

TBBA Survey Results

71 surveys returned

Not all questions add up to 71 due to some surveys did not have all the questions answered and some surveys put more than one answer to the question.

1. Are you a TBBA Member?

| | |
|------------------------|----------|
| Yes Registered Breeder | 42 / 59% |
| No Registered Breeder | 16 / 22% |
| Yes Commercial Breeder | 16 / 22% |
| No Commercial Breeder | 2 / 3% |

There were 14 that indicated that they were both a registered and commercial TBBA member and two that were both and not a TBBA member.

2. If you are not a TBBA were you ever a member?

Yes 6
No 9

3. Have you ever sold animals in a TBBA sale?

Yes 25 / 35%
No 45 / 63%

No one on the survey has just sold animals at a TBBA sale without also purchasing.

4. Have you ever attended or purchased animals at a TBBA sale?

Yes 42 / 59%
No 28 / 39%

5. What was the quality of the animals in the TBBA sale?

| | | Purchased or Attended | Both |
|-----------|----|-----------------------|------|
| Excellent | 9 | 4 | 5 |
| Good | 24 | 11 | 13 |
| Average | 13 | 4 | 9 |
| Poor | 2 | 0 | 2 |

Very average / Used as commercial

Commercial females good / Bulls everybody's leftovers / No ultrasound or gain test data.

6. What TBBA sale would you most likely participate sometime in the future?

| | |
|----------|-----------------------|
| Navasota | 22 / 31% |
| Beeville | 14 / 20% |
| Salado | 21 / 30% |
| West | 28 / 39% |
| San Saba | 16 / 23% |
| Brenham | 4 / 6% Write In Votes |

Need a sale in the Hallettsville or El Campo area. We have no representation along the Gulf Coast.

What happened to the spring sale in Brenham?

7. Would you participate in a TBBA field day?

| | |
|-----|----------|
| Yes | 52 / 73% |
| No | 13 / 18% |

8. What area of the state would be most convenient?

| | |
|---------|----------|
| West | 1 / 2% |
| East | 14 / 27% |
| Central | 35 / 67% |
| South | 12 / 23% |

9. Would you use the TBBA website to sell animals?

| | |
|-----|----------|
| Yes | 52 / 73% |
| No | 13 / 18% |

I can't sell my animals on the IBBA website can't see any improvement with TBBA

10. Would you like TBBA to set up a broadcast email?

| | |
|-----|----------|
| Yes | 56 / 79% |
| No | 10 / 14% |

Great idea!

Comments on how TBBA can help.

Cattle Seminars / How to sell my commercial cattle for a better price

Best forages for Brangus Cattle in South Texas and heat climates

I can't sell any bulls, not going to give them away if I can't get \$2000 for 13 – 14 month old good tested bull. I have yet to see IBBA or TBBA help in marketing

Halter (calf) sale Houston / some large gathering

Highly elite sate (Highly screened with few cattle)

Monthly or bi-monthly mail-out to ALL beef producers

Insert flyer in various magazines or papers

Our ranch is in East Texas west of Texarkana. All of the sales are quite a drive. We have a difficult time marketing our animals. Any plans for any sales in East Texas?

Marketing, field days, sales, need some type of stickers, and breed promotion signs. I am a bit surprised that no body from this association has contacted me about membership. I bought cattle at Brenham, Abilene, and West Texas sales in the past six months.

Sales are the most helpful service.

Field day or speakers at Brenham / West sales.

I think members need to put better quality animals in these sales

I am not a big operation, but I take pride in what I do. I have bought animals in the past that had problems that were not disclosed and they knew about with no reimbursements. I think they should be held accountable. These people tarnish our reputation and our organization.

Need more notice on consigning stock.

We need a way to better communicate the positive values of Brangus. Perhaps community shows highlighting Brangus and how they can have a positive impact on commercial breeders.

Make the THR a bit more objective and perhaps more accurate and trustworthy.

I like the idea of regional sales. This way a quality sale with quality Brangus cattle is close to Texas regions so that TBBA members and quest can buy and members can sell instead of traveling to a co-op sale. Good Job!

Basically TBBA can only provide opportunities to sell and exhibit cattle, such as the above listed sales. Website is another marketing tool, such as the Red Brangus website with breeder contact and their website links. In TBBA ads promote the website.

More advertising for upcoming sales.

Need Registered bull and female sales.

More advertising on how good the commercial Brangus cow is. Need better EPD data, need more feedlot and carcass data.

Develop an easy to use animal ID system.

For small operations it would be helpful to know where AI service might be available. A veterinarian or school where classes / field trips are provided would be a great assistance. Do not have e-mail.

More information on what makes for a good quality animal to sell.

There has not been enough notice of upcoming sales and deadlines of when nominations needed to be in. I have missed two sales because of no notice. Last sale in Brenham had too many lots by same people with quality marginal.

Related to sale commissions – keep it reasonable.

With THR and annual IBBA membership fees, its difficult and impractical to pay additional fees.

Keep producer / owner politics out of the association and sales. Small producers should have the same consideration as larger producers.

I did not receive a TBBA sale catalog for the last sale. This has been the trend over the years. I have to request to be kept on the list although I am a TBBA member and a potential buyer.

I think TBBA should offer a seminar on what to look for in Brangus cattle, the good things and the bad things. Help educate new members and encourage their participation in TBBA activities.

Bull test – then a sale. Conduct a bull test (140 days) then sell them in the December bull sale. If you are going to have a bull sale in December, do you think you need two bull sales in January? We need to get more buyers to the sales we have now. I am not impressed with the West Sale might want to do away with it if you are going to continue a registered female sale. Why are you moving the sale from Brenham? I don't think it is the location it is the quality of cattle and marketing. We must have quality cattle and then advertise, advertise, advertise.

Thank you (3)