

Tully Open Day 2009

Survey: Saturday 10th of October



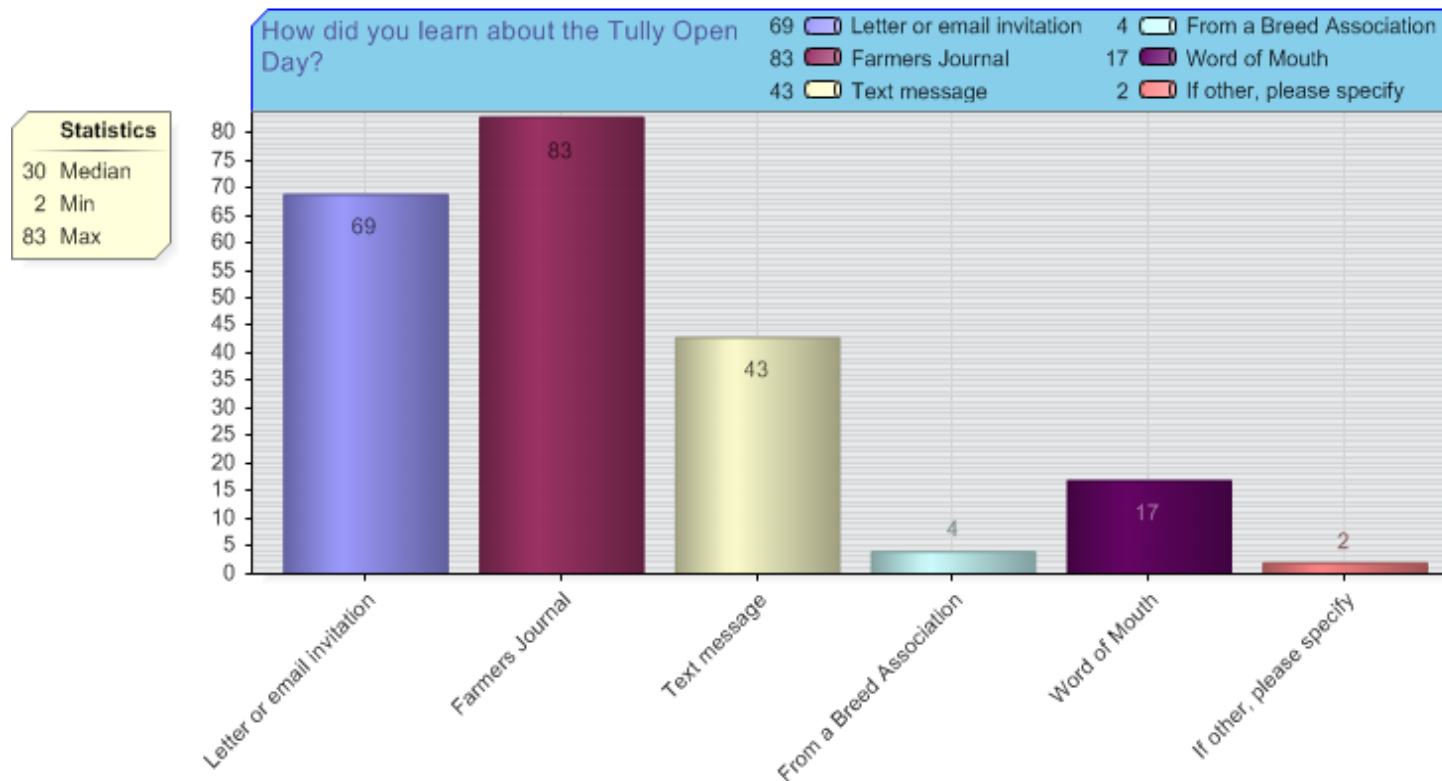
Survey Introduction

The results are from a survey carried out at a Tully GEN€ IR€LAND open day, which took place at Tully performance test centre in Co, Kildare.

The objective of the day was to inform pedigree and commercial beef farmers of new tools that can be used in breeding, which can help maximise profit from their herd, and also, to promote Tully and GEN€ IR€LAND for an upcoming intake.

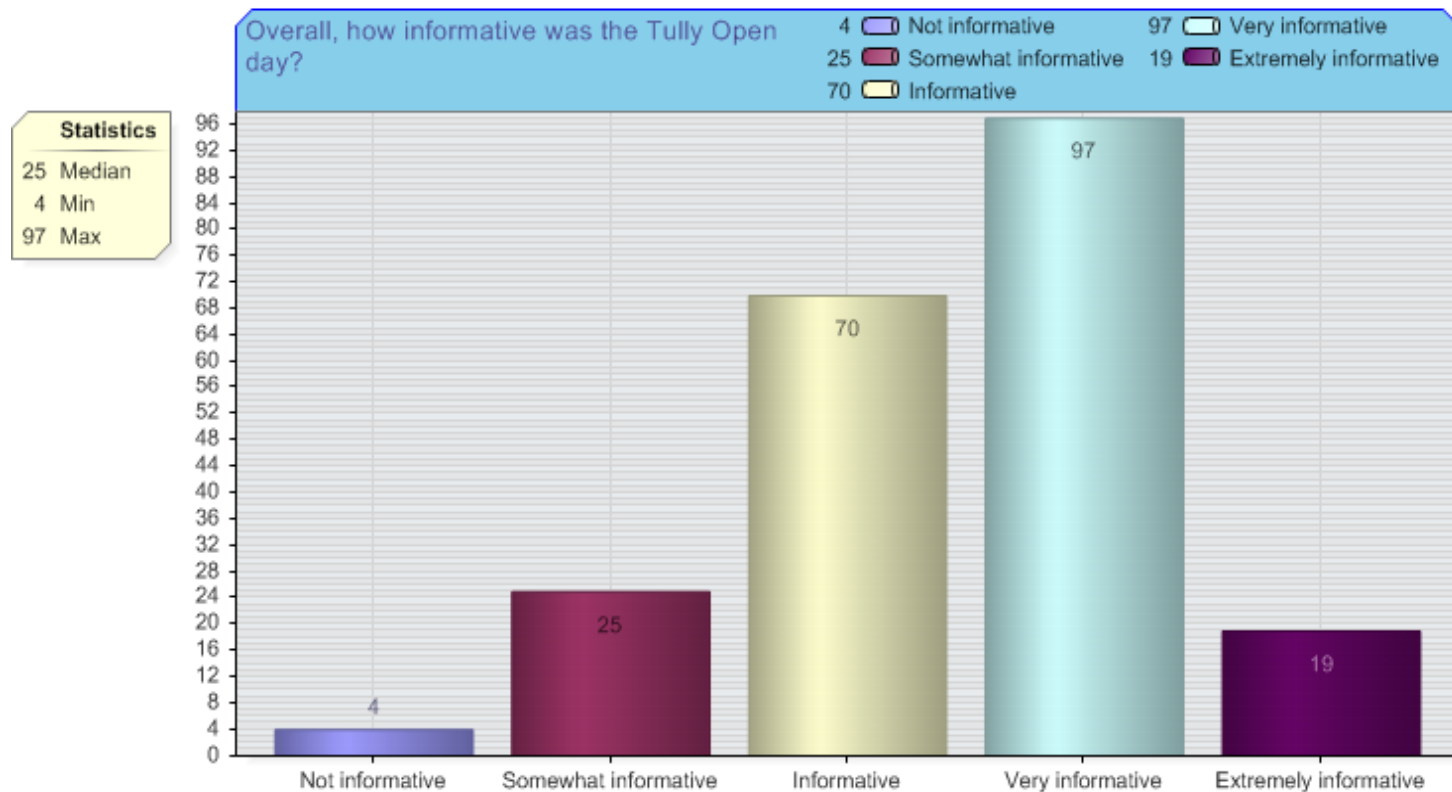
This survey was carried out on both commercial and pedigree beef farmers. 228 people participated in the survey.

How did you learn about the Tully Open Day?



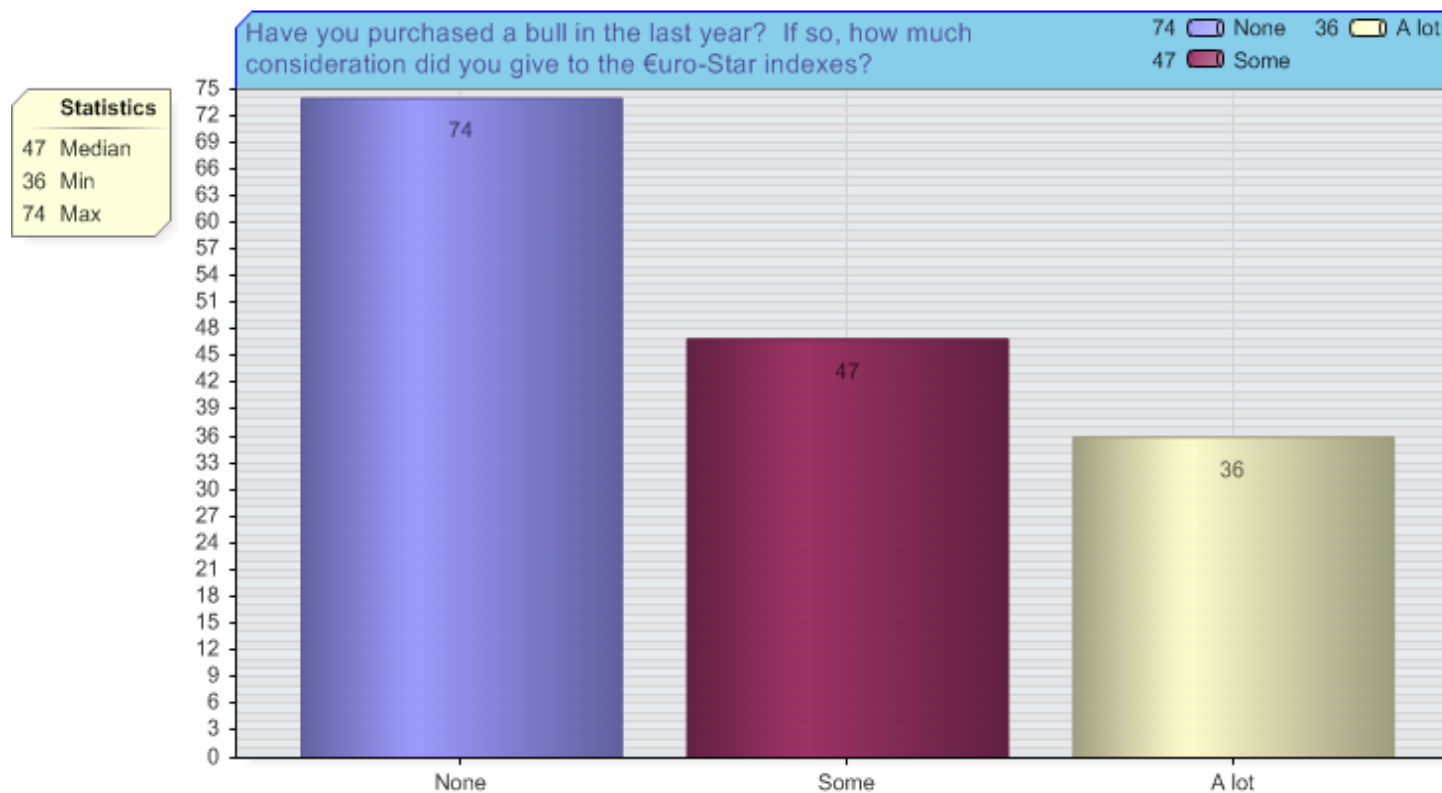
Farmers were mainly informed through the Irish Farmers Journal (n = 83) and by letter or e-mail (n = 69)

Overall, how informative was the Tully Open day?



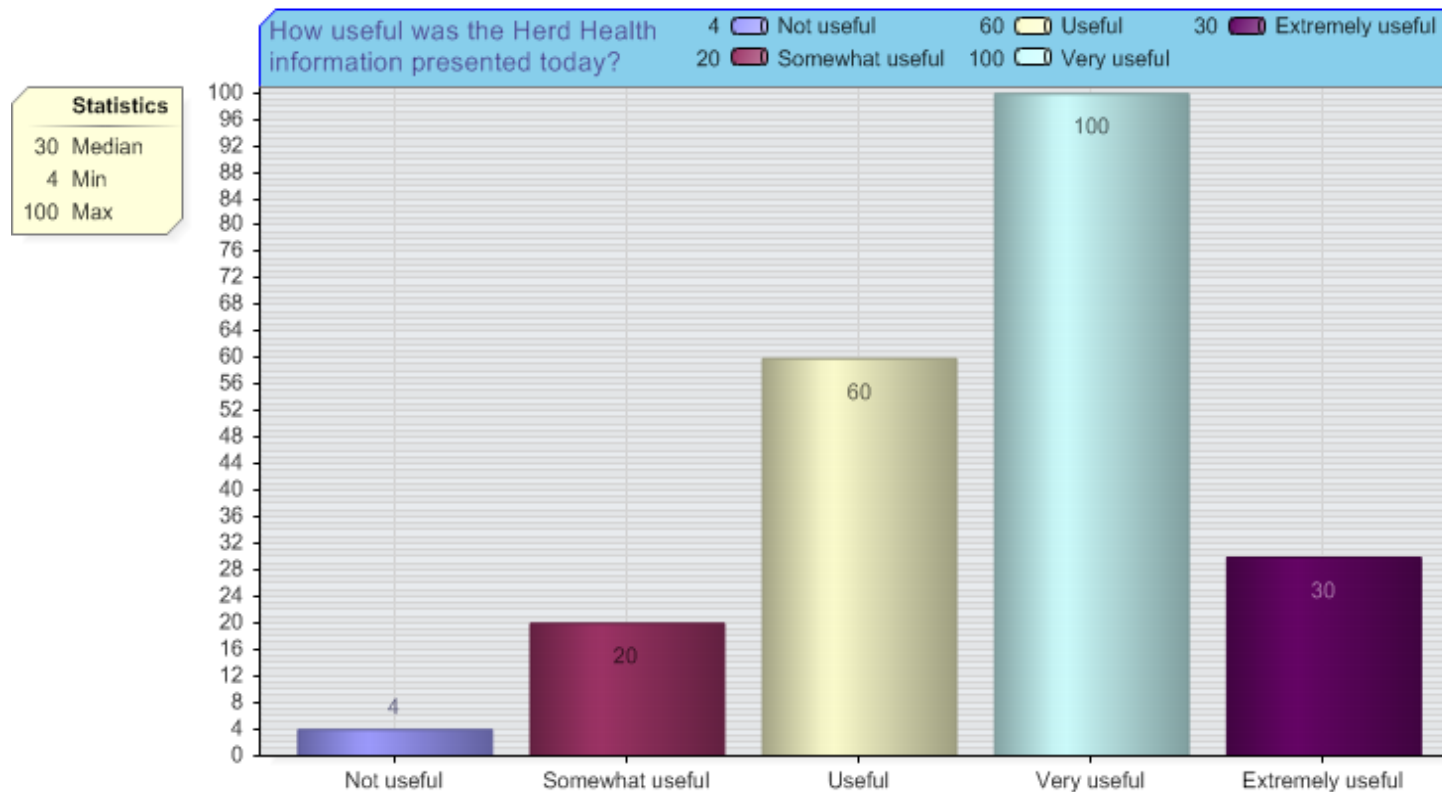
86.5% of farmers found the event to be either informative, very informative or extremely informative

Have you purchased a bull in the last year? If so, how much consideration did you give to the €uro-Star indexes?



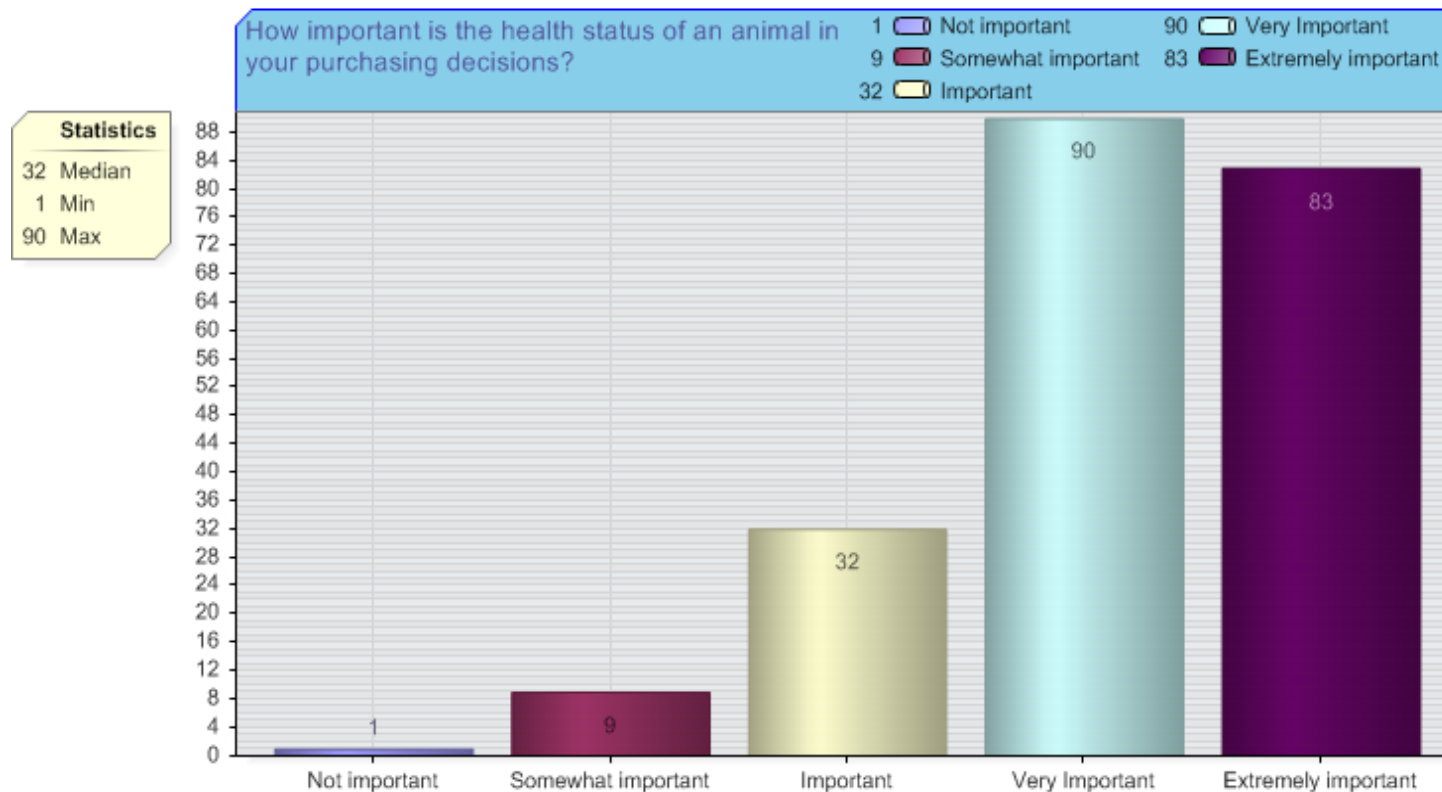
59% of breeders consider the €uro-Stars when buying a bull

How useful was the Herd Health information presented today?



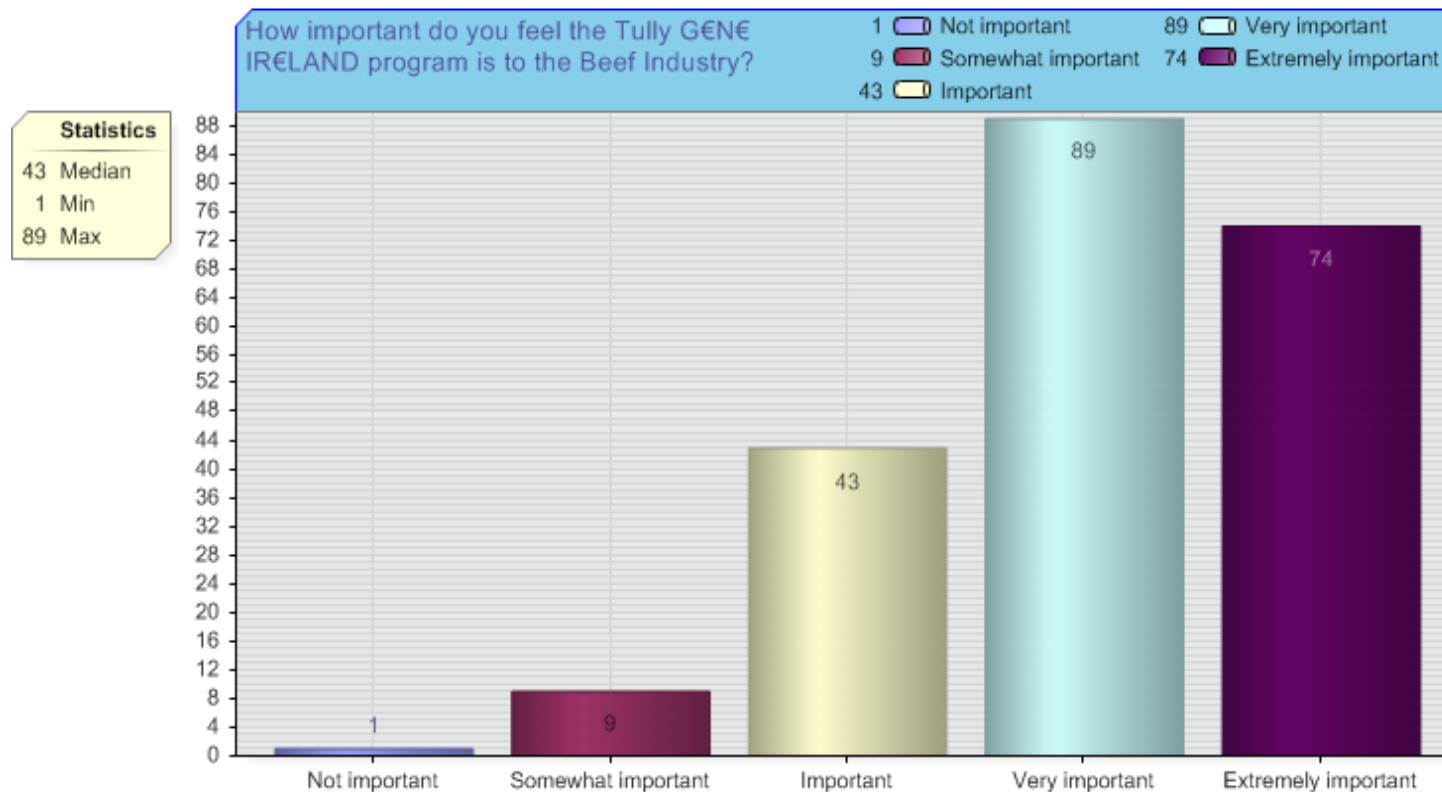
89% of farmers found the Herd Health information to be either useful, very useful of extremely useful

How important is the health status of an animal in your purchasing decisions?



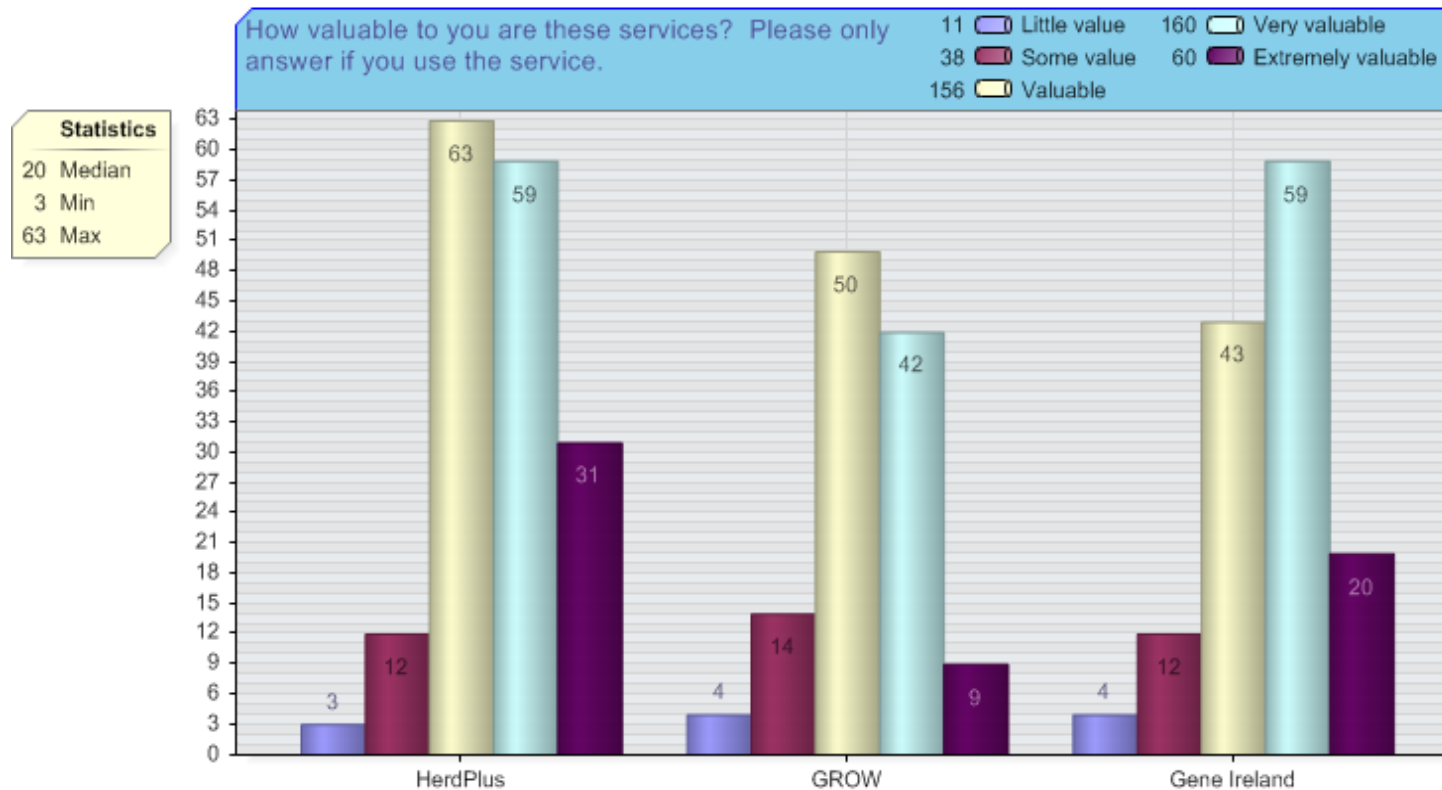
95.5% of famers found the health status when purchasing animals to be from somewhat important to extremely important

How important do you feel the Tully GENE IRELAND program is to the Beef Industry?



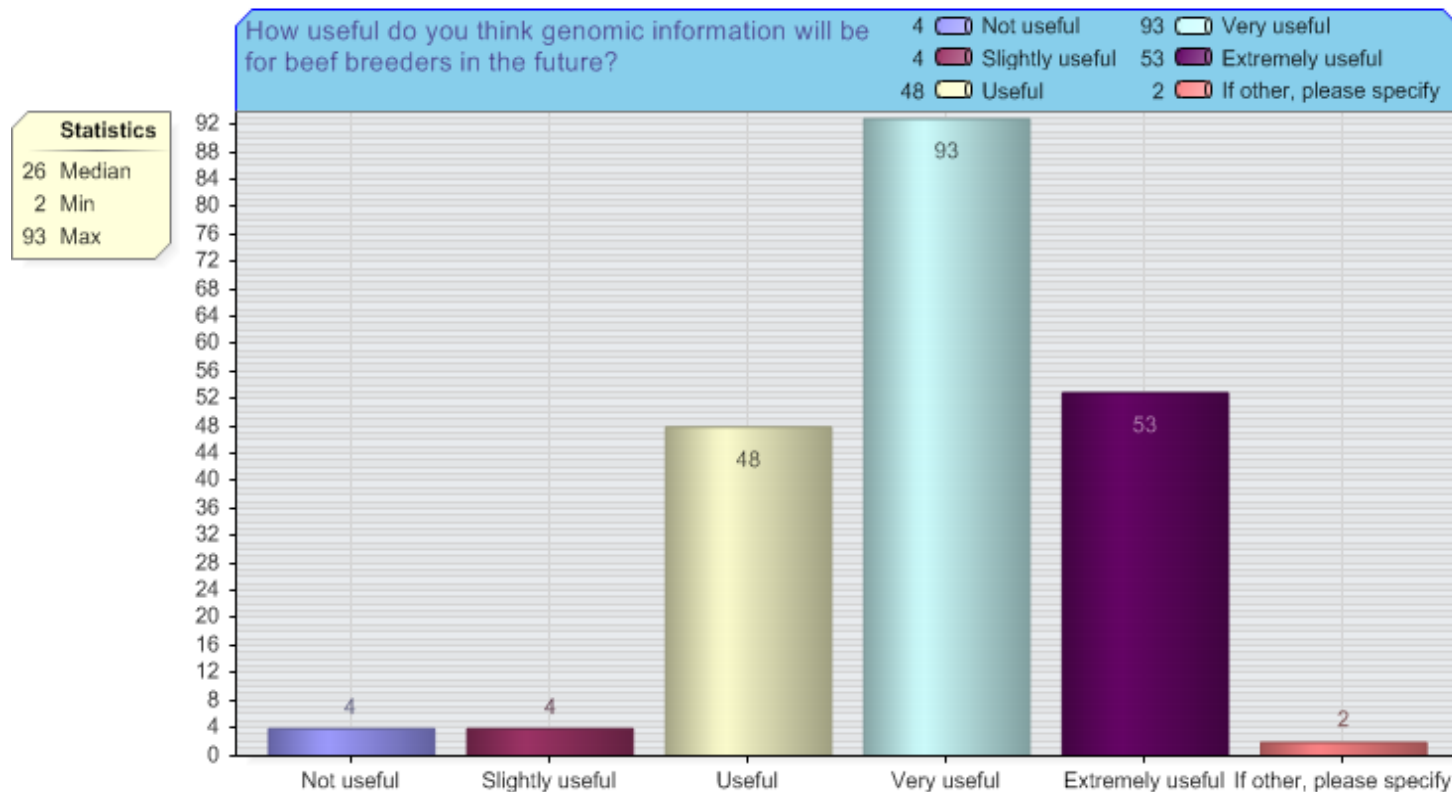
95% of farmers found the Tully GENE IRELAND program to be either important, very important or extremely important

How valuable to you are these services? Please only answer if you use the service.



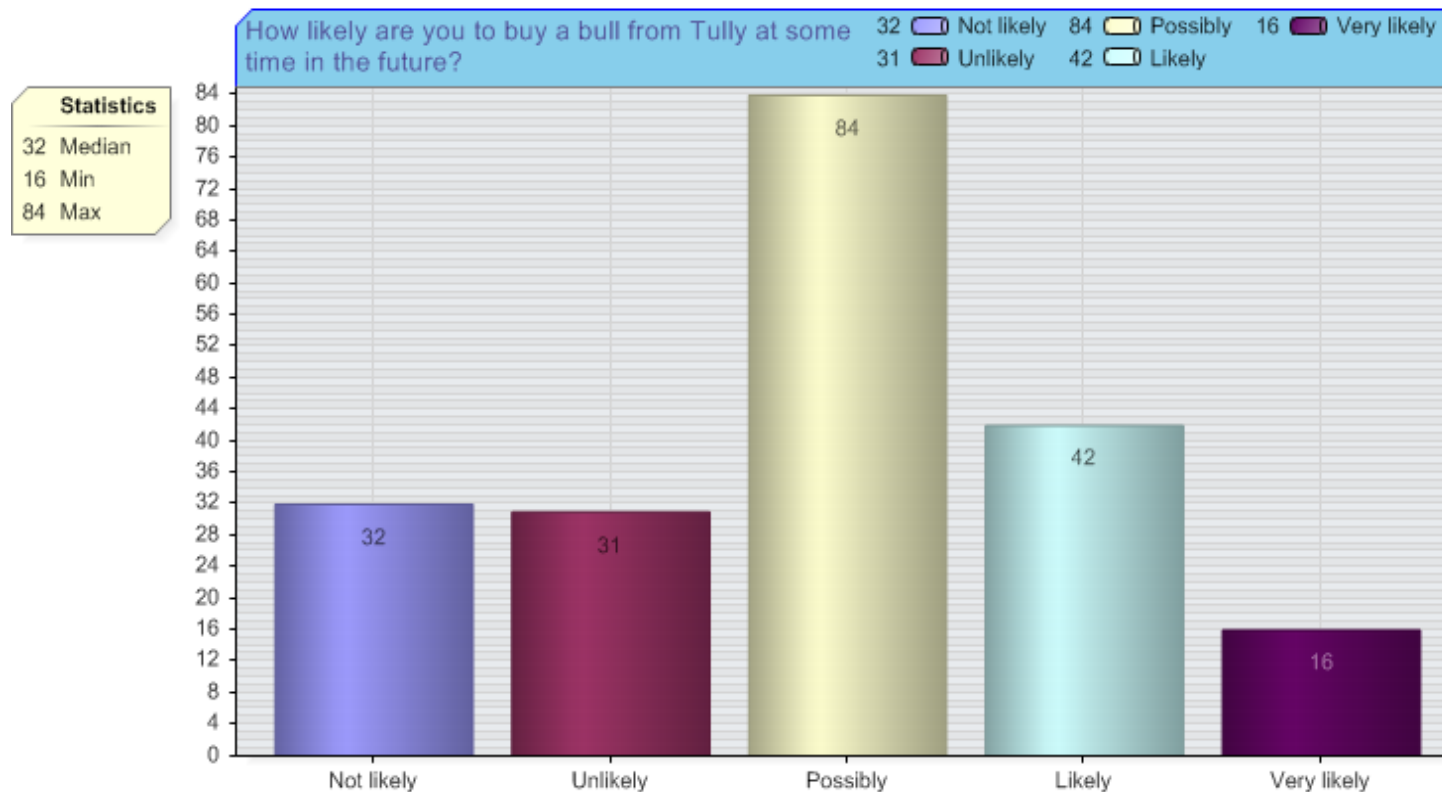
Overall, HerdPlus, GROW and G€N€ IR€LAND services were found to be very useful and valuable tools to breeders who use the service

How useful do you think genomic information will be for beef breeders in the future?



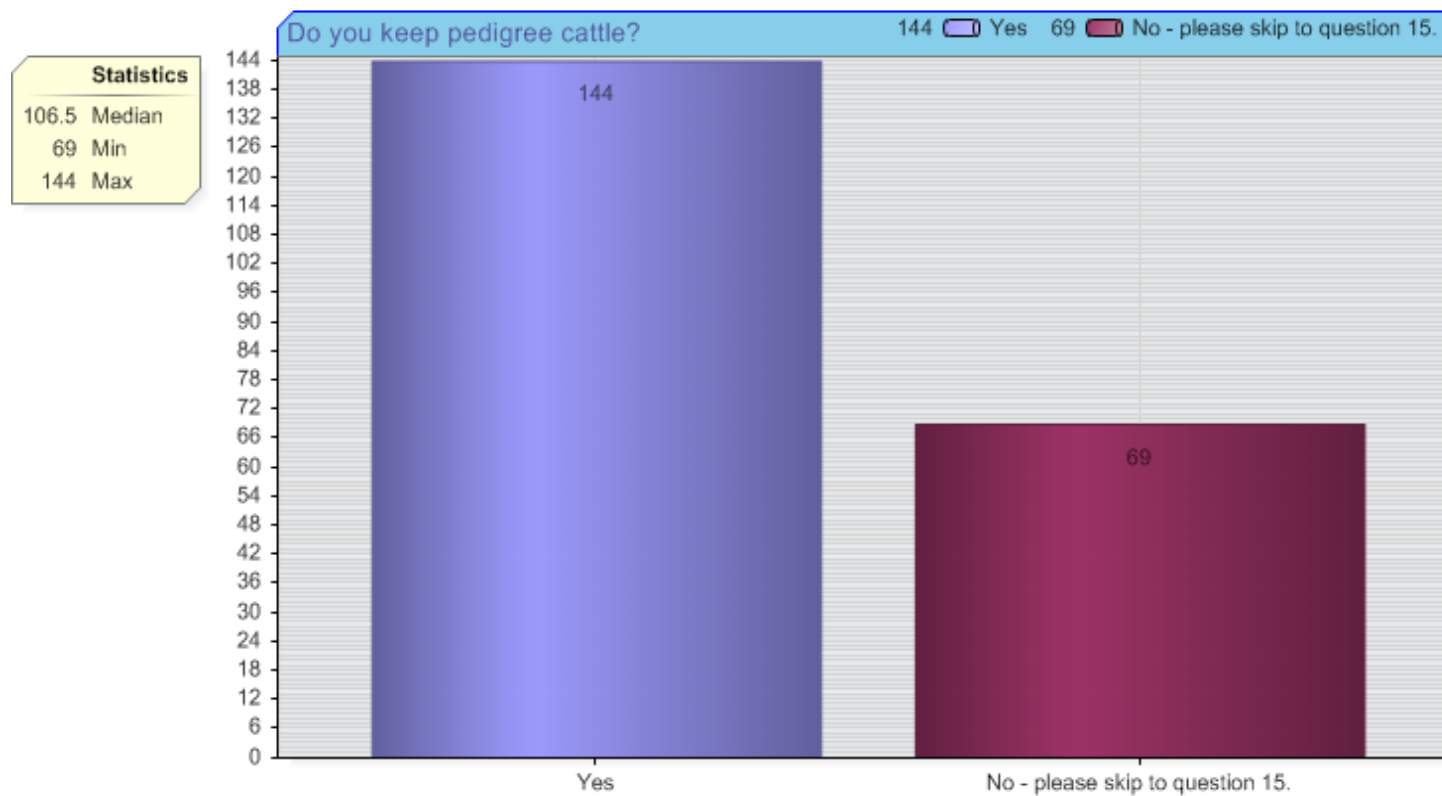
95% of those surveyed think that Genomic selection will be either useful, very useful or Extremely useful in the future.

How likely are you to buy a bull from Tully at some time in the future?



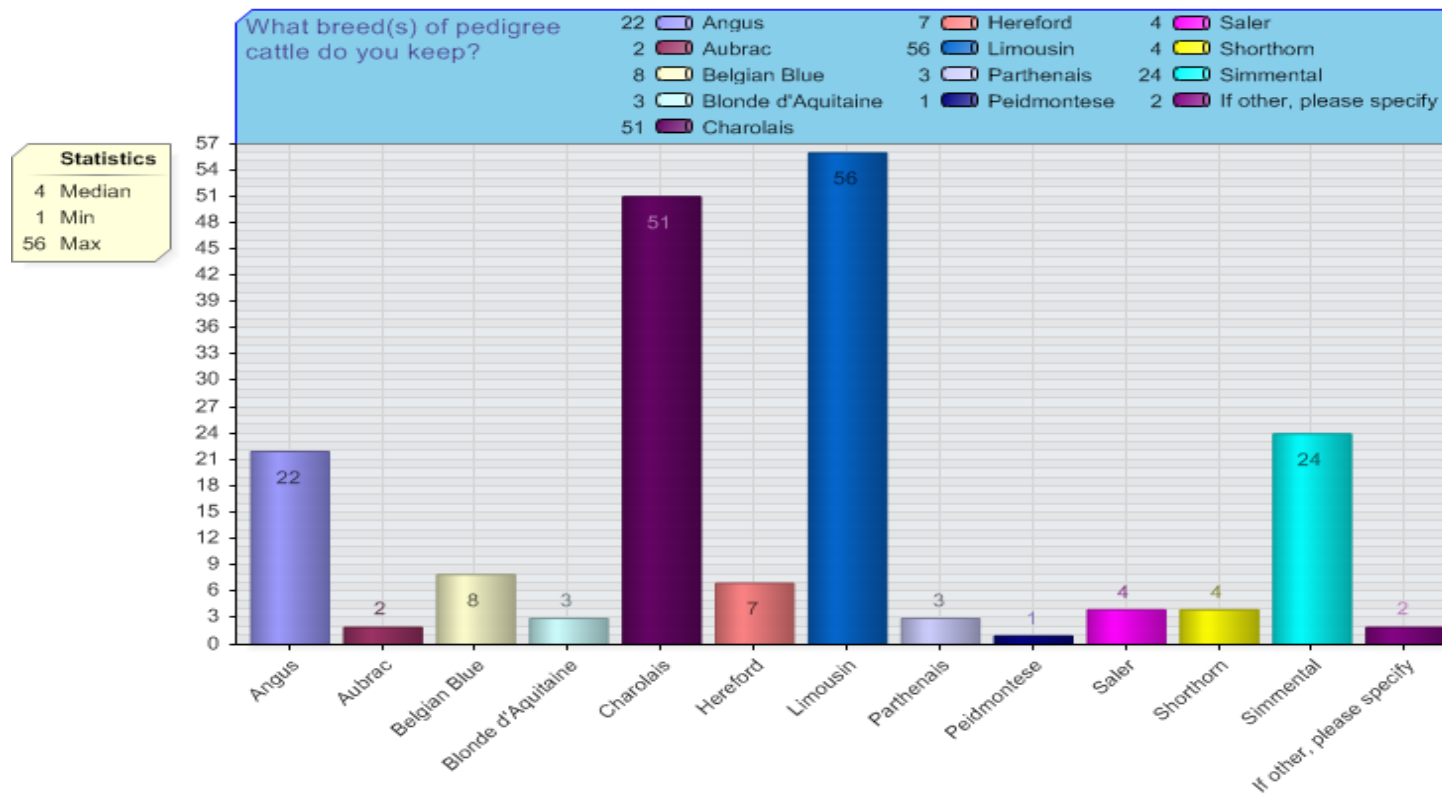
69% of those surveyed answered that their was a possibility, likely or very likely to buy a bull out of Tully while, 31% answered they were unlikely or not likely to buy a bull in the future.

Do you keep pedigree cattle?

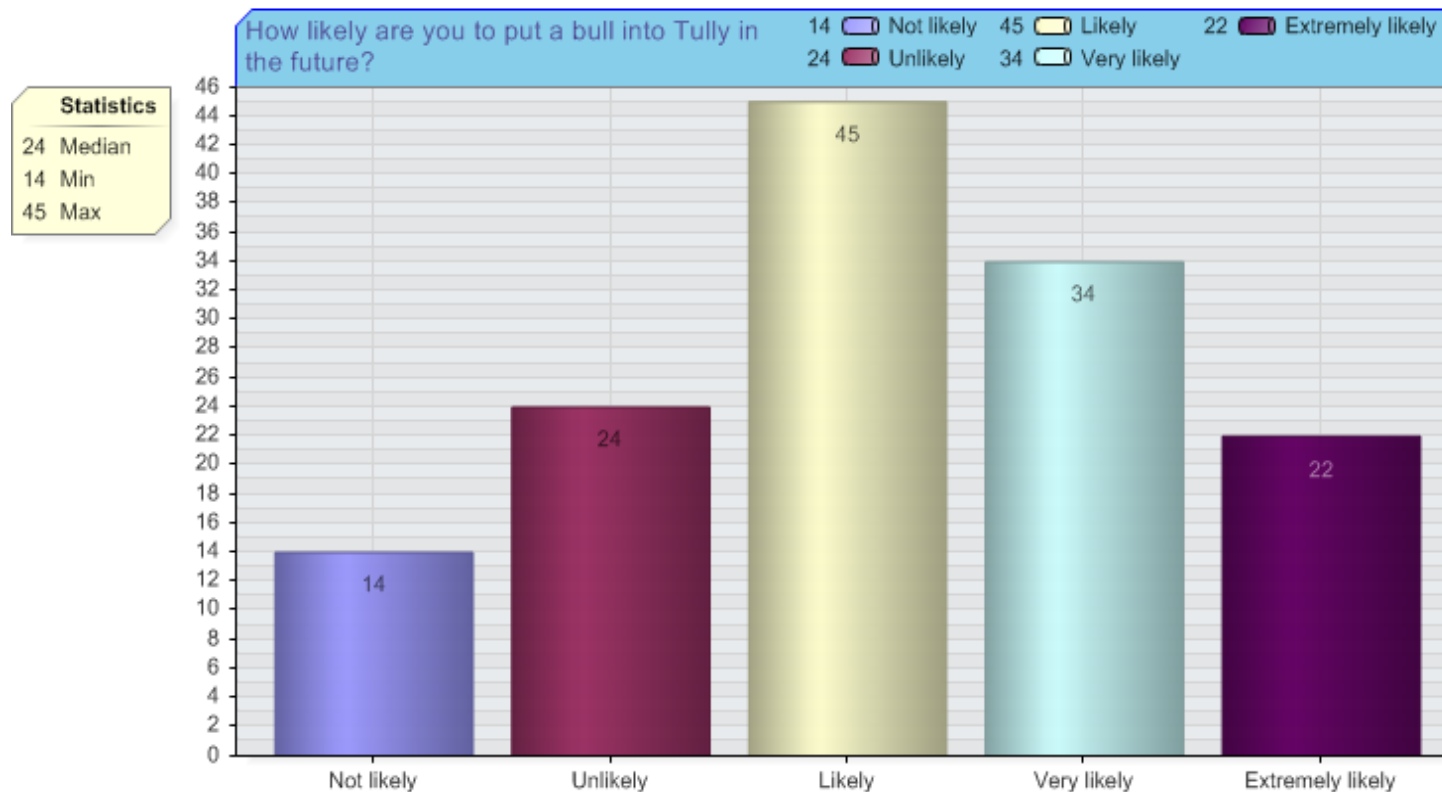


Of those surveyed, 68% were pedigree breeders

What breed(s) of pedigree cattle do you keep?

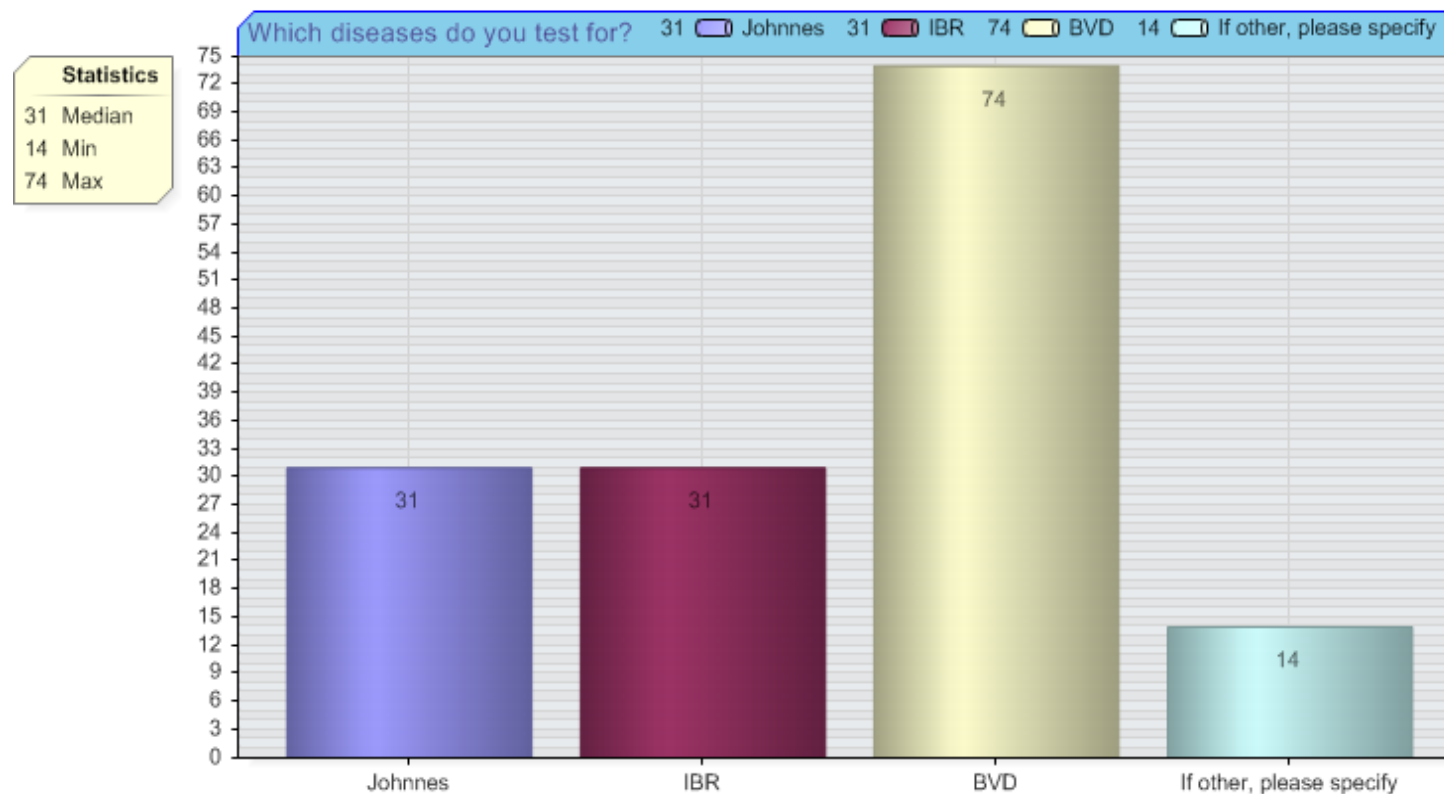


How likely are you to put a bull into Tully in the future?



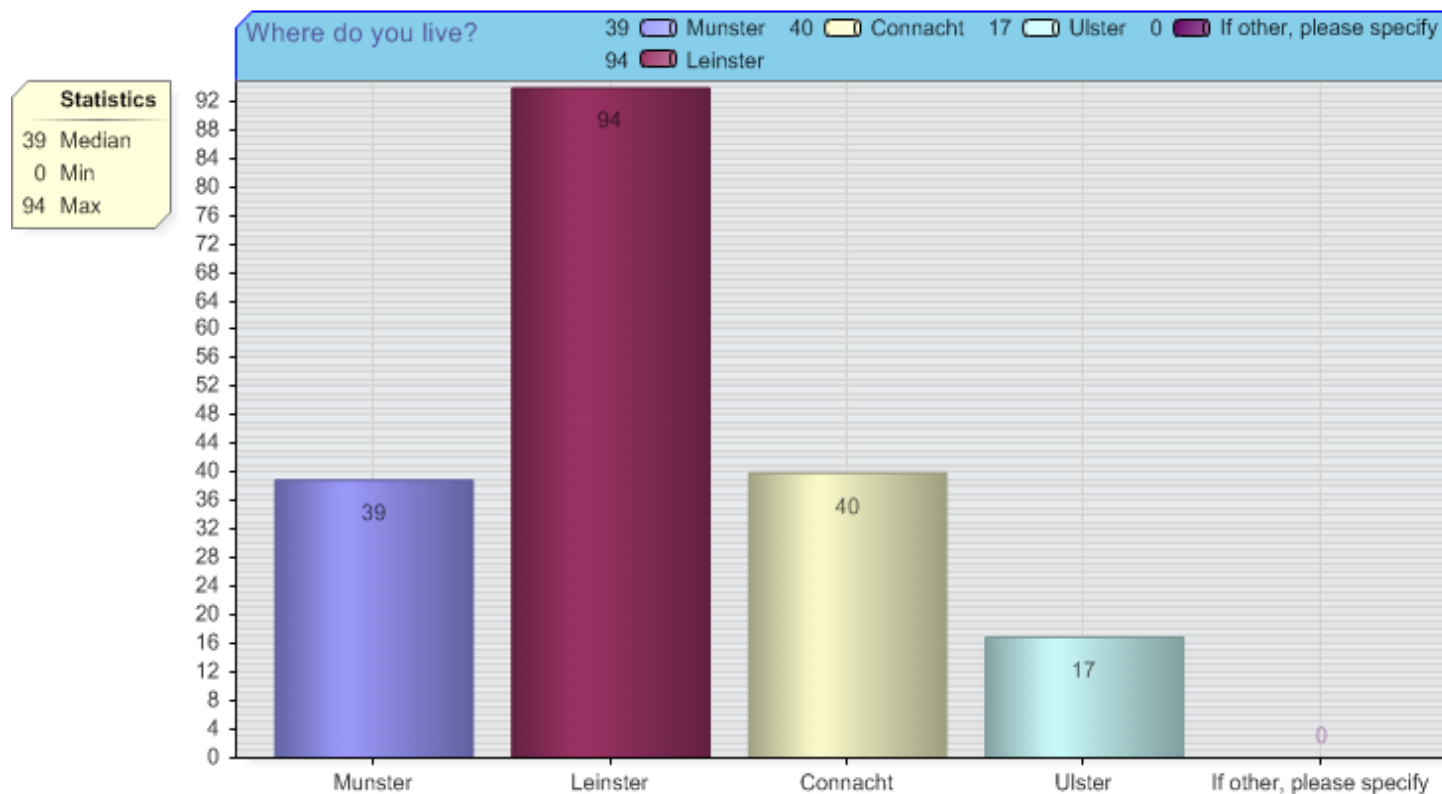
Of those surveyed, 73% of pedigree breeders answered that they were likely, very likely or extremely likely to put a bull into Tully in the future

Which diseases do you test for?



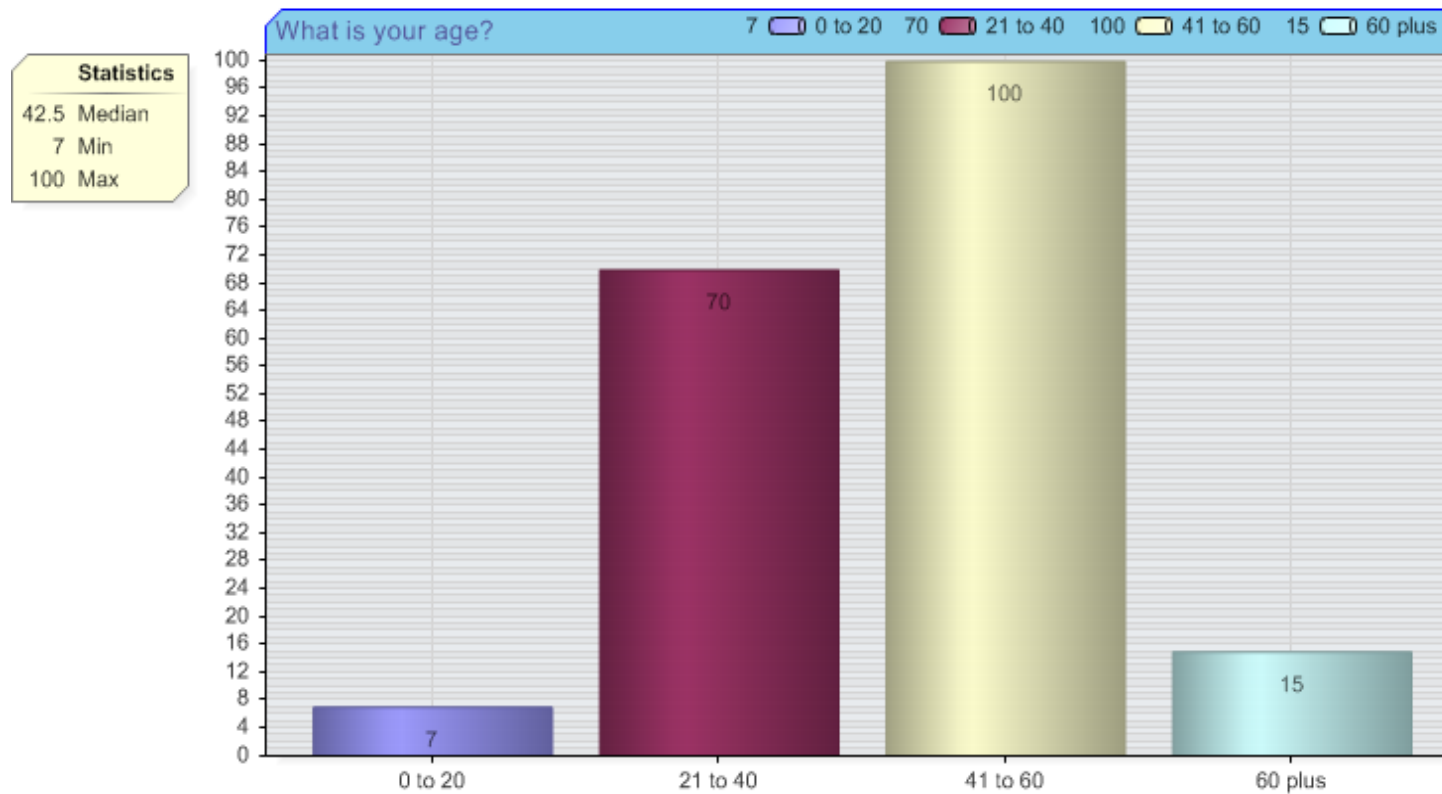
Of the 150 farmers that answered this question, 21% tested for Johne's and IBR, 49% for BVD and 9% for other diseases

Where do you live?



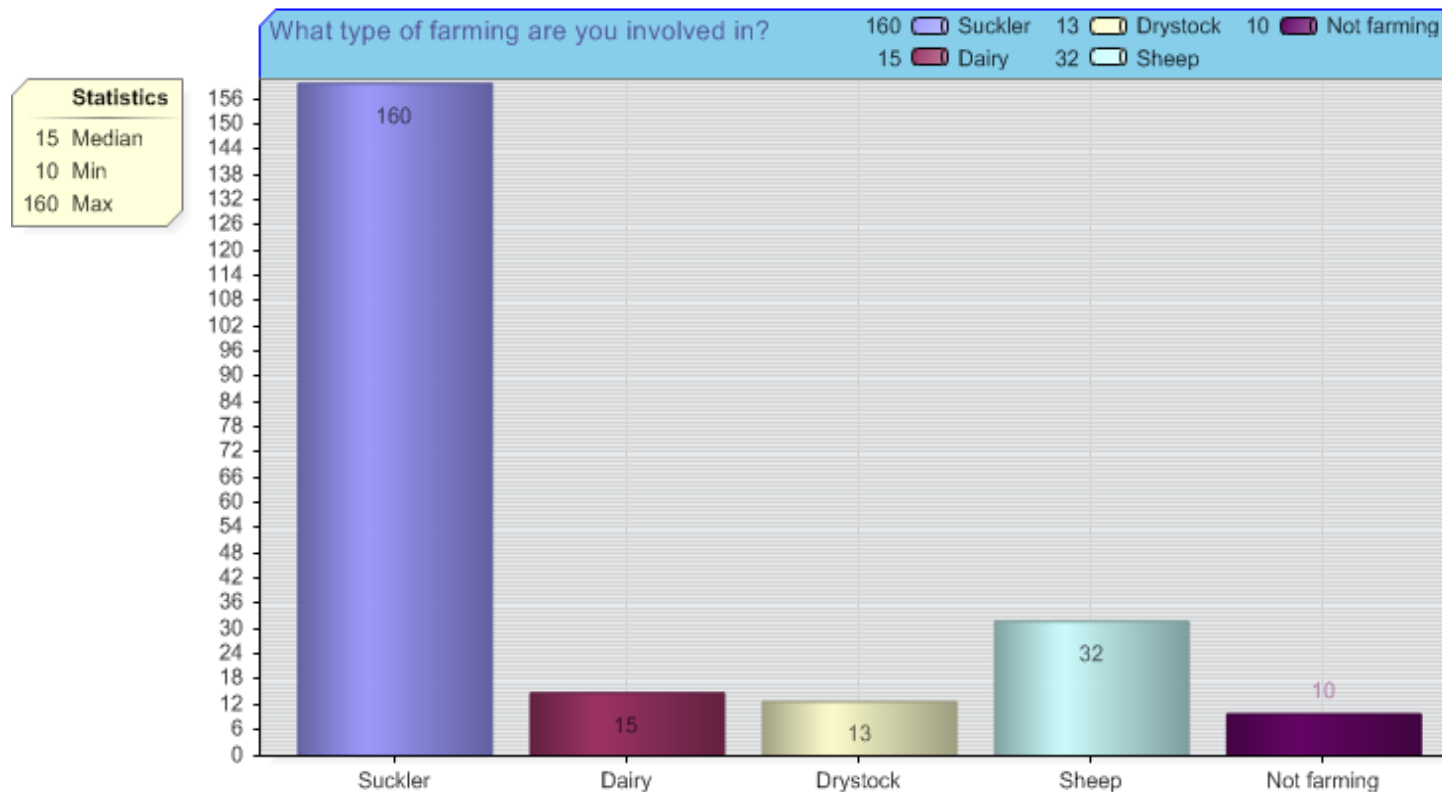
There was a good spread of people from all provinces with Leinster having the highest number as expected considering the location of Tully.

What is your age?



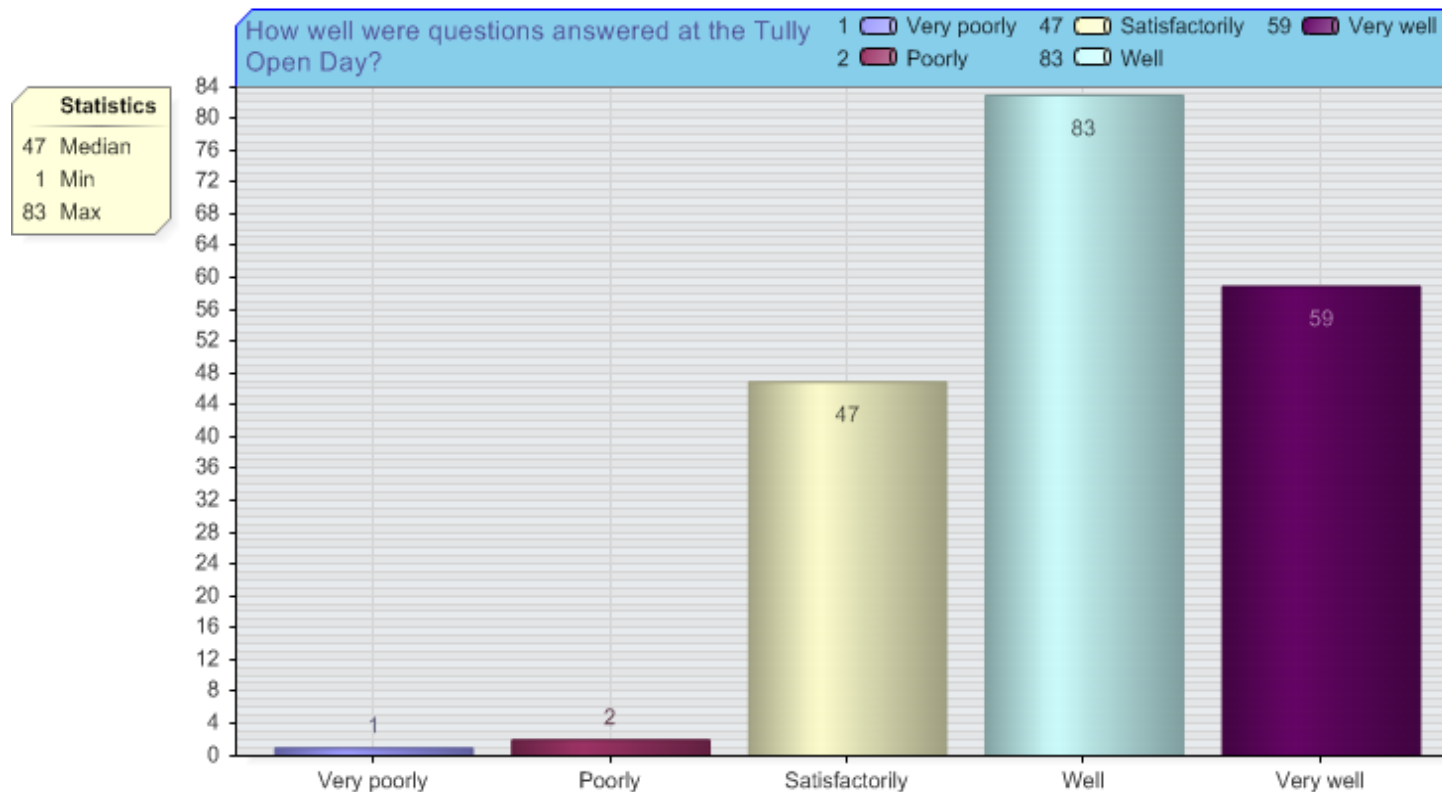
Those that attended the event were mainly between 20 and 60 years of age

What type of farming are you involved in?



The highest percentage of those surveyed were mainly involved in Suckler farming (69.5%), while 4% were not presently farming

How well were questions answered at the Tully Open Day?



Those surveyed seemed to be happy that the understood and answered questions well.