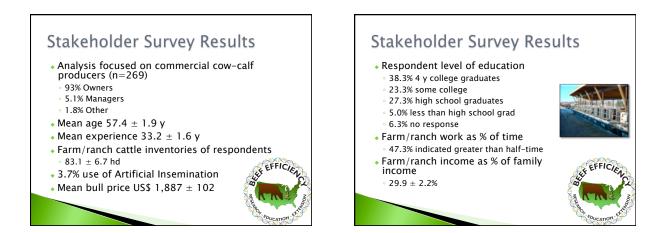
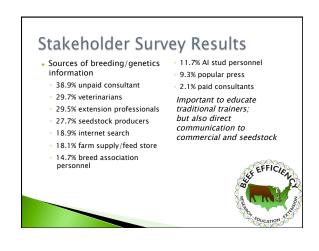
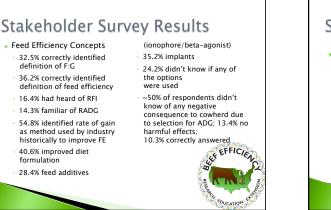


## Stakeholder Survey Statistical Analysis Weighted frequencies and standard errors estimated using PROC SURVEYFREQ in SAS Means and standard errors estimated using PROC SURVEYMEANS in SAS Stratified sample design Frequencies weighted to account for unequal probability of inclusion in the sample









## Stakeholder Survey Results

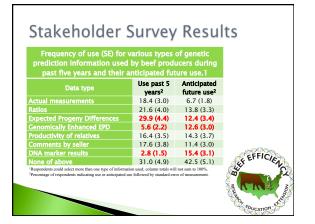
- Feed Efficiency Concepts
- 41.2% not knowledgeable of methods to select for improved efficiency
- 28.8% slightly knowledgeable
- 20.2% somewhat knowledgeable
- 7.0% very knowledgeable
- 1.5% extremely knowledgeable

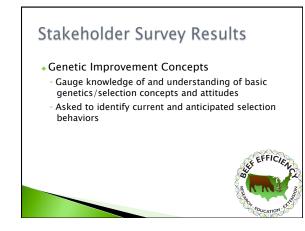


## Stakeholder Survey Results

- Largest obstacle to genetic improvement of FE in beef industry
- 11.9% lack of available facilities/equip
- 9.7% lack of uniform guidelines
- 8.3% no obstacles
- 8.0% lack of demand for tested bulls
- 7.1% too expensive to collect ind. FI records
- ~10% were aware of this project

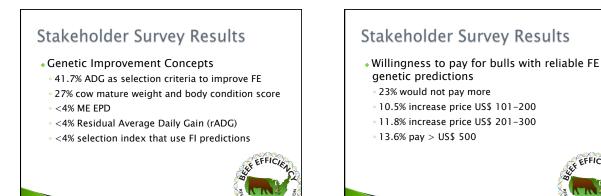


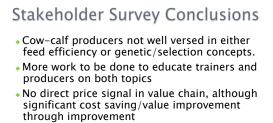




## Stakeholder Survey Results Producers lack basic understanding of new genomic based selection tools and anticipated benefits • 62% didn't know what class of traits would benefit from marker assisted selection 13.1% correct (difficult/expensive; sig. costs/returns)

- >2/3 didn't know value of including genomics in NCE
- 20.8% correctly ID'd increase in acc.
- EFFICIE 70% didn't know how much genetic variation accounted for by current DNA markers





 Value of demonstration project; surveyed participants to quantify knowledge gain/attitudes



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