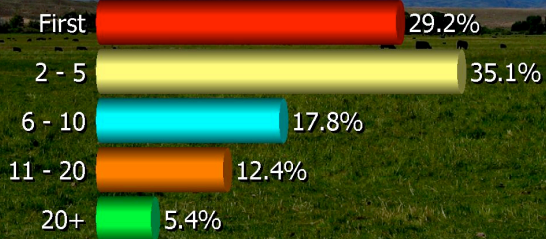
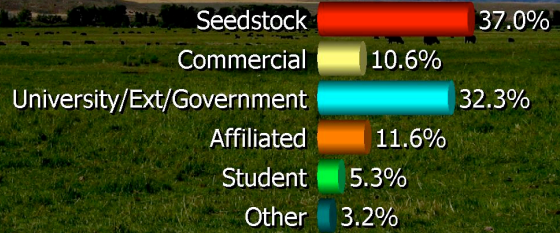


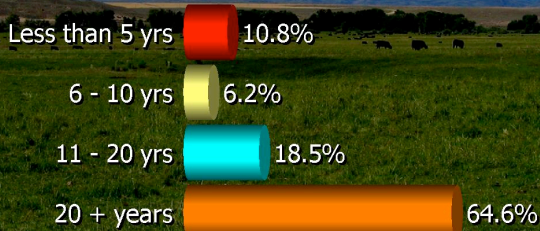
How many BIF conferences have you attended?



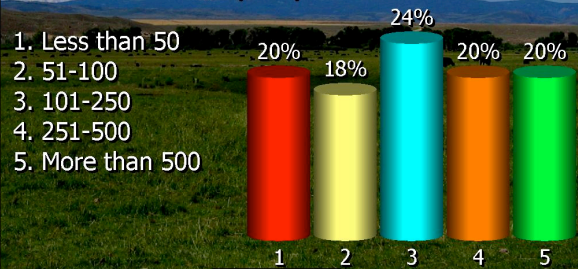
What is your affiliation with the beef industry?

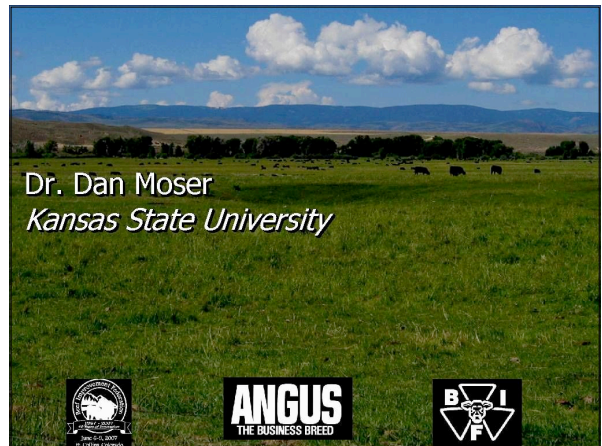
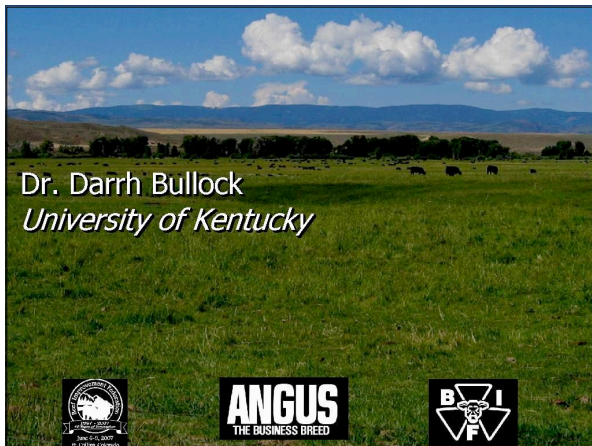
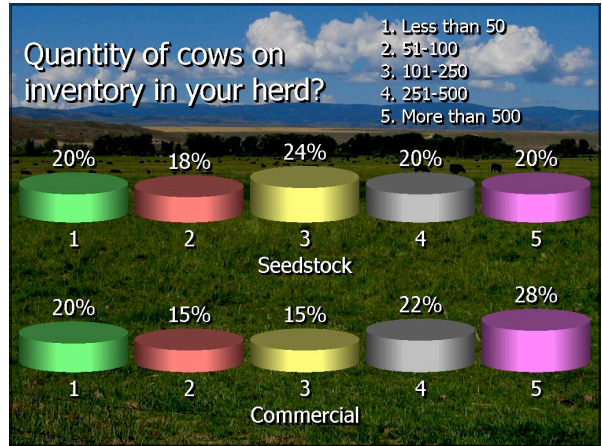
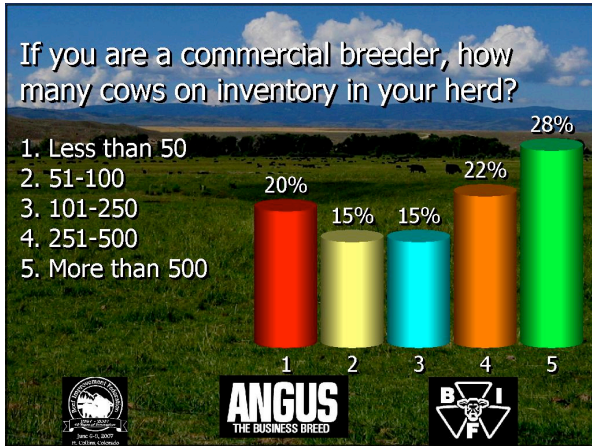


How many years have you worked in the beef industry?



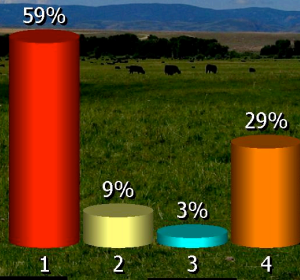
If you are a seedstock breeder, how many cows on inventory in your herd?





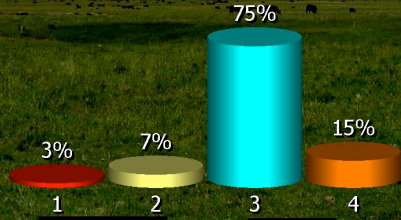
In response to Dr. Green's charge, the beef industry:

1. Put up
2. Shut up
3. Gave up
4. Did something else



Assuming  $r_g$  of IMF and marbling is 0.70, using a bull with an ultrasound IMF EPD accuracy of 0.90 gives similar accuracy of selection for marbling as using a bull with a marbling EPD accuracy of:

1. 0.90
2. 0.70
3. 0.63
4. 0.28



Dr. Pete Anderson  
VP Sales and Service, Vetlife

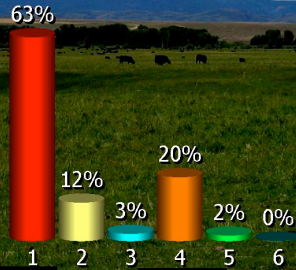
Compared to ten years ago, how economically important is marbling?

1. More important now than ten years ago
2. Similar in importance
3. Less important now than ten years ago



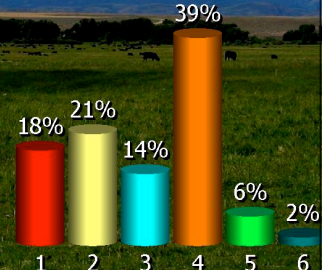
Which segment of the industry contributes the most to enhancing quality grade?

1. Genetics/seedstock
2. Cow-calf producers
3. Backgrounders
4. Feedyards
5. Packers/processors
6. Other



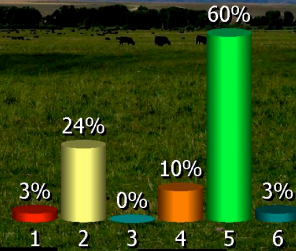
Which segment of the industry does the most to impair quality grade?

1. Genetics/seedstock
2. Cow-calf producers
3. Backgrounders
4. Feedyards
5. Packers/processors
6. Other



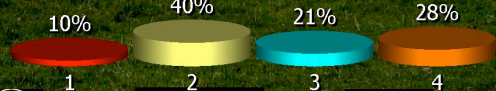
Over the long term (ten years or more), which segment would benefit the most from an increase in marbling?

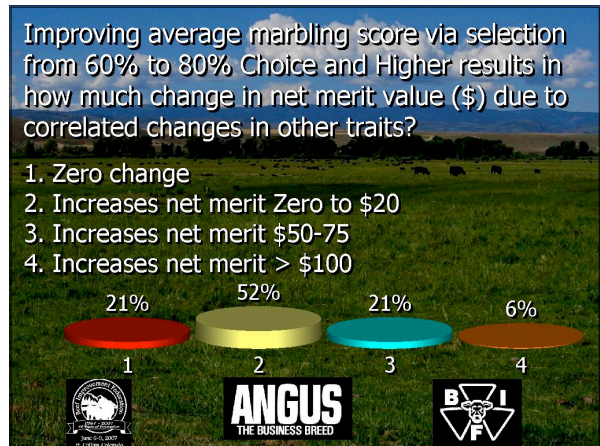
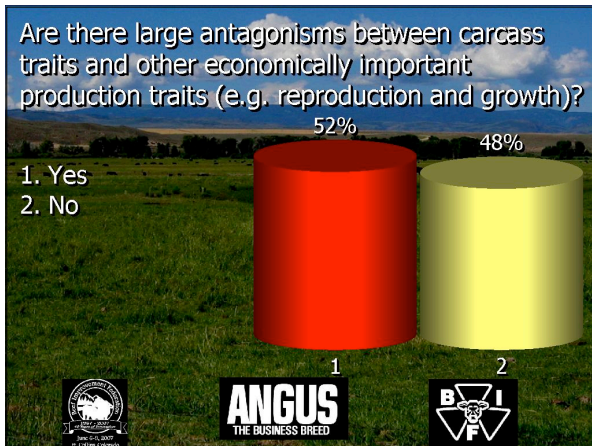
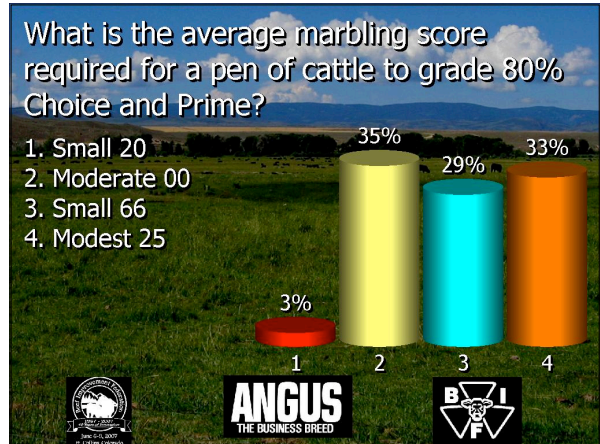
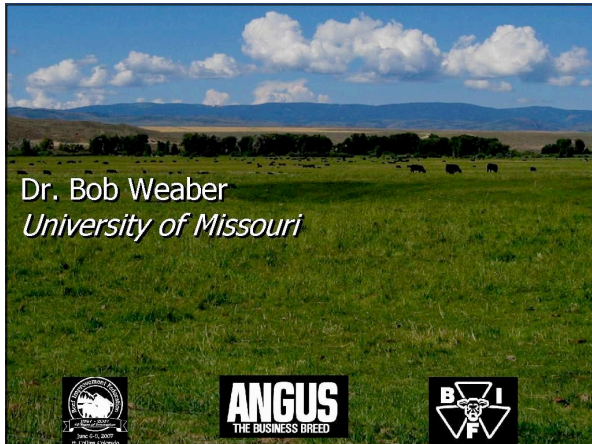
1. Genetics/seedstock
2. Cow-calf producers
3. Backgrounders
4. Feedyards
5. Packers/processors
6. Other

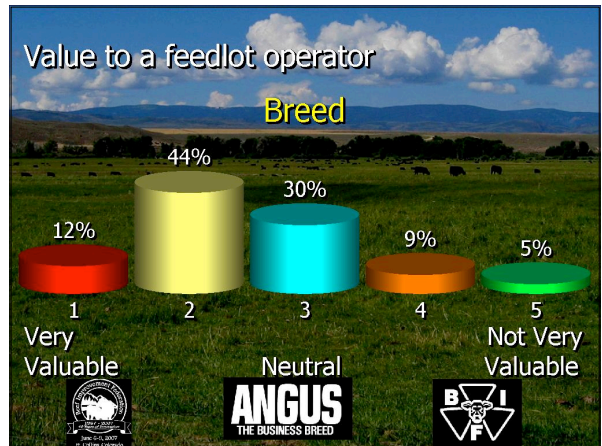
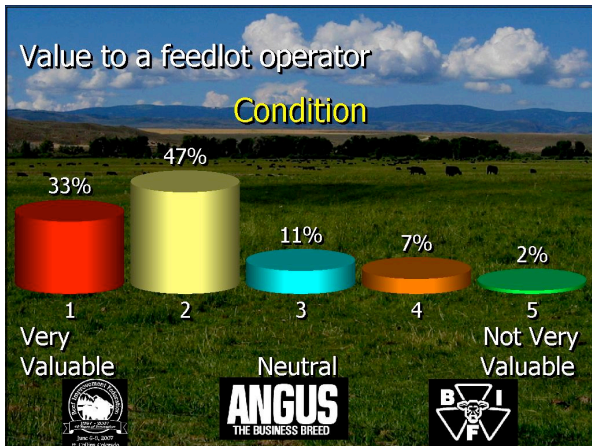
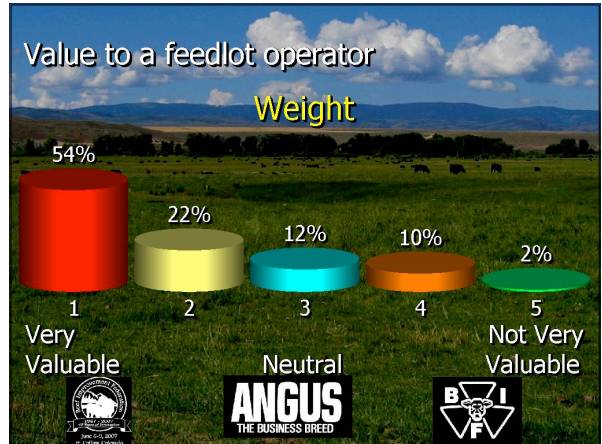


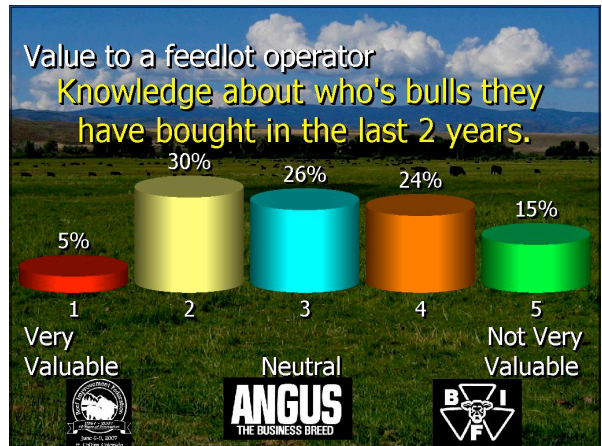
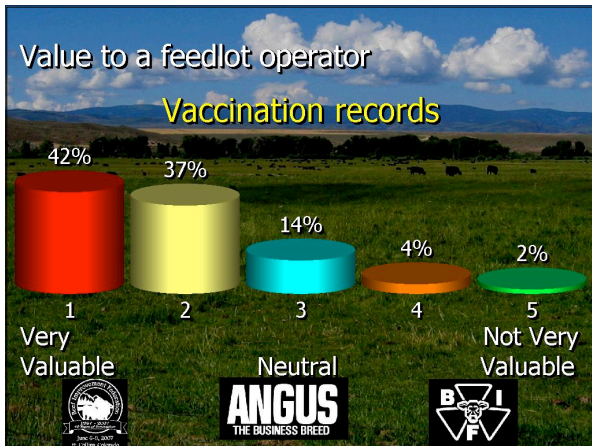
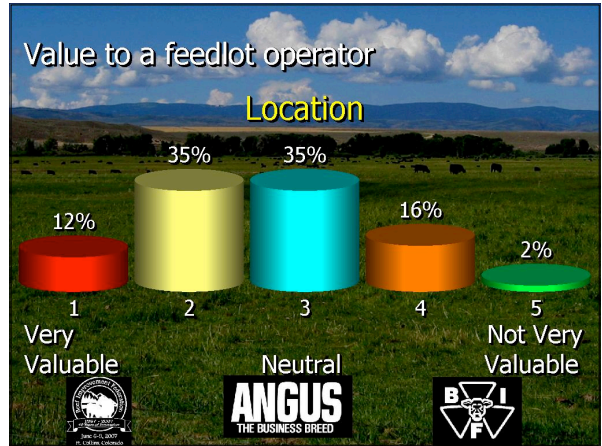
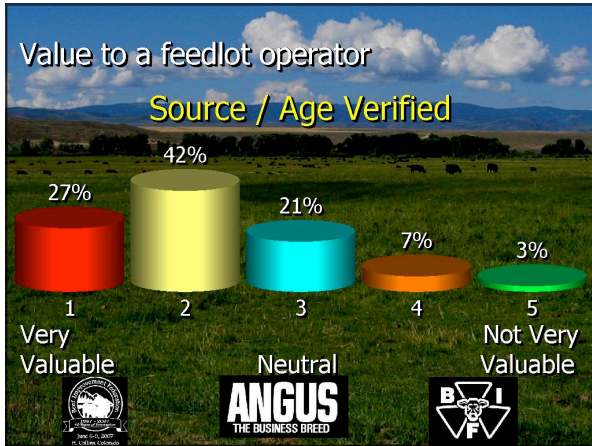
Which holds the greatest promise for improving consumer satisfaction with beef?

1. Genetic selection for increased marbling
2. Genetic selection for some other palatability-related trait
3. Altered management practices for palatability
4. Post-mortem technology









Dr. Jerry Taylor  
*University of Missouri*

