

NEEDS ASSESSMENT OF MICHIGAN BEEF INDUSTRIES

The questions asked in the Beef Needs Assessment Survey Distributed across the state of Michigan during March, April, May of 2019 are on the following pages. There were three different tracks respondents could follow while completing the survey – producer, allied industry member, or neither. Each of these paths consisted of different questions that pertained to the respondent's affiliation.

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The Michigan State University Extension Beef team needs your help. We are conducting a survey to determine educational needs of Michigan's beef producers and beef allied industry professionals. Your participation in this survey will be highly valued and much appreciated. Your participation in this survey is voluntary and your responses will remain confidential. Your privacy will be protected to the maximum extent allowable by law. You may skip any question that you do not want to answer, and you may end your participation at any time.

If you have concerns or questions about this study, such as scientific issues, how to do any part of it, or to report an injury, please contact the researcher Dr. Murari Suvedi, Room 135, Natural Resources Building, Department of Community Sustainability, Michigan State University, MI 48824; suvedi@msu.edu; 517-432-0265. If you have questions or concerns about your role and rights as a research participant, would like to obtain information or offer input, or would like to register a complaint about this study, you may contact, anonymously if you wish, the Michigan State University's Human Research Protection Program at 517-355-2180, Fax 517-432-4503, or e-mail irb@msu.edu or regular mail at 4000 Collins Road, Suite 136, Lansing, MI 48910. By answering the question below, you acknowledge that your participation in the study is voluntary, you are 18 years of age, and that you are aware that you may choose to terminate your participation in the study at any time, for any reason.

I voluntarily agree to participate in this research study.

Yes

No

What is your current role?

- Beef Producer (i.e. own or manage cattle) Beef Allied Industry (i.e. veterinarians, agribusiness, government)
- Both Neither

Considering where you want your beef operation to be in the next 5-10 years, what are the largest issues or challenges that need to be addressed to get you there?

How could MSU Extension help to address the above issues or challenges?

Which among the following categories best describes your operation? Check all that apply.

- Seedstock
- Commercial cow calf
- Stocker/Backgrounder
- Feedlot
- Grass Finisher

Have you considered the following management and marketing practices?

	Currently doing	Considering	Not considering	Does not apply to my operation
Organic Beef (USDA Certified)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grass Finished	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural Beef	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Direct Customer Marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Forward Pricing (contracts or hedging)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Joining a Beef Cooperative/Alliance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finding Alternative Markets for Cattle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Changing to Different Calving Season	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Starting an Additional Enterprise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Agritourism (fishing, hunting, camping, farm tours, corn maze, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please describe): _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How concerning have the following issues been on your beef operation in the past five years?

	Not concerning	Somewhat concerning	Very concerning	Does not apply to my operation
Watering system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feed availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Labor availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Labor cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Land availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pasture availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Livestock transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Input costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Succession of operation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Animal health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Capital availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consumer demand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Export markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Government regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of custom feeders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weather/climatic changes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manure application/storage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Are the following production or management practices being used or likely to be used in your beef farm/operation? Check one box for each practice.

	Currently using	Planning to use	Not currently using	Does not apply to my operation
Age and source verification	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genomic (DNA) testing and prediction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ultrasound (reproduction or carcass)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Embryo transfer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Implanting calves	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Artificial insemination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Individual ID (visual, RFID)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Obtain carcass data from calves	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weigh calves and/or cows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nutrient testing of feeds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use feed scales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use Total Mixed Ration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extending the grazing season	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vaccination of cattle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antibiotic treatment of individual animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antibiotic treatment of groups of animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which herd management techniques are practiced with most of your cattle each year? Check all that apply.

- | | |
|--|--|
| <input type="checkbox"/> Parasite control (internal and/or external) | <input type="checkbox"/> Pregnancy checking |
| <input type="checkbox"/> Dehorning | <input type="checkbox"/> Bull Breeding Soundness Examination |
| <input type="checkbox"/> Castration | <input type="checkbox"/> Artificial insemination |
| <input type="checkbox"/> Body Condition Scoring | <input type="checkbox"/> None of the above |

How many cattle do you have in your operation? (total annual inventory, i.e., cows and calves, feedlot annual marketings)

- | | |
|------------------------------------|-----------------------------------|
| <input type="radio"/> Less than 50 | <input type="radio"/> 251 - 1000 |
| <input type="radio"/> 51 - 100 | <input type="radio"/> 1001 - 2000 |
| <input type="radio"/> 101 - 250 | <input type="radio"/> > 2000 |

What is the value of the annual gross sales of your farm products/dairy/livestock?

- | | |
|---|---|
| <input type="radio"/> Less than \$2,500 | <input type="radio"/> \$50,000 - \$99,999 |
| <input type="radio"/> \$2,500 - \$4,999 | <input type="radio"/> \$100,000 - \$249,999 |
| <input type="radio"/> \$5,000 - \$9,999 | <input type="radio"/> \$250,000 - \$499,999 |
| <input type="radio"/> \$10,000 - \$24,999 | <input type="radio"/> \$500,000 or more |
| <input type="radio"/> \$25,000 - \$49,999 | <input type="radio"/> Choose not to provide |

How many total acres (owned and leased) are in your farm operation?

	Acres
Hay	
Pasture, rangeland	
Crop land for grain (harvested)	
Crop land for silage (harvested)	
Other (please indicate)	

If you are not a cow-calf or seedstock producer proceed to page 7.

PLEASE ANSWER THE FOLLOWING TWO QUESTIONS IF YOU ARE A COW-CALF or SEEDSTOCK PRODUCER:

What percentage of calving occurs during each month? Percentages must total 100%.

- Jan : _____ %
- Feb : _____ %
- Mar : _____ %
- Apr : _____ %
- May : _____ %
- Jun : _____ %
- Jul : _____ %
- Aug : _____ %
- Sep : _____ %
- Oct : _____ %
- Nov : _____ %
- Dec : _____ %
- Total : _____ %

What percentage of weaning occurs during each month? Percentages must total 100%.

- Jan : _____ %
- Feb : _____ %
- Mar : _____ %
- Apr : _____ %
- May : _____ %
- Jun : _____ %
- Jul : _____ %
- Aug : _____ %
- Sep : _____ %
- Oct : _____ %
- Nov : _____ %
- Dec : _____ %
- Total : _____ %

If you are not a cow-calf or seedstock producer proceed to page 7.

Have you received training or education from the MSU Extension Beef Team?

- Yes, within the last 5 years
- No
- Yes, more than 5 years ago
- Not sure

Which method do you prefer when obtaining information from the MSU Extension Beef Team? **Select up to 3 responses.**

- Personal farm call
- Electronic source (e.g., electronic newsletter, social media)
- Meetings at different locations throughout Michigan
- Meetings at MSU Campus
- Publication mailings (e.g., paid subscription to hard copy newsletter)
- Organizational events (e.g., meetings, field days, field schools, etc.)
- Other (please describe) _____

What type of expertise or specializations are needed within MSU Extension staffing to strengthen the Michigan beef industry? Please list specific suggestions.

What Michigan county are you from? If you are not from Michigan write "out of state".

What is your age?

- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 and older
- Choose not to provide

What is your gender?

- Male
- Female
- Choose not to provide

Is there anything else you would like to share?

Thank you for your time and input!

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I voluntarily agree to participate in this research study.

Yes

No

What is your current role?

Beef Producer (i.e. own or manage cattle)

Beef Allied Industry (i.e. veterinarians, agribusiness, government)

Both

Neither

Considering the beef industry in Michigan over the next 5-10 years, what are the largest issues or challenges that need to be addressed?

How could MSU Extension help to address the above issues or challenges?

How important are the following management and marketing practices for beef producers to consider?

	Important to consider	Not important to consider	I am not familiar with this practice
Organic Beef (USDA Certified)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grass Finished	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural Beef	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Direct Customer Marketing		<input type="radio"/>	<input type="radio"/>
Forward Pricing (contracts or hedging)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Joining a Beef Cooperative/Alliance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finding Alternative Markets for Cattle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Changing to Different Calving Season	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Starting an Additional Enterprise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Agritourism (fishing, hunting, camping, farm tours, corn maze, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How concerning have the following issues been to beef operations you work with in the past five years?

	Not concerning	Somewhat concerning	Very concerning	Does not apply to operations I work with
Watering system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feed availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Labor availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Labor cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Land availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pasture availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Manure application/storage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Are the following production or management practices being used or likely to be used in beef farm/operations you work with? Check one box for each practice.

	Currently being used	Likely to be used in the future	Not using	Does not apply to operations I work with
Age and source verification	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genomic (DNA) testing and prediction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ultrasound (reproduction or carcass)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Embryo transfer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Implanting calves	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Obtain carcass data from calves	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Have you received training or education from the MSU Extension Beef Team?

- Yes, within the last 5 years
- Yes, more than 5 years ago
- No
- Not sure

Which method do you prefer when obtaining information from the MSU Extension Beef Team? **Select up to 3 responses.**

- Personal farm call
- Electronic source (e.g., electronic newsletter, social media)
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- Publication mailings (e.g., paid subscription to hard copy newsletter)
- Organizational events (e.g., meetings, field days, field schools, etc.)
- Other (please describe) _____

What type of expertise or specializations are needed within MSU Extension staffing to strengthen the Michigan beef industry? Please list specific suggestions.

What Michigan county are you from? If you are not from Michigan write "out of state".

What is your age?

- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 and older
- Choose not to provide

What is your gender?

- Male
- Female
- Choose not to provide

Is there anything else you would like to share?

Thank you for your time and input!

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What is your current role?

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Both

Neither

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