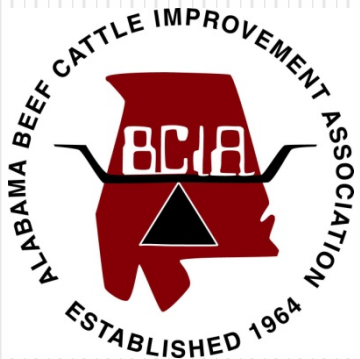


Delivering Specialized Education to Seedstock Producers



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Background

- Alabama BCIA was established to educate producers & evaluate cattle performance in 1964.
- Soon after, Alabama BCIA also engaged in marketing through bull evaluation sales & later, bull and heifer consignment sales.
- From on-farm bull tests to central bull evaluations for both feed and forage performance, Alabama BCIA has educated seedstock producers on performance and marketing for many years.



Background

- As previously presented to this committee in 2009, AL BCIA bull evaluations & consignment sales have suffered a decline in participation for the past 5 years due to drought, tough economic times & competition from various marketing outlets.
- In 2008, as a result of this period of transition within AL BCIA, emphasis on education as a tool for beef cattle improvement was refocused.
- The idea was to focus on a specialized education and outreach program for seedstock producers.



Introduction

- The purpose of the Alabama BCIA Seedstock Continuing Education Program is to provide specialized education & resources for seedstock producers.
- This program enables established seedstock producers with the knowledge and skills to improve aspects of their business & also cattle producers interested in establishing a new seedstock operation.
- Seedstock producers, regardless of operational size or breed, can utilize this resource.

Introduction

- The need for a specialized educational program for seedstock producers was developed through multiple producer advisory boards, direct interaction & assessment of existing resources.
- A multi-faceted educational approach has been used to deliver this program, including traditional classroom instruction, hands on demonstrations, an audience response system & electronic and hard copy educational materials.

Program Educational Materials

- The Alabama BCIA Seedstock Continuing Educational Program features an educational resource manual, which is available via the internet or in hard copy.
- Divided into 8 sections which include the following:
 - Introduction from leaders in the Alabama seedstock industry
 - Business Goal Setting
 - Marketing and Market Positioning
 - Physical Aspects and Carcass Data
 - EPDs and Performance Data
 - Management
 - Reproduction
 - Health

Alabama BCIA Seedstock Continuing Education Program



Alabama BCIA's mission is to promote, educate and facilitate the use of performance data, record keeping and marketing opportunities for BCIA members while providing a leadership role to improve the Alabama cattle industry.

AL BCIA Seedstock Continuing Education Program Resource Manual

- Introduction from Alabama leaders in the seedstock industry
 - Testimonials from 7 seedstock producers of 4 different breeds on the importance of continuing education
- Business Goal Setting
 - University guides on how to develop business goals and plans
- Market and Market Positioning
 - Guides from industry and university specialists on marketing principles, advertising methods and customer service

AL BCIA Seedstock Continuing Education Program Resource Manual

- Physical Aspects and Carcass Data
 - University publications and guides on analysis of conformation, phenotypic appraisal, carcass ultrasound and retained ownership options
- EPDs and Performance Data
 - Guides from the NBCEC's Beef Sire Selection Manual for data collection and interpretation, EPDs and their interpretation and utilization
- Management
 - University publications on bull and replacement heifer development and nutrition

AL BCIA Seedstock Continuing Education Program Resource Manual

- Reproduction
 - University publications on understanding and managing bull fertility, AI, estrus synchronization and embryo transfer
- Health
 - University publications to control Anaplasmosis, BVDV, Johne's Disease, Leptospirosis, Trichomoniasis and Vibrosis

Program Events: 2009

- A contact database of Alabama seedstock producers was developed from 12 national breed association membership directories. Promotion to announce the new program was mailed to 646 seedstock producers.
- Two regional field days were held on seedstock operations in in northeast and central Alabama in the fall of 2009 to provide hands on instruction.



Program Events: 2009

- Educational topics presented included:
 - Principles of seedstock marketing
 - To define & emphasize marketing, market positioning and their components.
 - Producer panel discussion on developing a seedstock marketing program. Panel consisted of 3 to 4 breeders of various breeds & operational size within the region.
 - What customer services would you recommend to a new breeder?
 - What are your 2 marketing “musts”?
 - How would you recommend promoting cattle in consignment sales?
 - What types of correspondence work best for you to connect with customers?
 - How has developing a website worked for you?



Program Events: 2009

- Educational topics presented included:
 - Performance data collection, interpretation & utilization
 - Emphasize the definition & importance of contemporary groups with a interactive exercise
 - Conformation & phenotypic evaluation with live animal illustration
 - Use of a live animal for illustration of correct structure and phenotypic evaluation



Program Events: 2010

- To develop the next phase of the program, a program advisory board was created & surveyed to gather feedback on the next series of educational topics & delivery format.
- Based on those results, a statewide field day was held in July 2010 at the Auburn University Beef Teaching Unit.
- Eight breeds were represented in attendance plus select commercial operations.



Program Events: 2010

- Educational topics presented included:
 - Bull & replacement heifer development from weaning to market
 - Feeding program for target ADG for breeding & marketing success
 - Feeding of by-product feeds
 - Discussion of types & nutritional content of available by-product feeds
 - Health issues from BVDV, Trichomoniasis & other prominent diseases
 - Prevalence, clinical signs, consequences, control/prevention & biosecurity of BVDV and Trichomoniasis



Program Events: 2010

- Educational topics presented included:
 - Business goal setting to develop a management plan
 - An interactive discussion was facilitated using an audience response system
 - Results from a gender-sorted semen with estrus synchronization study conducted in west Alabama
 - 5 day Co-Synch+CIDR protocol with Timed AI comparing conventional and gender sorted semen
 - Industry demonstrations of data collection tools & fencing products from Gallagher USA & a Moly Manufacturing Silencer[®] hydraulic chute were offered.



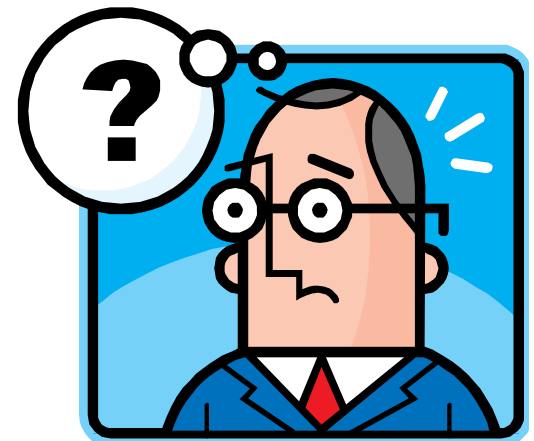
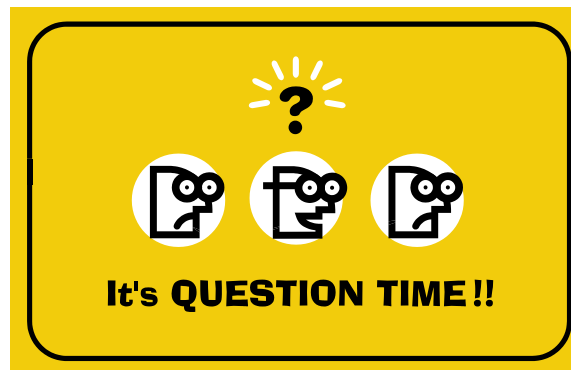
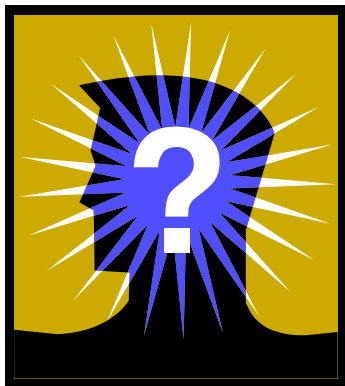
Results and Impact

- The diverse curriculum of this program supplies a concise, inclusive resource for seedstock producers to utilize science based information tailored for their segment of the beef industry.
- Program events have allowed seedstock producers to establish stronger relationships with university instructors & beef cattle industry professionals & to network with other seedstock producers across breeds.
- To date, 106 seedstock producers have attended program events.



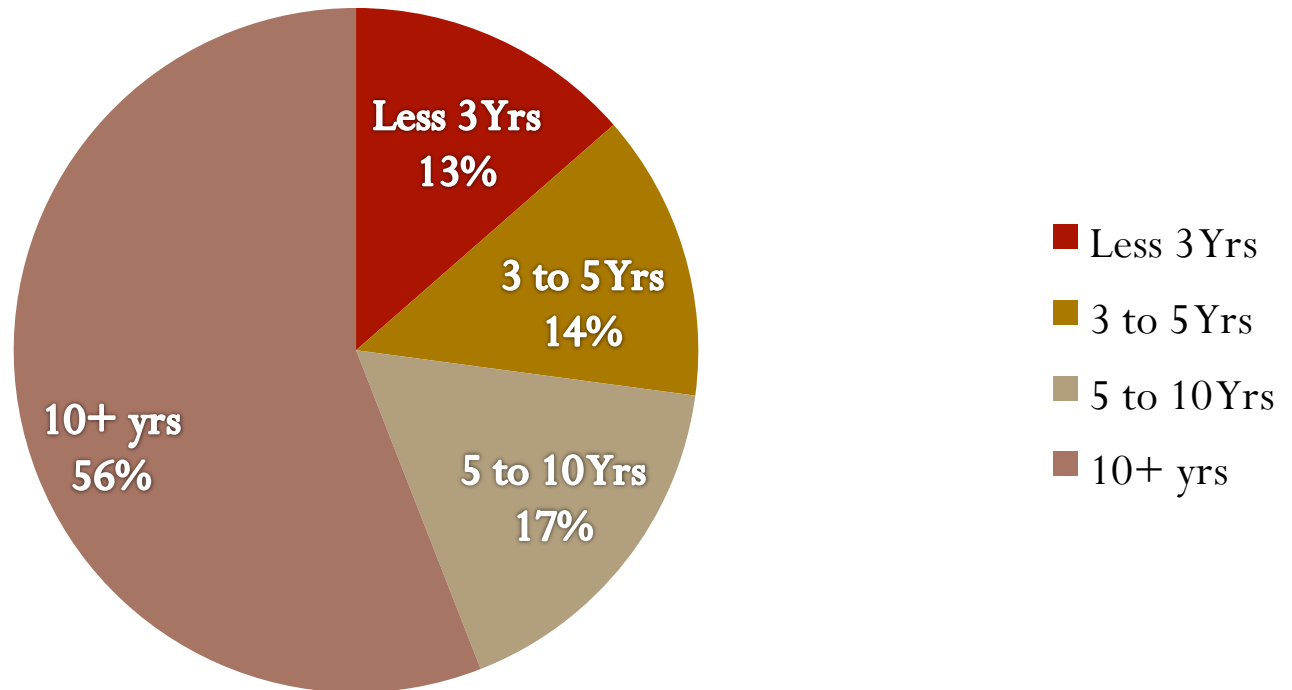
Evaluation

- An educational evaluation was provided to attendees of both regional & statewide field days to improve educational efforts.
- Attendees were asked a series of questions to define their seedstock operations by how many years in the business & operational size as defined by cow herd population.
- Attendees were also asked to rate aspects of the educational curriculum of the event.



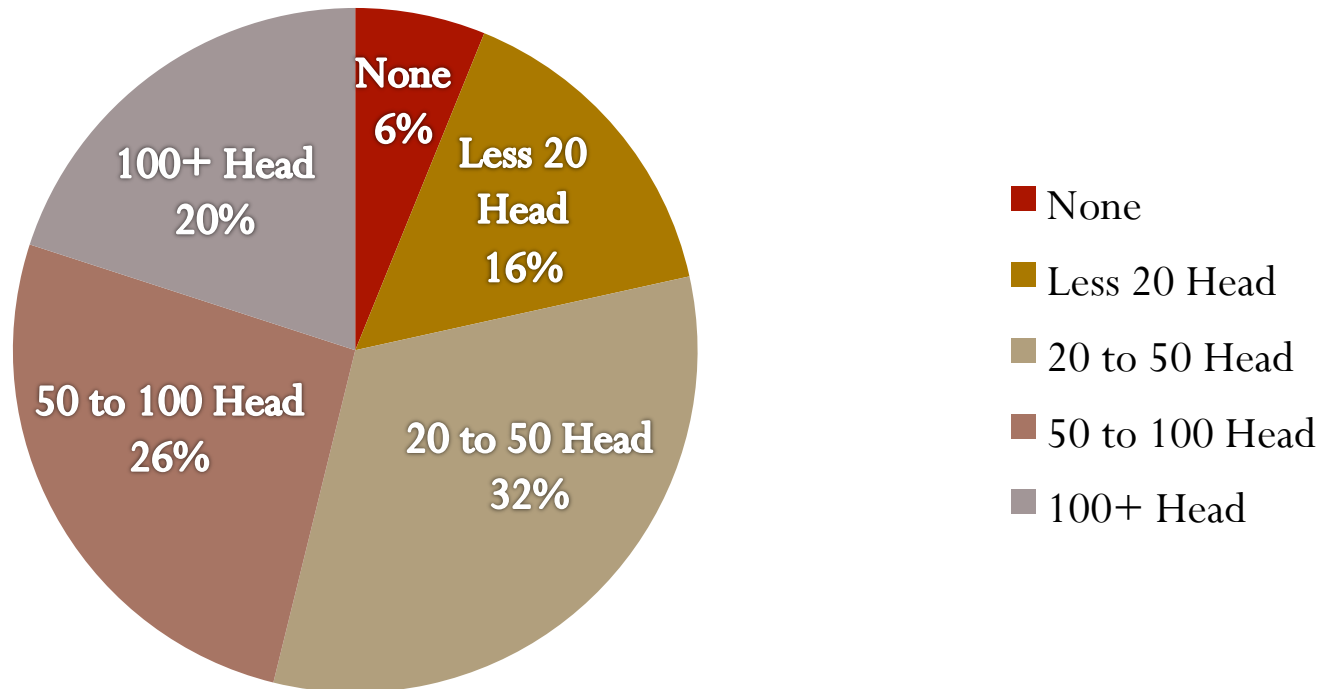
Who was the seedstock audience?

Years in Seedstock Business



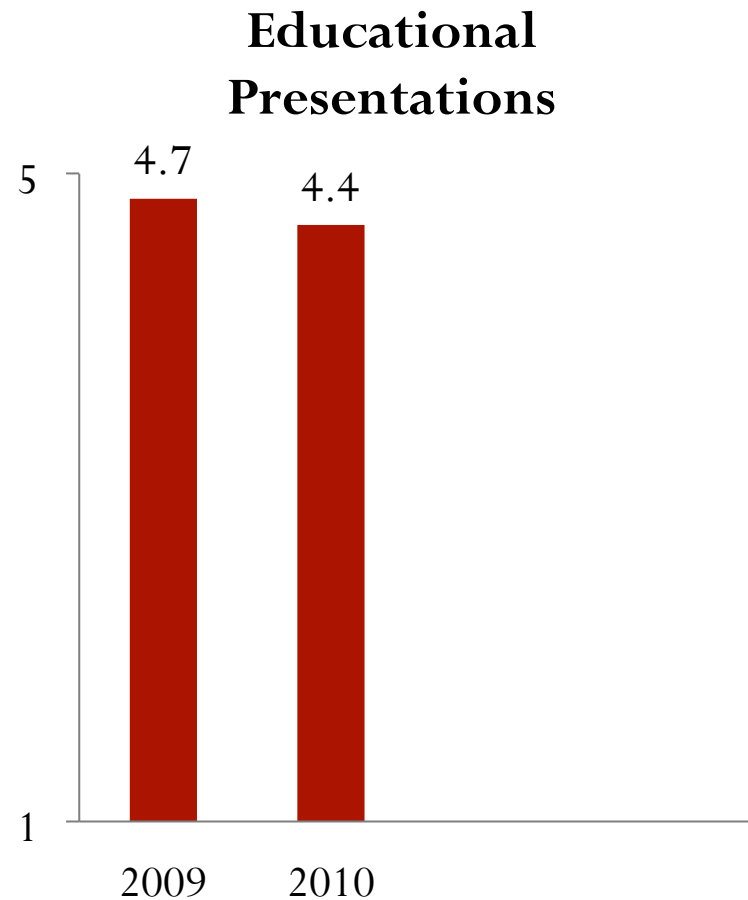
Who was the seedstock audience?

Operational Size by Cow Herd



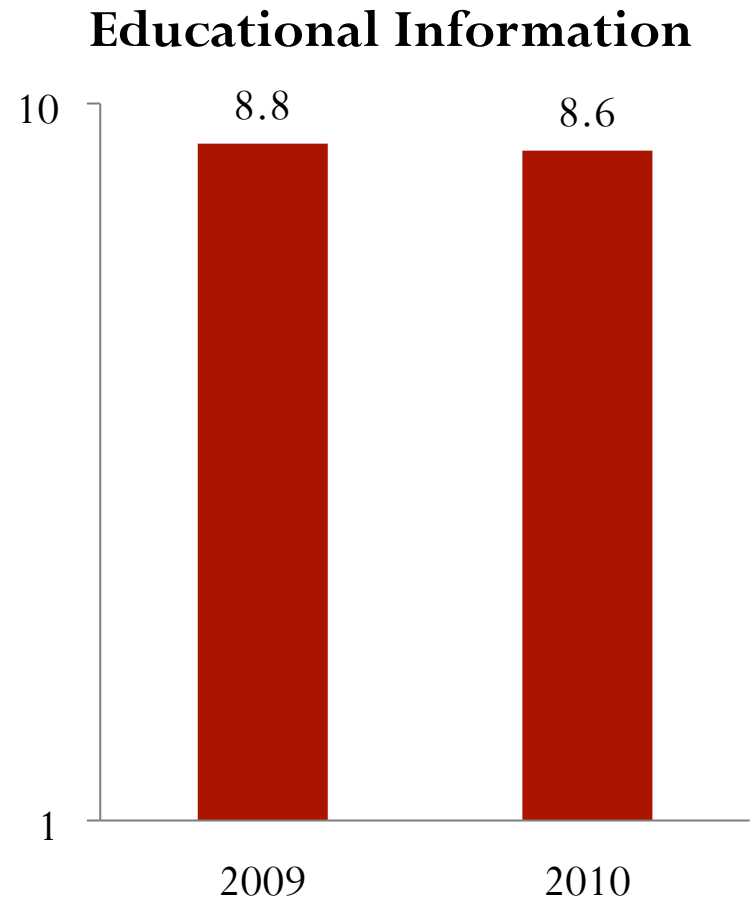
Evaluation

- Attendees to program events were asked to rate how pleased they were with the individual presenter and their educational presentation.
- On a scale of 1 to 5, the average rating for the educational presentations for each program event year is shown.



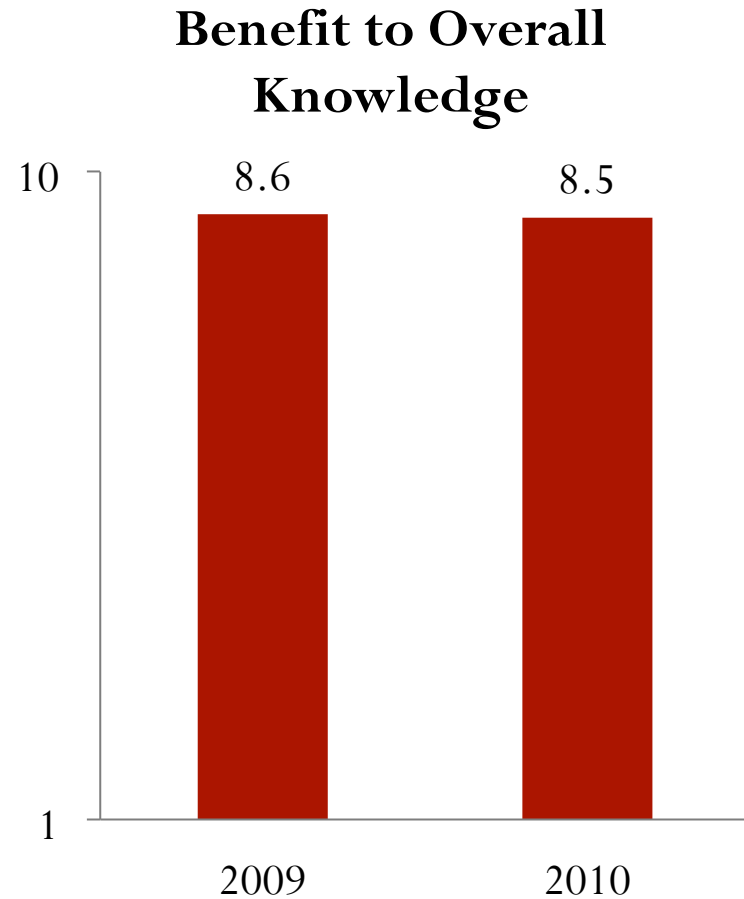
Evaluation

- Attendees to program events were asked to rate how pleased they were with the educational information provided by attending the program event.
- Responses on a 1 to 10 scale (1=least 10=most)



Evaluation

- Attendees to program events were asked how beneficial to your overall knowledge was the education presented at the program event.
- Responses on a 1 to 10 scale (1=least 10=most)



Evaluation

- When producers were asked if the education presented was applicable, all attendees to program events for both 2009 and 2010 replied yes.
- When producers were asked if they would recommend the program to a friend or fellow seedstock producer, all attendees to program events for both 2009 and 2010 also replied yes.



Future Plans

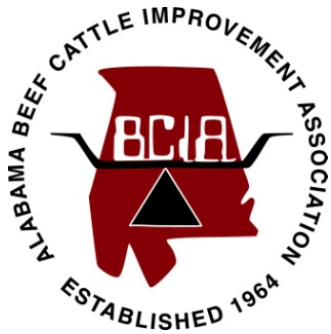
- Continue to hold an annual statewide field day in the summer to provide instruction and networking – July 30, 2011
 - Planned Topics for 2011:
 - Marketing & Market Positioning-customer relationship building tools & developing an annual advertising budget
 - EPDs & Performance Data-Genomically Enhanced EPDs: How will they affect my breeding program & how do I collect DNA samples?
 - Management-Bull calf evaluation, castration techniques & marketing options for cull bulls as steers
 - Management-Chute side demonstration of proper techniques to tattoo, freeze brand & administer herd health injections



Future Plans

- Incorporate decision making tools into the program to aid seedstock producers in key areas
 - An interactive annual advertising budget was developed in March
 - Utilize existing decision making tools to provide instruction in:
 - Developing & balancing rations
 - Developing a business plan
 - Selecting, designing & implementing estrus synchronization
 - Offer internet video-conference sessions with either home or ACES office access to cover further educational topics





Alabama BCIA Seedstock Continuing Education Program

- To view the program manual and resources, visit www.albcia.com or the direct link <http://www.albcia.com/seedstock.html>



*Alabama A&M and
Auburn Universities*