calving herd only (95% or more of calves born Feb.-May)
- c. fall-calving herd only (95% or more of calves born Sept.-Dec.)
- d. summer-calving herd only (95% or more of calves born June-August)
- e. spring-calving herd and fall-calving herd
- f. other combinations (explain: \_\_\_\_\_)
- g. calve year-round (no defined calving season)
- h. does not apply

**Have you used the Beef Record Service (BRS)?**

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

**Do you use another cow herd management program?**

- a. yes
- b. no

**If yes, which one(s)? \_\_\_\_\_**

## Thank You!

**To enter our drawing, please provide your contact information.**

Name (printed): \_\_\_\_\_ Date: \_\_\_\_\_

Mailing address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Telephone number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Would you like to receive Angus and industry news via the Angus e-List?  yes  no

**Note:** API does not sell its Angus e-List subscription list.

**PLEASE RETURN QUESTIONNAIRE TO:**

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