



Dairy Steer Management Survey Report, 2009

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Survey Research Center Report 2009/11
March 2009

Staff and students working for the Survey Research Center at UW-River Falls were instrumental in the completion of this study. We would like to thank Denise Parks, Jim Janke, Megan Glenn, Megan Keune, Hannah Stuttgen, Grady Stehr, Aaron Peterson, Michelle Landherr, and Ashley Julka. We gratefully acknowledge their hard work and dedication. In addition, we would like to thank Dr. Brenda Boetel, UW-Extension Agricultural Marketing Specialist for her input and assistance throughout this process. Finally, we thank the Wisconsin producers who took the time to complete the questionnaire.

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Executive Summary

In January and February 2009, the Survey Research Center (SRC) at the University of Wisconsin – River Falls mailed surveys to 151 dairy steer producers in Wisconsin who had participated in 2008 workshops presented by Dr. Brenda Boetel, UW- River Falls. The program assessment was designed to help guide future research and educational programming associated with dairy steer management. The SRC received 85 completed surveys, which is a strong 56 percent response rate. With 85 responses, the estimates contained in this report are expected to be accurate to within plus or minus 7 percent. Statistical tests do not indicate that “non-response bias” is a problem with this sample.

The questionnaire was divided into five general sections relating to dairy steer management (economic considerations, calf management, implants, steer marketability, and nutrition). Within each section, respondents were asked about specific management practices (current level of knowledge and regular use of practice). Additional questions gathered demographic information and information about the respondent’s dairy beef operation.

Thirty-eight percent of survey respondents said they have made management changes as a result of UW-Extension dairy steer programming. When asked to describe such changes, implants and nutritional/dietary changes were mentioned most frequently.

The general area in which participants reported the highest level of knowledge (good or very good) was calf management. Assessing the marketability of steers was the area with the lowest reported level of current understanding. In terms of implementation of management practices, respondents were more likely to report regularly using production-focused practices than those focused on economic dimensions.

In terms of specific practices, producers reported the highest level of knowledge about the impact of housing on calf health (85% reported good or very good knowledge). The practice with the lowest level of knowledge was using a grid pricing structure for dairy steers (66% reported poor or very poor knowledge).

Not surprisingly, reported levels of dairy steer management knowledge, were higher among producers who said they regularly use a particular practice in their operation. The two practices most regularly used by producers were assessing the impact of housing on calf health and assessing forage/roughage usage in dairy steers’ diets (77% practice regularly). The least used practice was grid pricing to value steers (89% do not regularly use this type of pricing system).

The majority of survey respondents farm part-time and finish 100 or fewer cattle annually. Nearly two-thirds of respondents have been farming for over 20 years. A slight majority of producers report that their dairy beef enterprise makes up 25% or less of their annual farm revenue.

Seventy-two percent of survey respondents are 45 or older (51% of adult Wisconsin residents are 45 or older). About 1 out of 5 respondents have at least a 4-year college degree in comparison to 25% of Wisconsin residents with a Bachelor’s degree or higher. Equal percentages of survey respondents report a household income of less than \$50,000 or \$50,000 and above.

Survey Purpose

The Dairy Steer Management Survey was developed to find out to what extent 2008 program participants retained the information covered in dairy steer management workshops and, also, to find out if they have integrated these practices into their operations. The Survey Research Center (SRC) at the University of Wisconsin – River Falls was chosen by Dr. Brenda Boetel, UW-Extension Agricultural Marketing Specialist to conduct this program assessment.

Survey Methods

In January and February 2009, the SRC mailed surveys to 151 Wisconsin dairy steer producers who had participated in UW-Extension dairy steer management programming in 2008. The SRC received 85 completed surveys, which is a 56 percent response rate. With 85 responses, the estimates contained in this report are expected to be accurate to within plus or minus 7 percent.

All surveys need to be concerned about “non-response bias.” Non-response bias exists if people who fail to complete and return a survey have opinions that are systematically different than those who returned a survey. A standard way to test for non-response bias is to compare the response patterns of those who completed a survey after the first mailing to those who completed the survey after the second mailing. The SRC tested 38 variables included in the questionnaire and found only 2 instances in which responses from the first mailing and those from the second were statistically different. In most instances, the differences do not change the interpretation of results. **Based upon a standard statistical analysis that is described in Appendix A, the Survey Research Center (SRC) concludes that there is little evidence that non-response bias is a concern for the Dairy Steer Management survey.**

In addition to the numeric responses, producers also provided additional written comments that were compiled by the SRC from the surveys. **Appendix B to this report contains the complete set of comments.**

Appendix C contains the survey questionnaire with a quantitative summary of responses by question.

Profile of Respondents

Table 1 summarizes the demographic profile of the dairy beef operators who responded to the survey. Where available, data from the 2007 Census of Agriculture and Agricultural Resource Management Survey (ARMS) have been added for comparison purposes.¹

The survey respondents were relatively young in comparison to the ages of Wisconsin farmers overall. Over two-thirds (67%) of survey respondents were younger than 55 as compared to 46 percent of Wisconsin farmers overall. Nineteen percent of the survey respondents have a Bachelor's or Graduate/Professional degree compared to one-quarter of U.S. farmers (and Wisconsin residents) who have graduated from college with a 4-year degree or more.² Equal percentages of survey respondents report a household income of less than \$50,000 or \$50,000 and above. In 2007, the median income of Wisconsin farm households was \$56,750.³

Table 1: Demographic Profile of Respondents							
Age	Count	18-24	25-34	35-44	45-54	55-64	65+
Sample	82	5%	10%	13%	39%	23%	10%
2007 Ag Cen. WI	37,047	<1%	6%	13%	27%	26%	28%
Farm Full or Part-time	Count	Full-Time	Part-Time				
Sample	81	43%	57%				
Years Farming	Count	Under 5 years	5 – 10 years	11 – 20 years	21 – 30 years	31 – 40 years	41+ Years
Sample	80	13%	14%	11%	19%	31%	13%
Educational Attainment	Count	Less than HS	HS Diploma	Some Coll/Tech	Tech Coll. Grad	Bachelor's Degree	Grad/Prof Degree
Sample	81	2%	32%	28%	19%	14%	5%
2007 ARMS U.S.	2,018,706	10%	65%			25%	
Household Income Range	Count	Less than \$15,000	\$15,000 - \$24,999	\$25,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 or More
Sample	78	9%	9%	32%	32%	10%	8%
Median income of WI farm households in 2007 (\$56,750). Median income of U.S. farm households in 2007 (\$52,455).							

¹ 2007 Census of Agriculture – WI data, USDA, National Agricultural Statistics Service (NASS). The Agricultural Resource Management Survey (ARMS), NASS and the Economic Research Service.

² ARMS, NASS and the Economic Research Service <http://www.ers.usda.gov/briefing/wellbeing/demographics.htm>

³ ARMS, <http://www.ers.usda.gov/Briefing/WellBeing/farmhouseincome.htm>

Management Changes Due to UW-Extension Dairy Steer Programming

Respondents were asked the following open-ended question, “As a result of UW-Extension’s dairy steer programming, have you made any management changes?” Thirty-eight percent of respondents said that they had. The result that nearly four of ten producers said they changed a management practice as a result of these one-day workshops suggests that they were effective. The producers were then asked to describe the management changes they have made. Twenty-five responses were grouped into specific topics and are summarized in Table 2. Two topics, implants and nutrition/dietary changes, accounted for about half of all comments (see Appendix B, Question 7 for complete list of comments).

Table 2: Describe Management Changes You’ve Made (as a result of UW-Extension’s Dairy Steer Programming)		
Topic	Count	%
Implants	7	28%
Nutrition/Dietary	6	24%
Housing/Bedding	2	8%
Colostrum	1	4%
Economic Conditions	1	4%
Grazing	1	4%
Not Applicable	4	16%
Multiple Changes or Miscellaneous	3	12%
Total	25	100%

Comments include:

“I started to use longer day implants and injected them myself.”

“Feed more grain.”

“Better use of grazing.”

Dairy Beef Operation

The majority of respondents (57%) farm part-time and most (82%) annually finish 100 or fewer cattle (Figure 1). Slightly over one-half (54%) of respondents report that their dairy beef enterprise makes up 25 percent or less of their annual farm revenue (Figure 2).

Figure 1: Cattle Finished Annually

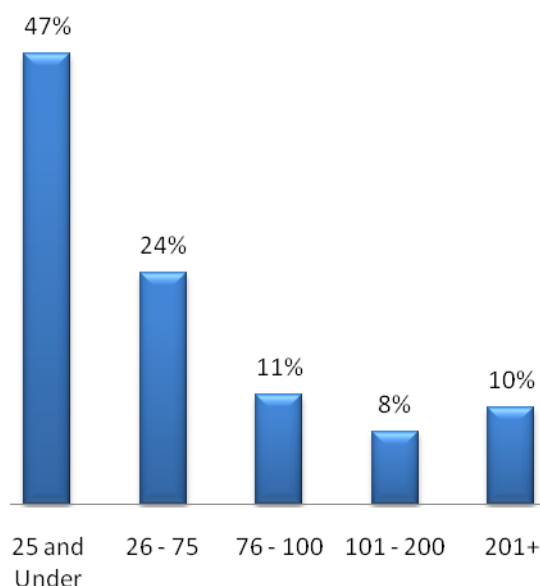
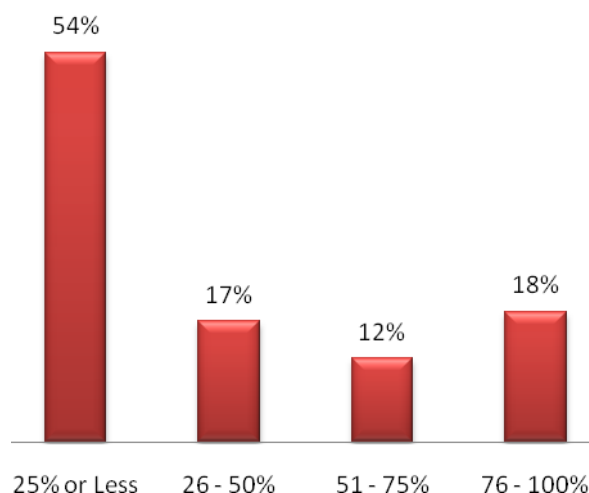


Figure 2: Percent of Annual Farm Revenue Coming from Dairy Beef Enterprise

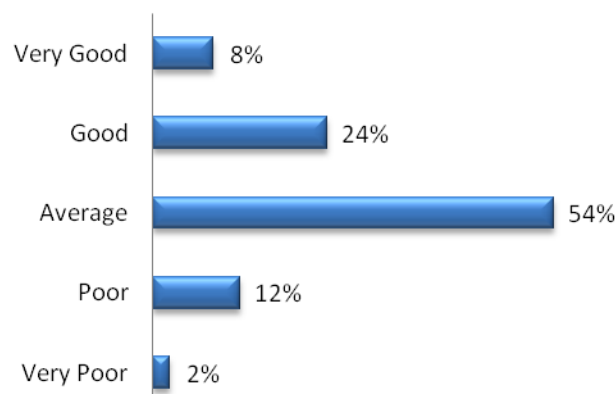


Economic Considerations

Respondents were asked a series of questions regarding the economics of certain dairy steer practices. The next three pairs of figures show how respondents rated their level of understanding of these economic topics and the percentage who said they regularly use these practices in their operation.

Cost of Homegrown Feed and Facilities. When respondents were asked to rate their current level of knowledge of how to determine the cost of homegrown feed and facilities, a majority rated their understanding as average (Figure 3). Thirty-two percent rated their knowledge as good or very good. Less than half of producers (45%) report determining the cost of homegrown feed and facilities regularly (Figure 4).

**Figure 3: Current Level of Knowledge:
Determining Cost of Homegrown
Food and Facilities**



**Figure 4: Regularly Determine Cost of
Homegrown Feed & Facilities**



Yardage. Figure 5 suggests that there are relatively low levels of current understanding about determining yardage (24% reported good or very good knowledge of this practice). Many (39%) reported average knowledge about this topic and 37 percent report poor or very poor knowledge. Only 22 percent of producers regularly determine yardage (Figure 6).

**Figure 5: Current Level of Knowledge:
Determining Yardage**

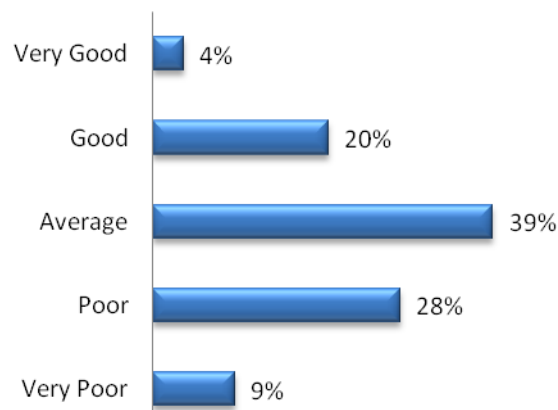
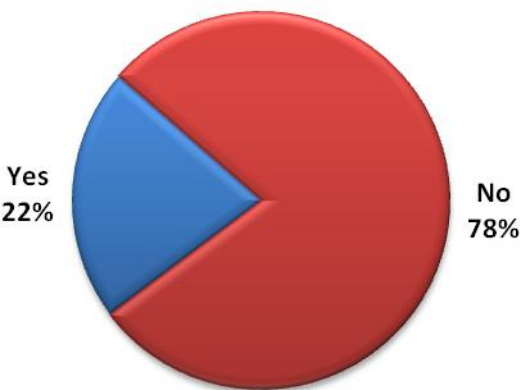
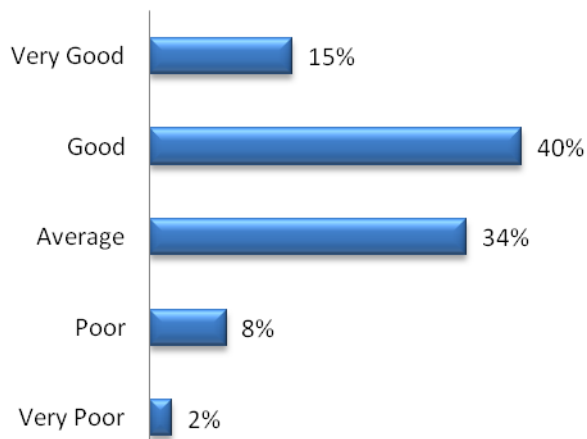


Figure 6: Regularly Determine Yardage



Effect of Performance on Cost of Production. Knowing how cattle performance affects cost of production is a practice that a majority of producers know a good deal about and report doing regularly (Figure 7). Slightly over one-third report average knowledge of how cattle performance affects the cost of production. About half of the producers (52%) report determining the effect of cattle performance on the cost of production regularly (Figure 8).

**Figure 7: Current Level of Knowledge:
How Cattle Performance
Affects Cost of Production**



**Figure 8: Regularly Determine
Affect of Performance
on Cost of Production**



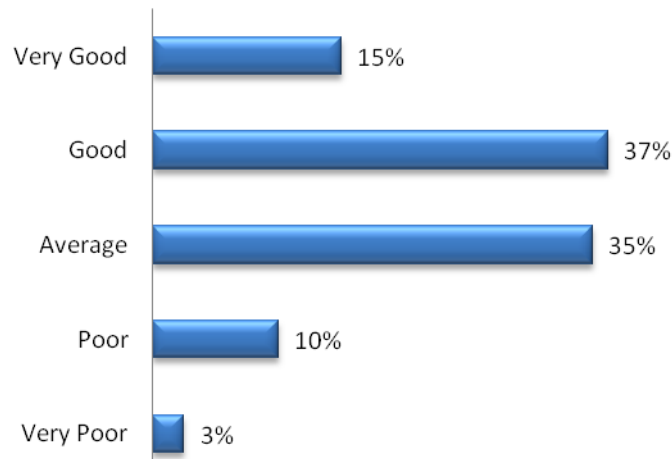
- Respondents who said that the **percentage of their farm revenue coming from their dairy beef enterprise is 25% or less** are more likely (nearly 70%) to report average knowledge of determining homegrown feed and facilities cost.
- **Those younger than 45** are more likely to judge their ability to determine yardage as very poor or poor; **higher-income respondents** are more likely to determine yardage regularly.

Holstein Steer Calf Management

Respondents were asked a series of questions regarding Holstein steer calf management. The next three pairs of figures show how respondents rated their level of understanding of calf management topics and the percentage who said they regularly use these practices in their operation. Much higher percentages of producers report advanced knowledge regarding calf management when compared to their current knowledge of economic considerations. In two of the three practices, most producers are also employing these calf management strategies.

Causative Agents of Calf Mortality. Fifty-two percent of respondents report good/very good knowledge about the causative agents of calf mortality (Figure 9). Determining such agents is regularly done by nearly half of the respondents (Figure 10).

**Figure 9: Current Level of Knowledge:
Causative Agents of Calf Mortality**

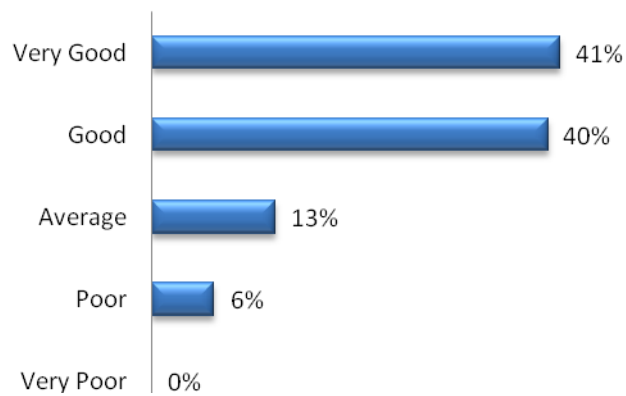


**Figure 10: Regularly Determine
Causative Agents of Calf Mortality**

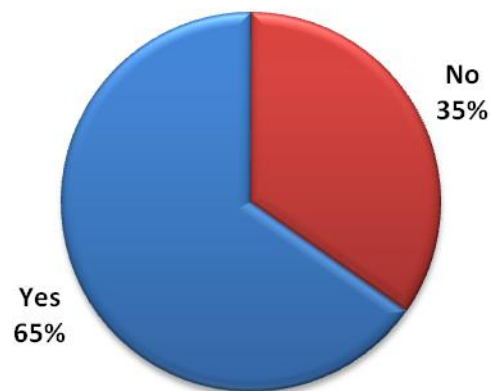


Colostrum and Calf Morbidity/Mortality. More than 80 percent of the respondents rated their knowledge of the relationship between colostrum and calf morbidity and mortality as good or very good. Nearly two-thirds regularly provide colostrum to calves (Figure 12).

**Figure 11: Current Level of Knowledge:
Relationship Between Providing Colostrum
and Calf Morbidity/Mortality**

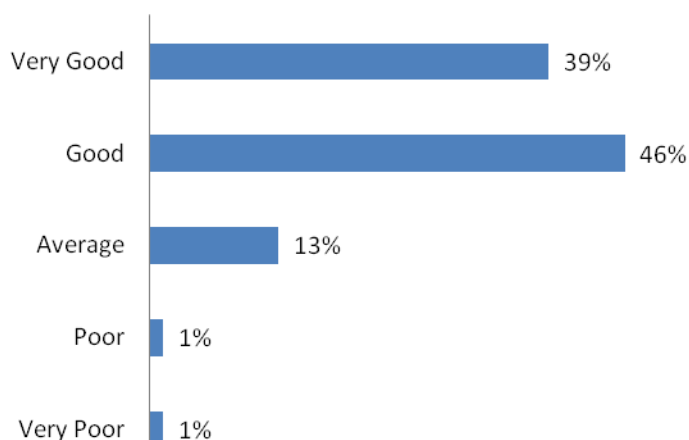


**Figure 12: Regularly Provide
Colostrum to Calves**

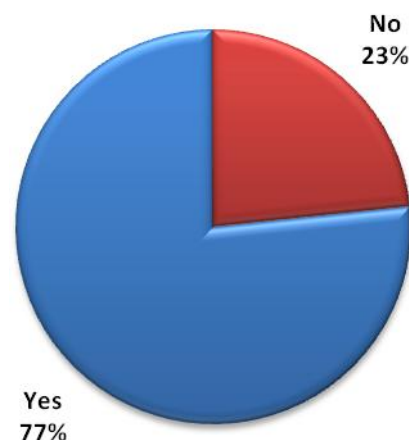


Housing and Calf Health. Eighty-five percent of respondents report advanced knowledge of the impact of housing on calf health and over three-fourths regularly assess the impact of housing on calf health (Figures 13 and 14).

**Figure 13: Current Level of Knowledge:
Impact of Housing on Calf Health**



**Figure 14: Regularly Assess the
Impact of Housing on Calf Health**



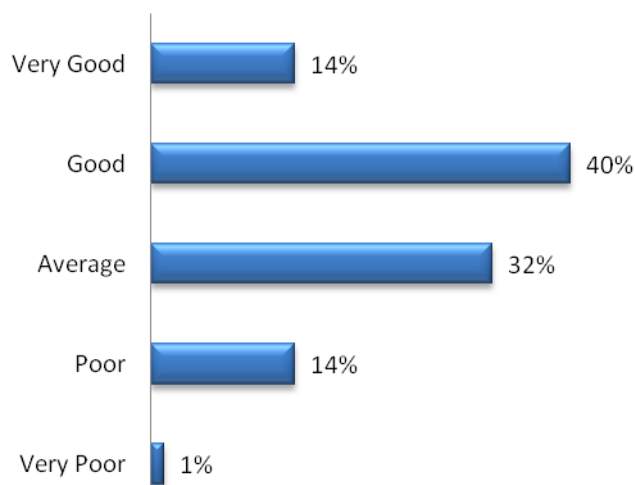
- **Those younger than 45** are more likely to rate their current level of knowledge of the causative agents of calf mortality as good or very good. **Older respondents** are more likely to regularly determine the causative agents of calf mortality.
- Those who have been **farming for 20 years or less** are more likely to feel they have good or very good knowledge about the relationship between providing colostrum and calf morbidity/mortality.

Implants

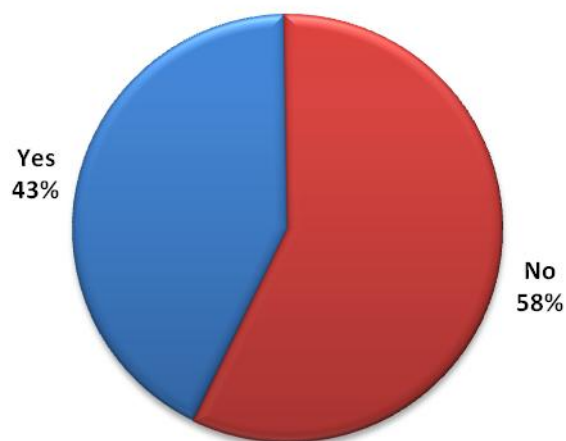
Participants were asked about three implant technologies in the questionnaire: the impact of implants on growth, recommended implant strategies, and implant products available to them. The following figures show that, while they assessed their knowledge as average, or above average, only slightly more than one-third are regularly assessing the impact of these technologies on their operations.

Implants and Growth. Slightly over one-half (54%) of producers report good or very good knowledge of how implants affect growth; only 43% report regularly assessing this impact (Figure 16). Of the three technologies considered in this segment of the questionnaire, producers gave themselves their best grades with respect to their current understanding of the impact of implants on growth. By a slight amount, this is also the technology with the highest rate of adoption.

**Figure 15: Current Level of Knowledge:
How Implants Affect Growth**

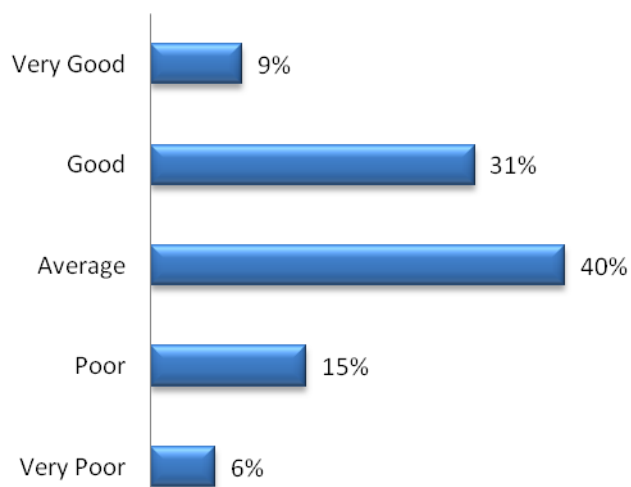


**Figure 16: Regularly Assess Impact
of Implants on Growth**

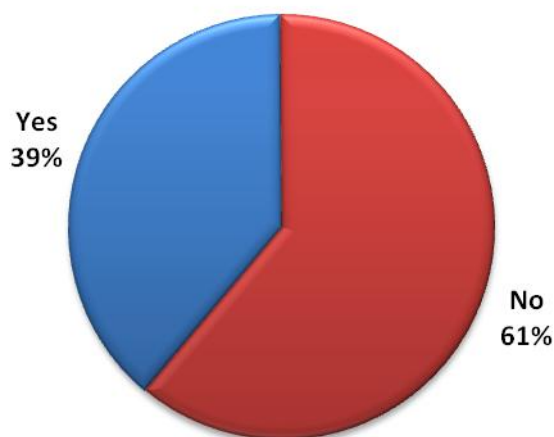


Implant Strategies. As shown in Figure 17, 40 percent of producers report that their level of knowledge regarding recommended implant strategies is average and 40 percent say it is good/very good. Approximately one-fifth report poor/very poor knowledge of these strategies. Less than 40 percent regularly assess implant strategies (Figure 18).

**Figure 17: Current Level of Knowledge:
Recommended Implant Strategies**

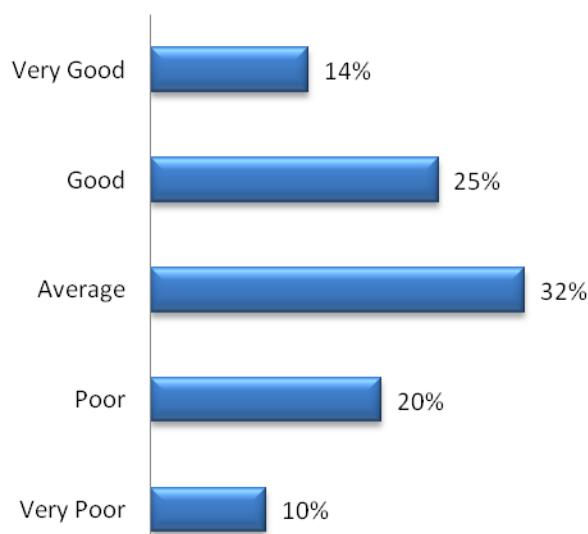


**Figure 18: Regularly Assess Impact
of Implant Strategies**

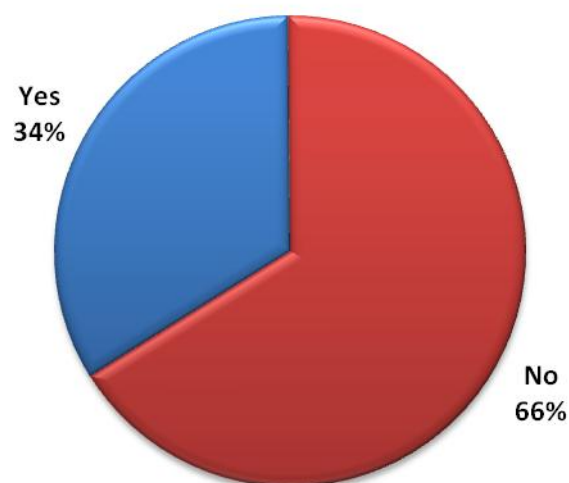


Implant Product Availability. About four in ten survey respondents report a fairly high level of knowledge of available implant products (Figure 19); 30 percent report poor/very poor knowledge and 32 percent report average knowledge in this area. Slightly over one-third regularly assess implant product availability (Figure 20).

**Figure 19: Current Level of Knowledge:
Available Implant Products**



**Figure 20: Regularly Assess Implant
Product Availability**



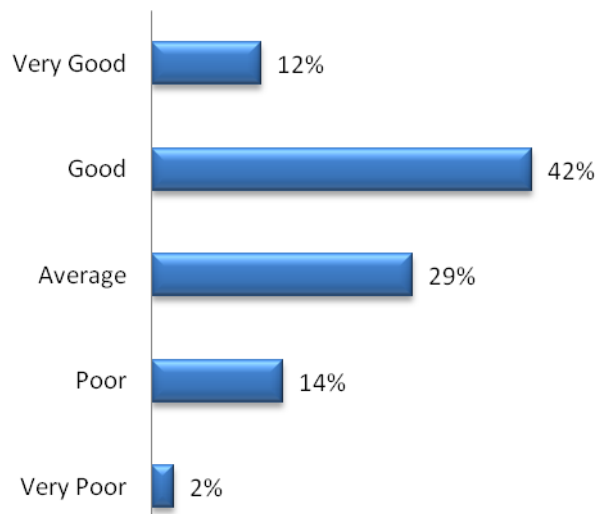
- Those who **finish more than 25 cattle annually** are more likely to say that their current level of knowledge regarding how implants affect growth, availability of implant products, and the impact of implant strategies is good or very good. They are also more likely to say that they regularly assess the impact of implants on growth, the impact of implant strategies, and implant product availability.
- **Full-time farmers** are more likely to rate their current level of knowledge of how implants affect growth and their knowledge of the availability of implant products as good/very good.
- Those **45 or older** are more likely to rate their current knowledge of available implant products as good or very good.

Assessing Marketability of Steers

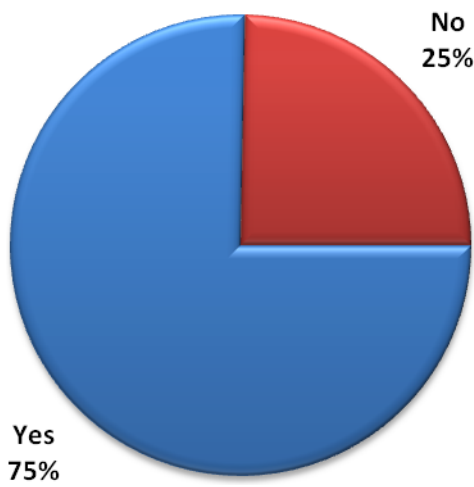
In terms of marketing, producers involved in these workshops appear to be much more comfortable with the physical dimensions of assessing the marketability of their steers than with the economic dimensions. Because producers are more confident in their understanding of the physical dimension of marketing their steers, they are also more likely to employ recommended techniques in this area, than they are to use recommended pricing techniques. This section has the highest degree of variability in terms of the proportion of producers using these marketing techniques.

Market Readiness. As noted in Figure 21, determining the market readiness of dairy steers is something about which a majority of producers have good or very good current knowledge. In addition, three-fourths of producers regularly assess market readiness of their steers.

**Figure 21: Current Level of Knowledge:
How to Determine Market Readiness**

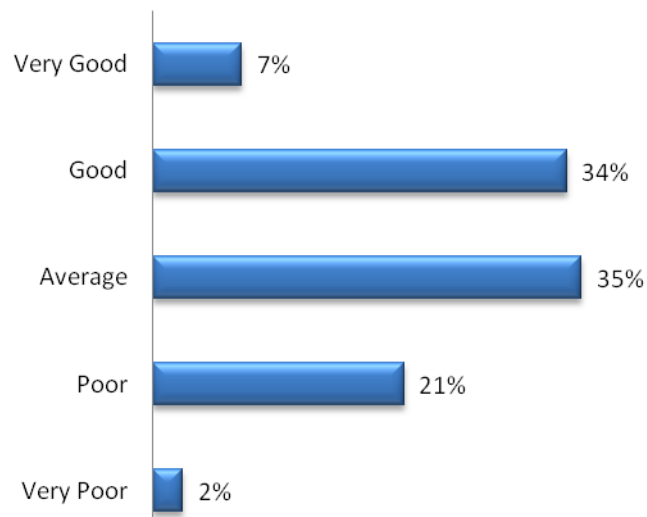


**Figure 22: Regularly Assess Market
Readiness of Dairy Steers**

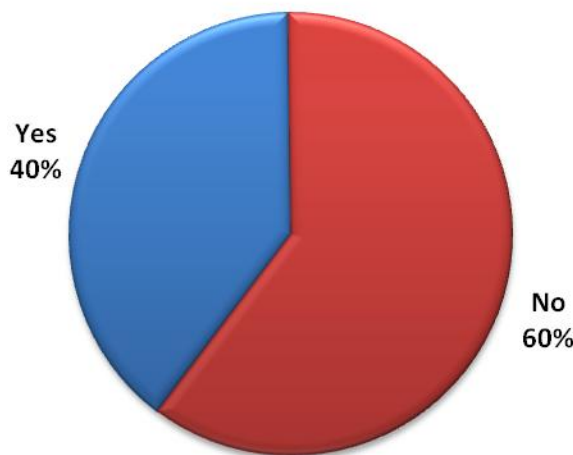


USDA Yield and Quality Grades. Nearly twice as many producers report a good or very good knowledge of USDA yield and quality grades (41%) as rate their understanding as poor or very poor (23%). Four in ten producers regularly assess their steers based on USDA yield and quality grades (Figure 24). Not surprisingly, those that report advanced knowledge of USDA yield and quality grades are more likely to report that they regularly assess their steers based on such grades.

**Figure 23: Current Level of Knowledge:
USDA Yield and Quality Grades**



**Figure 24: Regularly Assess Steers
Based on USDA Yield/Quality Grades**



Grid Pricing Structure. There are fairly low levels of knowledge regarding the use of a grid pricing structure for dairy steers (Figure 25). Less than 10 percent reported a solid current knowledge of this practice and, not surprisingly, a low percentage (11%) report regular use of a grid pricing structure (Figure 26).

Figure 25: Current Level of Knowledge: Using a Grid Pricing Structure for Steers

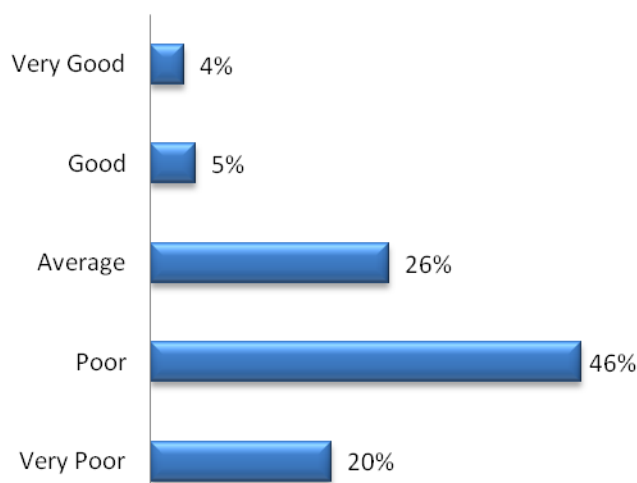


Figure 26: Regularly Use a Grid Pricing System to Value Steers



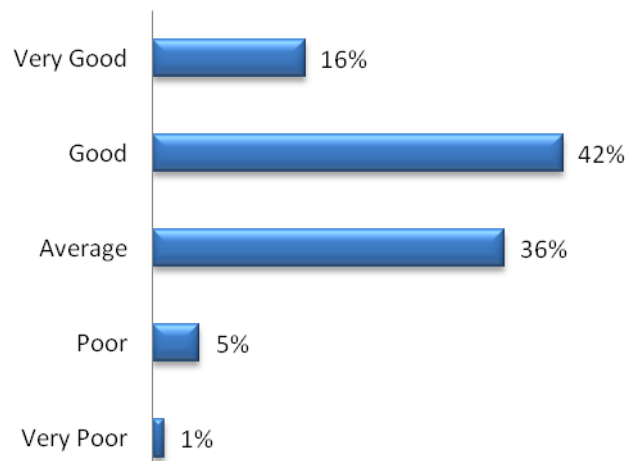
- Those that **finish more than 25 cattle annually** are more likely to rate their current level of knowledge of how to determine market readiness of dairy steers as good/very good and they are also more likely to say they regularly use a grid pricing system to value their steers.
- No producer who **finished 25 or less cattle annually** reported using a grid pricing system to value their steers.
- Those that have been **farming for over 20 years** are more likely to assess their steers based on USDA yield and quality grades.
- Farmers who earn more than **25% of their farm revenue from their dairy farm enterprise** are more likely to regularly use a grid pricing system to value their steers.
- **Older respondents** are more likely to regularly assess market readiness of their dairy steers.

Nutrition

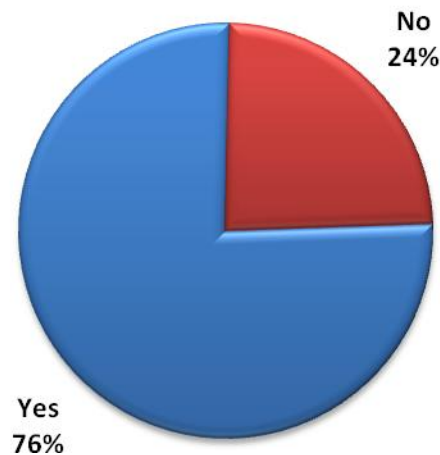
Lastly, respondents were asked a series of questions regarding dairy steer nutrition. Generally, producers rated their knowledge of nutritional issues as “above average” and, except for assessing the performance of grazing dairy steers, are also likely to report having assessed their performance in these areas.

Dairy Steer Nutritional Requirements. A majority of producers (58%) report good/very good knowledge of dairy steer nutritional requirements and more than three-fourths of producers regularly assess their dairy steers’ nutritional requirements (Figure 28).

**Figure 27: Current Level of Knowledge:
Dairy Steer Nutritional Requirements**

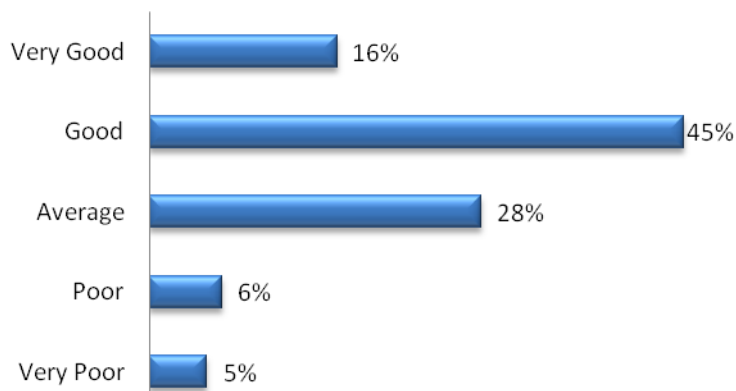


**Figure 28: Regularly Assess Nutritional
Requirements of Dairy Steers**

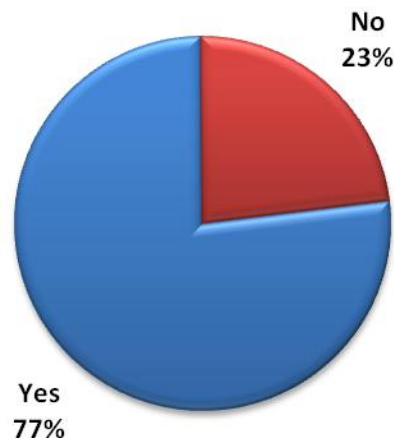


Forage/Roughage. Figure 29 shows that a majority of producers report good/very good knowledge of the implications of forage/roughage usage in dairy steer diets (61%). Roughly three-quarters of the respondents report that they regularly assess this component of their steers’ nutritional regime (Figure 30).

**Figure 29: Current Level of Knowledge:
Implications of Forage/Roughage
Usage in Dairy Steer Diets**



**Figure 30: Regularly Assess Usage
of Forage/Roughage
in Steers' Diets**



Grazing. Producers reported less understanding of the performance of grazing dairy steers; only about one-third said their understanding is good or very good. Only 38 percent regularly consider the performance of grazing dairy steers (Figure 32).

Figure 31: Current Level of Knowledge:
Performance of Grazing Dairy Steers

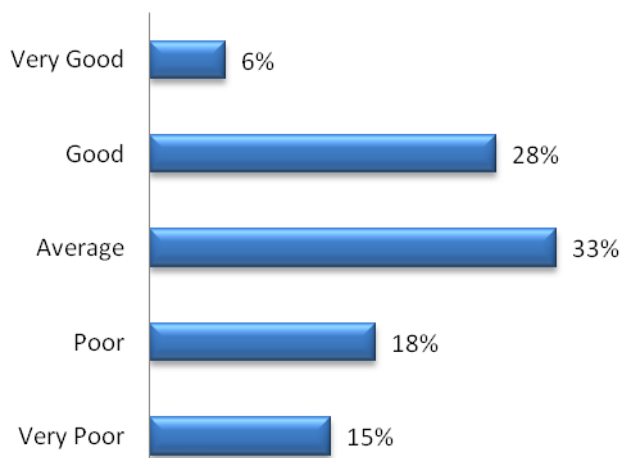
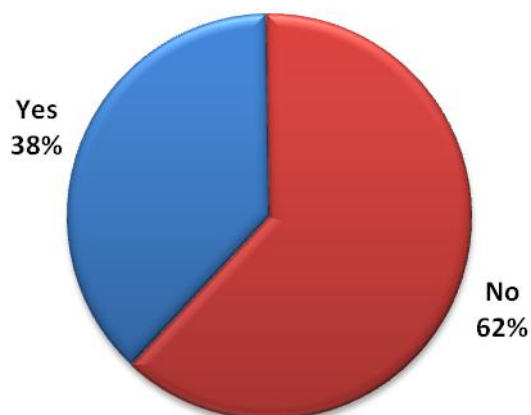


Figure 32: Regularly Consider the
Performance of Grazing Dairy Steers



- **Part-time farmers** are more likely to regularly assess forage/roughage usage in their dairy steers' diets.
- **Those that finish 25 or fewer cattle annually** are more likely to regularly consider the performance of grazing dairy steers.

Summary of Dairy Steer Management Knowledge and Practice

To summarize, Figure 33 measures the percentage of producers who rate their current level of knowledge of the fifteen dairy beef operation practices described in the survey as *very good* or *good*. Educational programming is most needed in grid pricing, determining yardage, estimating the cost of homegrown feed and facilities, assessing the performance of grazing steers, understanding implant technology availability and recommended implant strategies, and understanding USDA yield and quality grades – for all of these topics a majority assessed their current level of knowledge as less than good. Many of these techniques either focus on economic dimensions of dairy steer production or involve numeric calculations. Both may explain the relatively low marks producers give themselves in these areas.

Figure 33: Current Level of Knowledge of Dairy Steer Management Practices
(Percent Very Good + Good)

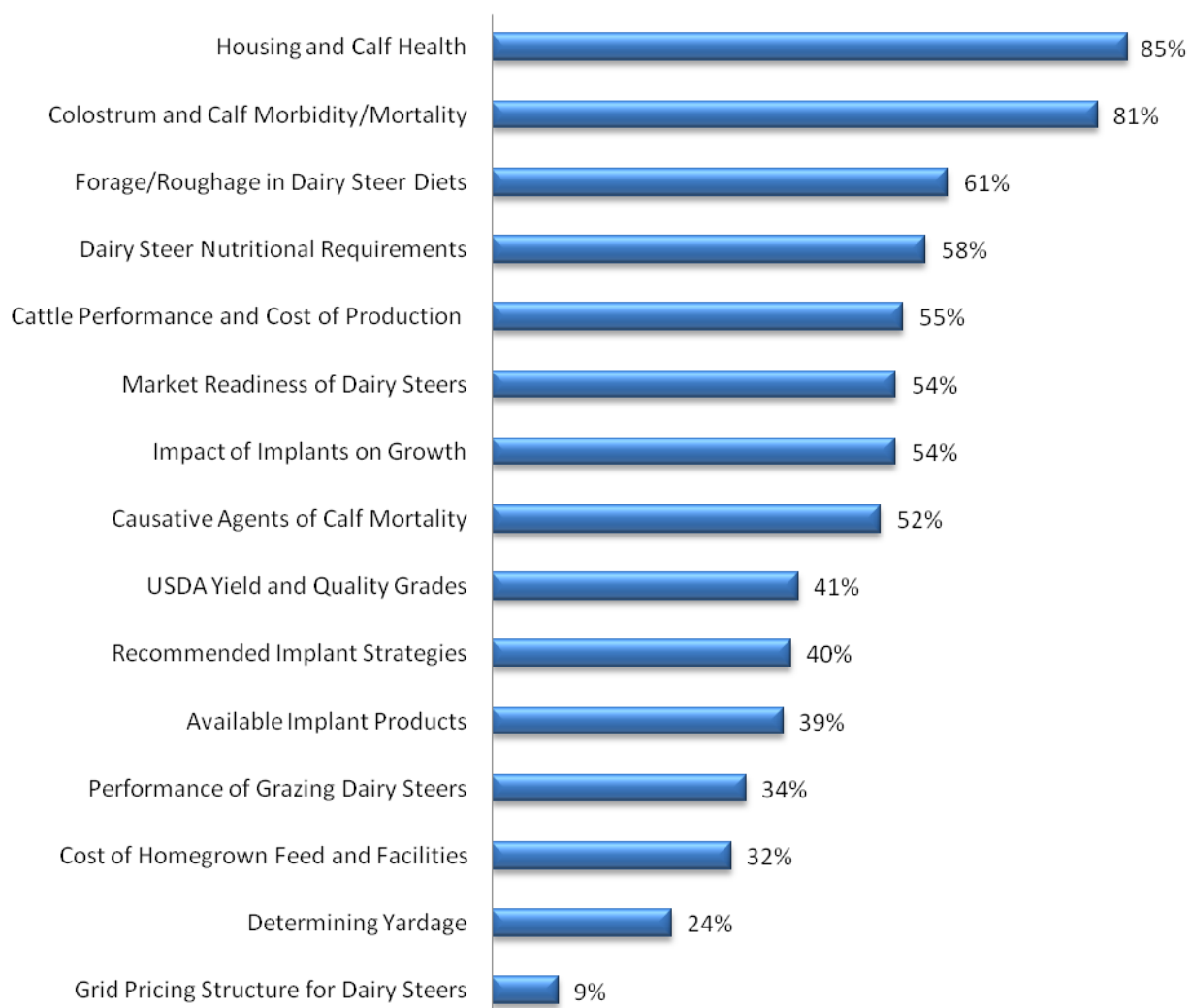


Figure 34 summarizes the regular use of the practices described in the questionnaire. Most of the items in the upper portion of Figure 34 focus on production practices rather than the economics of dairy beef production. The data generally align well with those in Figure 33 (producers' assessment of their current level of knowledge regarding each practice). In general, the practices that producers have knowledge about are practices they regularly use in their operation. Interestingly, eighty-one percent of respondents reported having good or very good knowledge about the relationship between providing colostrum and calf morbidity/mortality (Figure 33). However, a considerably lower percentage (65%) regularly provides colostrum to their calves.

Figure 34: Regular Use of This Practice in Dairy Beef Operation



Conclusions

The Dairy Steer Management Survey was designed to provide UW-Extension with an understanding of the extent to which Extension programming has had an impact on the management practices of participants. The analysis in this report concludes:

- **Thirty-eight percent of respondents report that they have made management changes as a result of UW-Extension's dairy steer programming.** 25 post-programming actions were reported by the 85 participants who completed the survey. Changes regarding implants and nutrition/diet were the most frequently mentioned.
- **Producers' current level of knowledge of the impact of housing on calf health is high.** Knowledge of the relationship between providing colostrum and calf morbidity/mortality is quite high as well. However, there is a substantial discrepancy between their understanding of the value of colostrum and their actual practices.
- **Producers report a low level of knowledge about grid pricing structures for dairy steers (66% poor or very poor).** Nearly nine in ten respondents do not use a grid pricing system to value their steers.
- **Participants also reported relatively low levels of knowledge about determining yardage (37% poor or very poor) and the performance of grazing dairy steers (33% poor or very poor).** Knowledge about available implant products is generally low as well (30% poor or very poor).
- **Most of the respondents to the survey farm part-time.** Fifty-seven percent of respondents farm part-time and 82 percent annually finish 100 cattle or less.

Recommendations

1. Provide refresher seminars or workshops for dairy steer management programming alumni to prolong the effect of the programming experience.
2. Focus programming on those areas with the lowest level of understanding and use.
3. Implement a pre-assessment to better correlate post-seminar actions to UW-Extension program participation.

Appendix A – Non-Response Bias Test

All surveys need to be concerned about “non-response bias.” Non-response bias exists if people who fail to complete and return a survey have opinions that are systematically different than those who returned a survey. For example, Question 5a of the survey asked respondents to rate their current knowledge of dairy steer nutritional requirements, on a scale from “very poor” (= 1) to “very good” (=5). If only people who were very knowledgeable about dairy steer nutrition responded to the survey, the rating in the report would overstate the level of knowledge of the overall population and the survey would have non-response bias.

The standard way to test for non-response bias is to compare the responses of those who return the first mailing of a questionnaire to those who return the second mailing. Those who return the second questionnaire are, in effect, a sample of non-respondents (to the first mailing), and we assume that they are representative of that group. In this survey, 60 people responded to the first mailing and 25 responded to the second mailing.

Table A1 – Statistically Significant Differences Between Responses of First and Second Mailings			
Variable	Mean First Mailing	Mean Second Mailing	Statistical Significance
(Regularly) assess forage/roughage usage in steers’ diets.	1.16	1.42	.010
How long have you been farming (years)?	3.54	4.52	.015

Two variables were found with statistically significant differences between the mean responses of these two groups of respondents (**Table A1**) out of 38 tested. While these items are statistically different, the differences are relatively small and would not affect the overall interpretation of the results. Respondents to the first mailing were more likely to say that they regularly assess the use of forage/roughage in their dairy steers’ diets with a mean of 1.16 than Mail 2 respondents (mean = 1.42) on a scale of “1 = Yes” to “2 = No”. Mail 2 respondents were more likely to have farmed longer with a mean of 4.52 than Mail 1 respondents (mean = 3.54) on a scale of “1 = Under 5 years” to “6 = Over 40 years”. **The Survey Research Center (SRC) concludes that there is little evidence that non-response bias is a concern for this sample.**

Appendix B – Dairy Steer Management Survey Written Comments

Q6 As a result of UW-Extension's dairy steer programming, have you made any management changes?

Q7 If yes, please describe the management changes you've made. (25 responses)

Implants (7x)

- I changed my implant program and adjusted my protein level.
- I started to use longer day implants and injected them myself.
- I've started an implant program based on feed costs--went to a 1/2 shell corn diet with corn. Silage and small amount of silage.
- Using implants. What steers should look like.
- Was using one long term implant per steer, now using a short term under 400# then long lasting implant over 400#.
- We now use implants and the use of forage and roughages.
- Went from 250-day implants per time to 450 day per time implants.

Nutrition/Dietary (6x)

- Diet
- Feed more grain.
- Greater knowledge & understanding of nutrient density and its effects on larger animal's performance.
- Quit using pellets and started feeding distillers.
- Started feeding steers.
- Use of DDG's in TMR.

Housing/Bedding (2x)

- Changed the pens I put the calves in and where I bed them I put their water tanks and feeding troughs.
- I put the calves in better housing. I cleaned their pens more than I ever did. I also implemented the use of buckets instead of bottles.

Colostrum

- Get colostrum asap.

Economic Conditions

- Because of market conditions, I have stopped raising dairy steers on high-energy diets. I now do a beef cow/calf operation on pasture and sell the calves as feeder cattle.

Grazing

- Better use of grazing.

Not Applicable (4x)

- Do not currently farm!
- First heard of you now.
- No, but I have learned more about what the market is looking for.
- Was a dairy farmer so maybe will start dairy beef.

Multiple Changes or Miscellaneous (3x)

- High-energy feeder contracts. Purchase starter calves at 350# vs. raising wet calves. Use implants.
- Housing and handling equipment. Changed feeding management.
- Use of inputs.

Appendix C – Quantitative Summary of Responses by Question

Dairy Steer Management Survey

Using blue or black ink, please fill the circle that most closely matches your response on the following:

Please fill the circle: Like this: ● Not like this: ✓ ✗ /

Economic Considerations

1. Please rate your current level of knowledge of each of the following three practices and indicate if you regularly use this practice in your dairy beef operation:

My current level of knowledge of:	Very Poor	Poor	Average	Good	Very Good	I regularly:	Yes	No
a. how to determine cost of homegrown feed & facilities is:	2%	12%	54%	24%	8%	b. determine cost of homegrown feed & facilities	45%	55%
c. how to determine yardage is:	9%	28%	39%	20%	4%	d. determine yardage	22%	78%
e. how cattle performance affects cost of production is:	2%	8%	34%	40%	15%	f. determine affect of performance on cost of production	52%	48%

Holstein Steer Calf Management and Buying Considerations

2. Please rate your current level of knowledge of each of the following three practices and indicate if you regularly use this practice in your dairy beef operation:

My current level of knowledge of:	Very Poor	Poor	Average	Good	Very Good	I regularly:	Yes	No
a. the causative agents of calf mortality is:	3%	10%	35%	37%	15%	b. determine the causative agents of calf mortality	48%	52%
c. relationship between providing colostrum and calf morbidity/mortality is:	0%	6%	13%	40%	41%	d. provide colostrum to calves	65%	35%
e. impact of housing on calf health is:	1%	1%	13%	46%	39%	f. assess impact of housing on calf health	77%	23%

Implants and Holstein Steers

3. Please rate your current level of knowledge of each of the following three practices and indicate if you regularly use this practice in your dairy beef operation:

My current level of knowledge of:	Very Poor	Poor	Average	Good	Very Good	I regularly:	Yes	No
a. how implants affect growth is:	1%	14%	32%	40%	14%	b. assess impact of implants on growth	43%	58%
c. recommended implant strategies is:	6%	15%	40%	31%	9%	d. assess impact of implant strategies	39%	61%
e. available implant products is:	10%	20%	32%	25%	14%	f. assess implant product availability	34%	66%

What Packers are Looking For

4. Please rate your current level of knowledge of each of the following three practices and indicate if you regularly use this practice in your dairy beef operation:

My current level of knowledge of:	Very Poor	Poor	Average	Good	Very Good	I regularly:	Yes	No
a. how to determine market readiness of dairy steers is:	2%	14%	29%	42%	12%	b. assess market readiness of my dairy steers	75%	25%
c. USDA yield and quality grades is:	2%	21%	35%	34%	7%	d. assess my steers based on USDA yield and quality grades	40%	60%
e. using a grid pricing structure for my dairy steers is:	20%	46%	26%	5%	4%	f. use a grid pricing system to value my steers	11%	89%

Nutrition

5. Please rate your current level of knowledge of each of the following three practices and indicate if you regularly use this practice in your dairy beef operation:

My current level of knowledge of:	Very Poor	Poor	Average	Good	Very Good	I regularly:	Yes	No
a. dairy steer nutritional requirements is:	1%	5%	36%	42%	16%	b. assess the nutritional requirements of my dairy steers	76%	24%
c. the implications of using forage/roughage in dairy steer diets is:	5%	6%	28%	45%	16%	d. assess the use of forage/roughage in my dairy steers' diets	77%	23%
e. the performance of grazing dairy steers is:	15%	18%	33%	28%	6%	f. consider the performance of grazing dairy steers	38%	62%

Your Dairy Beef Operation

Please tell us a few things about your dairy beef operation:

					Yes	No
6.	As a result of UW-Extension’s dairy steer programming, have you made any management changes?				38%	63%
7.	If yes, please describe the management changes you’ve made:				See Appendix B Comments	
8.	Do you farm full- or part-time?	Full-time 43%	Part-time 57%			
9.	How many cattle do you finish annually?	Under 25 47%	26 - 75 24%	76 - 100 11%	101 - 200 8%	201+ 10%
10.	What percentage of your annual farm revenue comes from your dairy beef enterprise?	25% or less 54%	26 – 50% 17%	51 – 75% 12%		76-100% 18%

The Dairy Beef Operator

Please tell us a few things about yourself:

11. What is your age:	18–24 5%	25–34 10%	35–44 13%	45–54 39%	55–64 23%	65+ 10%
12. How long have you been farming (years):	Under 5 13%	5 - 10 14%	11 - 20 11%	21 - 30 19%	31-40 31%	41+ 13%
13. What is your highest level of formal education:	Less than high school 2%	High school diploma 32%	Some college/tech 28%	Tech college graduate 19%	Bachelor's degree 14%	Graduate or professional degree 5%
14. Household Income range:	Less than \$15,000 9%	\$15,000 - 24,999 9%	\$25,000 – 49,999 32%	\$50,000 – 74,999 32%	\$75,000 – 99,999 10%	\$100,000 or more 8%

Thank You for Completing the Survey!

Your survey responses are anonymous and will be reported in group form only.

Please return your survey by xxxxxxxxxxxx, 2009 to:

Survey Research Center

University of Wisconsin - River Falls

410 S. Third St.

River Falls, WI 54022-5001

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