

SHEEP GENETICS



Sheep Genetics Subscriber Satisfaction Survey 2010

Sample

A survey was sent to all current subscribers to Sheep Genetics in 2010. A total of 627 surveys were distributed with 94 or 15% returned. The results of those returned are as follows.

General Information

1. What type of breeder are you?

Terminal	Maternal	Other	Merino
47%	23%	1%	29%

Survey percentages:

Total LP 71%
Total MS 29%

Actual membership percentages:

Total LP 78%
Total MS 22%

2. What is the size of your performance recorded flock?

	0-50	50-100	100-300	300-600	600+
LAMBPLAN	11%	18%	26%	32%	13%
MERINOSELECT	0%	4%	15%	23%	58%

Website

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

	Daily	Weekly	Monthly	Quarterly	Never
LAMBPLAN	8%	37%	32%	12%	11%
MERINOSELECT	4%	44%	36%	16%	0%

4. Do you use the search section of the website?

	Yes	No
LAMBPLAN	84%	16%
MERINOSELECT	96%	4%

5. Do you use the web catalogue to advertise sale animals?

	Yes	Maybe	No
LAMBPLAN	14%	50%	36%
MERINOSELECT	4%	79%	17%

6. Do you use the web catalogue to advertise semen sales?

	Yes	Maybe	No
LAMBPLAN	18%	36%	46%
MERINOSELECT	16%	56%	28%

7. Do you use the website as an information source?

	Yes	No
LAMBPLAN	89%	11%
MERINOSELECT	92%	8%

8. Would you like to receive training via online workshops?

	Yes	No	Maybe
LAMBPLAN	36%	22%	42%
MERINOSELECT	36%	16%	48%

9. Would you like to participate with other breeders in online forums/blogs?

	Yes	No	Maybe
LAMBPLAN	20%	36%	44%
MERINOSELECT	16%	28%	56%

Please provide comments/suggestions on the Sheep Genetics website:

There were 26 comments made about the website. Two were not useful, i.e. 'don't have a computer'. Three suggested that more training is required as they suggested things that are already available on the site. Three were negative, for example, 'Still cumbersome. No ability to search on customised index.' Six were positive for example, 'easy to use'. All the other comments were suggestions to improve the site, i.e. 'It would be nice if the elites were linked to search so that you can click on an animal & see its pedigree etc as in a search'.

Products & Services

10. Staff members can be contacted easily

	No Response	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
2001	5%		78%		17%	
2002	4%		87%		10%	
2003	2%	12%	55%	23%	6%	2%
2004	3%	8%	65%	19%	4%	0%
2007	2%	26%	36%	20%	12%	4%
2009		22%	44%	18%	14%	2%
2010		22%	49%	27%	1%	1%

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
2010 Results					
LAMBPLAN	22%	52%	24%	2%	0%
MERINOSELECT	24%	40%	32%	0%	4%

11. Requests are dealt with in a timely manner

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
2010 Results					
LAMBPLAN	18%	42%	25%	12%	3%
MERINOSELECT	12%	28%	24%	24%	12%

12. Sheep Genetics reports can be easily interpreted

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
2010 Results					
LAMBPLAN	23%	52%	14%	6%	5%
MERINOSELECT	36%	40%	20%	4%	0%

13. ASBVs assist in achieving breeding objectives

	No Response	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
2001	6%		84%		10%	
2002	7%		88%		5%	
2003	2%	10%	59%	16%	12%	1%
2004	3%	12%	43%	18%	7%	0%
2007	2%	27%	44%	14%	10%	3%
2009		48%	38%	13%	1%	0%
2010		42%	38%	13%	2%	4%

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
2010 Results					
LAMBPLAN	40%	38%	14%	3%	5%
MERINOSELECT	48%	36%	12%	0%	4%

14. ASBVs are an effective marketing tool

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
2009 Results					
LAMBPLAN	31%	25%	36%	6%	2%
MERINOSELECT	36%	24%	28%	8%	4%

15. ASBVs are used to assist in making joining decisions

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
2010 Results					
LAMBPLAN	43%	28%	20%	6%	3%
MERINOSELECT	54%	25%	13%	4%	4%

16. ASBVs are used routinely by my clients to purchase animals

2010 Results	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
LAMBPLAN	9%	33%	27%	16%	16%
MERINOSELECT	8%	25%	33%	21%	13%

17. Do you find the Elite animal listing useful?

	?	n	y
LAMBPLAN	29%	13%	59%
MERINOSELECT	32%	24%	44%

18. Do you (or your clients) find accuracies confusing?

You

	?	n	y
LAMBPLAN	15%	40%	45%
MERINOSELECT	17%	52%	30%

Clients

	?	n	y
LAMBPLAN	17%		83%
MERINOSELECT			100%

19. Have you had an opportunity to attend a workshop in the past year?

	?	n	y
LAMBPLAN	6%	63%	31%
MERINOSELECT	0%	54%	46%

What can Sheep Genetics do to help you attend a workshop?

Most of the 47 comments were suggestions to hold the workshops near client properties.

Apart from material supplied by Sheep Genetics where else do you source genetic information?

The most common answers are listed below:

Other Breeders	26%
Only Sheep Genetics	18%
Web	10%
Sheep CRC	8%
MSS	7%
Consultants	5%
Catalogues	5%

* These answers have not been prompted in the survey. Respondents were free to list their sources.

Please provide comments/suggestions regarding Sheep Genetics products and services.

Most of the comments (55%) were suggestions for example, 'Try to get your info out to the wider sheep breeding public in a easy to understand way. Publicise as much as possible how it works to provide more dollars to the producers'. A positive comment was 'Overall very good service. I think it's a waste of time look at sheep with no ASBVs. This service must continue. Essential.' A negative comment was 'I have found results hard to understand at times and need more help with LAMB2020. Also hard to find an average to see how you are going until you get yearly results'.

Publications

20. Please rate the Sheep Genetics Breeder's Bulletin

	Poor	2	Good	4	Excellent
LAMBPLAN	0%	6%	42%	40%	11%
MERINOSELECT	4%	0%	48%	40%	8%

21. Please rate the Sheep Genetics Pen Cards

	Poor	2	Good	4	Excellent
LAMBPLAN	6%	11%	29%	49%	6%
MERINOSELECT	17%	25%	17%	33%	8%

22. Please rate the other publications and marketing material

	Poor	2	Good	4	Excellent
LAMBPLAN	0%	11%	39%	46%	4%
MERINOSELECT	5%	0%	55%	35%	5%

Please provide comments/suggestions for publications and marketing material:

Most of the comments (71%) were suggestions for example, 'Small handouts for inclusion with sale flyers before they come to our farm so the buyers can have a read beforehand.' The only positive comment was 'Pocket Guide is good'. All other comments were not useful, for example 'We don't sell rams'.

Can Sheep Genetics provide additional resources to help you sell rams? If so, how?

Most of the comments (73%) were suggestions such as 'Easy to understand flyers about different scores/breed averages to give clients'. Six percent of respondents thought that it is not the responsibility of Sheep Genetics.

Is there any additional information that Sheep Genetics can provide to help you to achieve your breeding objective(s)?

Most of the comments (74%) were suggestions such as, 'Information and advances in breeding (especially AI) are very poor in comparison to cattle. New info on advances in genetics and techniques would be useful.' There was one negative comment 'Is there any additional information that Sheep Genetics can provide to help you to achieve your breeding objectives?'

Commercial Service Providers (scanners, data handlers, fleece testers)

23. Is there enough commercial service available to assist with your breeding enterprise?

Yes 86%
No 14%

Please provide comments/suggestions on how Sheep Genetics can encourage and promote commercial service providers.

35% of the comments related to the location of the scanners, for example, 'But we are small and the costs are disproportionate due to travel'. 10% thought that this is not Sheep Genetics responsibility and another 10% were positive comments about the existing service providers.

Sheep Genomics and Sheep CRC

24. Would you like more information on Genomics?

Yes 81%
No 19%

25. At what price should the mate selection software be priced?

\$100 35%
\$250 37%
\$500 26%
\$1000 2%

- Only 46% answered this question as most seemed confused about the mate selection software.

Overall Comments and Suggestions

What are the best features of Sheep Genetics?

- Please note that these responses have not been prompted.

Feature	%	Example
Web Search	20	Being able to view individual pedigrees/ASBV. I find this useful when buying new genetics prior to on property sales
Staff/Service	17	Technical expertise of both front room and backroom staff
ASBVs	13	The database, pedigree retrieval, ASBVs + indices

Breeding Objective	11	Advances in a competitive livestock market have been steered in a clear and focussed direction by Sheep Genetics.
All Good	9	the whole system is good
Benchmark	7	Comparing animals without feeding the crap out of them. Access to information on all like minded breeders. Availability of personnel to sort out any problems.
Run Turnaround	7	Quick turn around of ASBVs from data. It works for me.
Genomics	4	Research within CRC Info nuc. Genomics Project
Industry Recognition	4	Most products & services are highly valued.
Scientific Basis	4	It's scientific basis
Pedigree Wizard	2	Easy to understand. PW. Sheep match data.
N/A	2	I may not be utilizing Sheep Genetics to it's full potential because of time restraint

Where are there opportunities for improvement?

- Please note that these responses have not been prompted

Opportunity	%	Example
Trait	16	Should be heading for structural ASBV similar to Angus Australia
Staff	13	Condescending attitude of management is biggest issue turning average producers away rather than cost.
Industry Education	13	getting commercial breeders to understand and share the excitement of breeding values
Combined Databases	11	1 database so all ASBVs are relative to each other. Only give NLW on full databases i.e. clients with DRY & DAB entries
Data Quality	11	Eliminate poor data from breeders either by some analysis method, or better educate those who put the data in.
Pedigree Wizard Training	5	Ease of use of PW + training on it
Promotion	4	Promote the use of ASBVs through articles in magazines more often
Genomics	3	I'm a happy participant. I have concern that the DNA tests may provide non testing flocks without ASBVs a means of promoting sheep if the DNA SNP proves very accurate no problem but I have doubts they will. ASBVs + DNA seems a good way forward but wonder if the outcome will be as good as we all would hope . If DNA proves to be the next BIG THING it will be great.
Index refinement	3	It is pleasing to see the response that you have made to doing away with carcass plus. I think the refinements are good.
Public Relations	3	Public relations - especially within poll Dorset's seems to be really ordinary. What happened to get so many off side??
Pedigree Wizard Updates	3	PW update - now over 10 years old
Web Search	3	The search section of the website must have the sire of each animal displayed on the front table/page.

		This would save me hours of wasted search time.
Workshop	3	A workshop in NW Tasmania

General comments/suggestions:

- Please note that these responses were not prompted

Comment/Suggestion	%	
Suggestion	44	Focus on getting everything right i.e. the correlations, data quality, etc and let breeders do the marketing. I don't want my membership/ animal fees wasted on promotional material for the laggards, they should have to pay for it.
Negative	33	It does not matter what you do, it does not suit everyone.
Positive	15	Generally very happy with service. Keep it going!!
General Comment	8	Do not use your service enough. We are just beginning to really concentrate & focus on using ASBVs for selection and marketing. I hope to learn a great deal more over the next 2-3years.

Appendix

Below are all the comments made by respondents

1. Please provide comments/suggestions on the Sheep genetics website

Don't have a computer

Need search engine for rams by region

update results faster on the web

Still cumbersome. No ability to search on customised index.

Sheep Object, Percentile graph similar to Angus Australia for individual animals

Sheep Object, Percentile graph similar to Angus Australia for individual animals

Take off the filters

Take off the filters

Haven't used much lately. But will tell you any issues/suggestions in future if found.

Easy to use

I'm surprised that the online forum thing gets a Guernsey, surely most farmers download speed is too slow for sensible participation.

Would use the sale catalogue if I could

Newer version much easier to use

Have not mastered the search section for full parentage

LAMBPLAN search needs to display sire & dam of individual animals

it seems to lock up from time to time, but I like it

I have found it EXCELLENT

Have the printable individual animal info legible enough to use as a pen card

Search needs refining, seem to & fro a lot when looking up a group of animals

I like it as it is!!

There are animals that are appear on the trait leader lists and are not on search engine or elite lists.

Merino's elites need to be able to change index to preferred index to give list.

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There are animals that appear on the trait leader lists and are not on search engine or elite lists. Merino's elites need to be able to change index to preferred index to give list. If you could exclude some flocks from your search would be beneficial. It would be nice if the elites were linked to search so that you can click on an animal & see its pedigree etc as in a search. Mostly OK. So much information nowadays it is not possible to have the time to look/read.

2. What Can Sheep genetics do to help you attend a workshop

Come closer to where people live
Come to Dubbo
Taxi
Taxi
Bring them to my front door (ha)
Have them in my area
Timing and location. Pay me to go
Plenty of notice
Plenty of notice
Provide new information as it comes to hand
Provide new information as it comes to hand
Adequate notice, keep costs to a minimum
Advertise more, have more available.
Have them at shows and conferences
Hold them in central Victoria - usually in western Vic
Make it free to producers, presenter to be growers, breeders of commercial stock, not just info from office data even if from an A list info.
Have one in our area and not on a day when I work.
Have at various times during the year - timing a problem, mixed farms.
Must be on a subject I need info on
Organise a day in southern NSW to: 1. explain use + benefits of ASBVs + indices; 2. Educate us on the pedigree wizard.
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Put on a workshop in NW or even north Tasmania - as I suggested in previous surveys
Schedule them away from lambing and closer to here
Have it at a local stud
Workshops within 100km not 600
Run a workshop - I don't think any have been run in our area close to Adelaide
I would like to attend workshop so that I can understand problem shooting with LAMBPLAN program if in Cowra Forbes Parkes area.
I don't provide accuracies in our sale catalogue. The variation in PWWT accuracies are small for virtually all 2TH rams in our flock.
Have another one in Hamilton
Incorporate with Superborders conference
will attend
Advertise earlier and spread them around
Advertise earlier and spread them around
Located in SW WA. Webinars seemed to work well.
Distance is 20hrs
Perhaps hold one nearer Adelaide
Inspirational speakers, topical + addressing current issues. Producer perspective - having a breeder give their thoughts
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I'm not sure if there has been many seedstock focused workshops. How to login + use my data would be of interest.

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Closer to Donald, have it at my place.

on line

on line

time

have one in our area

Let me know via email when they are on

3. Apart from material supplied by Sheep Genetics where else do you source genetic information

Owner & Advertising

SIL New Zealand

Stud web sites

Stud web sites

Private Geneticists

LAMBPLAN assors

Catalogues, rural press, web

Sheep CRC, other breeders, internet

Angus Australia

Angus Australia

SG is the only valid source I believe provides valid objective info

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Other Breeders, breed associations

Sheep CRC, Field Days

MSS

Don't

Shows & stud information

Alex's brain. Sheep CRC results, CTSE site reports. Other breeder's opinions.

Growers, being a stockman, hands on, self taught. Conformation, performance as prime lamb sires, killing, eating our own stock. (Taste, tenderness) Yum.

other breeders

ASSBA Flock book

MSS

Nowhere else

Boer Goat breeders Assoc + other breeders

Sale advertising booklets

Breed societies

I rely on Sheep Genetics - one source means less confusion

on use SG

not a lot other than EBVs

not a lot other than EBVs

nothing else available

Individual contact with other breeders all of whom use LAMBPLAN. CRC Info session.

no where

other breeders & stud websites

other breeders, university extension

Sale brochures from studs

NSW DPI - Client's experiences, almost all clients know what they need and select to suit their circumstances.

Superior sires
AMSEA. Shows. Talking to other breeders.
ASSBA Flock book
other seedstock producers
Internet, other breeders
Internet, other breeders
Flock books, other producers
Dept. of Ag WA
Sheep Flock improvement program Canada
MSS/Fellow Breeders/Good Sheep Field Days
Don't
Stud websites
CTSE, Sheep Classer
Breeders, trial work, studies at UNE
Breeders, trial work, studies at UNE
Breeders, trial work, studies at UNE
Other breeders
Other breeders
Breeders
Consultants, peers
other breeds, CRC etc
CRC
CRC
Websites, rural press, piers

4. Please provide comments/suggestions regarding Sheep Genetics products and services

Make a little easier for people to understand
Need cross reference between LAMBPLAN and SIL
Lack of credibility, lack of response to concerns
I am very disappointed that more notice has not taken by LAMBPLAN on the importance of some fat cover put forward by Primary producers. So often at White Suffolk conferences it was detailed the importance of some fat cover - to much emphasis was placed on very lean animals.
Staff are great. Website is OK. Indexes still need work.
Indexes like 2020 still need work
Must change carcass plus to decrease emphasis on fat immediately ie15 (BWT):60:5:20.
Farrer=Superwhite member needs to be fixed ASAP in search facility.
Try to get your info out to the wider sheep breeding public in a easy to understand way.
Publicise as much as possible how it works to provide more dollars to the producers
In the current climate need to develop a maternal merino index that has fat, muscle, growth, Mwt & Nlw as drivers. Take off the filters - they decrease the rate of genetic progress.
I have found results hard to understand at times and need more help with LAMB2020. Also hard to find an average to see how you are going until you get yearly results.
Users need to get return from investment. Promotion - CRC findings - Promotion. Accurate results.
Overall very good service. I think it's a waste of time look at sheep with no ASBVs. This service must continue. Essential.
Cost
I think a blog or forum would be great, as there are many questions and things to learn - sep. PW - groups etc and a forum would be best place to chat to others.
Stud breeders understand ASBVs - clients still find it confusing. Both probably need more education, go back to basics.

I think this may be a very good time to re-visit the goat breeders - not necessarily thru the BGBAA if they are negative.

Put on a workshop in NW Tasmania on how to use your programme

First rate and significantly helped in optimising our program over the last 8 years
good, regular updates

I am happy with the service. Continued marketing of ASBVs to commercial producers & processors needed. Work to bring AWI into this century.

Have been unable to send any info for 6 months

You promised webinars on PW but I have heard no more about it. To get the most out of LAMBPLAN you need a good data interface + PW is not the best - understand that financial constraints must be observed but maybe with some tips via webinar or asking clients what their priorities are, this could be improved.

Time is an enormous issue. So face to face workshops have to be informative at the Genetic and Computer face level. The computer face to face seems a little out of space for me. But daresay if someone guided me through I would be more confident. Maybe phone contact by staff member may help.

I've had excellent support over the years. Sometimes the suggestions I've made are adopted - usually with some delay.

Better service. Help & assistance. Feedback on submitting data. Make submitting data easier.

can be complicate sometimes

We are happy shoppers

Keep Carcase + as a greater differential than 2020

More regular updates/runs for elites report. In the Elites report worm resistance YWEC should be incorporated with the 7%DP Index, e.g. 20%

Very happy with service

Stop bringing in more indexes. Customers/clients get used to and educated to using what they need for their enterprise. Clients are getting turned away from figures. It is hard to explain to a ram buyer that the sheep they are looking at better than lasts years drop (after index changes) with lower indexes and EBVs.

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Need a concerted effort to educate the farming community re the value of improved genetics (financially) & an even greater effort to educate agents.

Accuracies are not a problem on ASBVs but the accuracy of indexes is a complete waste of time. I generally don't print accuracies but use them in reviewing semen or sires. Plus looking at number of flock data quality & history of rams from various flocks.

Pedigrees need to be more generations on individual searches. Why won't pedigrees update automatically on Pedigree Wizard?

Why does it take several phone calls and emails over several months to get an answer to a simple question or to get something like a new flock code?

Why does it take several phone calls and emails over several months to get an answer to a simple question or to get something like a new flock code?

5. Please provide comments/suggestions for publications and marketing material

A lot of people don't know what material they can pick up off Bulletin/Card etc

A simpler summary of LAMBPLAN fro commercial producers. The old EBVs & Index example is out dated

Don't use the pen cards

Poster in LAMB 2020 Index

Breeders bulletin could contain more info on trait leaders, etc

Pen cards - have for individual animals - have a template that you can download data for animal to, - from this template then print cards with data included ex website

So far, not an avid user

how do visually assessed sheep compare

Don't use them

By running more field days to help clients understand what ASBVs traits best suit their enterprises thus increasing profits + publishing this in easy to read format

Haven't read the bulletin yet but Sheep Genetics don't promote the available materials well at all - established members don't seem to be brought up to date when new material becomes available.

Advertising ram sales with Sheep Genetic breeders in land newspaper with article informing readers the advantages of better genetics

MLA Feedback is varied and brings challenging ideas forward. FEEDBACK DVD is excellent system. DVD preferable to webinars for me. Cost???

Pocket Guide is good

need to attend major sales and explain on farmer terms

Perhaps need a report to print on pen cards. Seem to do a lot of doubling up.

Not 5 as always can make improvements

We don't sell rams

Small handouts for inclusion with sale flyers before they come to our farm so the buyers can have a read beforehand.

Would like more information in Bulletins on recording traits especially when they change and there is no information on it in the help section of the website for pedigree wizard.

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6. Can Sheep Genetics provide additional resources to help to sell rams? If so, how?

More pamphlet or material explaining Sheep Genetics

Provide rural press with a list of LAMBPLAN users and number of years as members

Update PW to include pen/pedigree that includes worms

Update PW to include pen/pedigree that includes worms

Get a believing sheep breeding public

Get a believing sheep breeding public

An open database. A common language between Merinos & Terminals & Maternals. i.e. 1 database so ASBVs are relative between breeds.

Easy to understand flyers about different scores/breed averages to give clients.

Greater mainstream promotion - LAMBPLAN needs to become more relevant to producers and how it will benefit them financially.

Feed back from consumer, processor, buyer.

No, I think that SG provides enough.

Do test result - for commercial industry allowing for different farming practices and different states and climate, what does well south of our state will not in dryer, harder areas.

Educate non-stud farmers more - clients still don't understand ASBVs enough.

Keep on bombarding the "unintelligent" lamb producers who don't buy rams on ASBVs, with basic information on how much more money they can earn from high index rams.

Yes - how do I use the ones you already have

Please remember small studs

\$ index for merinos

Continue promoting benefits of SGA for the commercial producer

Educate prime lamb producers

Field Days - inform producers on the uses of ASBVs in their business to increase returns

Database of breeders in spring ram sales publication in Land

I don't think SG should help sell rams. Provision of ideas to help ram breeders promote ASBVs; the why's and the reason why XY or Z is useful, yes. It is up to the breeders to be active and knowledgeable to sell their own rams.

Percentile bands tables for wool types download from website.

No

There is too much info presented now. The more info displayed the more confused our clients become. Keep it simple and easy to read and follow.

Have on farm presentations to explain ASBV to clients

Educate agents

Continued education of the commercial industry publication of material of material on dressing & yield from higher muscled animals.

Clients don't want it

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Get more people to look at it and to use ASBVs!

Get more people to look at it and to use ASBVs!

7. Is there any additional information that Sheep Genetics can provide to help you to achieve your breeding objectives?

A lot is up to the breeder

Do not lessen the need for leanness as it is the factor that has made lamb meats consumer acceptable

Real accuracies rather than just "counts" of data. Better educate other breeders to improve data quality.

Remove crap data.

Listen to stud breeders carefully

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Pity someone couldn't come and do a presentation at a info afternoon I'm providing for my clients in Aug and to other interested breeders

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Maternal merino index

Information and advances in breeding (especially AI) are very poor in comparison to cattle. New info on advances in genetics and techniques would be useful.

KISS

Will there be a program on choosing own/appropriate Breed. Obj?

IMF (need to take conformation into the picture). Need scanners to submit the figures not the growers or as well they send raw fig and these checked every so often.

I need a detailed explanation of how each bit of data is processed and the effects on each trait so that I can decide if I need to change my current data entry. I am considering keeping my studs separate from the flocks but still wish to maintain EBVs for both all be it at a lower level for the flocks. I need to fully understand NLW e.g.

a crystal ball

Work with innovative groups to share information and streamline the adoption of research findings in the industry.

Dates not always same as FLC WT with weighing. Automatic changes to latest date. Need shearing each 8 mth.

Yes - a wider range of physical/conformation traits + the ability to see this historically in pedigree printout.

Percentile bands table's for wool types.

Fertility information on my sheep in across Tasman analysis

No

As new information on selection tools/priorities become available, then assist in modifying personal index e.g. Mark Ferguson work

A difficult one but mothering ability traits would be useful. There are too many passengers in many ewe flocks and identifying high fertility milking ewes would have many benefits. Very difficult though.

Provide raw DATA i.e. - Average weights for individual breeds so I know if we are on track

Stop sending mixed messages. Muscling is good with growth/then don't get too much muscle - eating quality?
Changing Carcase + to include more muscling? Confusing.

Not all studs can be accessed on the search, makes it hard to find what rams they have without going physically to their farm. All LAMBPLAN flocks should be automatically listed on search.

TGRM should be more readily available for use at a more reasonable price. I would like to be able to do it myself - get a better result

No

No

8. Please provide comments/suggestions on how Sheep Genetics can encourage and promote commercial service providers.

Visit towns and have a few hours for workshops

Have Allan Luff provide a school for service providers

The private operators need to keep advertising themselves - I don't see its SG responsibility

The private operators need to keep advertising themselves - I don't see its SG responsibility

But we are small and the costs are disproportionate due to travel.

More scanners needed, and they are too expensive

there has to be sufficient people on the ground to be able to build a repour with to achieve information transfer

If it is profitable service providers should "appear" but seasonality of demand may be a problem.

SG is doing a good job of this.

attend more commercial field days

Scanners seem to be concentrated in certain areas

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Would be interested in intramuscular fat

We have good service providers

Show on website what are each scanner covers

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There needs to be more providers trained to do TGRM runs

Need more scanners in WA to create competition

ask breeders

9. What are the best features of Sheep genetics?

Stop to show breeder where they are going

Acceptance by prime lamb producers

The staff and the service

Quick turn around of ASBVs from data. It works for me.

Update regularly i.e. 2/month new ASBVs

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Marvellous service that helps provide us with the genetic worth of sires

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Technical expertise of both front room and backroom staff

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It is easy to search sires and end of year results are good.

Sheep genomics not ready for use yet

Advances in a competitive livestock market have been steered in a clear and focussed direction by Sheep Genetics.

Easy to understand. PW. Sheep match data.

Web data constantly updated.

Data search & comparison. Genetic selection

Most products & services are highly valued.

The database, pedigree retrieval, ASBVs + indices

The database, pedigree retrieval, ASBVs + indices

It's scientific basis

All good!

All good!

reliable breeding values

Availability of information; Skills & knowledge of staff; provides confidence (objective info) in mating programs.

The ability to use the information from SG to improve profitability the concept

I may not be utilizing Sheep Genetics to it's full potential because of time restraint

The ability to test and get good reasonably accurate ASBVs for every animal by 12 months or less AND access similar data for the whole SG tested flocks. REAL improvement is possible.

The data put out EBVs help identify sires that will help move a flock in the direction you want to go. Website good.

the whole system is good

Able to access your ASBVs and get updates easily

Able to access your ASBVs and get updates easily

Good information

Performance breeding genetic improvement

Readily available data Australia wide which can be related back to individuals flocks

Excellent database which does allow greater ability to follow sire lines and/or high performing lines.

Being able to view individual pedigrees/ASBV. I find this useful when buying new genetics prior to on property sales

Benchmark Terminals + Merinos

Benchmark Terminals + Merinos

Comparing animals without feeding the crap out of them. Access to information on all like minded breeders. Availability of personnel to sort out any problems.

ASBVs & staff

Very professional on a national basis

Very professional on a national basis

Research within CRC Info nuc. Genomics Project

ASBVs

ASBVs

10. Where are there opportunities for improvement?

It is good to see vendor with birth weight coming in with figure.

More openness

The ASBVs still need tweaking. The top sheep used to index the best - now they don't.

Eliminate poor data from breeders either by some analysis method, or better educate those who put the data in.

Should be heading for structural ASBV similar to Angus Australia

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Turn around time taken to send back results can sometimes be a bit long

1 database so all ASBVs are relative to each other. Only give NLW on full databases i.e. clients with DRY & DAB entries

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Increase its usage by seedstock producers - all rams sold must have figures.

Double checking to ensure accuracy - e.g. Pen card problems at NE Merino Field Days. educate whole of industry not just stud breeders

The search section of the website must have the sire of each animal displayed on the front table/page. This would save me hours of wasted search time.

Ease of use of PW + training on it

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A workshop in NW Tasmania

getting commercial breeders to understand and share the excitement of breeding values

Continued adoption across all sectors on meat quality & specifications

I'm a happy participant. I have concern that the DNA tests may provide non testing flocks without ASBVs a means of promoting sheep if the DNA SNP proves very accurate no problem but I have doubts they will. ASBVs + DNA seems a good way forward but wonder if the outcome will be as good as we all would hope . If DNA proves to be the next BIG THING it will be great.

Customer service. Data in. Data out. Post weaning wool traits. Let the data in its OK.

promotion to commercial producers

Reduce time after run that ASBV's appear on web site

Promote the use of ASBVs through articles in magazines more often

Promote the use of ASBVs through articles in magazines more often

PW update - now over 10 years old

More frequent runs/updates

There is too much fluctuation on ebvs especially young rams from when they are first on LAMBPLAN to when they have progeny. I suggest a restrictive buffer be placed on all young animals until they have progeny, in which data say (20%) can then be assessed with greater accuracy.

Across breed maternal - merino. Full maternal traits for merino.

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Public relations - especially within poll Dorset's seems to be really ordinary. What happened to get so many off side??

It is pleasing to see the response that you have made to doing away with carcass plus. I think the refinements are good.

less focus on CV and more on SD

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Condescending attitude of management is biggest issue turning average producers away rather than cost.

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Customer service - staff are agreeable on the phone but there is no action or follow up.

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11. General Comments/suggestions:

It does not matter what you do, it does not suit everyone.

LAMBPLAN 2020 needs to compensate: - for breeders with a long history of no assistance a lambing; and therefore, lambs are not weighted at birth to reduce interference with lambing. With years of drought there is no worm eggs to count so no WEC EBV. Please reply to above. John Kelly 162002.

Indexes - breeding objectives - Mismatched to say the least. None seem to achieve my objective - heavy weighting on body weight and other things kept hidden. Very disappointed in what is promised and what has been achieved. Comparing CTSE & SGA - you look after "mates". No one else has a chance of getting high ranking rams.

Focus on getting everything right i.e. the correlations, data quality, etc and let breeders do the marketing. I don't want my membership/ animal fees wasted on promotional material for the laggards, they should have to pay for it.

Don't be afraid to change carcass plus index to include BWT. Must reduce high BWT sires being included in the elite type lists - wrong message. LAMB 2020 should also increase BWT emphasis to cut out the high BWT sire. Not enough emphasis.

Maybe some form of auditing the way some breeders collect their results to keep up confidence in the analysis provided

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Remove filters!!! Don't drop ball on service to current clients as SG offers huge amount of time, resources on trying to increase Merino uptake.

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We need a comparison of those studs that use MERINOSELECT to select sires with those that select on a classing by visual with raw data measurements.

I've sold my sheep, no longer need.

We use our raw figures as a tool. Don't use LAMBPLAN figures and approx 50 of our sheep have been retagged because they have lost tags so have no history.

More detail, traits & accuracies. Good for stud breeders however, clients of stud breeders still get confused or don't get enough out of them for the effort breeders put in.

People who do not have a background in computing come to dead-end and give up!!!

going a good job - keep going

LAMBPLAN has given us the capacity to improve our sheep's performance & the ability to measure this improvement. Accuracy quality is essential if the ASBVs are to have any value.

Too low ASBVs when FLC wt always high

I receive reports but they seem incomplete. I don't see any genetic trends for my flock. There are probably features in PW that I don't know how to use. I would like to make my own index. I could use some training on how to use the software and how to create reports with the software.

I am using LMABPLAN but not accessing other information. At the moment I have a problem with program freezing my computer after printing reports. Am waiting for one of my sons to come home and look at the problem. These problems stop me from using the site because I don't have the expertise and therefore I lack confidence in searching the full website.

Regarding Mate selection software - This topic requires more in depth consideration. I used TGRM in the development stages. BUT was charged \$1000 for a 'single' run which was quite different to my previous experience. We spend (small flock) a lot of time considering every ewe/ram joinings individually - thinking about the whole question needs more consideration not just have much it might cost!

No problems collecting data just a pain to get it organised to submit and costly but I need the figures.

As I am an accredited scanner for LAMBPLAN I feel I understand the system quite well. But speaking to clients and commercial producers they still see it as a bunch of figures. Rather than an EBV.

Some of the software available isn't as user friendly as it could be

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I know we seem to be making great genetic gains but seem a bit exaggerated to me.

No envelope in package

Generally very happy with service. Keep it going!!

Remove Indexes. The indexes are becoming a race/competition between breeders to achieve to highest ones. Too many animals are being rewarded for being extreme in certain traits. If indexes were removed clients and breeders would become better educated on what the individual traits are and not overall index which could be irrelevant for their target market.

Provide penalties to animals that are often too lean or too much muscle etc. An animal that is too lean can provide as many finishing problems as ones that are too fat for example. I would much prefer to purchase an animal that has balanced ebvs than one that is extreme in any particular trait. These balanced animals need to be shown as desirable!!!

I'm happy with the information + service provided

No incentive to fill in survey!

I find it very frustrating the Elite list is filtered depending on who is a member of a breed society etc. This is a ridiculous situation and more data available the better for industry so a bigger effort should be made to get all sheep that are LAMBPLANNED up on the web Elites.

Greater effort to educate the wider (Farming) community

The above question on mate selection software is confusing. I think it refers to TGRM type program. To me, availability of this type of program is very important with selection for improved genetic gain it is often difficult to control inbreeding & maximise genetic gain. I have used TGRM for a number of years but I feel I could get a better result by doing it myself. It is difficult to get a better result at a distance from the operator.

Would like better help section for PW on the website, particularly for trait recording.

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Do not use your service enough. We are just beginning to really concentrate & focus on using ASBVs for selection and marketing. I hope to learn a great deal more over the next 2-3years.