

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 Feb. 15 in a drawing for a \$20 gift certificate.

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 2010?

- 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 2010?

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

Do you plan to calve more cows or fewer cows in 2010 compared to 2009?

- a. more
- b. fewer
- c. about the same
- d. other: _____

If your herd size has changed, why?

Do you plan to calve more cows or fewer cows in 2011 compared to 2010?

- a. more
- b. fewer
- c. about the same
- d. other: _____

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?

- 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. AM status 0 1 2 3 4 5
- n. NH status 0 1 2 3 4 5
- o. Referral by _____ ... 0 1 2 3 4 5
- p. Location of breeder 0 1 2 3 4 5
- q. 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?

_____%

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: _____

Whether purchased or raised, do you intend to stock more, fewer or about the same number of replacement females this year?

- a. more
- b. fewer
- c. about the same
- d. does not apply

Do you sell replacement heifers?

- a. yes
- b. no

If yes, do you intend to retain more, fewer or about the same number to sell in Fall 2010/Spring 2011?

- a. more
- b. fewer
- c. about the same
- d. does not apply

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 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

Score (by circling a value) the following EPDs and \$Values as criteria in selecting bulls for natural service on your cow herd, with 0 meaning you give it no consideration, 2 being average consideration and 4 meaning it is extremely important to your decision-making. (N/A = not applicable)

Performance EPDs									
a.	N/A	0	1	2	3	4	birth weight		
b.	N/A	0	1	2	3	4	weaning weight		
c.	N/A	0	1	2	3	4	milk		
d.	N/A	0	1	2	3	4	yearling weight		
e.	N/A	0	1	2	3	4	yearling height		
f.	N/A	0	1	2	3	4	mature weight		
g.	N/A	0	1	2	3	4	mature height		
h.	N/A	1	2	3	4	5	scrotal circ.		
i.	N/A	1	2	3	4	5	calving ease direct		
j.	N/A	1	2	3	4	5	calv. ease maternal		

Carcass EPDs									
k.	N/A	1	2	3	4	5	weight		
l.	N/A	1	2	3	4	5	marbling		
m.	N/A	1	2	3	4	5	ribeye		
n.	N/A	1	2	3	4	5	fat		

\$Values									
o.	N/A	1	2	3	4	5	\$F - feedlot value		
p.	N/A	1	2	3	4	5	\$G - grid value		
q.	N/A	1	2	3	4	5	\$B - beef value		
r.	N/A	1	2	3	4	5	\$W - weaned calf value		
s.	N/A	1	2	3	4	5	\$EN - cow energy value		
t.	N/A	1	2	3	4	5	\$QG - quality grade		
u.	N/A	1	2	3	4	5	\$YG - yield grade		

Research values									
v.	N/A	1	2	3	4	5	heifer pregnancy		
w.	N/A	1	2	3	4	5	docility		

Do you have an e-mail address?

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

If yes, would you like to receive Angus news and information via e-mail, including the Angus Beef Bulletin EXTRA?

- a. yes, my e-mail address is _____
- b. no
- c. does not apply

Have you ever visited the American Angus Association's web site at www.angus.org?

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

If yes, what information do you seek at www.angus.org?

Would you say your general outlook for the coming year is

- a. very positive
- b. positive
- c. neutral
- d. negative or
- e. very negative?

Which five ads in this issue most caught your eye? (Please list with page number)

- _(1) _____
- _(2) _____
- _(3) _____
- _(4) _____
- _(5) _____

How can we improve our information distribution to you? (Add additional sheets if appropriate.)

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 Beef Bulletin EXTRA*? yes no

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

PLEASE RETURN QUESTIONNAIRE TO:

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