

MCA/MSU Bull Evaluation Program

Buyers & Consignors Survey Results

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Estimated 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 increased cull value, compared to an “average” bull, BEP bulls were estimated to net **\$10,447** during their lifetime. This equates to over **\$750,000** annually in additional value for the program.
- Testing, data, and information provided on the bulls sold in the BEP sale was estimated to be worth **\$747** per animal – or a sale catalog worth **\$53,784**.
- Together, BEP consignors estimate the value of their bulls in the program was increased by **\$44,615/year** compared to other sales options.
- Consignors estimate that their reputation as seedstock producers is enhanced by participating in the BEP, and they receive an additional **\$1,100** in farm sales each year, amounting to **\$37,400/year** for the program.
- Buyers estimate that they would have to spend approximately **\$530** more per bull to locate and purchase a bull of similar quality, if the BEP did not exist. Annually, that amounts to **\$38,250** in savings created by the program, while keeping those dollars local.
- Consignors valued MSU’s partnership in the program at **\$29,835/year**.

** These data are based on survey results and current market prices, extrapolating averages across all buyers or consignors, and 3-year average participation in the program. Calves were valued at \$1.50/lb, yearlings at \$1.20/lb, and finished cattle at \$1.25/lb.*

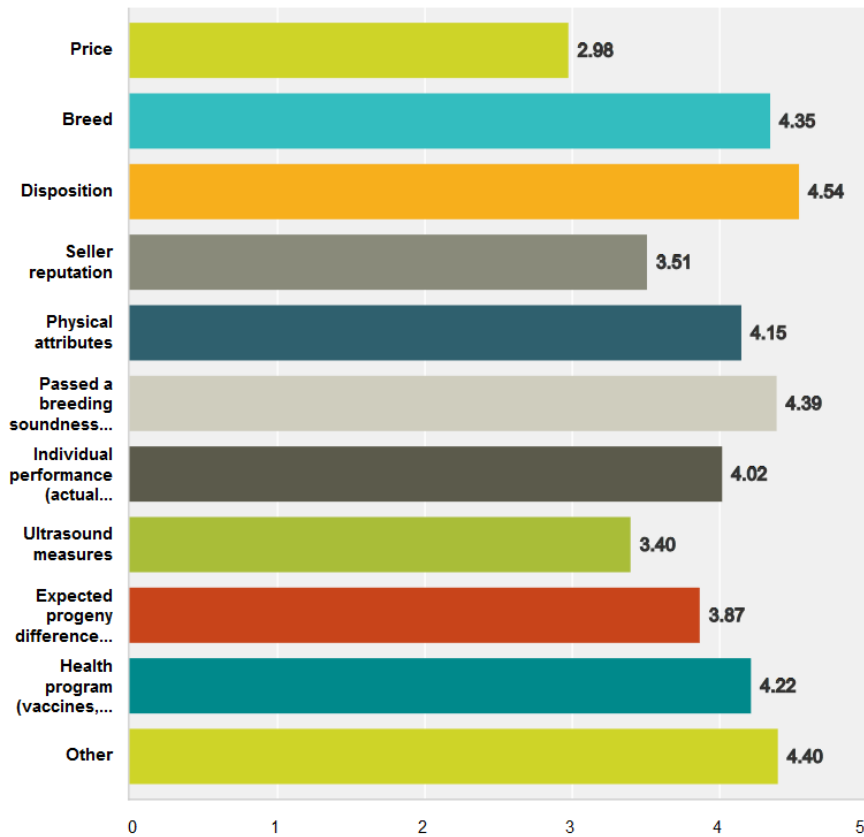
MCA/MSU Bull Evaluation Program

Buyer's Survey 2012 Report

Buyers of bulls from the MCA/MSU Bull Evaluation Program, over the period of 2010-2012 (n=130), were mailed a hard copy survey in late November, 2012. This report details their responses to the following questions. There were a total of 47 surveys returned, for a return rate of 36.2%.

Survey Question	n	Mean	Min	Max
1. Approximately, how many cows will you calve in 2013?	47	47.9	0	270
2. How many bulls, purchased from the BEP, do you currently own?	47	1.3	0	5
3. How many bulls, <u>not</u> purchased from the BEP, do you currently own?	45	1.1	0	9
4. How many years do you typically use a herd bull before replacing him?	46	3.1	2	7
5. What breed(s) of bull do you typically purchase for your breeding program? (n=47) <i>Angus = 33; Charolais = 2; Hereford = 3; Red Angus = 5; SimAngus = 21; Simmental = 18; Maine Anjou = 1</i>				
6. How many calves sired by BEP bulls do you sell within 90 days of weaning annually?	36	22.6	0	100
7. 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)	19	31.0	0	80
8. How many cattle sired by BEP bulls do you sell as yearlings annually?	24	9.8	0	65
9. 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	66.5	0	200
10. How many cattle sired by BEP bulls do you sell as finished cattle annually?	30	15.0	0	65
11. 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)	15	84.7	0	200
12. How many heifers sired by BEP bulls do you retain as replacements in your herd annually?	38	6.5	0	20
13. 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?	18	166.10	0	400
14. How many years do you typically plan to use a BEP bull for breeding?	42	3.0	2	5
15. How much more resale/cull value do you receive for BEP bull(s) compared to other bulls?	17	183.80	0	1000

16. Rate your consideration of the following items when purchasing a herd sire from the BEP.



0=none; 1=very low; 2=low; 3=medium; 4=high; 5=very high (n=46)

Other

- High *Aggressive working routine*
- Very high *Birth weight/Calving EPD*
- Very high *Johne's Free Herd Cert.*
- High *This is my first purchase*
- High *Physical size in young bull*
- High *Being able to pick up later*

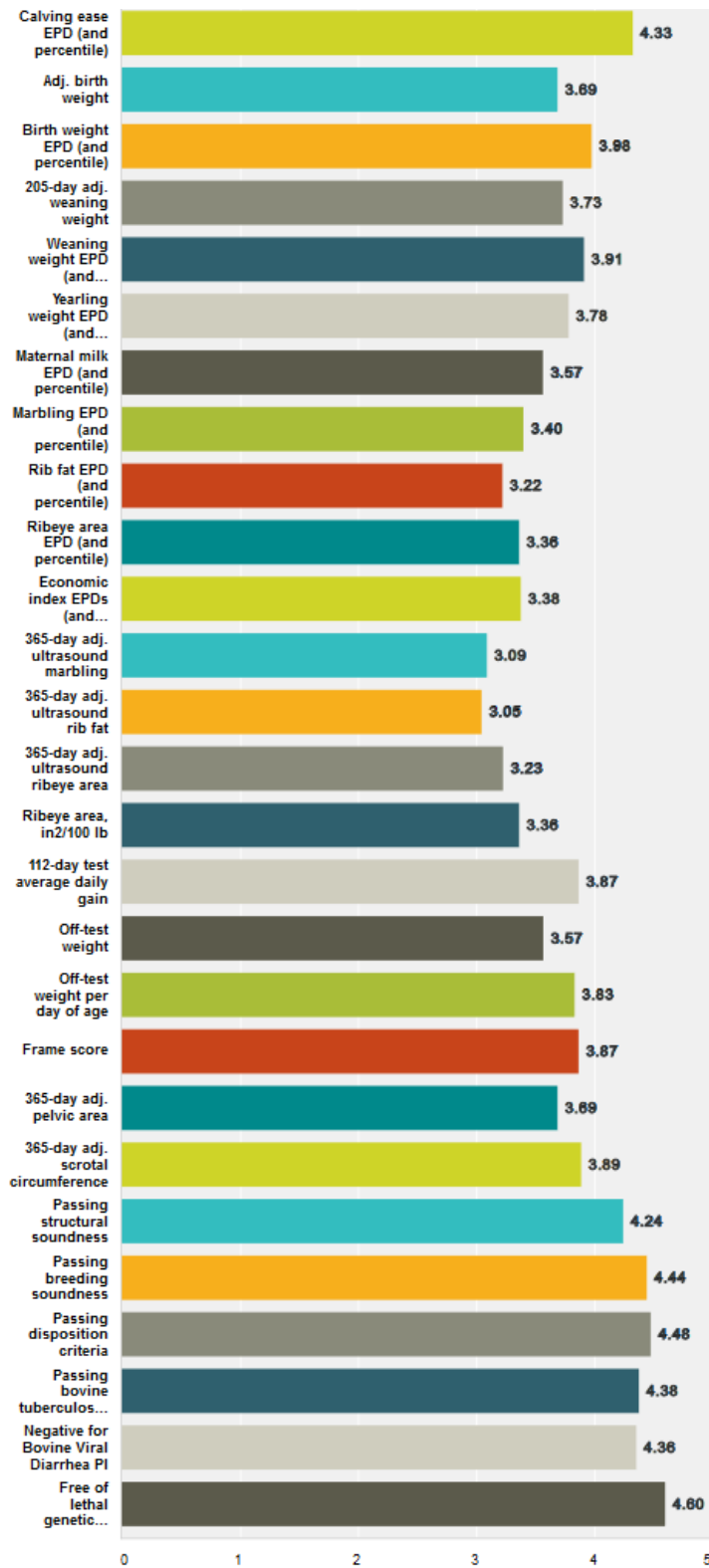
17. If the MCA/MSU Bull Evaluation Program did not exist, what additional cost would you incur to locate and purchase a bull of similar quality from a different source?

Mean = \$531.30, Min = \$0, Max = \$1,500 (n=20)

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

Yes = 54.55% , No = 45.45% (n=44)

19. Rate your consideration of the information provided by the BEP, when selecting a herd sire.



0=none; 1=very low; 2=low; 3=medium; 4=high; 5=very high (n=46)

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

Mean = \$747.40, Min = \$0, Max = \$4,000 (n=39)

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

Bulls maternal ratios on calves weaned, do away w/ milk index ration, a high milk bull doesn't fit my commercial needs

More information or rating on disposition

I was not aware of low swimmers in the BSE. I am going to check the BSE more carefully. I think a good bull gets the job done. All of these statistics are both interesting and confusing to me. What I really want is a bull that will get my cows bred quickly and produce growthy quality calves.

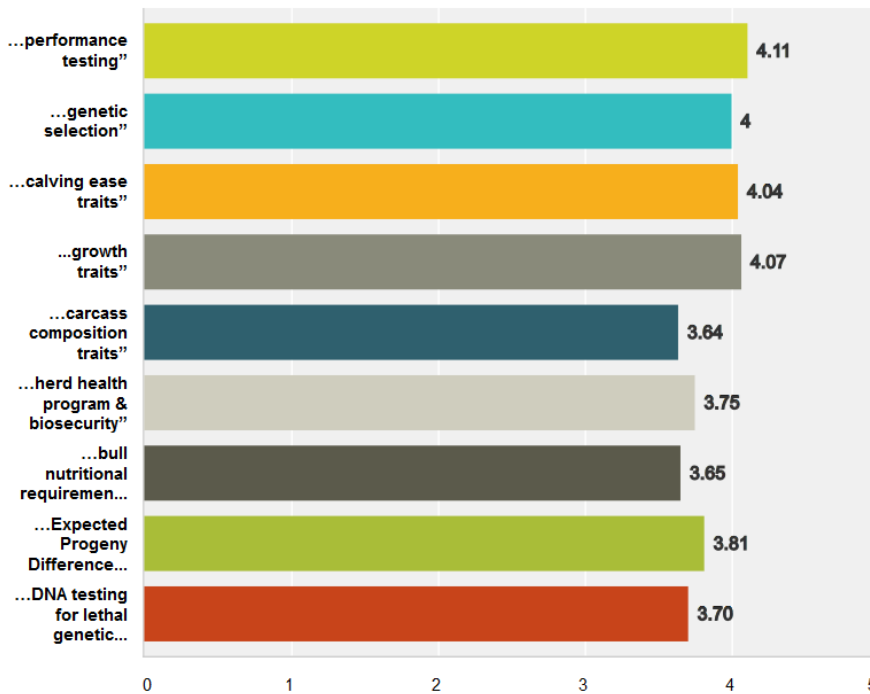
Know the Johne's status of the herd that bull is out of

Food efficiency

Ration composition

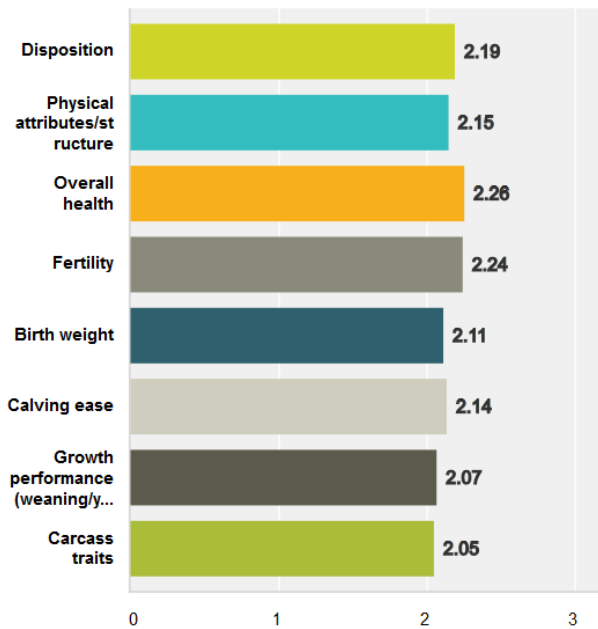
None

22. Indicate your extent of agreement with the following statements.



1=strongly disagree; 2=disagree; 3=neither agree nor disagree; 4=agree; 5=strongly agree (n=14)

23. How have bulls purchased from the BEP met your expectations in the following areas?



1=failed to meet expectations; 2=met expectations; 3=exceeded expectations (n=47)

If you indicated that a bull(s) failed to meet your expectations, we would appreciate as much detail as you can provide.

About 5 years ago I purchased a bull that passed--he failed to breed a single cow--24 cows--lost my ass that year--had to sell half the herd and replace with bred heifers

Bulls have done a good job.

Disappointed with a \$2900.00 3 years back when purchased was low sperm swimmers 40. Still trying to realize the true value of this bull.

Had one bull purchase, penned with 7 heifers to breed, got sick and was sold immediately. Vet could not determine cause.

Had one bull that had an attitude, others were great

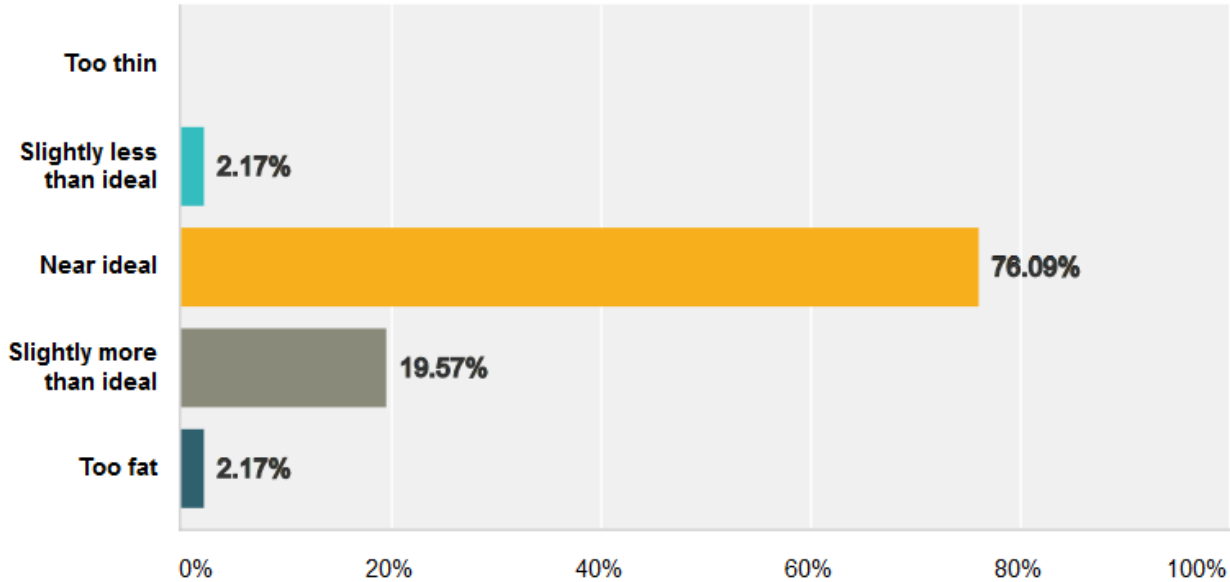
SimmAngus Bull turned out to have a bad disposition, ended up shipping it

The majority of the bulls on test do not have the balance of EPDs that they should. I think that many of the bulls are too low quality.

Threw large calves really sore up some heifers

We have had several bulls when we used all MCA bulls whose calves were so crazy that we couldn't keep any replacements--when you would try and sort they would take you--the bulls themselves were okay. We had one bull that birth weights were in the 120 + range on cows had to pull calves on mature cows--his calving ease did not reflect that his own birth weight was 100. I know which bulls I had problems with and it was several years ago. I don't want to mention breeders; I don't think it was a case of misrepresentation.

24. Indicate your overall impression of the breeding body condition of BEP bulls offered for sale:



(n=46)

25. List below any suggestions you have to improve the MCA/MSU Bull Evaluation Program.

More bulls in Program

The milk EPD needs to be taken out of the sale index formula, as I think it already has. The Plank family is doing a great job running the facility and Dr. Dan and Mr. Gould have been wonderful in educating myself.

Larger seating or viewing area in the sale barn.

It is an educational event for me. Maybe our objection is there bulls may do well statistically but no guarantee on getting cows bred. I'm not sure how to improve, except as a buyer, go to a reputable producer or source.

Closer would be nice but not a big concern.

You are doing a good job of offering the type of bulls needed in the Michigan Beef Cow Herds. Keep up the good work.

The bulls at the sale are too young for meaningful Johne's test, but I call the owners of any bulls I'm interested in to determine the herd status for Johne's. I understand there is a differing opinion on the value of this for a beef herd and it is a breeder's choice whether to test or not. First, I want to know if the herd is tested or not. An untested herd doesn't stop me from purchasing a bull, but it does lead to more questions about biosecurity and reasons a breeder does not feel the need to test. Please continue the BEP and push to attract some of the best bulls in the state for the program.

***An earlier release of final evaluation bulletin
I like what you people are doing. I'll be back.***

Bull frame scores have moved too small. I do not want to purchase frame 4 bulls.

I don't know if this is a suggestion but on some of the very top EPD bulls, AI breeding companies are buying them and no cowman with 50 cows or so can compete, but I guess that's a compliment that things are improving and going in the right direction. Maybe we have paid too little for bulls in the past, but if this program is too successful it will weed us smaller buyers out and we will go back to buying off the farm with no EPD's which I don't want to go back to, but \$6000 bulls are hard to justify.

Please send me the current bull test info or the web address. Thanks.

Make outside lots so they don't get so muddy. Keep working on disposition culling. I know it is hard for the cosigner especially if the bull is a top performer.

I am not familiar enough with the criteria the bulls are screened by to know what to tell you. How do you get cosigners to bring a better class of bulls?

I think MCA/MSU should have an insurance program on bulls left at the barn. The bull I bought this year was left at the farm because I was on quarantine (TB) from a BEP bull. While he was there he got hurt, then butchered, which was an accident. So I had to buy another bull that had no proof. I wound up Aling 60% of the cows which isn't bad, but had \$7000 into an unproven bull. I think next year I'll go back to AI.

It's an ideal sale, good bulls, close, good facilities, quick load out, good market price, lunch always excellent, can't beat the auctioneer, good sale!

October 15, 2012--Sold breed cows to a farmer Will drop calves in April Will be feeding out 2012 calf crop this winter

Everyone does a very good job

This is the 4th MSU Sired Bull we have bought at the Bull Test (?) Sale. I think your birth weights seem more realistic than some of the other supplier's numbers--we've been more than satisfied with rate of gain. We have had hoof/feet problems with bulls here in third year of service--wonder if it has anything to do with poor exterior conditions animals have to go thru after the test site! I would think the MCA could do a lot better. 50% of bulls have bought @ this sale has hoof/feet problems in third year of service.

Doing a great job? Sales say it all with record prices every year. Please do not lower requirements to sell more bulls. For instance rate of gain per day, 3 lbs per day should be a minimum the way these bulls are fed. Keep up the great work!

Have a sale of bull alumni--previously purchased bulls--for credit on sale day based on market rate (weight) plus some bonus amount to be used as a credit for your next purchase. Add Limousin cattle/bulls. Overall this is a very valuable program to me and I would hate to see it curtailed in any way. I know MSU stopped their program but please keep this going--this is an excellent program.

I am happy with the bull I purchased. This is the first bull that I have purchased from the program, due to that I cannot answer the questions regarding the impact of purchasing this bull. I have not sold or kept any replacements at this point.

No real suggestions to improve. I just hope the sale will continue for years to come it's a great place to compare and buy new stock. Plus the Plank Family does a great job with the bulls.

The cattle at the test station in some breeds are too short in my opinion.

MCA/MSU Bull Evaluation Program

Consignor's Survey 2012 Report

Consignors of bulls to the MCA/MSU Bull Evaluation Program, over the period of 2010-2012 (n=50), were e-mailed a survey in late November, 2012. This report details their responses to the following questions. There were a total of 17 surveys returned, for a return rate of 34%.

Survey Question	n	Mean	Min	Max
1. Which category best describes you as a MCA/MSU Bull Evaluation Program consignor? Past and current (2012-13) consignor 76.47% New consignor for 2012-13 5.88% Past consignor (no bulls in current evaluation) 17.65%	17			
2. What is the average number of bulls marketed annually from your farm through the BEP and all other options?, bulls	17	7.2	1	25
3. What is the average number of bulls you consign annually to the BEP?, bulls	15	4.0	2	7
4. What is the average number of bulls you consign annually that qualify for the BEP sale?, bulls	15	2.9	1	5
5. What is the average number of bulls you consign annually to the BEP that do not qualify for the sale?, bulls	13	1.4	1	2
6. What is the average additional value of your bulls sold through the BEP sale compared to your bulls sold through other options? \$/bull	14	578.60	0	2,200
7. What is the average difference in value of your bulls consigned, but not sold through the BEP sale (bulls not meeting sale criteria) compared to your bulls sold through other options?, \$/bull	14	82.10	-1,000	1,000
8. What is the additional value that you receive in marketing other cattle annually (i.e. private treaty bulls or females) because of the reputation, publicity, or advertisement received by participating in the BEP?, \$/year	14	1,100.00	0	5,000
9. What additional value do you believe is credited to the gross sales because Michigan State University is a partner in the BEP?, % of sale gross.	14	13.9*	1	30

*An outlier value was omitted (100%)

10. Provide any rationale/assumptions for determining the estimates in answering questions 6-9.

More exposure through BEP

Although the BEP is a good venue to market bulls we see only a small deviation in sale price through other options-private treaty/other. Due to intense culling prior to nominating any bulls for sale via BEP or other means, we see no difference in value in bulls, as a high percentage meet sale criteria. We have experienced little to no additional marketing value on other annual cattle sales. However, we see a value in networking through the BEP. Is question #9 in reference to the value of MSU staff or MSU?

I think MSU being involved gives buyers confidence that they are getting quality cattle worth paying more for.

My sale records indicate the above answers but I believe the BE Sale and MSU's participation is very important to the reputation of my cattle.

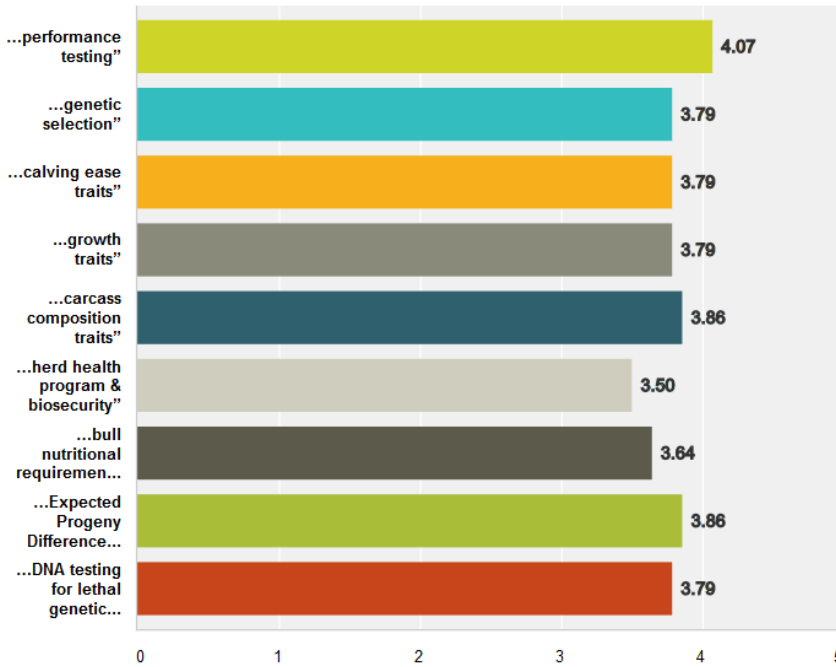
MSU benefit is losing ground and so is the bull test

The data are based on my observations after marketing purebred Angus bulls in Michigan for fifteen years.

We compared bull test prices with private treaty and other auctions.

Because of the high cost if they don't sell you lose money msu bulls are not better then other bulls, but take money away from consignor bull

11. Indicate your extent of agreement with the following statements. "The MCA/MSU Bull Evaluation Program has increased my knowledge and use of..."

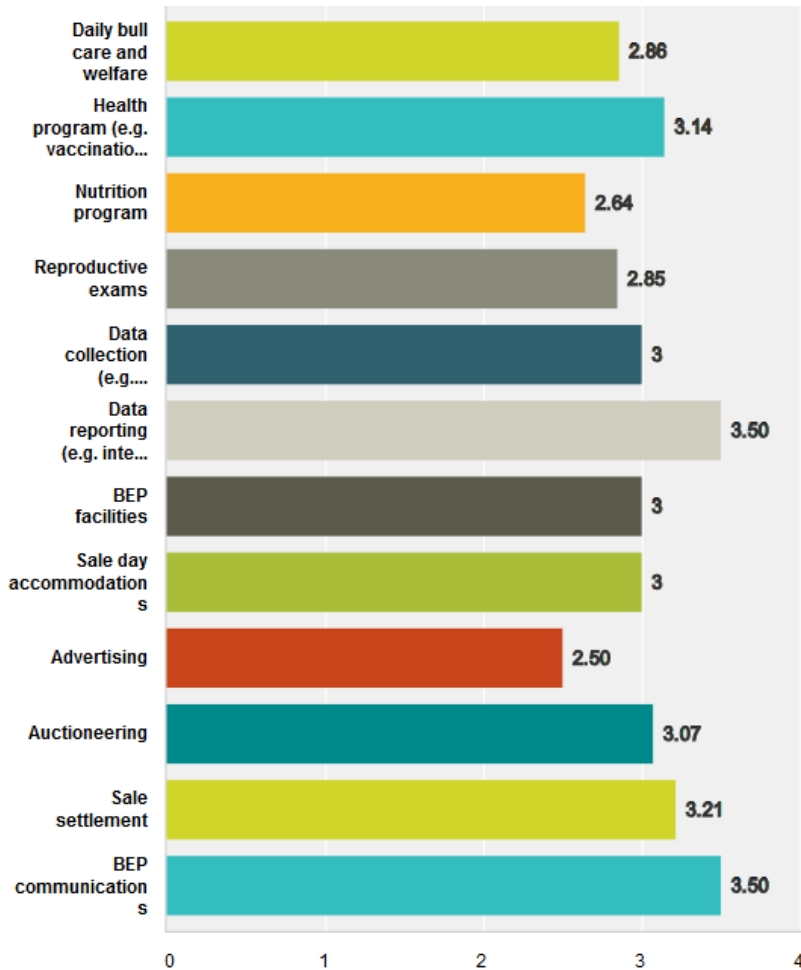


1=strongly disagree; 2=disagree; 3=neither agree nor disagree; 4=agree; 5=strongly agree (n=14)

12. Have you viewed the BEP website to review sale information, performance reports, links to bull videos, or other material?

Yes = 100% , No = 0% (n=14)

13. How has the BEP met your expectations in the following areas?



1=Fails to meet expectations, 2=Minimally meets expectations, 3=Fully meets expectations, 4=Exceeds expectations

Please indicate specific reasons if the BEP fails to meet expectations

We need to reach out nationally (advertising)

Bulls lost weight after the last weigh in. Not enough room for the sale for people. \$250 bids are too much that is \$500 each time you bid. Need a better exist sale program for finishing bulls that do not make the sale.

I question the frame scores.

Need to be more aggressive with facts what the bulls can do.

14. List below any suggestions you have to improve the MCA/MSU Bull Evaluation Program.

Keep up the good work!!! 1. Open house prior to sale 2. Sale day 3. Open barn for all visitors

I would like to see Bulls that have DNA testing done recognized for it in the sale catalog. As far as advertising , RFD TV with Superior would be a great way to get more exposure I feel it would more than pay for itself. It

would not take more than one more bid per bull to pay for it, and the Michigan Bulls would get a tremendous amount of recognition this would also help future sales.

Is it possible to sell the nonsale bulls to be castrated and fed out to get a better sale product. they are a started uniform biosecure group

Will put bulls in test again when kalen gates or the equivalent are introduced and when nutrition management is more effective with some emphasis on efficiency

I am very grateful that Kevin Gould has been willing to invest the time and effort required to become certified as an ultrasound technician. This will provide real benefits to the BEP and to Michigan beef producers generally. Please extend my thanks to Mr. Gould and to MSU for making this substantial investment in Michigan beef production.

The feed program needs to push growth potential.

MCA need to do more for the management fee.