



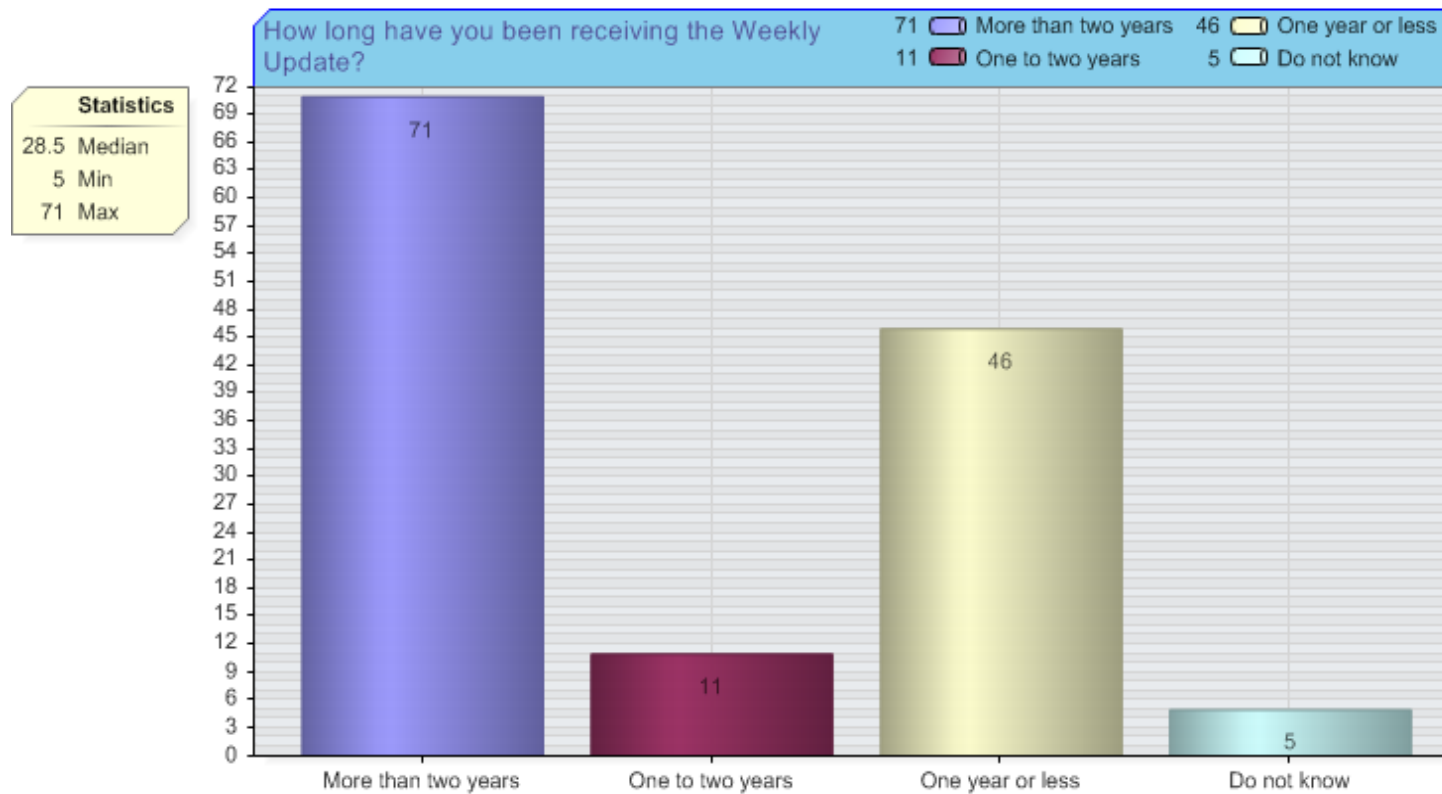
ICBF & Sheep Ireland Weekly Update

Analysis on 2nd February 2009 – Brian Wickham

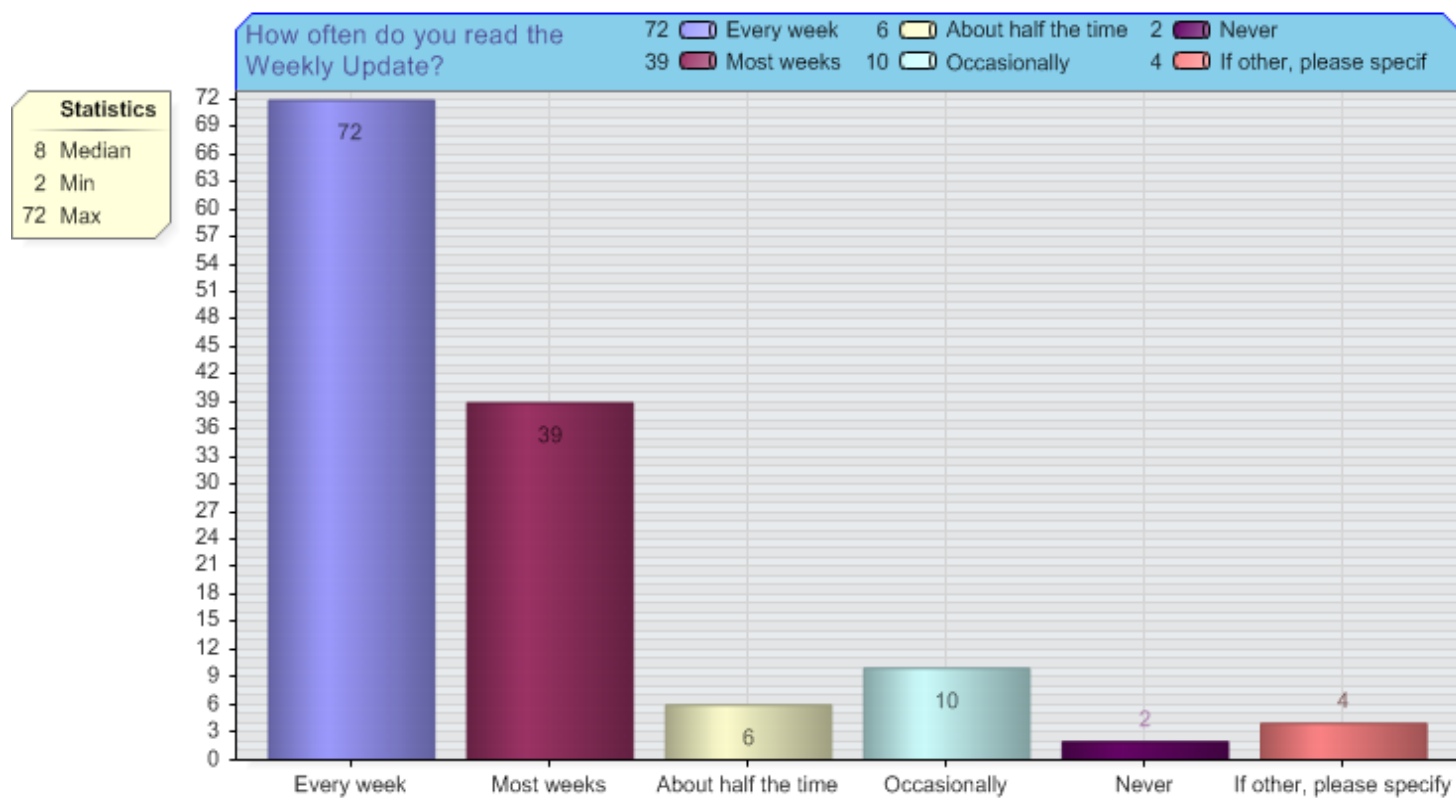
Survey Statistics

Survey Status:		Web Deployment Status:		Email Deployment Status:	
Status:	Live	Total Takers:	1	Invited Via Email:	273
Launch Date:	01/16/2009	Complete Responses:	1	Total Takers:	133
Closed Date:		Partial Responses:	0	Complete Responses:	120
Total Survey Takers:	134			Partial Responses:	13
Median Response Time:	4 mins, 56 Seconds			Bounced Email:	0
				Opted Out:	2

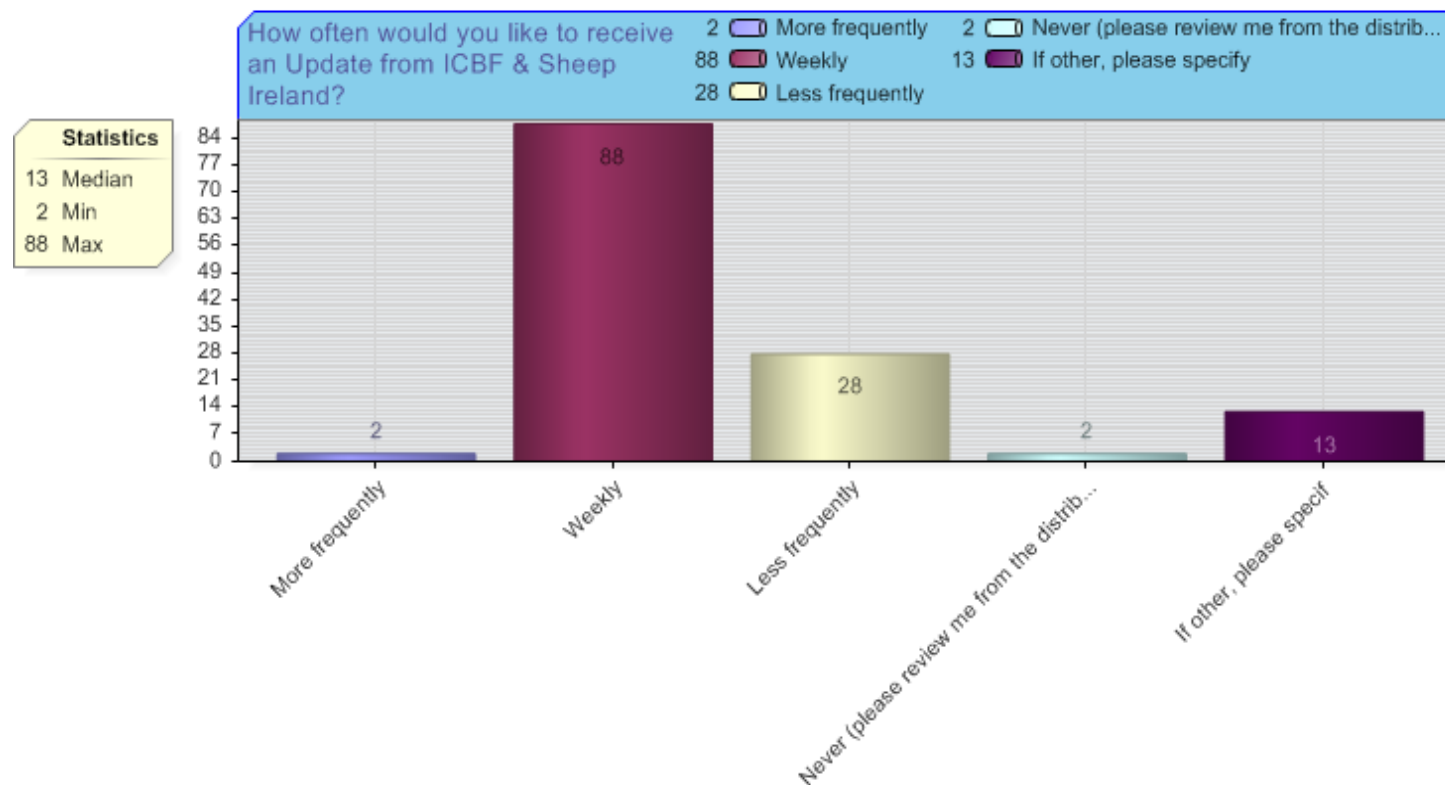
How long have you been receiving the Weekly Update?



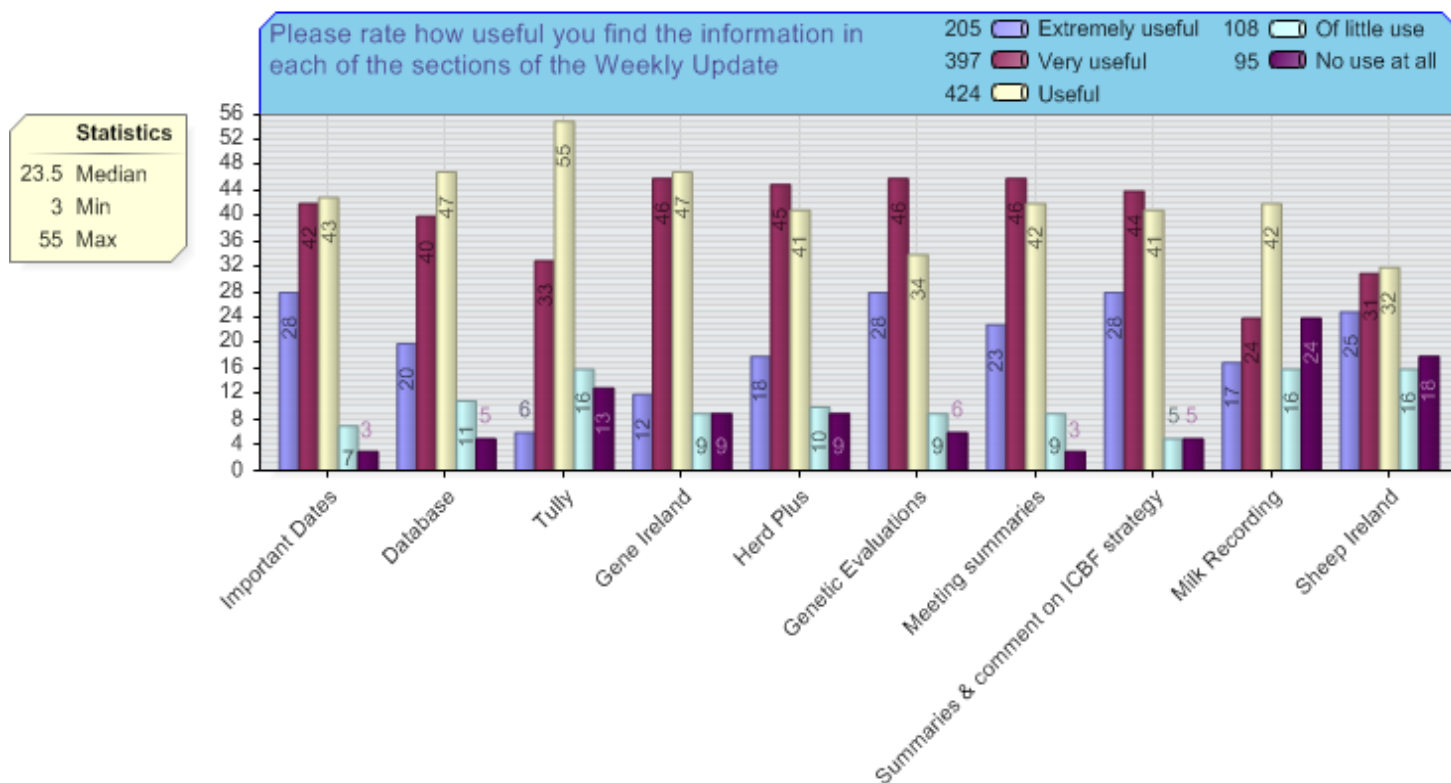
How often do you read the Weekly Update?



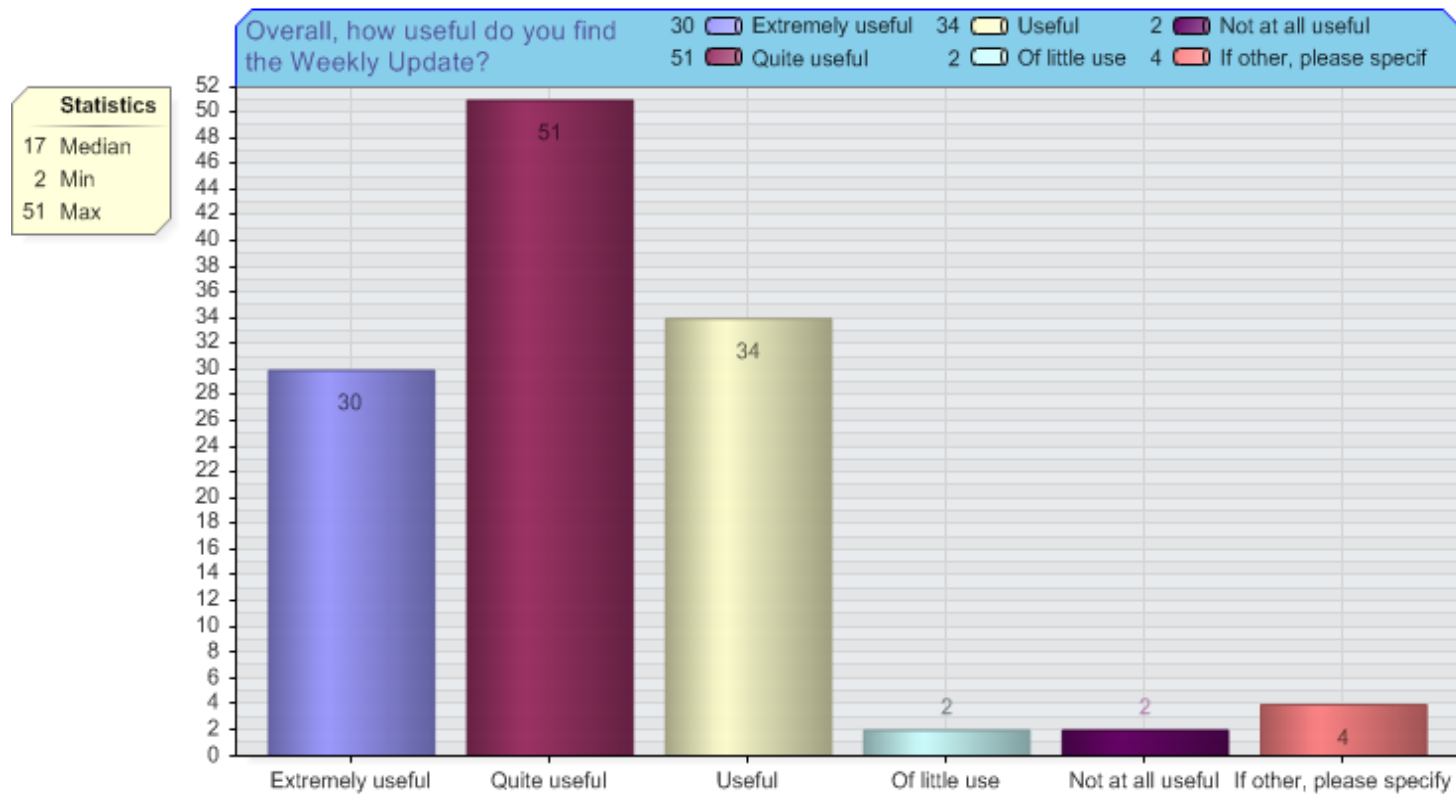
How often would you like to receive an Update from ICBF & Sheep Ireland?



Please rate how useful you find the information in each of the sections of the Weekly Update



Overall, how useful do you find the Weekly Update?



How could the Weekly Update be made more useful for you?

1	While very useful, I find it rather long. I think it should be made more concise with less detail, especially on routine items and particularly those of a statistical nature.
2	Update useful on records received through animal events returns. Some results/summaries of what the total returns show would be useful on say a monthly/bimonthly basis and/or at the end of a recording period.
3	There should be a monthly meeting with ICBF staff about what projects we are looking at and what is coming up and why it important to ICBF.
4	There are quit a view graphs that show something increases with the recording. Do we need them every time?
5	The weekly update is an excellent communications tool - unique in its field, as far as I know. Perhaps from time to time pen pics of ICBF staff could be included - its good to be able to put a face to a name.
6	The information is interesting , more than useful . For that reason I only look at it on a monthly basis.
7	Sheep image looks distorted
8	Often don't have the time to read them
9	not afamiliar enough to comment
10	No suggestion. Extremely happy with current format

How could the Weekly Update be made more useful for you?

11	No Opinion
12	No advice since foreigner
13	need more info from the sheep side of things
14	more topic specific and opportunity to contibute
15	More on Sheep Ireland please.
16	More on Sheep Ireland developments.
17	More news re. Sheep Ireland, such as MALP participation, breeder comment, commercial farmer support
18	More fact and less of the self glorification.
19	Minimise spin
20	Less frequently (say monthly) would probably be more useful.

How could the Weekly Update be made more useful for you?

21	It provides me with enough information the way it is.
22	It is fine. We can selectively read what we want ,what is relevent, etc A reminder of semen un/availability by bull would be useful.
23	It is fine from my perspective
24	It is as good as can be for me as I am not a direct beneficiary of ICBF services
25	Is already a very good update on ICBF activities.
26	Interested in the beef end of things, but have no interest in dairying or sheep. Need better info of when evaluation updates are to take place. If a person has questions regarding ICBF problems/ updates, have a list with email details of who deals /answers with each section.
27	I'm not a farmer so I read it for interest only
28	If there were no objections would it be possible to get AI handheld figures by breed on a ytd basis as the season progresses?
29	ICBF are to be complimented in their ability to provide the newsletter every week to a high standard.
30	I would prefer to have more sheep information on it, i suppose that will come once the scheme gets going properly.

How could the Weekly Update be made more useful for you?

31	I would be interested in seeing the new provisional proof releases as soon as they become available and not having to wait for them on web site for a another few weeks
32	I think it covers the right issues.
33	I like it the way it is.
34	I have not been on the mailing list
35	I have found the update most useful when it includes some of the technology transfer activities, i.e. slides used on farmer presentations.
36	I find it very usefull, obviously it will not always contain information on the specific topics I require frequently, but it is still very helpfull - Very satisfied
37	I don't need weekly update. However it's good to know wher to seek for information when needed
38	I am only interested in the sheep end of things.I expect this will be more informative as the scheme progresses.
39	I like it the way it is.
40	Have weekly update split into different categories eg. Beef, Dairying or Sheep

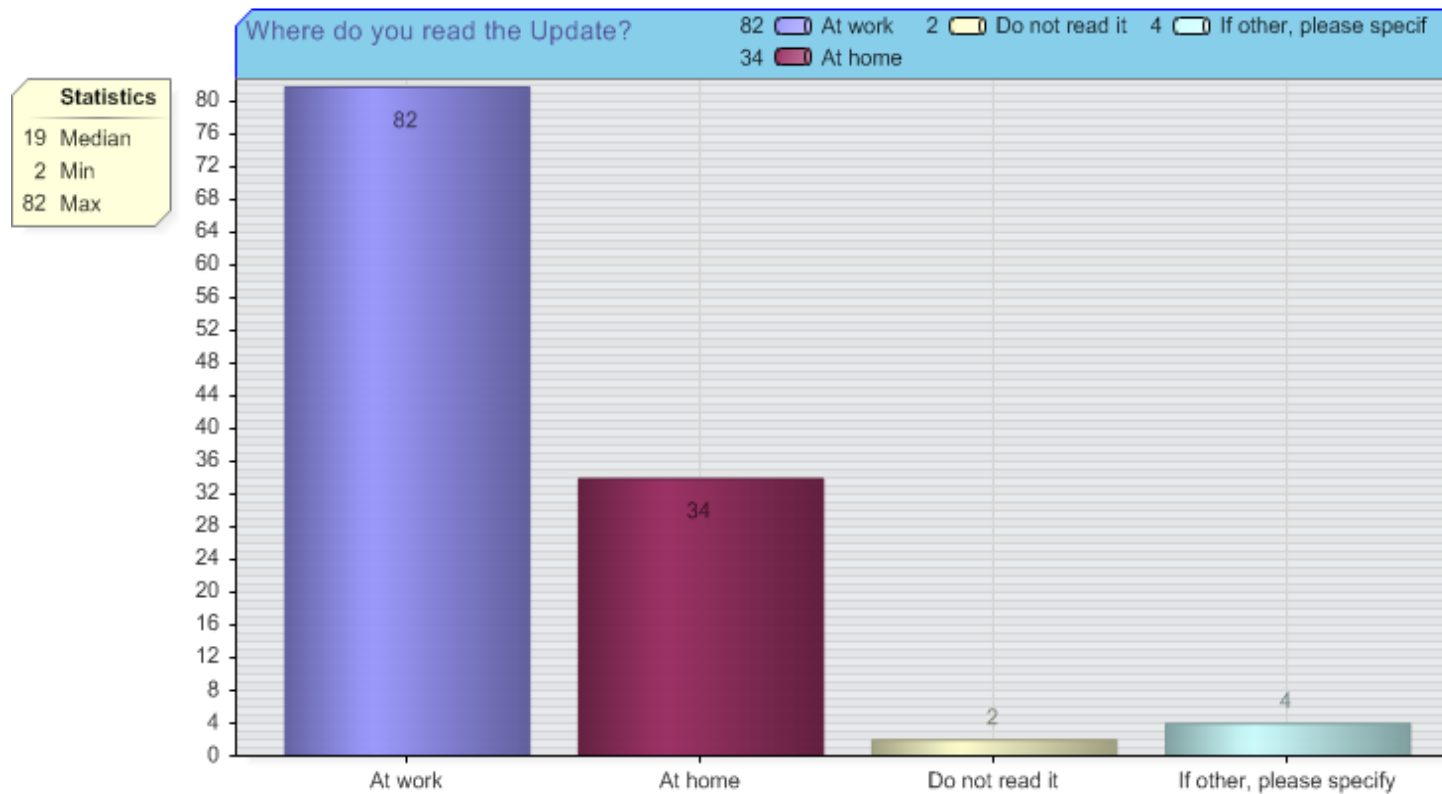
How could the Weekly Update be made more useful for you?

41	Have the report in a short bullitt point version
42	Give specific sheep Ireland only material!
43	dont know
44	Customise it so I only get the bits i want
45	Could we have a monthly report on linear scores etc. With regard to the trait of docility have we figures from Suckler Welfare Scheme yet ? One of the most important traits for management of herds.
46	Continue as is. Very satisfied with current format and content
47	ASs Lambplus progresses, more updates on what is been achieved numbers participating, how the malp project is progressing etc.
48	As I am a pedigree sheep breeder, and having some interest in cattle genetics, I am mainly interested in developments related to Sheep Ireland. I understand that you are in the start-up phase with Sheep Ireland and look forward to informative updates via the Weekly Update as the breeding season progresses.

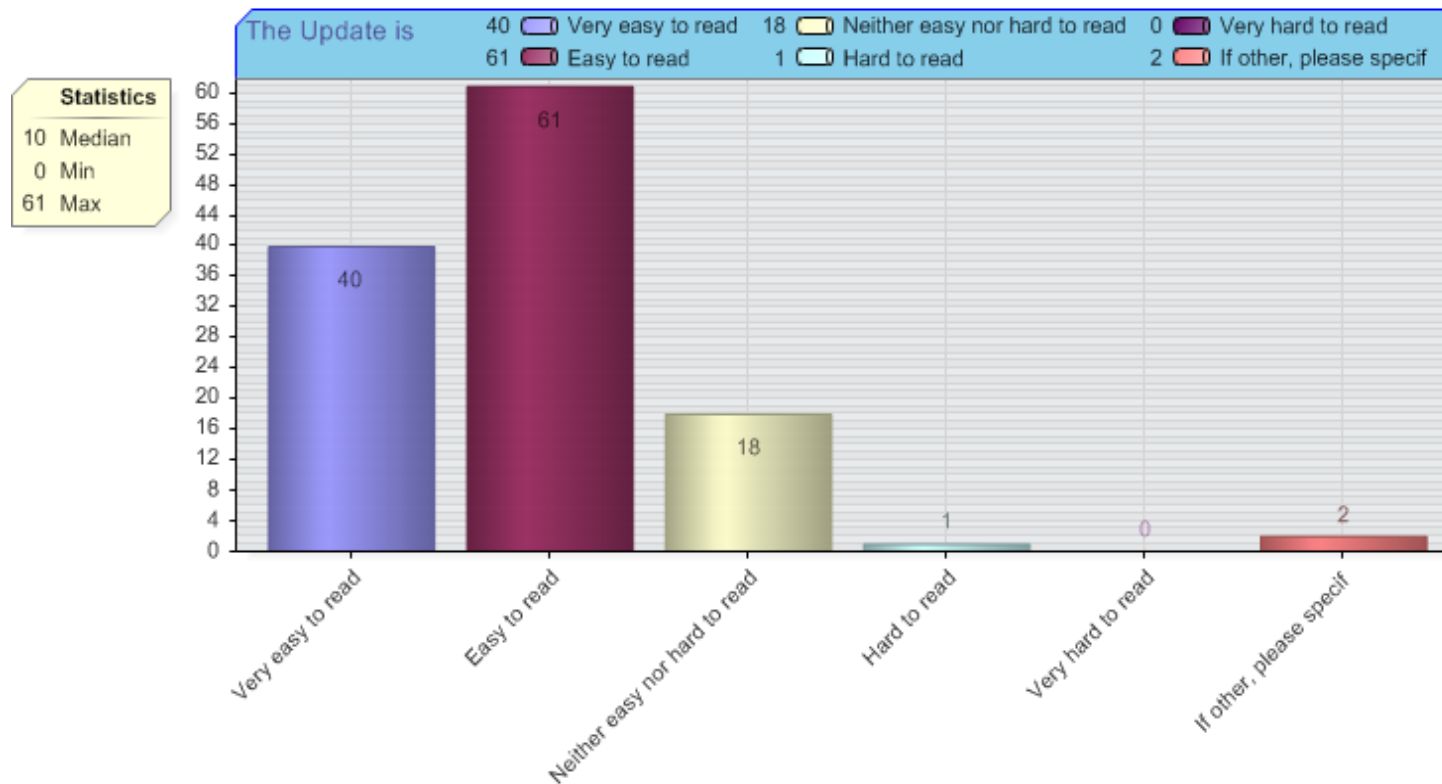
How could the Weekly Update be made more useful for you?

49	As a sheep farmer I am sure more information will become available in time and so I expect it to be most useful. I would like to see a list of links which are relevant to livestock breeding and research wher people could see what is happening around the world. I like the concept that every one is kept informed of all developments and feel this gives people confidence in the work that ICBF does . If only more organisations would follow your lead.
50	All the milk recording stats that I require are currently available.
51	Adequate as is
52	A little less technical data, and a little more for the common man.
53	A fortnightly update would be sufficient
54	1 Could a news section be included. All interacting organizations to be invited to contribute items of interest to their farmer clients, e.g. an AI might want to report the inclusion of new foreign bull, publish details of newly acquired bulls for progeny testing, report genomic results, death of a bull..... Milk recording and Herd books would have news items from time to time. Contributors to insert items directly to this section. 2 What about a list of the 20 most popular AI Sires

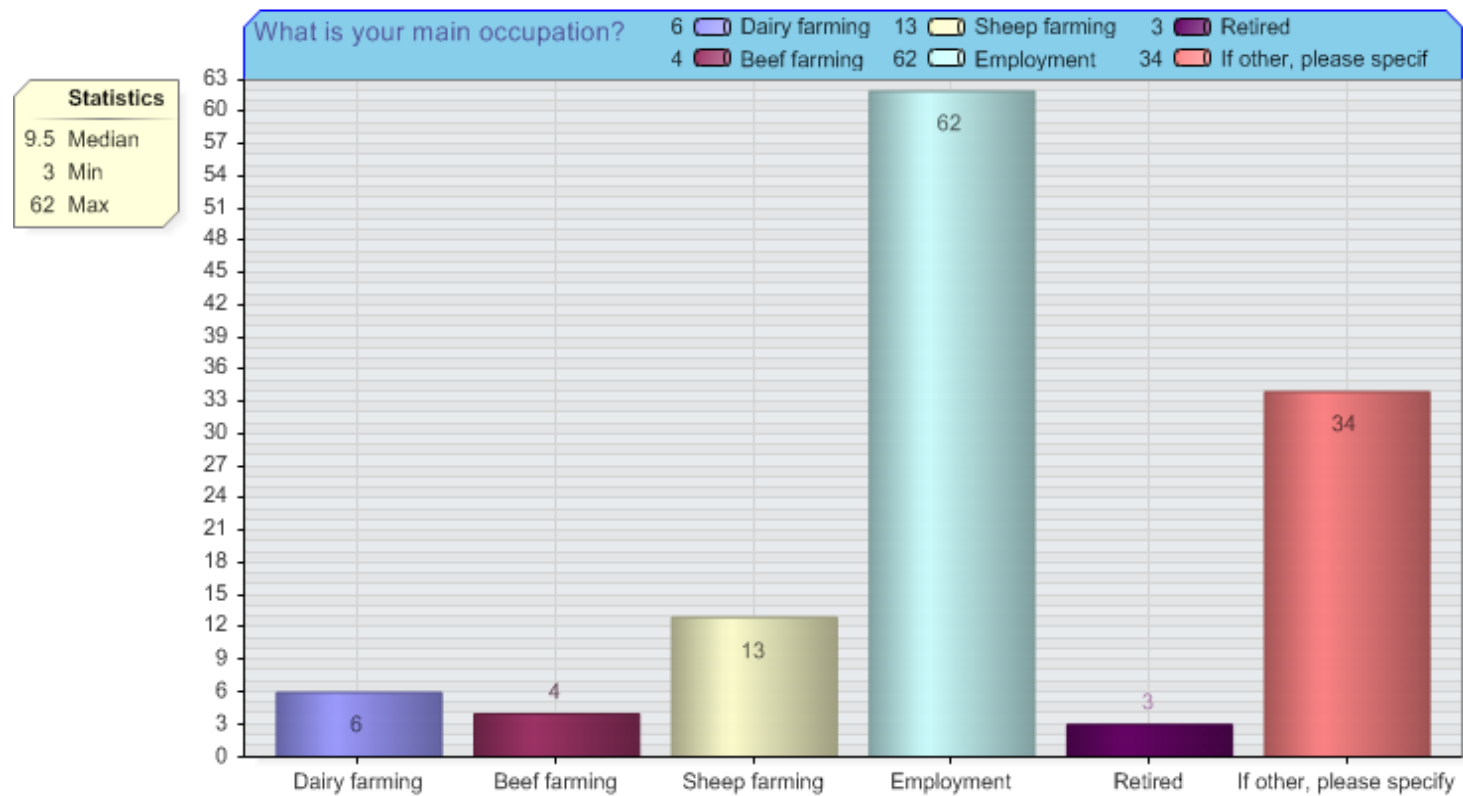
Where do you read the Update?



The Update is



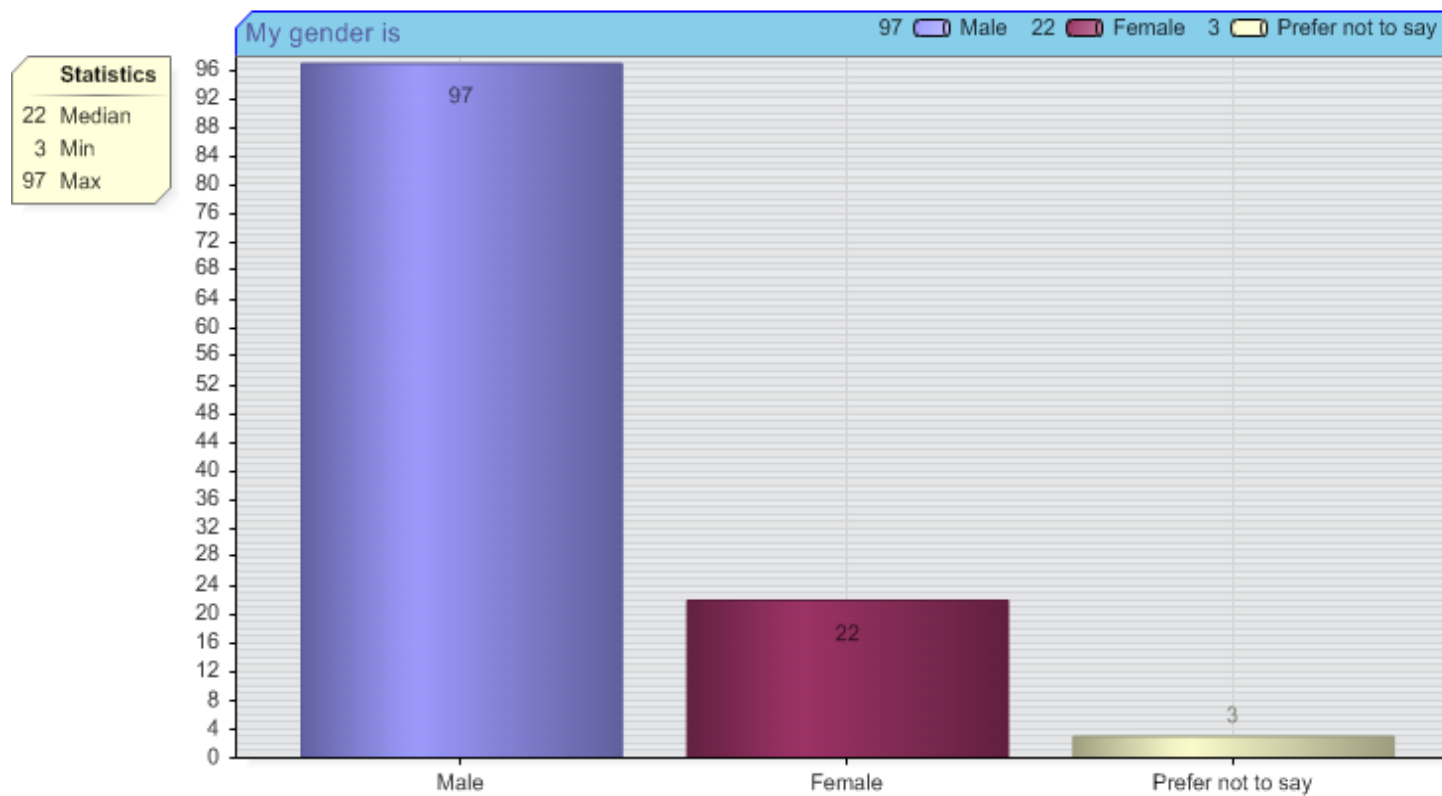
What is your main occupation?



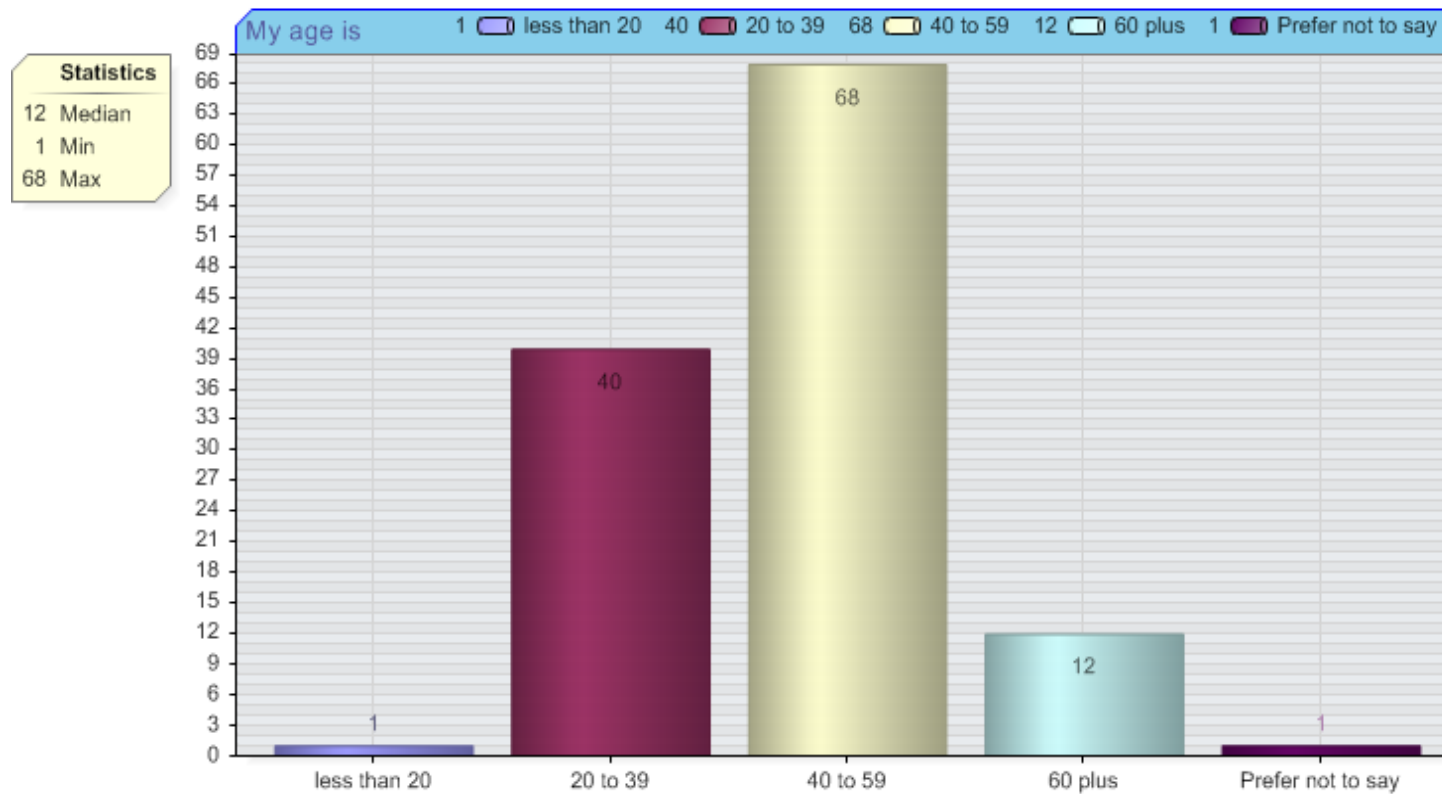
What is your main occupation?

If other, please specify	Count
Academic	1
Adviser	2
Area manager progressive genetics	1
Beef and Sheep	1
Civil Servant	2
Consultant	3
Dairy Industry	1
Genetics Consultant	1
I am not in receipt update	1
Manufacturer	1
Meat processing	1
pedigree limousin	1
Regulatory	1
Research	8
Retired but do part time consulting	1
Scientist	3
Teagasc	4

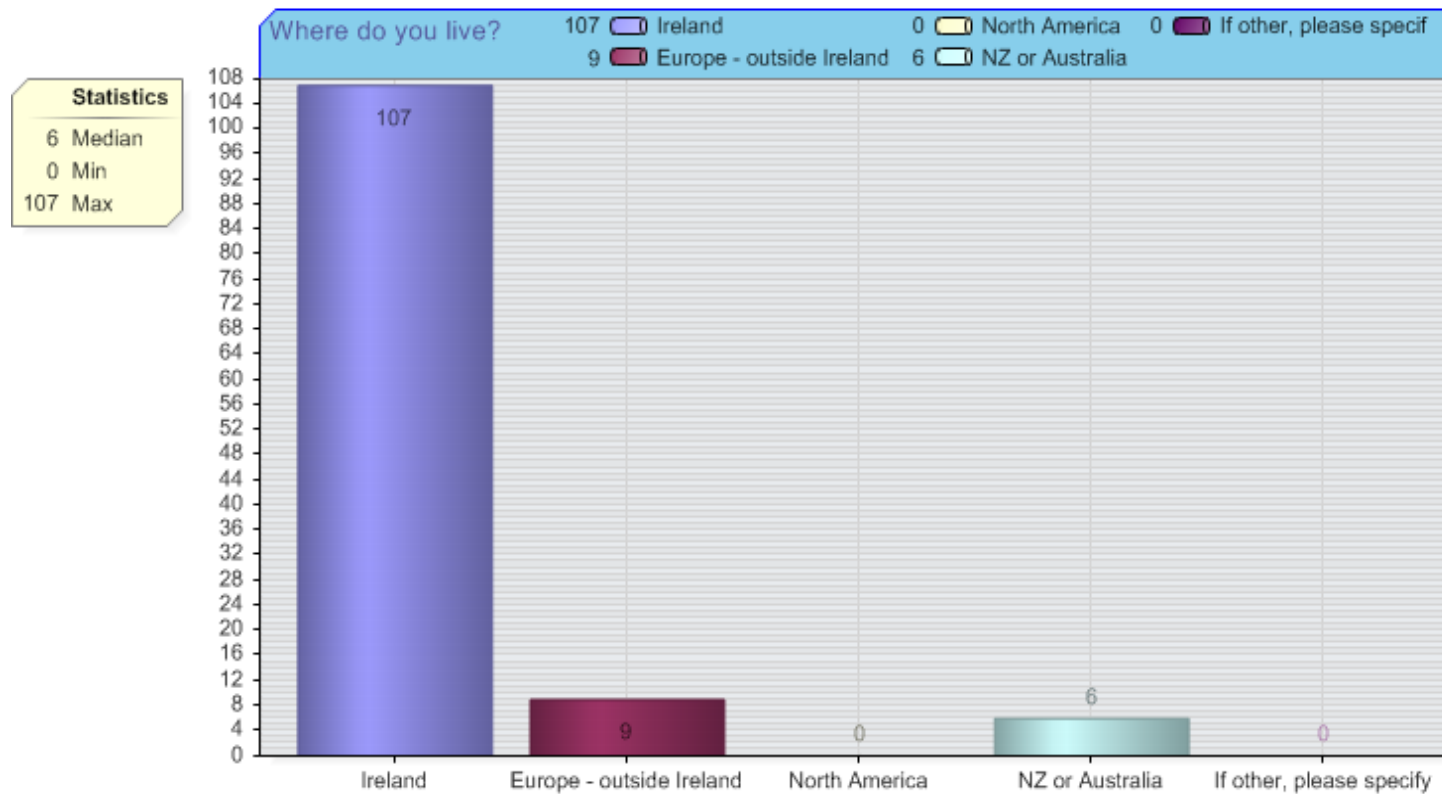
My gender is



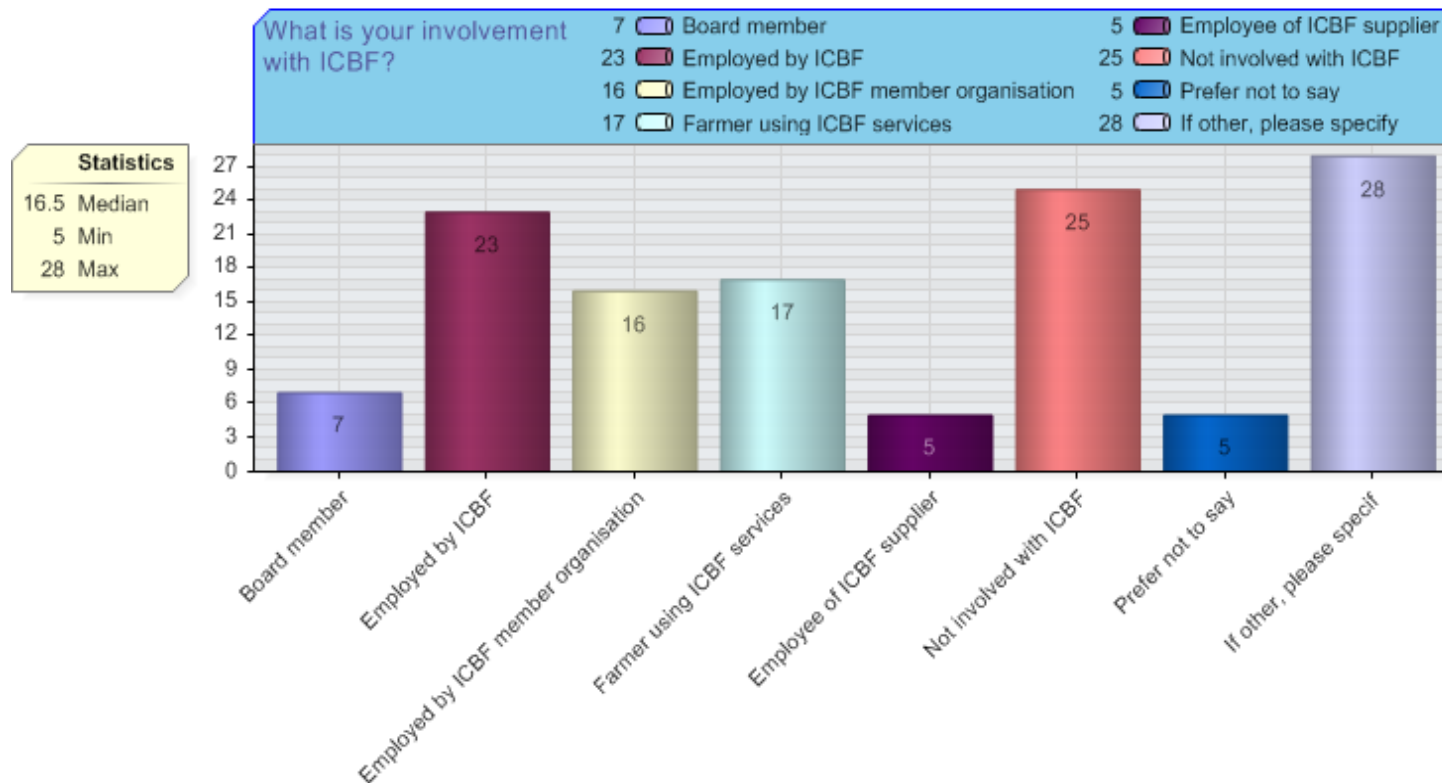
My age is



Where do you live?



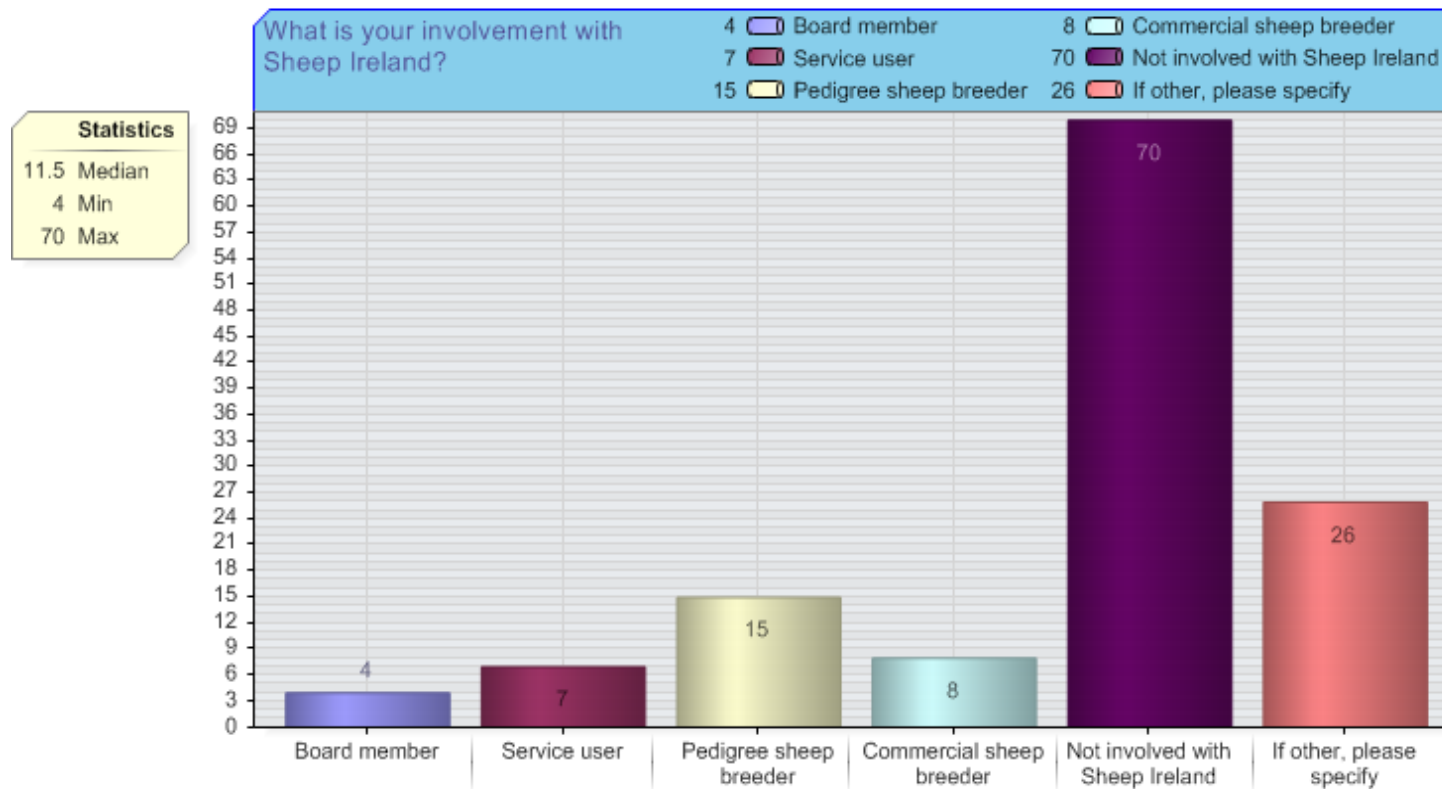
What is your involvement with ICBF?



What is your involvement with ICBF?

If other, please specify	Count
Breed Council Member	1
collaborative	1
consultant to ICBF	1
Contracted by ICBF	1
DAFF	1
Former employee	1
Interested in beef gene	1
involved formerly	1
lamb plus user	2
offer our service to ICBF	1
pedigree beef breeder	1
performing projects for ICBF	1
Product Supply	1
Regulatory	1
Research	3
sheep ireland	1
sheep ireland board member	1
Sheep Ireland Project Team	1
Teagasc	6
work with icbf	1

What is your involvement with Sheep Ireland?



Please feel free to make a comment here.

1	A periodical reference to the good work being done by the staff of service providers would be welcome.
2	Regarding sheep I don't know if I can pose questions here, but two are of interest to me. 1. What format will progeny testing take - centralised or on producer farms? 2. Could you provide the formulae with weightings on which the carcass, maternal, health and overall indices (if these are indeed the performance indices that will be provided) will be based and the evidence from which you will derive the economic values for these? Will sheep breeders have input into the makeup of these formulae and weightings? regards,
3	Don't really make as much use of them as I should due to time constraints. No fault of ICBF
4	Expressed an interest in Lamb Plus, but have had no further communication.
5	good report to have to refer to occasionally
6	I believe the production and content is very good and will be useful to the breeders (cattle and Sheep) in Ireland. Glad to see improvement being made to all sections. The newsletter allow me to keep in touch.
7	I was short of space at 6... It would be interesting to see the 20 AI bulls (Dairy and Beef) that sire the most calves every week and to see cumulative figures build for the year. What about a list of the top 20(?) EBI calves born weekly
8	Like it.
9	look forward to email every fri evening
10	More specific information should be available about the Lambplus service.

Please feel free to make a comment here.

11	Please could minutes of sheep ireland meetings be made available to pedigree sheep breeders as we are not getting any feedback individually from the sheep board.
12	The intial impact of Sheep Ireland's programmes to service the Irish sheep industry is viewed in awe by many sheep industry players in Europe, esp. in the UK. I strongly suggest that sheep breeding news be fully covered so that all sectors of the Irish sheep ind. can identify with the benefits which can flow from superior genetics for farmer profitability. This may need a news letter dedicated to the sheep ind. rather than an add-on to the dairy business. But a great start so far. I enjoy the enthusiasm radiating from the news letter.
13	The updates are an excellent method of communication which keep us all up-to-date with developments. I would fully endorse their continuation.
14	This is not a comment rather a question recently asked of me by a farmer. If a farmer looses some or all of his herd due to a TB outbreak, can he use euro star ratings assuming he is a member of herd plus, to get a better price for his stock when selling to the Dept appointed buyer?
15	Update comes at same time every week, and is very readable. Maybe if there was a link that could be clicked on for people with an interest in specific areas eg milk recording which could bring them to a MR part of the main ICBF website.
16	Update will not always have relevant info but it is useful to get it nevertheless. Best to have just one update that includes dairy, beef & sheep rather that 3 seperate updates. Can keep look at overall picture with all in the one update.