

2017

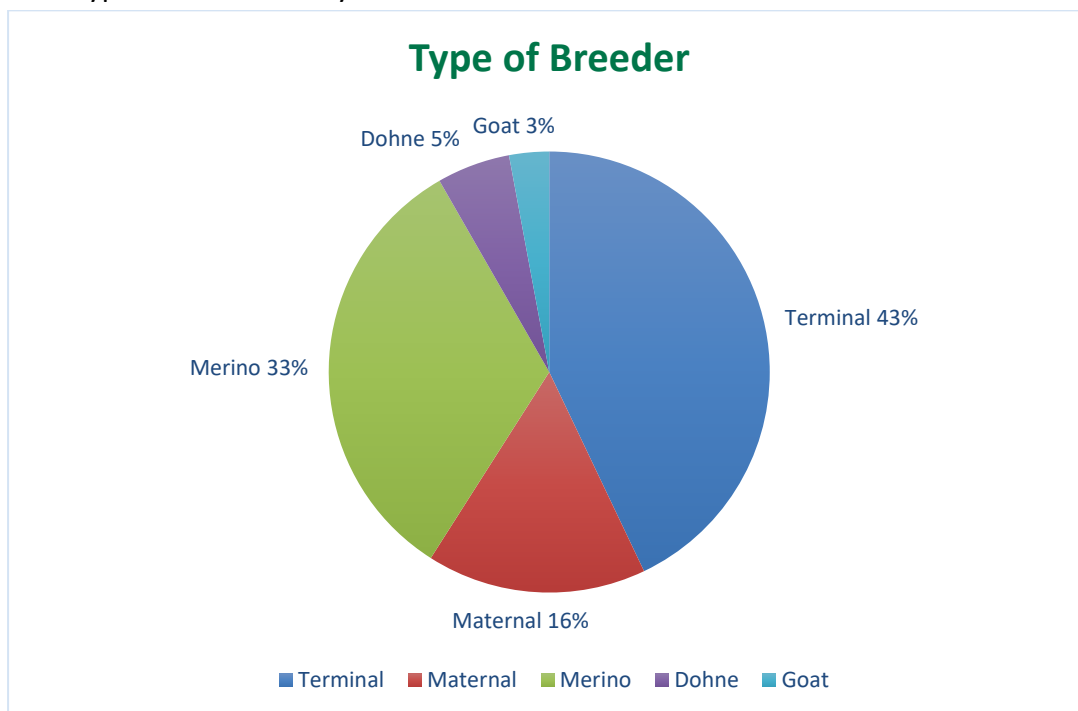
Annual Customer Survey Results

This report is a compilation of the responses for the 2017 Annual Subscriber Satisfaction Survey. The survey was distributed in paper form on the 11th May 2018, with 205 flocks responding, a rise from 65 last year and 100 in 2015.

Please note that not all respondents answered every question, the percentages are worked out on the actual respondents of each question, not the full total listed above.

Breeder Information

1. Name (optional)
2. Postcode
3. What type of breeder are you?



4. What is the size of your performance recorded flock?(count of flocks)

Flock size	Merino	Dohne	Goat	Maternal	Terminal	% of flocks by size
0-50 animals			1	1	3	2%
50-100 animals	2		2	2	10	8%
100-300 animals	12	2	2	10	31	28%
300-600 animals	16	3	1	8	21	24%
600+ animals	36	6		12	23	38%
% of flocks by breed	32%	5%	3%	16%	43%	

5. How many rams and doses of semen have you sold throughout the year?

Flock	Number of Rams Sold	Semen Doses Sold
Dohne	1584	440
Merino	7036	11842
Goat	35	75
Maternal	4110	1580
Terminal	9492	5413
Total Rams and Doses Sold	22257	19350

Products and Services

6. Sheep Genetics staff
Are easily contactable

	LAMBPLAN %	MERINOSELECT %	TOTAL FLOCK RESPONSE %
Strongly Agree	25%	33%	28%
Agree	67%	63%	65%
Disagree	7%	4%	6%
Strongly Disagree	1%		1%

Are approachable and friendly

	LAMBPLAN %	MERINOSELECT %	TOTAL FLOCK RESPONSE %
Strongly Agree	40%	35%	38%
Agree	55%	65%	58%
Disagree	6%		4%
Strongly Disagree			

Are helpful and patient with requests

	LAMBPLAN %	MERINOSELECT %	TOTAL FLOCK RESPONSE %
Strongly Agree	40%	31%	36%
Agree	48%	64%	54%
Disagree	13%	4%	9%
Strongly Disagree	1%	1%	1%

Requests are dealt with in a timely manner

	LAMBPLAN %	MERINOSELECT %	TOTAL FLOCK RESPONSE %
Strongly Agree	32%	18%	27%
Agree	54%	72%	60%
Disagree	12%	10%	11%
Strongly Disagree	3%		2%

7. Are there any other areas that Sheep Genetics staff could improve?

- Anomalies, Accuracies Compliance
- Getting the ASBV message out to more agents in the Meat Industry
- Everyone I have talked to have been awesome thank you.
- Education for clients
- Keep the website up to date.
- Coordinate conferences info days etc. with Meat elite and Super whites and Borders
- Most times hard to contact, Quite often long lead times for response = too busy + lack of resource?
- There were 2 or 3 occasions last year when information circulated had not been thought through then corrections had to be made.
- Help to get the message out to other sheep producers. Still a lot don't understand.

- More of them and more qualified.
- Clearer contact names and numbers
- Return phone calls
- Would like occasional contact to discuss some matters that arise. Usually only seen at breeders updates. This year I could not attend and asked for the written information to be sent to me. I received nothing and was happy to pay the \$35.
- Still waiting for a response a couple of week later! I did send an email regarding a ewe that I have full pedigree for in Stockbook but it doesn't come up in Sheep Genetics. I am wondering why and for how many these animals this is happening for.
- Return calls/emails promptly
- Speed of responses
- Only new have not dealt with much.
- Asked for information and was told No as 'it would confuse me"
- More YouTube videos of how to do stuff and info,
- Improve their knowledge about goats (angoras - goats that produce mohair)
- Don't know who they are as they seem to change that often.
- Greater clarity around roles, responsibilities and contact no's associated with those roles.

8. Australian Sheep Breeding Values

ASBVs play a significant role in the selection decisions that I make.

	LAMBPLAN %	MERINOSELECT %	TOTAL FLOCK RESPONSE %
Strongly Agree	56%	63%	59%
Agree	37%	27%	33%
Disagree	6%	7%	6%
Strongly Disagree	2%	4%	2%

ASBVs assist in achieving breeding objectives

	LAMBPLAN %	MERINOSELECT %	TOTAL FLOCK RESPONSE %
Strongly Agree	54%	57%	55%
Agree	42%	38%	41%
Disagree	2%	4%	3%
Strongly Disagree	2%	1%	2%

ASBVs are an effective marketing tool

	LAMBPLAN %	MERINOSELECT %	TOTAL FLOCK RESPONSE %
Strongly Agree	28%	27%	28%
Agree	64%	64%	64%
Disagree	8%	8%	8%
Strongly Disagree			

ASBVs are used to assist in making joining decisions

	LAMBPLAN %	MERINOSELECT %	TOTAL FLOCK RESPONSE %
Strongly Agree	48%	52%	49%
Agree	39%	33%	37%
Disagree	10%	12%	11%
Strongly Disagree	3%	3%	3%

ASBVs are routinely used by my clients to purchase animals

	LAMBPLAN %	MERINOSELECT %	TOTAL FLOCK RESPONSE %
Strongly Agree	20%	18%	20%
Agree	49%	63%	54%
Disagree	29%	18%	25%
Strongly Disagree	2%		1%

Using ASBVs has meant that I am able to achieve a higher rate of genetic gain

	LAMBPLAN %	MERINOSELECT %	TOTAL FLOCK RESPONSE %
Strongly Agree	50%	54%	51%
Agree	37%	36%	37%
Disagree	12%	4%	9%
Strongly Disagree	2%	6%	3%

9. For each of the services you have used throughout the year, how beneficial do you consider they have been to your business?

	Strongly Agree/ Extremely Beneficial	Agree/ Beneficial	Disagree/Not Beneficial	Strongly Disagree/ Extremely Unbeneficial
LAMBPLAN	57%	39%	5%	
MERINOSELECT	71%	28%	1%	
KIDPLAN	40%	60%		
Rampower	18%	29%	29%	24%
Matesel	36%	51%	8%	5%
Sale Catalogues	21%	63%	10%	6%
Web Search	46%	49%	4%	2%
Elites Listing	26%	54%	16%	3%
Genomics Testing	29%	63%	5%	3%

10. Please provide any feedback that can improve Sheep Genetics products and services.

- Elites listing isn't quite relevant now due to age range.
- Sales catalogues, should be removed by removal date.
- LAMBPLAN is a tool used in the overall selection process.
- Try to keep cost down so most breeders will use the system.
- Like more info on Genomics at some stage please
- Speed and price of genomic testing.
- Genomic testing of all breeds.
- Knowing where all breeds sit genomically.
- Accuracy of genomics in terminals is poor and needs a lot of work done to improve it.
- Online matesel training platform.
- Genomic testing for e.g. not accurate enough. Some answers are neither agree nor disagree.
- Don't keep changing the EBVs
- Genomics needs better reporting of individual genes.
- Really should include the Dohne ASBV logo on your letterheads, website etc.
- Make the website not have any slow down periods.
- Matesel has not been providing accurate information so I have not been able to make progress that I expected.
- Have people available at field day to explain ASBVs
- I find it difficult to find and effectively use the services - my IT Skills are basic and I would really benefit from webinar education series/workshops.
- Genomic testing turn around, More info that is 'next level' of understanding on website for producers who want to know how it works in more detail - this can help us achieve better gains etc. e.g. probability and risk of use of certain sire given accuracy of ASBVs...
- More consideration should be given to the structure of the animal and less to its 'genetic possibilities' We have all been burned by buying high figured semen, animals that don't perform and their figures fall out of the tree. Someone is doing something shonky.
- Pedigree master deserves a major revamp.
- Stop adding less important traits.
- I need to be able to compare Dohne to Merino Flock
- Too early to tell with Genomic testing
- All KIDPLAN products need upgrading and much more effort put into raising the profile of KIDPLAN.
- Webinars could be really useful. Information on how we could improve our data. Need to better understand how we can use the information in the dashboard. Sheep Genetics staff go to seminars for breed societies. E.g WS, BL. Why can't it be for a. Maternal b. Terminal c. Self-replacing instead.
- Speedier return of DNA information esp. Pedigree
- Looking forward to genomic testing for fertility and footrot.
- ASBVs important and useful tool, but needs to be kept in perspective. Structure is declining (mainly feet) as ASBVs take precedence - not good for industry.
- LAMBPLAN is a selection tool in stud. In our area we compete with people selling \$300 to \$500 rams so every production cost we add hurts our profitability.
- Breed for own use only (no answer for 8e)
- Web search is still painfully slow considering database is just numbers.

Communications and Website

11. How would you prefer to receive the following communications from Sheep Genetics?

	Email	Post	Website	Email/Post	Email/Website	Email/Post/Website
Surveys	59%	33%	1%	6%	1%	
General Information	72%	18%	1%	7%	1%	1%

12. Please rate the following communications as a source of information. (assist us to gauge the best ways we could use, or implement to better communicate with people)

	Excellent	Good	Poor	Very Poor
Emails	48%	51%	1%	
Website	20%	66%	12%	2%
Post	26%	64%	9%	1%
Facebook	8%	36%	37%	19%
Twitter	3%	19%	44%	34%
Webinar	11%	54%	27%	8%
YouTube	3%	43%	33%	21%
Online forums	9%	52%	28%	11%

13. How could Sheep Genetics improve our communications with breeders?

- I find the website quite "clunky" and hard to use and navigate.
- Short and sharp email updates handy
- Compare accuracy levels with other objective measurement systems.
- Personal follow up phone calls - timeliness of data collection, data quality etc.
- Have never used Facebook, twitter or webinars so can't make a judgement.
- Too easy to miss things on Facebook and twitter.
- More webinars perhaps?
- I think the regional forums are excellent, to get Sheep Genetics people out and about so that a face to a name happened. SGA staff are them perceived as much more approachable. I believe science and perception need to mingle more.
- Face to face forums are excellent.
- Stud field day. Ramselect Day
- Quality of info about ASBVs on website. Email and post updates are good.
- be timely not last minute
- Have elite breeders & breeders. Too many 'lumped' in the same 'basket'
- More local meetings
- More newsletters
- Active Facebook page, online webinars and training modules.
- The newsletters have very interesting content but their credibility is compromised by poor writing and presentation.
- Communicate with us. Offer information to all users rather than just a. Merino breeders b. Breed societies e.g. PD, WS, BL. Bring back the on farm RamSelect workshops for commercial breeders (done thru CRC)

- More than satisfactory
- Have the website/search function working at all times.
- Regular updates via email, all communication via email please not post.
- More webinars / YouTube
- More news articles to illustrate advantages of using ASBVs
- Newsletter is great, emails could be more frequent.

14. How often do you visit the Sheep Genetics website?

	% of respondents
Daily	2%
Daily/Weekly	1%
Weekly	30%
Weekly/Monthly	3%
Monthly	33%
Quarterly	18%
Yearly	5%
Never	6%

Never – reasons provided

- Too difficult
- Need to look at it as use more, time poor.
- EBVs no longer shown
- Too complicated
- Only use computer because of necessity and data is done through Sheep Genetics
- Haven't been interested enough to look.
- Do not have service takes too long
- Haven't been involved with stud.
- We use the Dohne website for info weekly
- No update on communications

15. Website as an information resource

	Excellent	Good	Poor	Very Poor
How do you find the website as an information source?	18%	70%	10%	1%
How do you find the layout of the website?	6%	72%	18%	3%

16. How could Sheep Genetics improve the website for sourcing information?

- The Save search button has disappeared.
- Can be hard to navigate and slow to respond (may be due to rural internet speeds) New enhancements are very good.
- Takes too long to do an advanced search with my poor internet connection and it times out. Not sure if you can simplify the graphics search to make it better? I would like to be able to download the page of ASBVs I am looking at in the same format as is on the screen with trait leaders identified in blue. Group all the NZ "top" lists under one click so the front page is less confusing.
- Info easy to find when you know how to find it, but hard when looking for new info.
- More natural workplace pictures
- Default ranking in search results. Put - High GFW @ Top and High YWT @ Top, not the bottom. Put PWT as standard column in MERINOSELECT.
- To slow
- Info on the website is good however difficult to navigate and find info.
- Users have to learn how to use the website.
- Speed is an issue, the print function wont printing a pedigree is very poor. I can only print a few traits on animals.
- Finding a specific sheep is difficult at first. All the numbers are a bit confusing to a novice breeder. E.g 2399992019190111 confusing?
- Clearer, more user friendly search function.
- Keep it up to date - considerable amount of information is old or elites haven't been posted.
- Simplify the home page, then make it function, more useful.
- Make sure everyone uses the 16 digit id. Searching for animals you know exist but don't come up because of strange owner IDs.
- Freezes quite a bit esp. search pages and tools.
- When you rank animals on a search by default goes lowest to highest. Should be other way around.
- Haven't used.
- Make it more intuitive and easier to get around.
- Don't bother - not into web based info.
- Don't use internet much, have very slow poor connections which make webinars hopeless.
- Need to be simple to use.
- Info on sheep and studs easy to find and well set out. Info on breeding values (specific) how calculated and scoring/ measuring traits bit thin and hard to find.
- Some of the info in the menus is a bit hard to track down until you get use to which heading it is under. Perhaps clearer and more logical menus.
- Keep going in circles
- Make it user friendly and easy to negotiate for people who are struggling with new technology. Stop changing where things are.
- Breeding plan/Program direction and advice packages.
- Improve speed of search
- Ok when you learn how to use it. Hard work for a learner
- Too hard to find information on each breeding value trait and index. Also what information is used to calculate index. Also information on positive or negative correlations.
- Have a separate columns to apply individual indexes to animals in database. At present I have to download any search into excel then apply my index values then sort that data to obtain what I am looking for.
- It's too busy, often "hangs"
- Dashboard is very slow sometimes.

- Ramselect has been launched but only studs with current rams in a catalogue are listed and most clients don't use it anyway.
- FWEC should be standard in all Indexes
- Make it easier to find the percentile charts for all traits. Make it easier to find the trait and weighting for each index.
- Load faster. Save column selections.
- When clicking on a trait to sort - should go ascending first not descending. Click on any animal to see its progeny would be very good.
- Website speed sucks. Searching and filtering animals is too slow, printing a searched animals is too hard to make it look like website page.
- I have loads of ideas, who do I contact?
- Home pages need to have easy to find index and page info. Got to be made simple to find things. Not everybody lives on computers.
- Website ok - search engine a little odd. The more specific the search info the less likely it is to come up.
- Look at it for sires. Clunky
- Find it hard to get around and have also found other breeders find the same thing.
- Fix the search, when you exit one search it reverts back to the previous search. Save searches.
- Make it iPad and iPhone friendly
- More information relating to goats.
- Sometimes the website can be extremely slow and unreliable, particularly from the mobile device which is all I use.
- More headings to find what you want.
- Search speed.

Service Provision and Training

17. Do you use a service provider

	Yes	No
Data Manager	30%	70%
Carcase Scanner	85%	15%
Breeding Program Advisor	21%	79%

18. What do you see as the role of a Service Provider?

	Strongly Agree	Agree	Disagree	Strongly Disagree
Data management	26%	55%	13%	6%
Breeding program advice	12%	45%	32%	11%
Data entry workshops	21%	69%	8%	2%
Field day presentations	19%	66%	13%	2%
How to get started with Sheep Genetics	23%	65%	10%	2%
General knowledge and advice on ASBVs	27%	64%	4%	5%

19. Have you attended any training workshops to further your knowledge of ASBVs or data collection?

	Yes	No
Regional forums	57%	43%
2017 Leading Breeder	23%	77%
Datasmart workshops	26%	74%
Bred Well Fed Well	49%	51%
Best Wool Best Lamb	19%	81%

20. Have you attended any training that is not listed above?

	Yes	No
Other Training	58%	42%

Other types of training attended include: Matesel, LLS workshops, Lifetime Ewe Management, Lambex, Breed conferences, Ramselect, Service provider training, Sheep producer groups, Excel/EID workshops, GIDG meeting, Merinolink conference, ProGraze, High performance weaners, Lifetime Genes, Scanner training workshop.

21. If you did not attend any training, can you please provide the reason. E.g Location, cost, time.

Reasons for not attending	Count
Time	38
Location	46
Cost	19
Relevance	10
Clashes with other events	4

22. Do you have any additional training requirements, to assist you in data collection, using ASBVs or marketing with ASBVs?

- Data Collection
- Data management in a practical sense. * Training in other software like Koolcollect, Stockbook
- EID use - seems to be improving/evolving and would be good to have more training in this area and how it can assist with data management.
- Data collection
- Need a better understanding on how to read and use ASBVs to breed and market better.
- Continue to have regional forums to explain changes to the data analysis.
- I use a data manager because the Pedigree and Stockbooks programs are too difficult for a person with too many birthdays.
- We always require updates to keep up to the scientists.
- Would be good if recent scientific papers could be downloaded from the AGBU website, like the older ones.
- More KIDPLAN information and training sessions required throughout the country to inform and educate people about the tools worthwhile.
- Matesel is hard to get too in Armidale when you live 9 hours away.
- Workshops on sale catalogues and listing on ram select.
- Matesel, online training
- Clear step by step instructions for exporting and importing data from Pedigree Master.
- Would like continual training on Pedigree Master e.g. data entry as the program grows
- DNA testing for SAMMs in none existence need it more there than popular breeds.
- Marketing with ASBVs
- Advanced Matesel training. Perhaps 'tutorials' are needed. Accommodating prior mating's.
- Matesel - have tried to be contact for next workshop but have not been.
- Yes - I would love to attend seminars etc. on the correlation of data to certain ASBVs and interpretation of the results. Where traits such as maternal instinct are calculated where is it picked up in S/book etc.
- Better understanding of meat eating qualities.
- Data collection updates are useful but yes to Marketing with ASBVs
- Submitting data, local course.
- I want a better understanding of how ASBVs are calculated for some traits. Genomics as sole selection tool? Or speed up gains.
- Training requirements with clients in a fair unbiased way.
- Yes and ongoing.
- Workshops on data entry.

- Yes! A user manual for Pedigree Master would be great.
- More training more often
- Would be interested in doing Matesel training.
- Effective use of data handling and collection equipment.
- I'm ok, but members of our breeding group desperately need: 1. introductory training, Initial support - on entering KIDPLAN data particularly their backlog at start up.
- Understanding Gallagher HR5 eid and data collection to simplify and streamline all performance recording. Data collection is extremely time consuming. How to improve what we breed. Have attended Matesel training but need to understand it better.
- I use sapien, use their support on data collection when needed
- Marketing
- Reporting and recording and how to submit mating scanning and birthing records. I think there are a very varied manner in which these records are sent and recorded.
- You tube videos.
- Require assistance with transferring EID data into Pedigree Wizard
- I need Marketing training
- Ongoing tutorial updates on data entry.
- An online assistance would be handy to contact re issues and get a rapid response.
- Assist with data entry to MERINOSELECT.
- Notes on management groups could be more comprehensive.

General Comments

23. What should be the key research and development priorities for Sheep Genetics over the next 12 months? E.g Website, reporting, communications, and analysis upgrades.

- Analysis upgrades - improving accuracy, Software - PW/PM upgrades, More reports sent out, not just after submit data
- Website, Communications, More frequent analysis.
- 1. Update sale card options 2. Same format for all data entry i.e. Sale/Sire Catalogues, Matesel, and Data 3. Better/Easier data/ASBV output from web searched, matesel for auto drafters, sorting, classing
- Research and development into accuracy levels and ways to dramatically improve compliance and honesty levels.
- Website search speed and load
- Getting the website faster so when doing animal searched its faster. Get an APP so animal searches can be done on it. Also getting more data in the MERINOSELECT NLW needs to happen as the data is very cloudy ATM
- I feel it is very important to get the message out to buyers about the use of ASBVs. Many people buying rams don't consider Breeding Values of any use at all.
- Website update, Communications
- All of the above (website, reporting, communications, analysis upgrades). More training programs in the Wimmera would be great.
- Get more merino breeders especially stud breeders involved to widen its genetic pool.
- Continue to focus on communicating the benefits of using SG in the breeding programs to traditional breeders especially in the media. The White Suffolk breeders are using Fairfax media and rural papers and maybe a similar exercise could be done for merino breeders.
- Reporting, Communications
- I would like to know more about DNA profiling, is it available, cost, how I evaluate.
- Communications
- Analysis upgrades - Genome only data (no phenotype) used to give ASBVs. Update the QA Manual - it's out of date.
- Use less indexes, Maternals to have uniform indexes, Genomics to be open to all breeds.
- Too many indexes becomes confusing. Genomic testing of only some breeds makes it hard to advance our sheep, when some cannot take part.
- Sort out NLW
- Promotion, we need greater adoption of ASBVs in stud and commercial operations.
- Put together a pamphlet regarding financial benefits of using genomic assisted ASBVs.
- Communicating how all this data is useful for the general public who are buying meat in the supermarket. Not just info for the farmers.
- Promote KIDPLAN throughout the country.
- ASBVs for rams still move around too much even when accuracy is 90% plus.
- Improving genomic accuracy
- Fixing carcass + index, as all data says it is taking us in the wrong direction. Especially eating quality, we can't compete on price with Pork and Chicken.
- Give me a list so we can tell you the rank of importance.
- Communications
- Better analysis, Search page, Work on a better way to collect raw data for e.g. validation of muscle and fat scan on farm against mid parents, Increase accuracy of dna tests for e.g. removal of low quality data (effect on off)
- For KIDPLAN analysis upgrades are the priority and also the promotion of KIDPLAN to goat producers.

- If you improve Pedigree Master, we need to know how to utilise those improvements. Better data in, Better data out.
- Need a streamline process for breeders to submit abattoir data. Also need faster turnaround times for carcase measures (IMF SF) - way too slow to make breeding decisions and be commercially relevant. Historical data isn't much value.
- Keep putting the basic LAMBPLAN philosophy and benefits in front of prime lamb producers.
- Website, communications
- Keep the overseas trading happening to help all farmers.
- Integration of maternal genomics into main runs.
- Genomics, Promoting ASBVs to the commercial producer.
- Upgrading the speed of the website.
- Accuracy in communication.
- Analysis upgrades, Interpretation of the data, Communications to make the platform easier to use.
- Data entry workshops regionally in areas where webinars do not work.
- 1. Communications 2. Reporting 3. Analysis upgrades 4. Website
- I think there is a lot on the website I'm not using because of my lack of skills. I found it difficult to navigate and not able to use search function effectively.
- Eliminating the daily lambing checks to identify ewe+lamb. Too time consuming.
- 1. Research - maximising gain in key economic traits for merinos FW & FD 2. Incorporation of "flock top" ewes from flock objective measurements are some better than ram breeding nucleus ewes. 3. Website - more info for breeders 4. Economic model must allow advisors to justify consulting e.g. subscription paid to advisors mean is more \$ than current so they can take a cut in return for support throughout the year.
- Website upgrade for more clarity of information sources. Continue to work on improving the analysis and making sure genomics integration is done well. Continue to identify and work with breeders that may have data entry issues, potentially flagged by ramping up genetic gain,
- Analysis upgrades, Relevance of research
- Communications with whom? The producers, breeders, industry? Something is going wrong with the genetic predictions at the high end of the market. There should be more notice taken of 'outlying' rams i.e. the ones that are above the parameters set. These are the ones we need to breed from not the average.
- In terms of LAMBPLAN: high level animal selection' e.g. Truncation vs OC Vc GS etc.
- Website and analysis upgrades.
- Try and get right what you are doing instead of inventing new traits.
- Would enjoy seeing a concept such as Central Sire Progeny (of years ago) to link commercial performance with LAMBPLAN estimations. E.g. our sheep are much more fecund and fertile than NLW% indicates.
- Smaller breed data and analysis. It seems only the large breeds achieve the highest benefits.
- More accuracy's from genomic testing so we don't have to do traditional type ASBV data collection.
- To make more public the benefits of ASBVs, Give balance to the AWI selection programs.
- Website - improve speed.
- DNA Services and Accuracy
- Reporting, Website
- 1. Flock report for Dohne and Merino, 2. Pedigree master can't hold ASBVs for both Merinos and Dohne mobs
- Analysis upgrades.

- Develop individual animal profiles (as opposed to flock profiling) so that we can bring the best commercial ewes into our ram breeding flock. Genetic gain could be increased by bringing the superior/outlier commercial ewes into the nucleus/stud flocks. DNA test for flock ewes.
- Database!! Website navigation. Focus on core business especially while staff are under heavy workload. Don't introduce new products or offerings unless there is spare capacity.
- Communicate with subscribers more than just at Annual update. Regular emails to users about trends in industry e.g. Meat eating quality. Feedback from processors, meat buyers etc. Improving the prime lamb dam performance for the Meat Industry, Traditional 1st x ewe is entrenched. Focus on the ewe.
- Would like to see workshops closer to Esperance. The closest has been at Katanning 400km away.
- DP & Index should automatically include FEWC
- * Genomic testing for footrot/fertility * Reducing cost of DNA/genomics * More workshops/promotion about ASBVs to commercial farmers.
- Make the website more user friendly to use and not have it crash so often.
- It would be good to have a scoring guide for confirmation (front legs/back legs) and introduce a trait for confirmation.
- Communications
- Genomics
- You need to find a way of improving accuracies. The penalty for using rams outside the Sheep Genetics system (in figure terms) is too great. There are some great rams out there that can help industry.
- Key challenge - to encourage new breeds instead of alienating them. Develop ASBVs/algorithms to handle young breeds that accurately reflect performance. If early data analysis = poor results - turns off breeder often forever. Refer also to merino breeds, Dohnes, Dorpers etc.
- Website. Development of industry relevant indices if we must have them. Across breed reporting needs some real consultation with breeders who have ideas as to what problems are currently affecting businesses.
- Keep hammering the benefits of ASBVs and Genetic improvement
- Reporting and recording.
- Website. Helping understand how I can be involved in Genomics and DNA technology.
- Youtube videos on how to use the website. More commercial focus i.e. Ramselect so commercial people use it to improve their genetics.
- Reporting
- Analysis upgrades. I spoke with Clara at Horsham about an app that works off mate data and sets a recording calendar for that drop of lambs. This would help with planning and management and data collection and timing.
- All of the examples listed (website, reporting, communications, analysis upgrades)
- More user friendly website for use with mobile phones.
- No more analysis changes.
- 1. Analysis upgrades, 2. Website
- Communication
- Website search speed.
- Analysis upgrades, reporting.

24. Please feel free to provide any comments/suggestions:

- Have a DP+ index that is truly for dual purpose sheep with meat and wool. Current DP+ index is filled with wool sheep with high fertility.
- Keep driving Bred Well Fed Well workshops as people get a great deal out of them in terms of making a breeding objective and understanding ASBVs at the same time. Seems a lot done in LAMBPLAN people do them, need more MERINOSELECT people running them.
- Something simple as "Best Practice" for data collection would be beneficial to everyone.
- Sometimes info not easy to find on the website. E.g currently trying to find latest maternal percentile PDF. Can find percentiles but not a printable version which last time I found on the ASBV updates download page. Another example trying to find analysis changes which in your email says can be found under the resources Brochures and Factsheets, but isn't (that I can see). I since found it on the Home page but took a while to find since I was spending my time on the LAMBPLAN page looking for it. The analysis changes still doesn't list what the index weightings are. Otherwise website works well in regards to searching for animals etc.
- Continue to work with individual breed associations in helping them achieve their goals.
- Could you run a training course in the use of ASBVs for the Mingenew - Irwin Group.
- I try to balance genotype and phenotype. High data + poor conformation = X
- We only have 8 studs returning data to KIDPLAN, 2 of them are not in Australia. We need to promote KIDPLAN.
- Need to continue to improve industry's confidence in ASBVs
- Traditional superfine sheep are disadvantaged as more \$ return need to be introduced for better wools.
- The way sale catalogues are done on the website doesn't adequately provide for on who wants to list rams over a period of months without having an auction.
- How do we stop stud breeders using raw data Wecs to sell their rams.
- Keep it simple. Don't make sheep breeding more complicated than it needs to be.
- Regional forums are aimed too low. You are covering stuff that breeders should be getting from a service provider if they don't know it.
- Changed staff, updated details provided.
- Your wording of surveys need to be better for us dumb farmers.
- There is still a mistrust by some lamb producers and stud owners about LP figures and accuracies. Studies have shown that some studs average carcase plus index on groups of stud rams sold, have dropped by as much as 17% in their first year of use. Indicating they were too high in the first place. Maybe a ranking of stud flocks based on solid figures, could be beneficial.
- Why is it that when you purchase a stud sire from High Profile stud, the ram's figures fall before the ram is used by us?
- I have been breeding poll Dorset's for many years - mainly for my own use and have improved the selling weight of my sale lambs with the help of LAMBPLAN figures for selection of sires and dams.
- Have some where you can access all your averages for your own ASBVs i.e. Sheerforce, L20/20, not just the ones on the report summary.
- Don't assume all country areas have good internet access.
- Please keep the highest standard for your sheep scanners. #Keep the Cowboys out!!
- 1. Series of webinars on how to be more effective around the website from finding my breeding values through sale marketing. 2. Am really impressed with Ramping Up Genetic Gain tool. Is that rampower? RUGG helps bring together all the measuring and gives a better understanding of how our measuring of various traits and stages with age of Merino/animals and how that impacts on our results.
- The service is great and essential to future viability of my business. Keep up good work!

- Need a 5th option on survey, where neither agree or disagree.
- Extension of LAMBPLAN in WA: No do good. Thankyou Overall a good job.
- Program could be made more data entry friendly.
- Everything seems to be working very well
- I know my wife and I are not computer experts, but in previous years we have been made to feel inept. Peta last year very good and I'm glad she was there to help. P.S we just can't see why we can't send the data as an excel sheet and pay extra for someone to do it for us.
- Enjoyed the day in Cromwell in NZ but had some queries on data that I thought I was going to get feedback on but I never received any.
- Have a custom index in database search.
- Why is it that when buy rams by ASBVs like 35 for clean FLC WT, within 2 years goes back to 15 when my sheep CFW is rising. This might be one of the last years with stud via costs and worst drought in 60 + years, with ram sales not covering costs.
- KIDPLAN badly needs, and is ready for: 1. Revamp of EBVs and indices 2. Increased awareness and new members 3. Data entry support as above 4. Collection of existing data in archives.
- Recently I entered 80% of my 2018 joining data into Pedigree Master - 14 pieces of information for each ewe (inc Preg scanning) This took days. A large % just disappeared from Pedigree Master and on speaking with Stephen Field he said he had seen 2018 scan data on one animal. I am now re-entering data for over 200 ewes and a month behind in sending the data in. However I also need to enter lambing information now. When entering joining record - over 12 pieces of information you just click "close" when it has been entered. It would be reassuring to have a save and close. The time spent on data is enormous and sometimes I wonder if it is all worth the time and effort for the return. I recently went to sheep week and visited 2 studs that just use Stockscan. They were quite aggressive to me about LAMBPLAN and then went to talk to the representative from The Land about their recent show success. Good information about Sheep Genetics in the Rural Press is important. Attitude of many commercial breeders is still old fashioned. A TV program on rural events, farming, and breeding like they have in the UK could be done and sponsored by suppliers e.g. fencing etc. MLA could suggest it to the media.
- Changing the system is frustrating for people like me who are using only 4/5 times a year.
- TSU's are so much easier than blood cards to use.
- It takes too long for data to be available after the closing date.
- I enjoy working with the SG staff and the interactions I have with them.
- Animals i.e. Sires that are tested for the first time (i.e. Do not have any figures) should come at an average figure rather than Zero as this distorts early ASBVs
- I am trying to create a very ethical flock through genetics. Footrot resistance, worm resistance, high lamb survival, low management risk. Low chemical use. Could an index put traits together based on ethical production?
- Regional forum in Christchurch was great thanks.