

MCA/MSU Bull Evaluation Program

2016 Buyer Survey and Impact Report

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The MCA/MSU Bull Evaluation Program (BEP) is the region's premier central bull appraisal program and facility. The program, in its 28th year, is a cooperative effort among the Michigan Cattlemen's Association, Michigan State University, and Plank Farm. The objectives of the program are to, 1) promote performance-evaluated beef cattle and serve as an educational tool to acquaint producers with its overall value, 2) provide a common environment for evaluating young bulls for rate of gain, soundness, and body composition, and 3) aid beef producers in obtaining superior bulls that have been evaluated for growth, breeding and structural soundness, and carcass merit.

In February of 2016, a survey was mailed to buyers of bulls from the BEP over the last three years (2013-2015; n = 124). Forty-four surveys were returned, for a return rate of 35.5%. A summary of survey results are provided in this report, along with calculations of the regional impact of the BEP program.

Impact of the MCA/MSU Bull Evaluation Program[§]

- Based on increased sale weights of calves, yearlings, and finished cattle sired by BEP bulls, greater replacement heifer value, and enhanced cull value, compared to an “average” bull, BEP bulls were estimated to net an additional **\$26,883** during their lifetime. **This equates to \$1,881,785 annually in added value attributed to the program.**
- Testing, data, and information provided on the bulls sold in the BEP sale was estimated to be worth **\$940** per animal (28.2% of total value), or **\$65,800** annually.
- If the BEP did not exist, buyers estimate that they would need to spend an average of **\$516** to locate and purchase a bull of similar quality. **Annually, this is a \$36,105 savings created by the program.**

[§]Data were calculated from survey results from buyers from the last 3 sales, average market prices, total bulls sold, and extrapolating to all buyers. Average market prices were derived from weekly price data series, CattleFax, Centennial, CO. Three-year, average prices from February 2013 through March 2016 were \$223.91/cwt, \$189.48/cwt, and \$143.67/cwt for calves, yearlings, and fed cattle, respectively.

IMPACT
\$1.9 million
annually

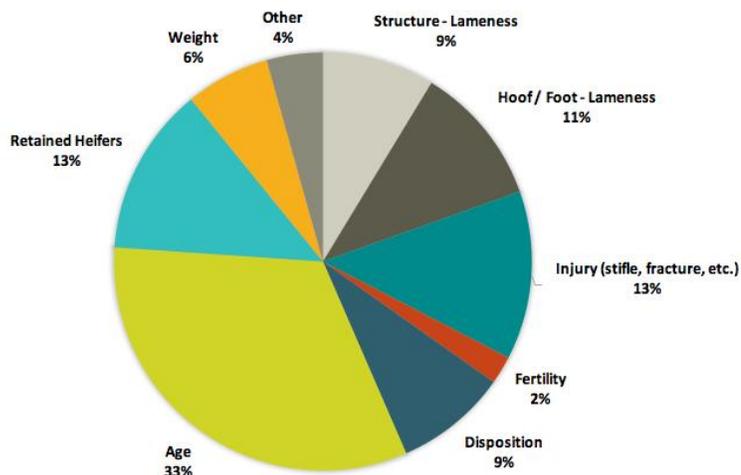
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MCA/MSU Bull Evaluation Program

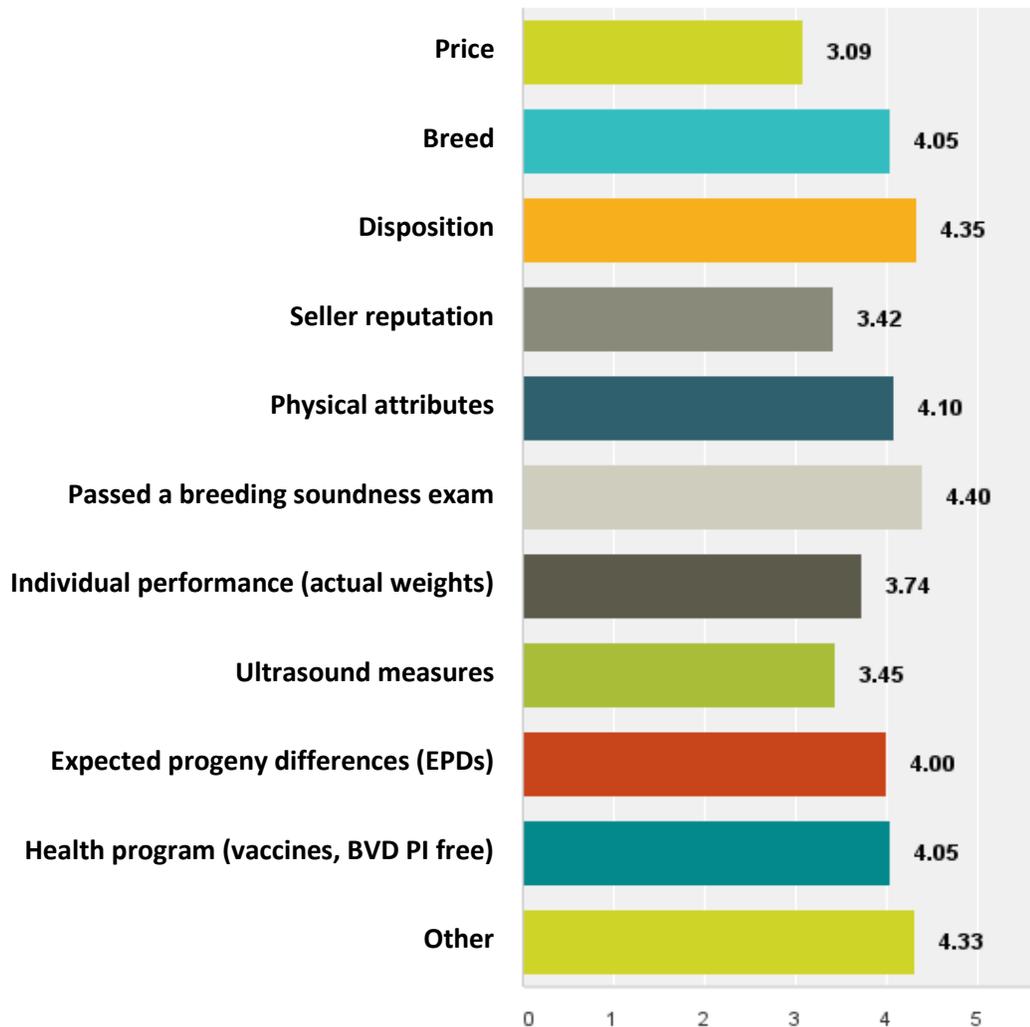
2016 Buyer Survey Report

Survey Question	<i>n</i>	Mean	Min	Max
1. Approximately, how many cows will you calve in 2017?	44	70.1	5	500
2. How many bulls, purchased from the BEP, do you currently own?	44	1.8	0	15
3. How many bulls, <u>not</u> purchased from the BEP, do you currently own?	42	1.6	0	15
4. How many years do you typically use a herd bull before replacing him?	44	3.5	2	6
5. What was the primary reason for culling your last BEP bull? (data shown in chart below, <i>n</i> = 44)				
6. What breed(s) of bull do you typically purchase for your breeding program? (<i>n</i> =45) <i>Angus = 33; Charolais = 5; Hereford = 7; Red Angus = 8; SimAngus = 17; Simmental = 17; Chianina = 1 Other = 1</i>				
7. How many calves sired by BEP bulls do you sell within 90 days of weaning annually?	30	27.8	0	140
8. How many more pounds does a calf sired by a BEP bull weigh at weaning, compared to an average calf? (assume avg. steer = 570 lb, heifer = 545 lb at 205 days of age)	12	47.1	0	130
9. How many cattle sired by BEP bulls do you sell as yearlings annually?	22	21.2	0	140
10. How many more pounds does a yearling sired by a BEP bull weigh compared to an average yearling? (assume avg. steer = 970 lb, heifer = 930 lb)	8	73.8	0	200
11. How many cattle sired by BEP bulls do you sell as finished cattle annually?	28	14.1	0	65
12. How many more pounds at harvest do cattle sired by a BEP bull weigh compared to an average animal? (assume avg. steer = 1260 lb, heifer = 1200 lb)	10	86.5	0	200
13. How many heifers sired by BEP bulls do you retain as replacements in your herd annually?	36	9.6	0	75
14. What is the additional value of a replacement heifer sired by BEP bulls, considering maternal ability, offspring growth and quality, and stayability of the heifer as a brood cow in the herd?	14	\$178.57	0	500
15. How much more resale/cull value do you receive for BEP bull(s) compared to other bulls?	18	\$122.22	0	750

Aggregate response to question 5 (primary reason for culling BEP bulls). (*n* = 44)



16. Rate your consideration of the following items when purchasing a herd sire from the BEP. (n=43)



0=none; 1=very low; 2=low; 3=medium; 4=high; 5=very high

Other

Very high *Black / Red*
 High *Feed Backgrounding*
 Very high *Location where bull is from*

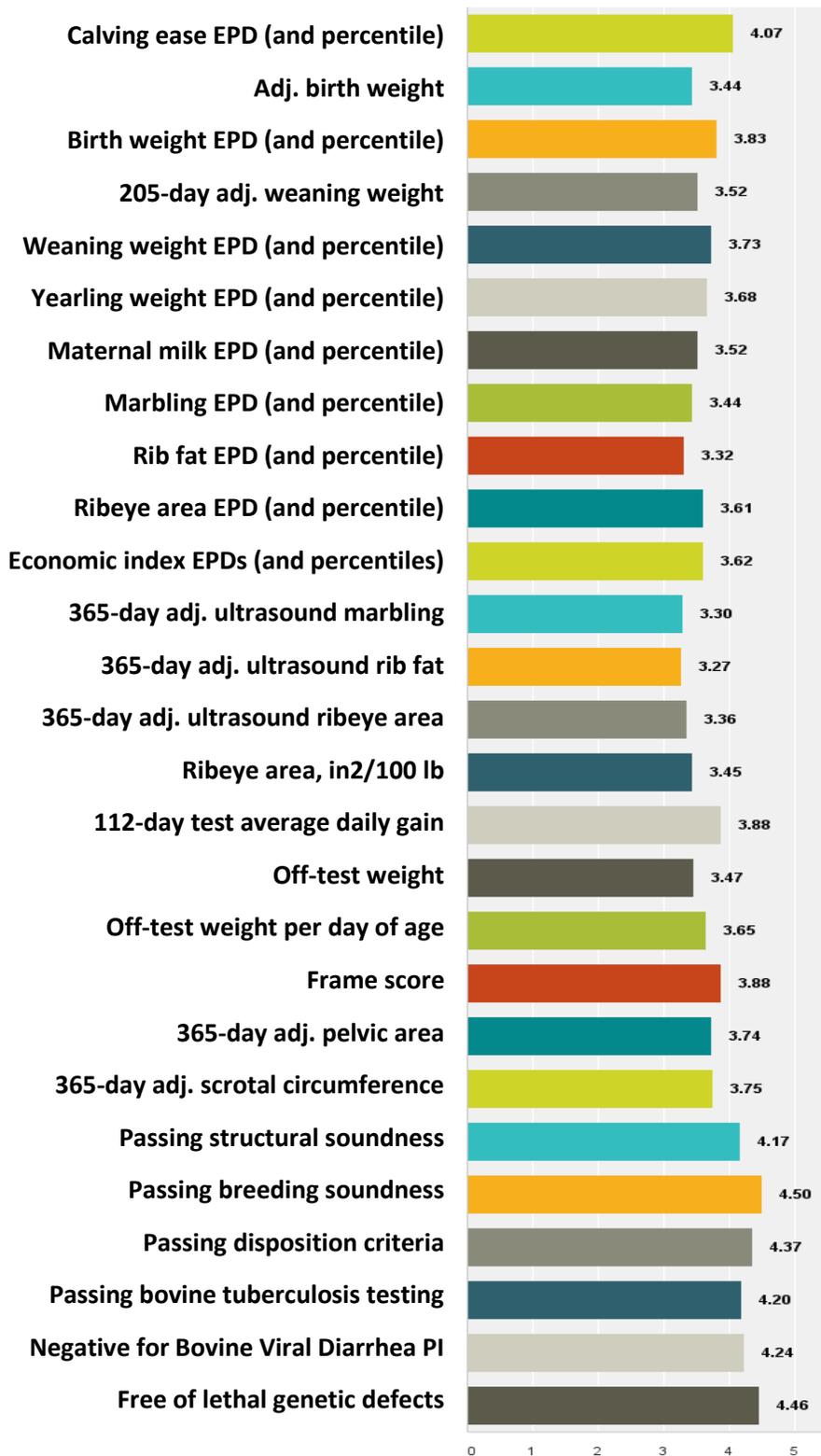
17. If the MCA/MSU Bull Evaluation Program did not exist, what additional cost would you incur to locate and purchase a bull of similar quality from a different source? (n=19)

Mean = \$515.79, Min = \$0, Max = \$2,000

18. I have viewed the BEP website to view sale information, performance reports, links to bull videos, etc.? (n=43)

Yes = 72.1%, No = 27.9%

19. Rate your consideration of the information provided by the BEP, when selecting a herd sire. (n=42)



0=none; 1=very low; 2=low; 3=medium; 4=high; 5=very high

20. How much more is a bull worth, with the information listed in question 19, compared with a visually similar bull without this information? (n=30)

Mean = \$940.40, Min = \$300, Max = \$2,000

21. List additional data that you would like to have available on BEP bulls.

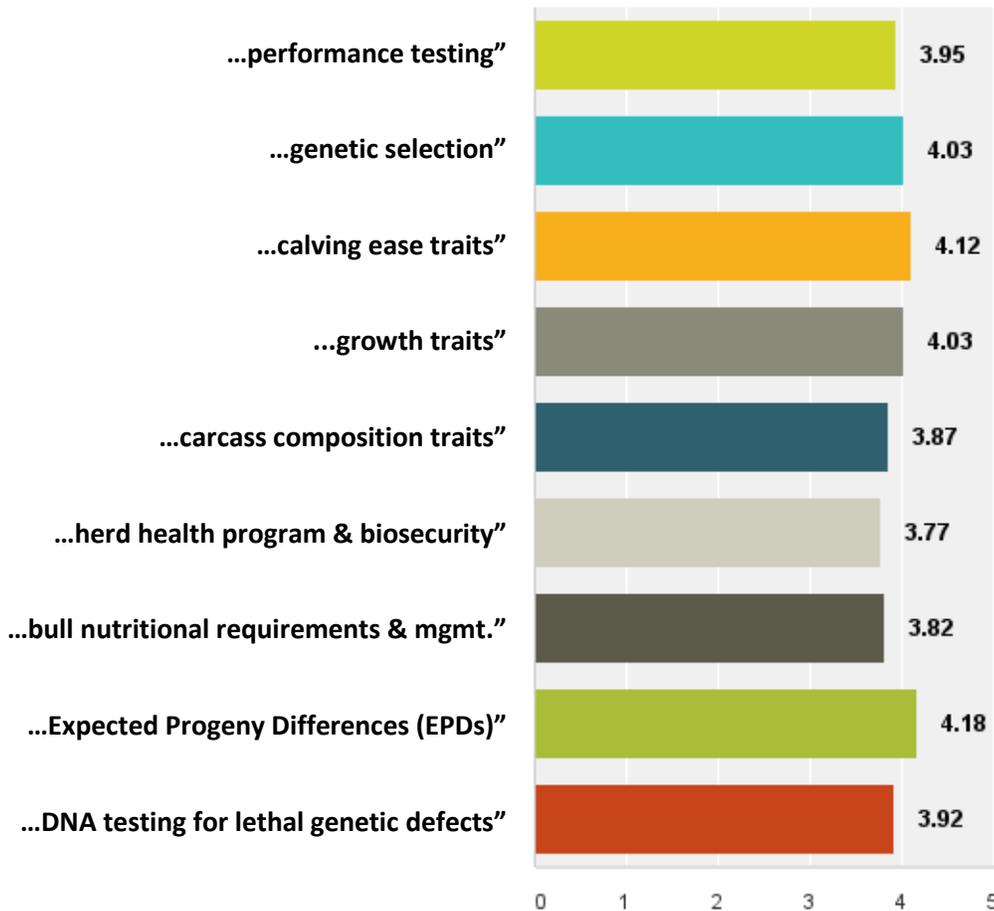
Calving interval on the maternal side of the pedigree

Adult weight of dam and sire

Semen test results at the start of the test and mid test, there were good bulls that did not pass in 2015 in the end due to weather!! One test is only a snapshot.

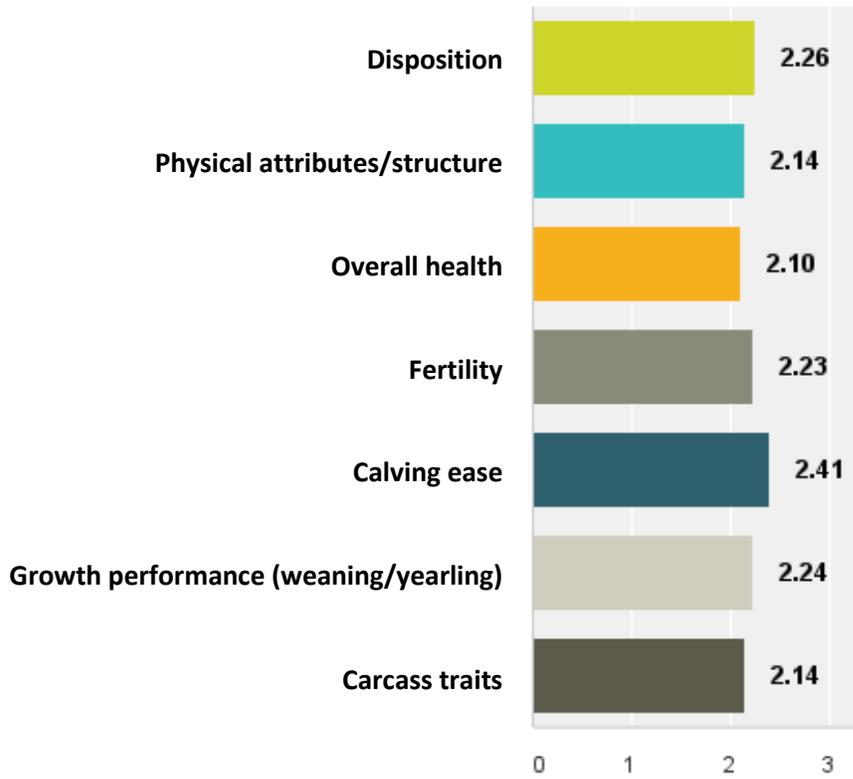
Feed conversion rates

22. Indicate your extent of agreement with the following statements. "The MCA /MSU Bull Evaluation Program has increased my knowledge and use of..." (n=41)



1=strongly disagree; 2=disagree; 3=neither agree nor disagree; 4=agree; 5=strongly agree

23. How have bulls purchased from the BEP met your expectations in the following areas? (n=43)



1=failed to meet expectations; 2=met expectations; 3=exceeded expectations

24. Indicate your overall impression of the breeding body condition of BEP bulls offered for sale: (n=42)

