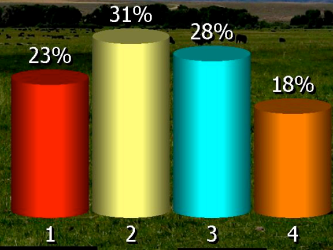


What percent of the cow-calf sector should focus their efforts on producing cattle to meet commodity specifications?

1. Less than 25%
2. 26-50%
3. 51-75%
4. Greater than 75%

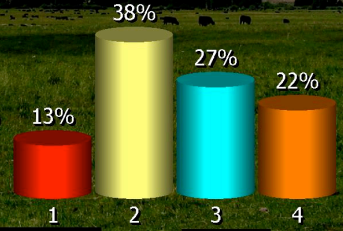


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What percent of the cow-calf sector should focus their efforts on producing cattle for branded, value-added, or process verification system specifications?

1. Less than 25%
2. 26-50%
3. 51-75%
4. Greater than 75%

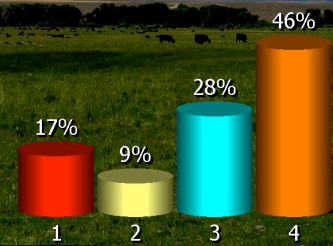


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In the absence of outliers, which of the following is the trait of highest economic value in the beef industry?

1. Marbling
2. Muscling
3. Tenderness
4. Carcass weight

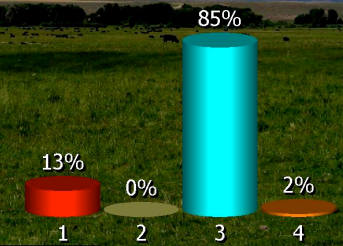


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In the absence of outliers, which of the following is the trait that will most increase consumer demand for beef?

1. Marbling
2. Muscling
3. Tenderness
4. Carcass weight



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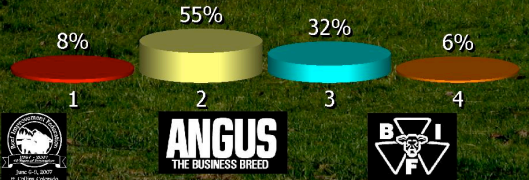
What is the most effective and profitable approach to managing variability in the beef cattle population to assure consumer acceptance?

1. Selection to reduce variation - cookie cutter approach
2. Total supply chain management of variation to meet the unique needs of differentiated markets
3. Sort the variation in the sales cooler at the packing plant



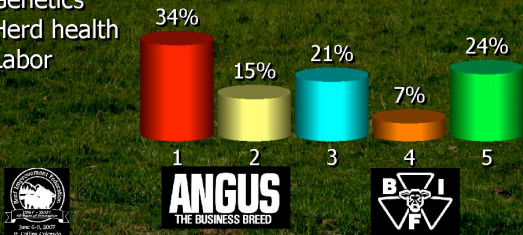
Are the needs of the marketplace and the production environment _____?

1. Highly antagonistic
2. Somewhat antagonistic
3. Slightly antagonistic
4. Not antagonistic



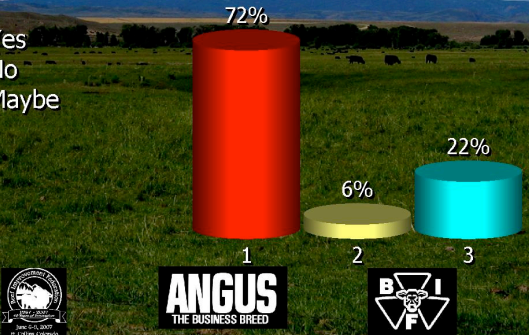
What do you consider to be the most limiting factor to profitably producing ideal beef animals in your operation?

1. Nutritional availability
2. Nutritional quality
3. Genetics
4. Herd health
5. Labor



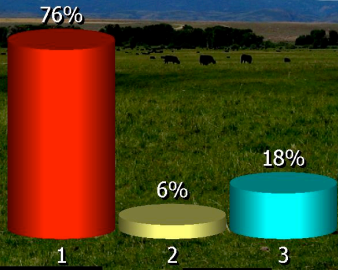
The ideal beef cow will be crossbred?

1. Yes
2. No
3. Maybe



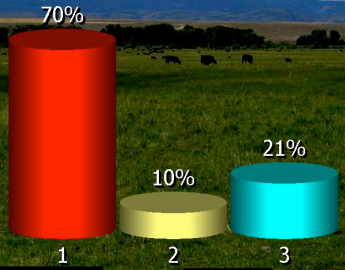
The ideal market steer for feedlot profitability will be crossbred?

- 1. Yes
- 2. No
- 3. Maybe



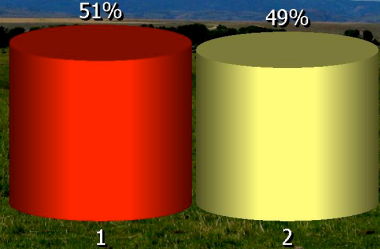
The ideal market steer for overall carcass value generation will be crossbred?

- 1. Yes
- 2. No
- 3. Maybe



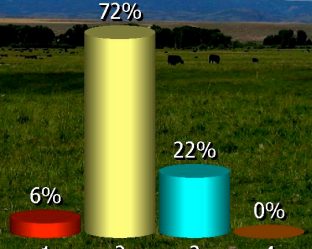
Does hide color influence your genetic decisions?

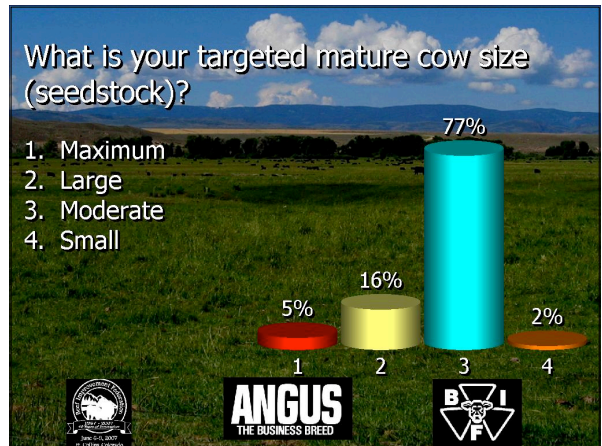
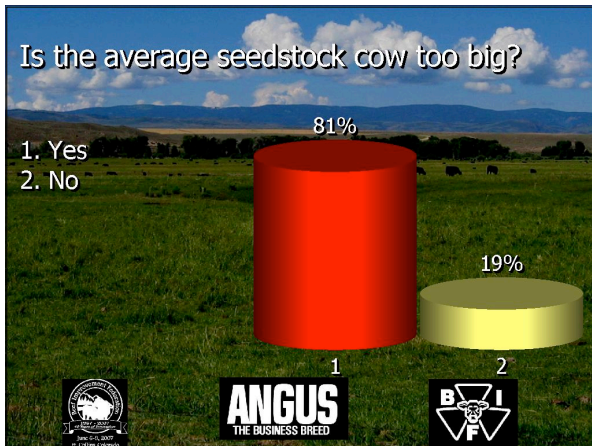
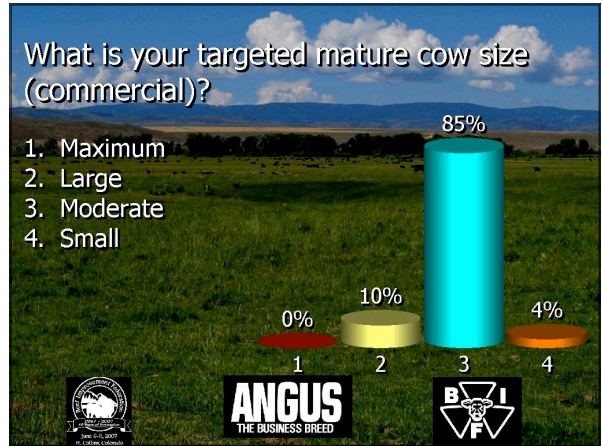
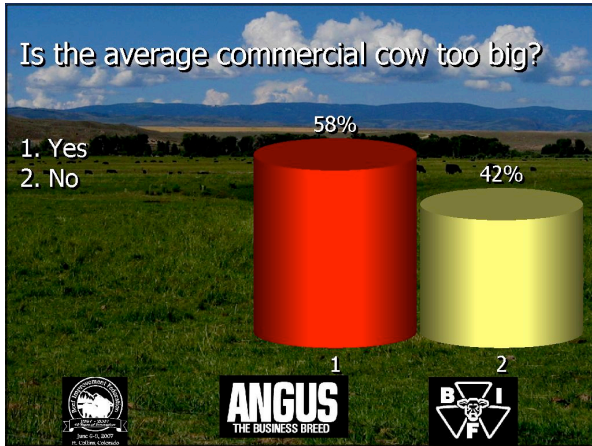
- 1. Yes
- 2. No



What is a moderate sized mature cow?

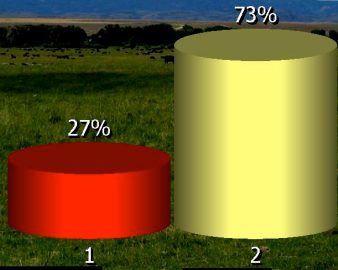
- 1. Less than 1100 lbs.
- 2. 1100 - 1250 lbs
- 3. 1250 - 1400 lbs.
- 4. More than 1400 lbs.





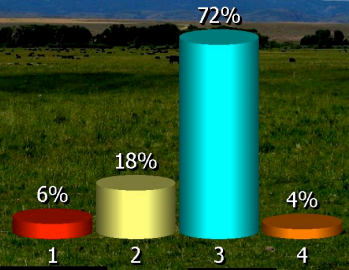
Does the average commercial beef cow produce too much milk?

- 1. Yes
- 2. No



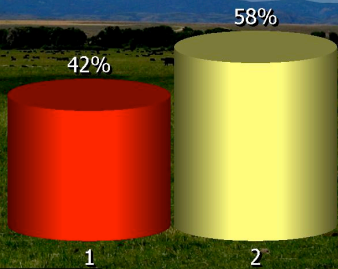
What is the target level of milk production in your herd (commercial)?

- 1. Maximum
- 2. Large
- 3. Moderate
- 4. Limited



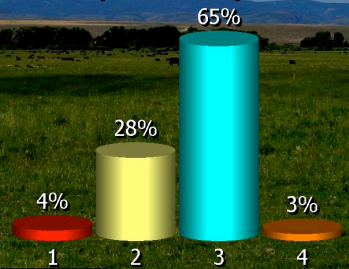
Does the average seedstock beef cow produce too much milk?

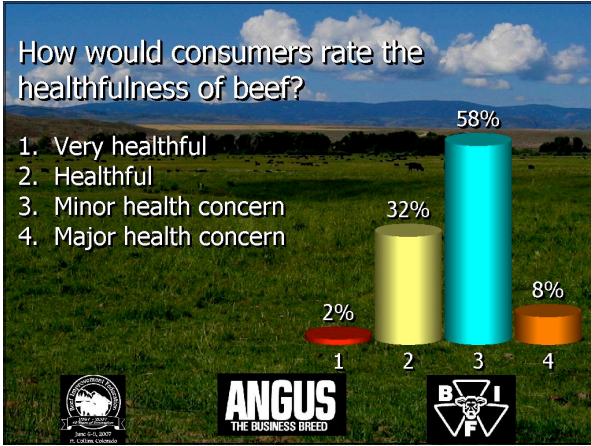
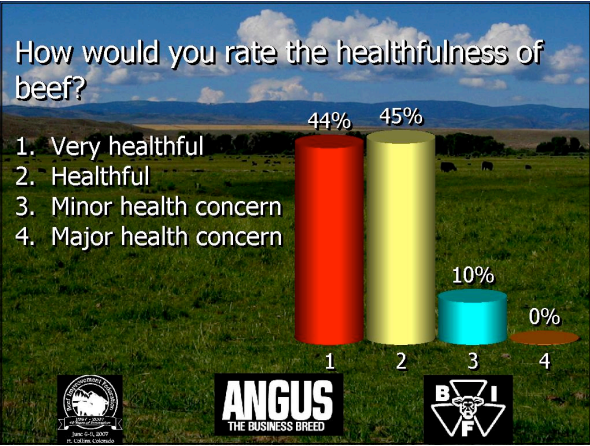
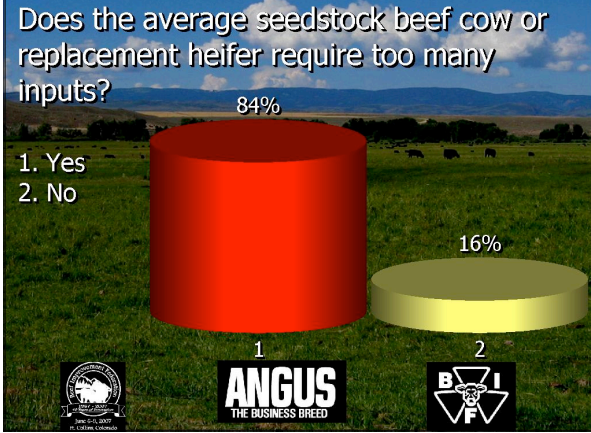
- 1. Yes
- 2. No



What is your target level of milk production in your herd (seedstock)?

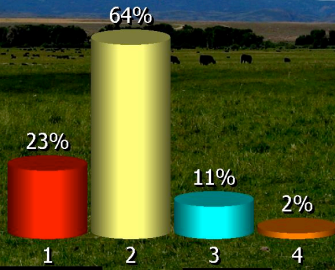
- 1. Maximum
- 2. High
- 3. Moderate
- 4. Limited





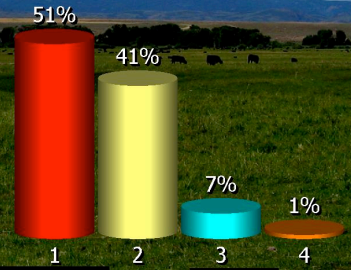
How would you rate the overall reproductive performance of your herd?

- 1. Excellent
- 2. Good
- 3. Marginal
- 4. Poor



How would you rate the overall health status of your herd?

- 1. Excellent
- 2. Good
- 3. Marginal
- 4. Poor



How would you rate the overall health status of your cattle when they move into the feedlot?

- 1. Excellent
- 2. Good
- 3. Marginal
- 4. Poor
- 5. Don't know

