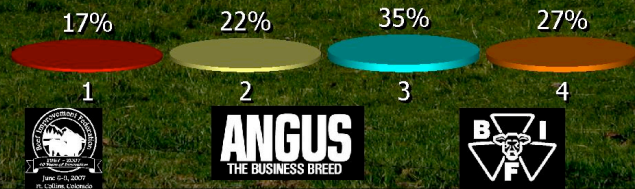


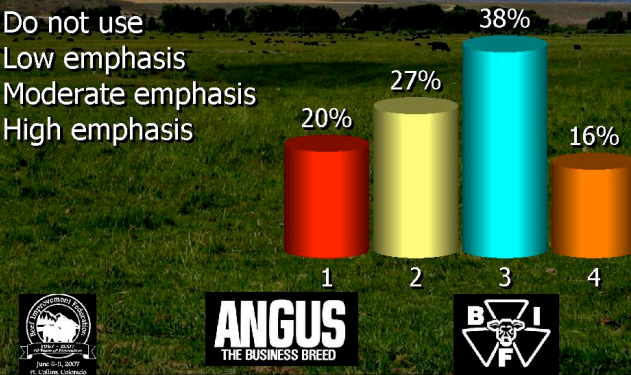
Do multiple sources of genetic information for the same trait (marbling) help to simplify or confuse your selection decisions?

1. Simplifies selection once tools are understood
2. Slightly confuses selection
3. Somewhat confuses selection
4. Creates significant confusion and may impede response to selection



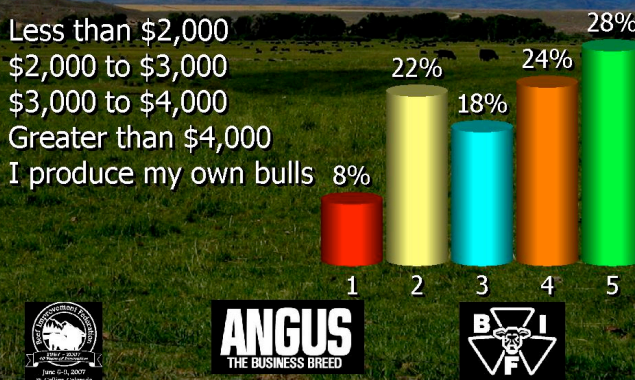
How much do you emphasize current selection index information (\$beef, \$API, etc.) when making breeding decisions?

1. Do not use
2. Low emphasis
3. Moderate emphasis
4. High emphasis



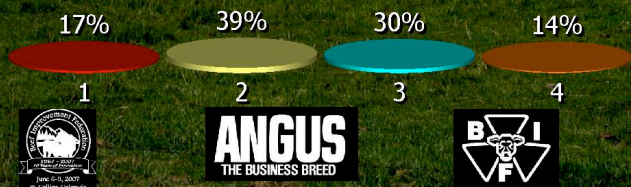
How much on average have you paid for bulls over the past two years?

1. Less than \$2,000
2. \$2,000 to \$3,000
3. \$3,000 to \$4,000
4. Greater than \$4,000
5. I produce my own bulls



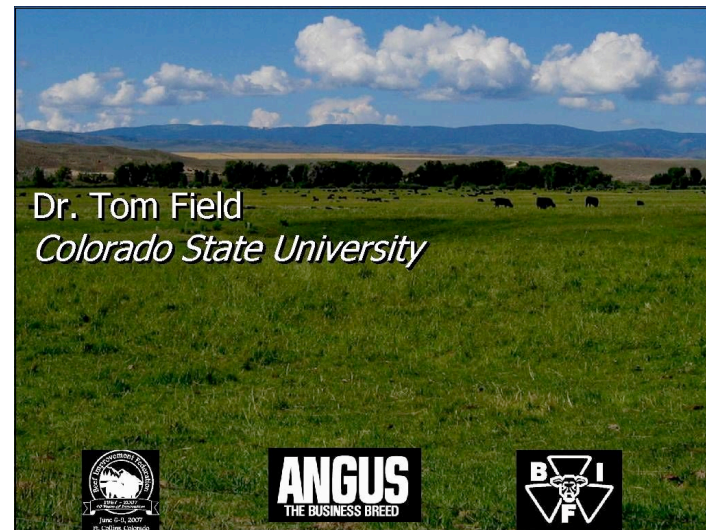
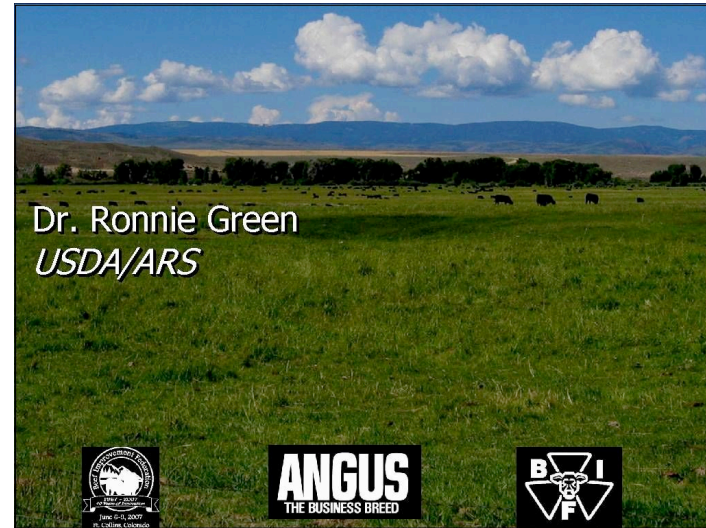
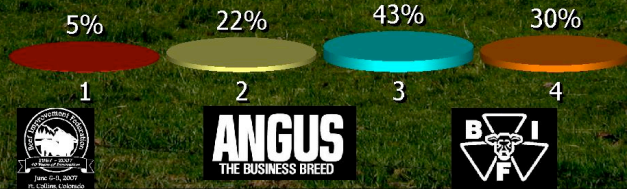
Which of the following best describes your willingness to pay for more advanced performance recording and genetic evaluation services?

1. Not willing to pay more...prices already too high
2. Willing to pay a little more (up to 10%)
3. Willing to pay somewhat more (10% to 25%)
4. Willing to pay a lot more (over 25% more)



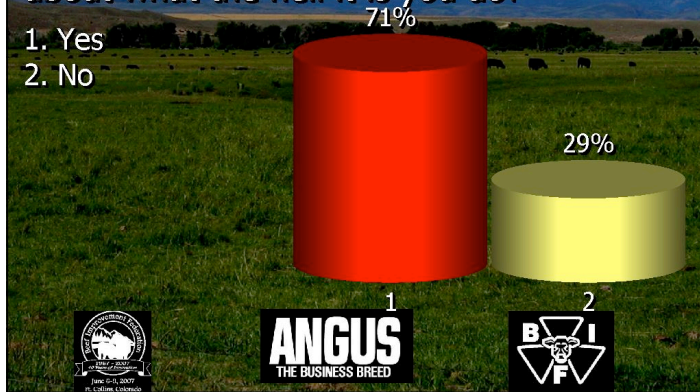
Which of the following best describes your willingness to pay for more thoroughly evaluated and reliable seedstock?

1. Not willing to pay more...already too high
2. Willing to pay a little more (up to 10%)
3. Willing to pay somewhat more (10% to 25%)
4. Willing to pay a lot more (25% to 50%)



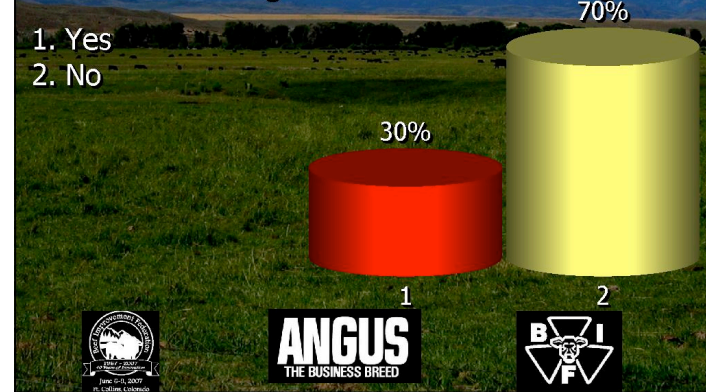
If you are a seedstock producer do you formally seek input from your customers about what the hell it is you do?

- 1. Yes
- 2. No



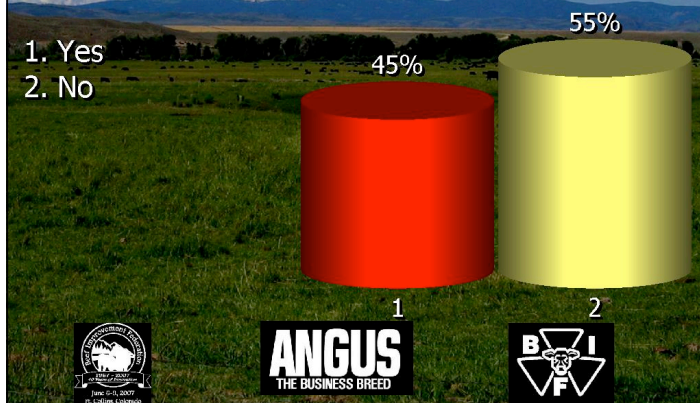
If you are a commercial producer, does your seedstock provider(s) actually seek your input relative to their genetic selection strategies?

- 1. Yes
- 2. No



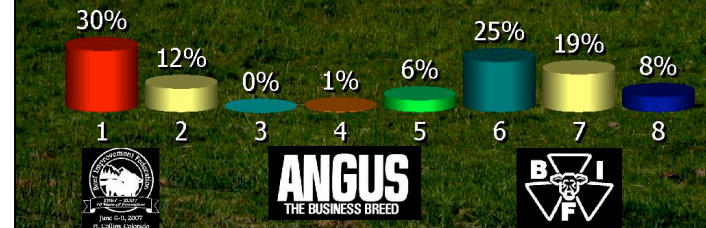
Are you satisfied with the current slate of available EPDs?

- 1. Yes
- 2. No



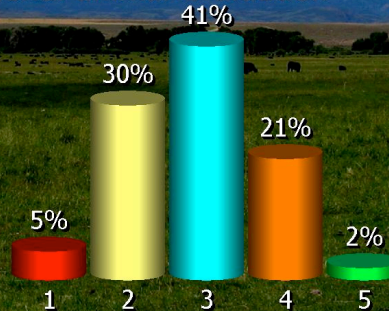
If you answered no, which trait category that is of highest importance to you is least well described by the genetic estimates currently available?

- 1. Reproduction
- 2. Cow costs
- 3. Growth
- 4. Carcass quality and yield
- 5. Tenderness, palatability
- 6. Feed efficiency, intake
- 7. Disease resistance, longevity
- 8. Disposition



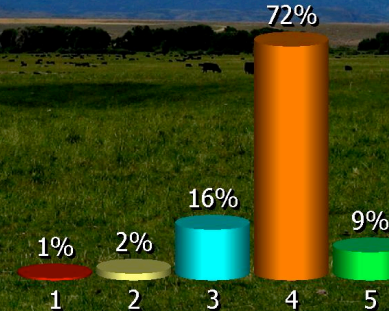
How well do industry participants (seedstock and cow-calf) understand the information available from national animal evaluation programs?

1. Very well
2. Reasonably well
3. Marginally well
4. Not very well
5. Not at all



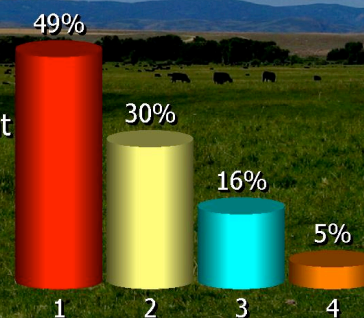
How well does the industry understand emerging genetic tools such as markers, indices, etc.?

1. Very well
2. Reasonably well
3. Marginally well
4. Not very well
5. Not at all



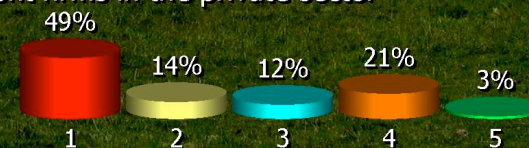
How important are multi-breed genetic estimates?

1. Very important
2. Important
3. Marginally important
4. Unimportant



Who should provide genetic estimates in the future?

1. Breed associations
2. Government agency similar to dairy industry
3. Universities
4. For profit firms in the private sector
5. Other



Roundtable Discussion

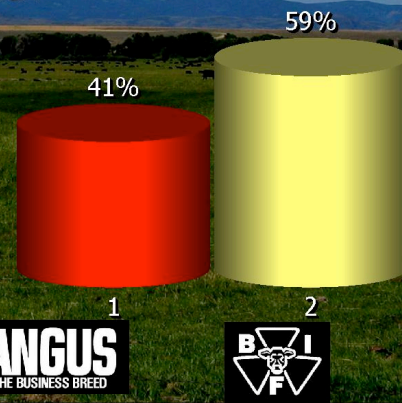
Moderator: Ron Bolze,
Red Angus Assoc. of America

Panelists:
Mark Gardiner - *Gardiner Angus Ranch, Kansas*
Mike Kasten - *Kasten Ranch, Missouri*
Steve Radakovich - *Radakovich Cattle Co., Iowa*
Chip Ramsay - *Rex Ranch, Nebraska*



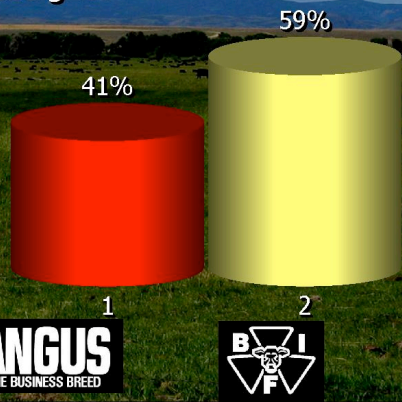
In the future, which will be more important for a seedstock producer to provide to a commercial customer?

1. Genetics
2. Service



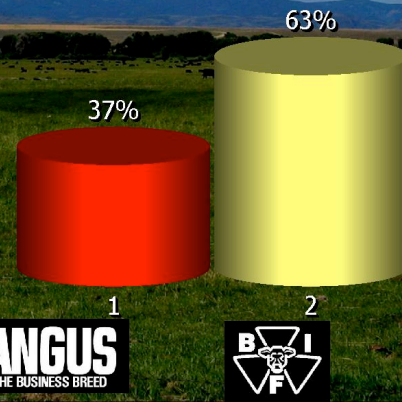
Seedstock producer: Have you ever fed any of your customers' cattle and marketed them through a value based grid?

1. Yes
2. No



Commercial producer: Has your seedstock supplier helped you market your cattle?

1. Yes
2. No



What do you consider to be the most important service the seedstock industry can deliver to the commercial cow/calf producer?

1. Education and counseling on what's best for your operation
2. Market support for your production
3. Accurate prediction of how a particular bull or set of genetics will change your herd

13%

16%

71%

1

2

3

