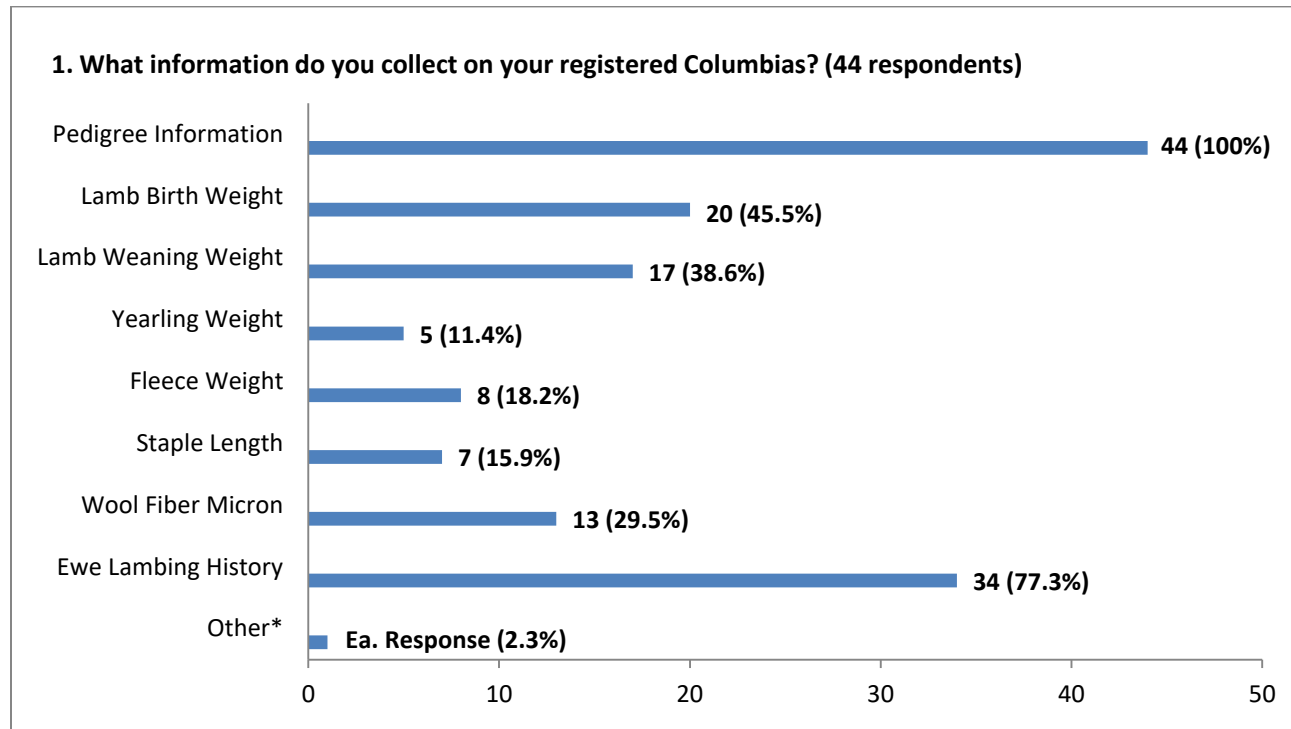


Introduction: The Commercial Production Committee of CSBA sought feedback from members to gauge interest in voluntary programs to encourage Columbia Sheep producers to measure and use Key Performance information. 44 members responded. The survey results follow:

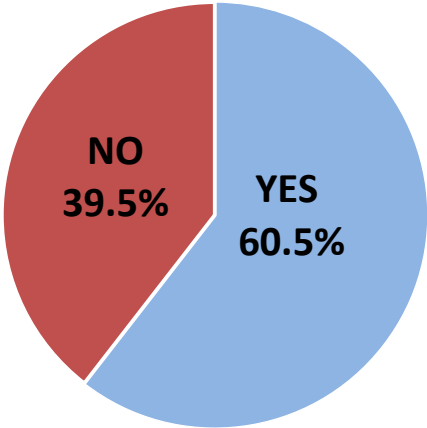


***Other responses:** 1) Vaccinations, 2) Codon, comments on ewe and lambs at birth, all data after birth and growing, 3) University on-farm test and gene check, 4) Ewe to lamb attentiveness and ewe demeanor (tame/flighty), lamb death cause, ewe death cause, 5) Ribeye area, codon 171, 6) Scrapie DNA; I track whether I have to treat them or have many health issues with them, 7) Adj. weaning weight averages for lamb groups sired by different sire-lines, 8) Gather most information off rams, 9) Performance data needs to start somewhere – breeders collecting data and reporting to a data base. Self-reporting is not perfect, but it is better than nothing. As genetics spread, inaccurate self-reports will be revealed for what they are.

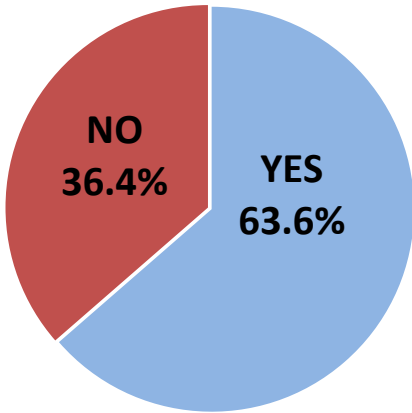
2. In a perfect world, what additional information would you like to collect? (28 respondents)

1) Zero, 2) Days to 90 pounds; days to 140 pounds, 3) None, 4) Mail information, 5) Birth weight/Weaning weight, 6) Everything, 7) Data on fleece weight and fiber micron, ribeye, other data from sonograms, 8) Lamb gain data, 9) Lambs weaned/ewe, 10) DNA testing, 11) Rate of gain through first year, 12) Milking ability, rate of gain, how long to a finished product, weight of finished lamb, 13) This is adequate for our program, 14) Codon, 15) Ribeye area, 16) Health records, 17) Ultrasound carcass data on yearlings, 18) Belly wool score & face wool score, 19) Wool micron, 20) None, 21) A profitability index, 22) Birth weight and weaning weight, 23) Average sale price of lambs, 24) Ratio of ewes to rams, 25) Ewe mothering and milking, grass efficiency rating, 26) All the other options, 27) Loin or ribeye depth and fat depth, 28) I used to track birth and weaning weights but working full-time and having others help with chores sometimes doesn't work. I track if there's a spot, inverted eyelids, low or high size, and if there was any problem at lambing with ewe or babies.

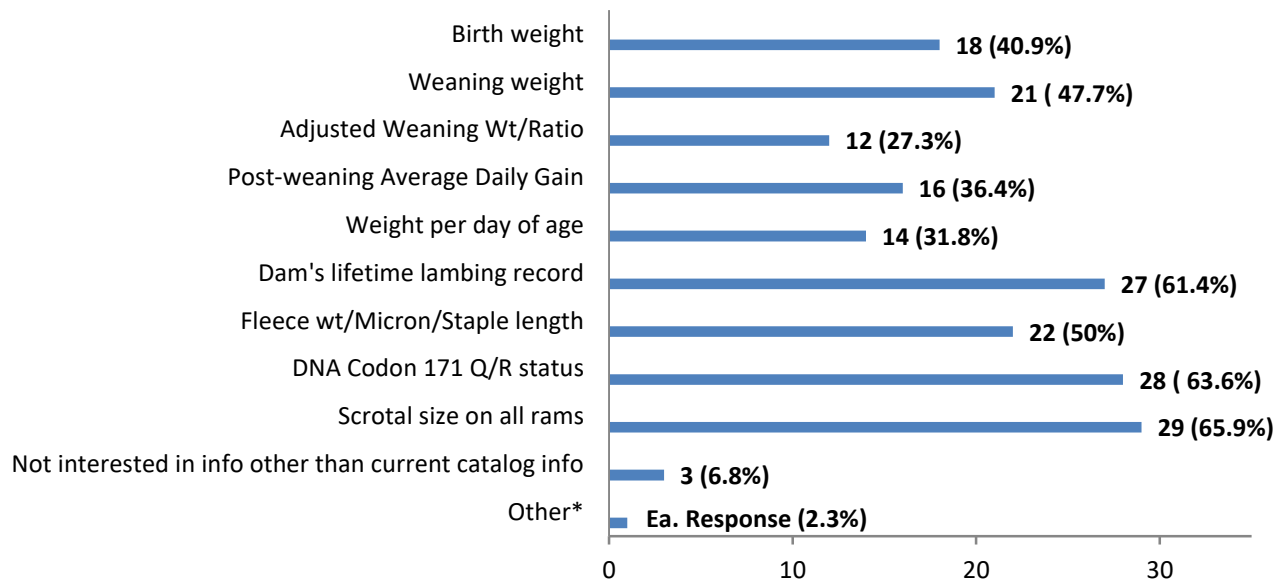
3. If the CSBA offered a program to members to calculate ratios or indexes for growth traits, would you be interested in using that program? (43 respondents)



4. Would you be willing to pay a nominal fee to cover the cost of such a program? (33 respondents)

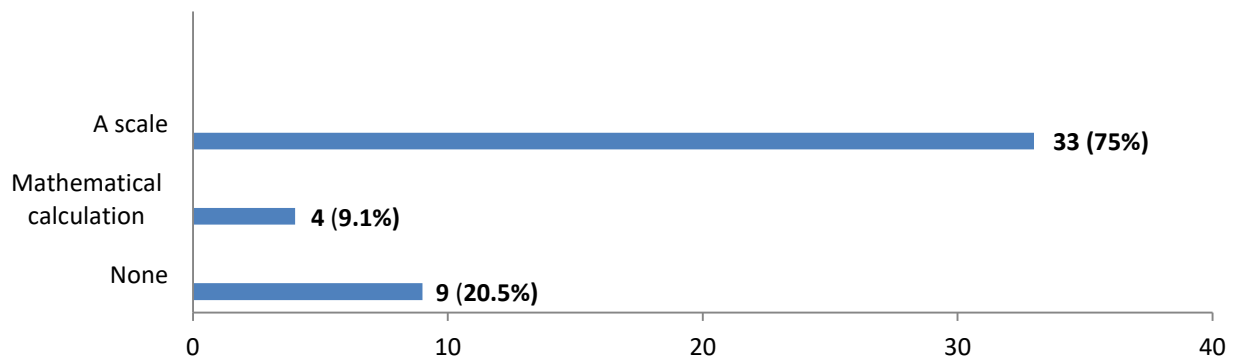


**5. When you buy at NSS, what information on an animal would you find useful?
(44 respondents)**

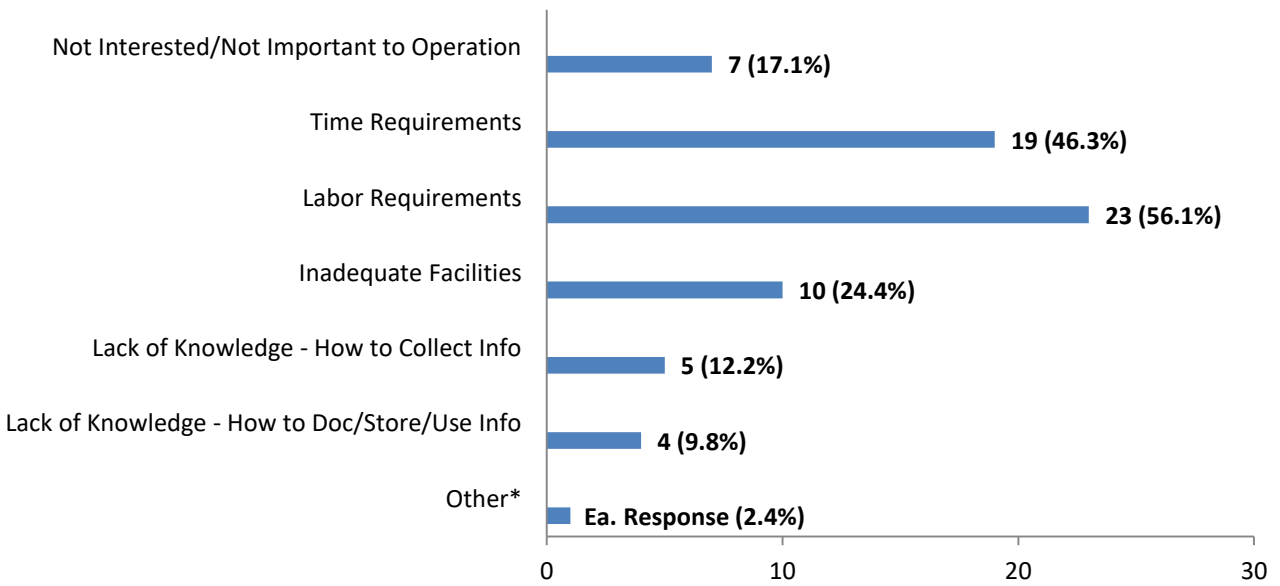


***Other responses:** 1) Relationship w/consignor, 2) Pedigree/physical structure of the animal; the mentioned information is all fabricated at NSS, 3) Natural colored background, 4) Visual is 1st criteria; nothing else matters if the animal doesn't please us, 5) All rams semen checked, 6) Paternal grand-dam's lambing record

6. What method of collecting weight data is available to you? (44 respondents)

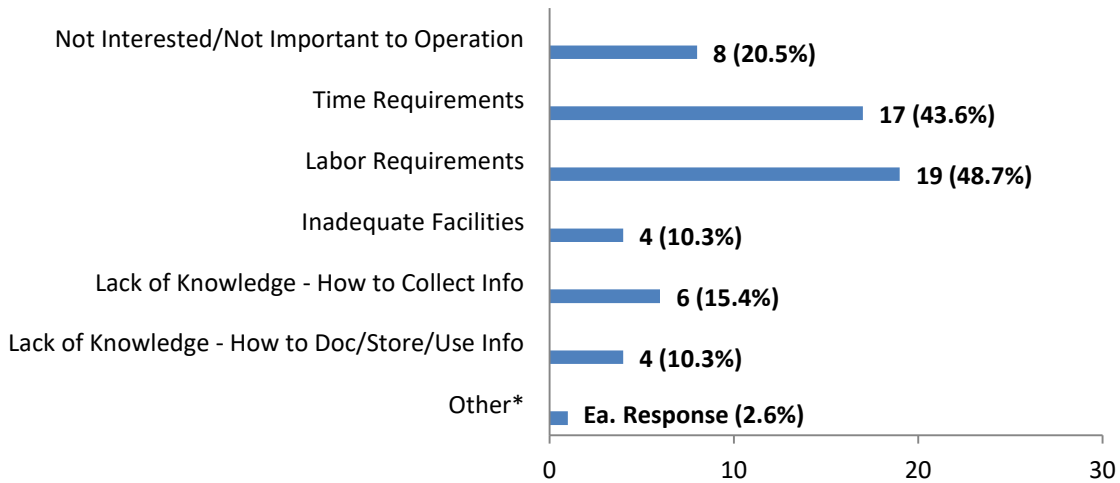


7. Regarding growth, what factors influence your decision to collect and use growth information? (41 respondents)



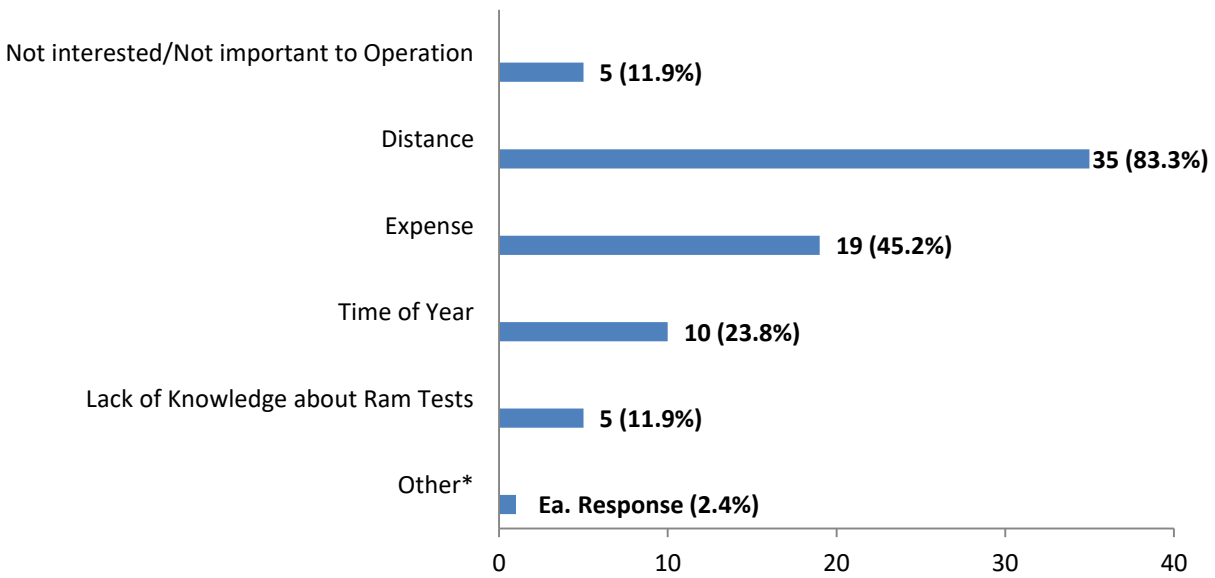
***Other responses:** 1) None apply, 2) We collect growth data, 3) It's a good tool for seedstock producers, 4) Most people in my area don't care

8. Regarding wool, what factors influence your decision to collect and use wool information? (39 respondents)



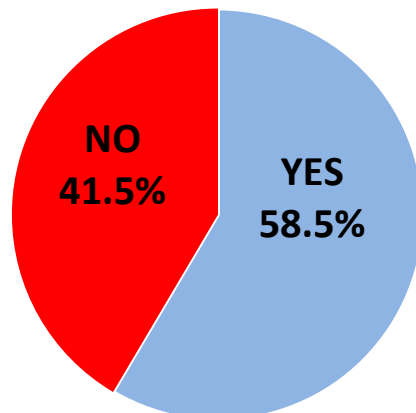
***Other responses:** 1) Good clean fleeces w/staple length, 2) Value of wool on small operation; we visually evaluate all lambs and fleeces; is used in selecting replacements and culling if offspring have unacceptable fleeces, 3) Where to send sample, 4) None apply, 5) We choose dense, bright-fleeced replacements, 6) Most people don't care, 7) A good way to commercialize whatever is learned so being paid for the work can happen, 8) Wool is a major factor in our operation; we use it when we pick replacements

9. If you have not recently consigned ram lambs to an official ram test what factors influenced your decision? (42 respondents)

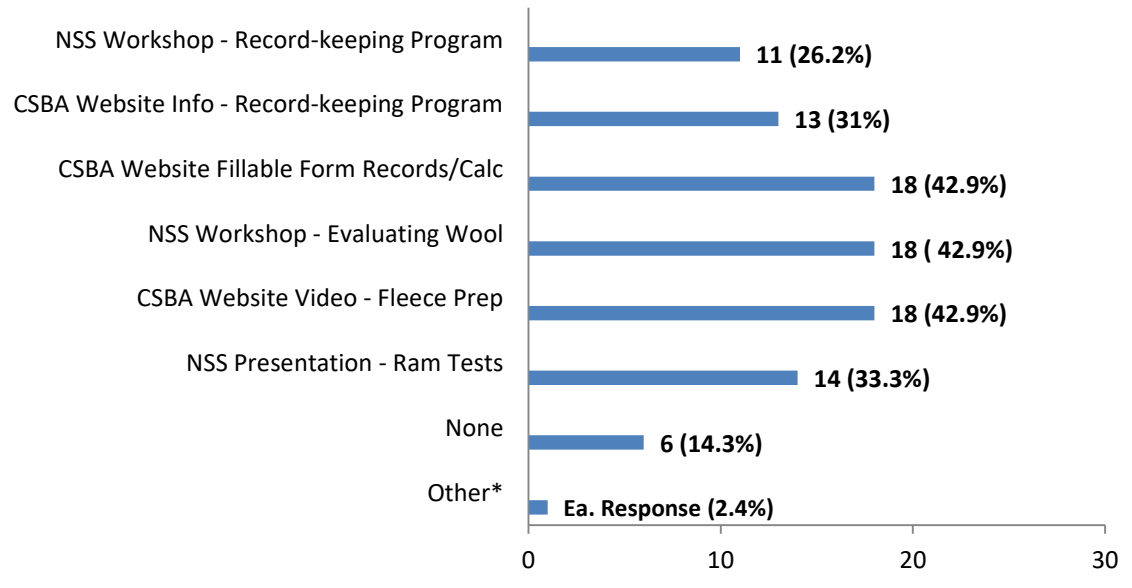


***Other responses:** **1)** We lamb in the fall; rams tested at wrong part of growth curve; bad for comparing to other breeds, **2)** Columbias on test are usually only comparable with other Columbias; most of the rams from other breeders are far too small to compare rate of gain, etc., **3)** I consign regularly, **4)** Ram tests of animals over 150 days seems counter-productive, **5)** We need to use independent ram test as a tool for breed promotion; like any game we need to be smart in how we play; as a breed we need to support (financially if needed) to put rams on test that will yield results worth promoting; younger lambs grow faster, so why do we put older ram lambs on test and compare the growth rate to young ones? If I ran the Rambouillet Assn. I would make the NDSU test result front page news and sent it to every commercial producer in the country; headline: "Rambouillets out-perform Columbias by ¼ pound a day in University Trial again!" As Columbia breeders we know this is just not true, but according to the result it is; we need to learn to play the game and use the results to promote

10. Would you be interested in consigning ram lambs to either of the official ram tests if transportation could be arranged? (41 respondents)



11. What sort of program would be helpful to you? (42 respondents)



***Other responses:** **1)** Performance data has to start sometime so we make progress; Adj. birth date is not performance, **2)** We feel we collect adequate information for our operation and our clients, **3)** A presentation of the end product uses of the various microns of wool/an overview of the wool market and forecast for the various microns of wool produced in the US, **4)** Ram test results should be designed to promote the breed by testing optimum point in the growth curve; Rambouillets perform at NDSU because [breeders] put younger rams on test; buyers that look at the results think they grow faster than Columbias, **5)** Identify 20 Columbia buck lambs that will do exceptionally on ram test (both growth and wool), and the breed can afford to put them on test; then promote the results and have an online sale to sell the top five or make an agreement with a commercial breeder to use them and measure the result in his offspring and promote it; use the starter flock model to put bucks in the hands of people that buy bucks; make them fans, **6)** At one time the Columbia breed used the word “Bold” in promotion, it is time to be bold and dedicate \$20,000 of our reserve to long-term breed promotion – performance data and commercial production