

# USING ONLINE SURVEY TECHNOLOGY TO EVALUATE STATEWIDE BEEF CATTLE PROGRAMMING

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The **goal** of the 2019 OSU Extension Beef Team program assessment was to better understand the make up of clientele, receive and evaluate feedback on current team outputs, in addition to determining clientele beef production content needs.

The survey was sent to 4,904 electronic subscribers of the Ohio Beef Letter. Subscribers returned 567 completed online Qualtrics surveys providing feedback on the Ohio Beef Letter, annual Ohio Beef School webinars, and in-person Beef Quality Assurance (BQA®) trainings.

Figure 1. Breakdown of how survey participants self identified their role in the beef industry. More than one answer could be selected.

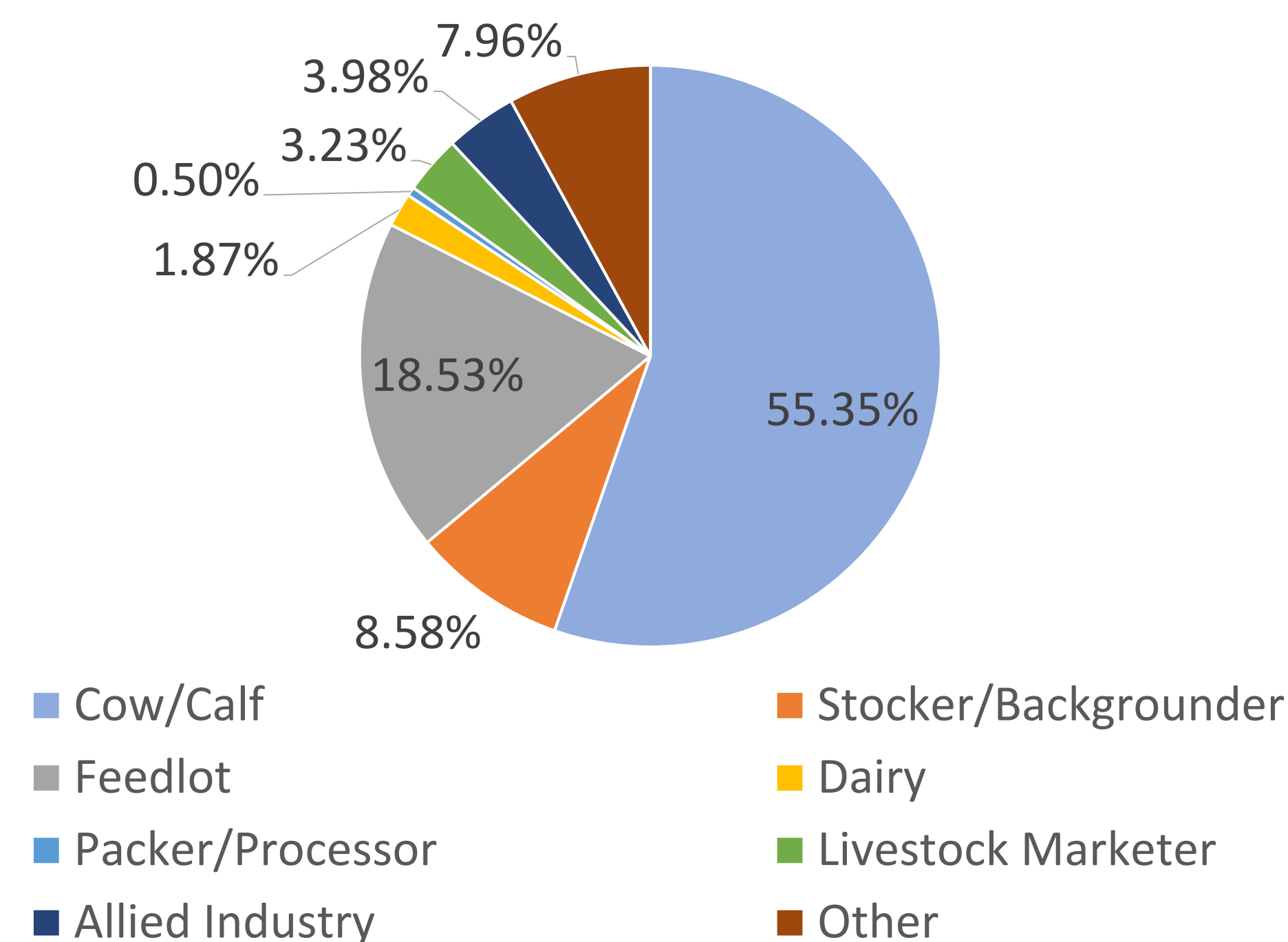


Table 1. Cow herd size of cow-calf and dairy clientele who completed the survey.

Herd Size	% of Responses	Number of Responses*
1-25	43.43%	195
26-50	30.29%	136
51-100	15.37%	69
101-500	10.69%	48
501+	0.22%	1
Total	100%	449

Table 2. Average annual head of cattle marketed by stockers, feeders, and livestock marketer clientele who completed the survey.

Number of Cattle Marketed	% of Responses	Number of Responses*
1-50	59.04%	111
51-100	17.02%	32
101-250	12.23%	23
251-1000	8.51%	16
1001+	3.19%	6
Total	100%	188

\* Survey participants could select more than one segment of the industry if they felt they represented multiple.

## Ohio Beef Letter Evaluation

Figure 2. Frequency in which survey participants read the Ohio Beef Letter.

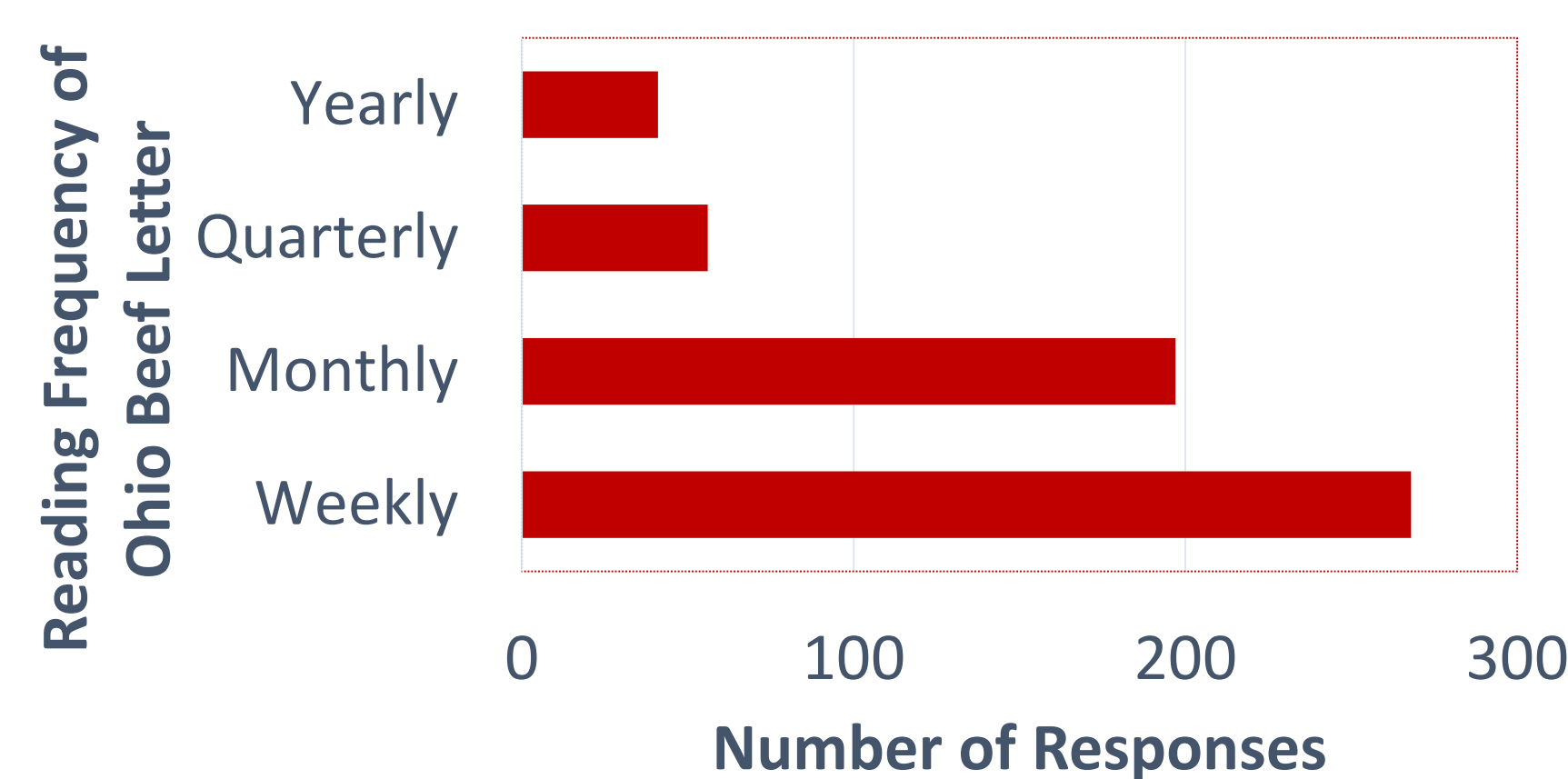
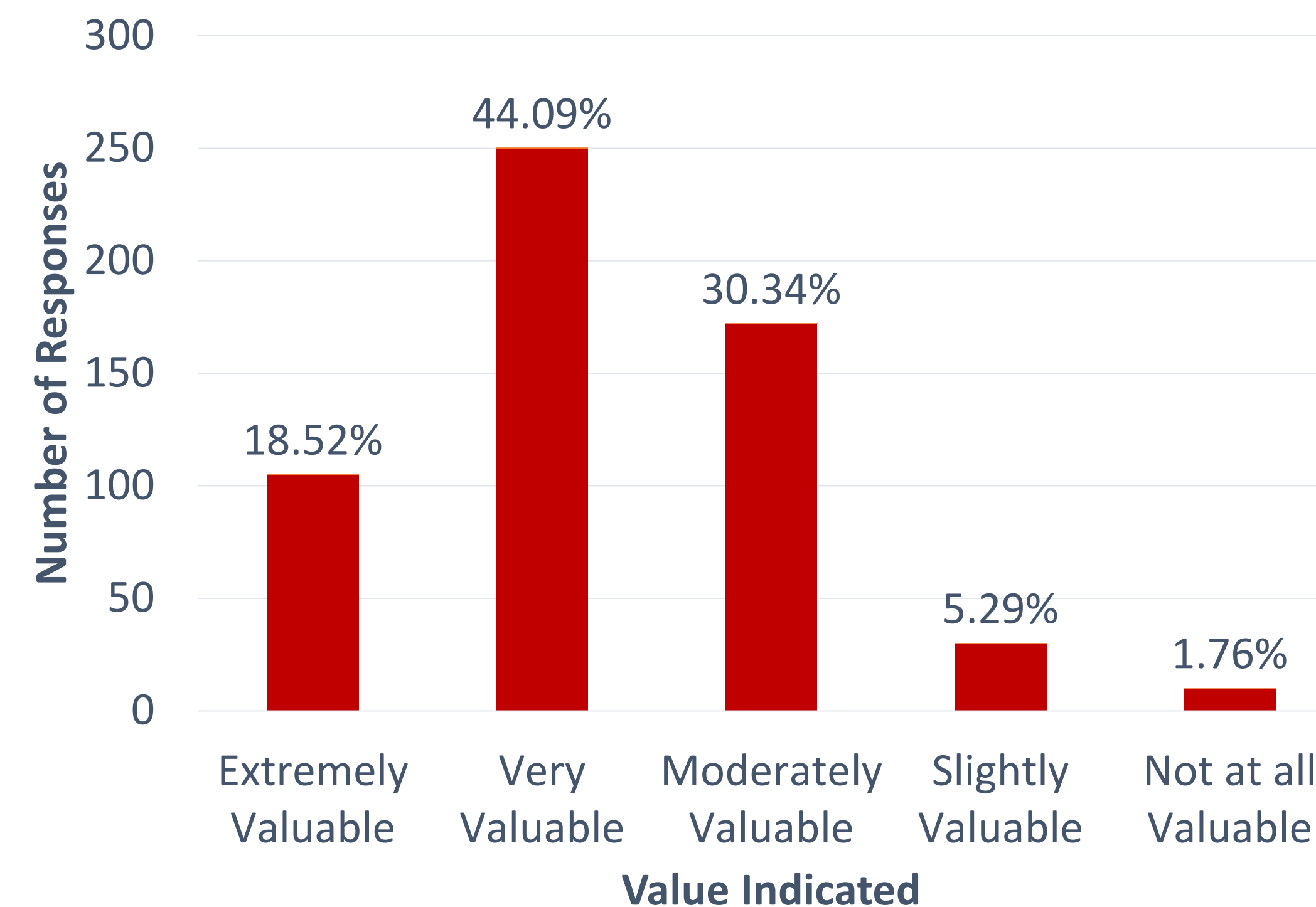


Figure 3. Clientele valuation of the Ohio Beef Letter content on a 5-point scale.



## Ohio Beef Quality Assurance Evaluation



- Nearly 7,200 Ohio cattlemen certified in person to date.
- 356 out of 567 survey participants attended an OSU Extension in-person BQA training.
- 82.33% of the above, rated the training that they attended as Good or Excellent, vs. 1.97% Poor or No Value.

## Beef Program Content Needs Assessment

Figure 4. Rankings data of beef production content areas by survey participants.

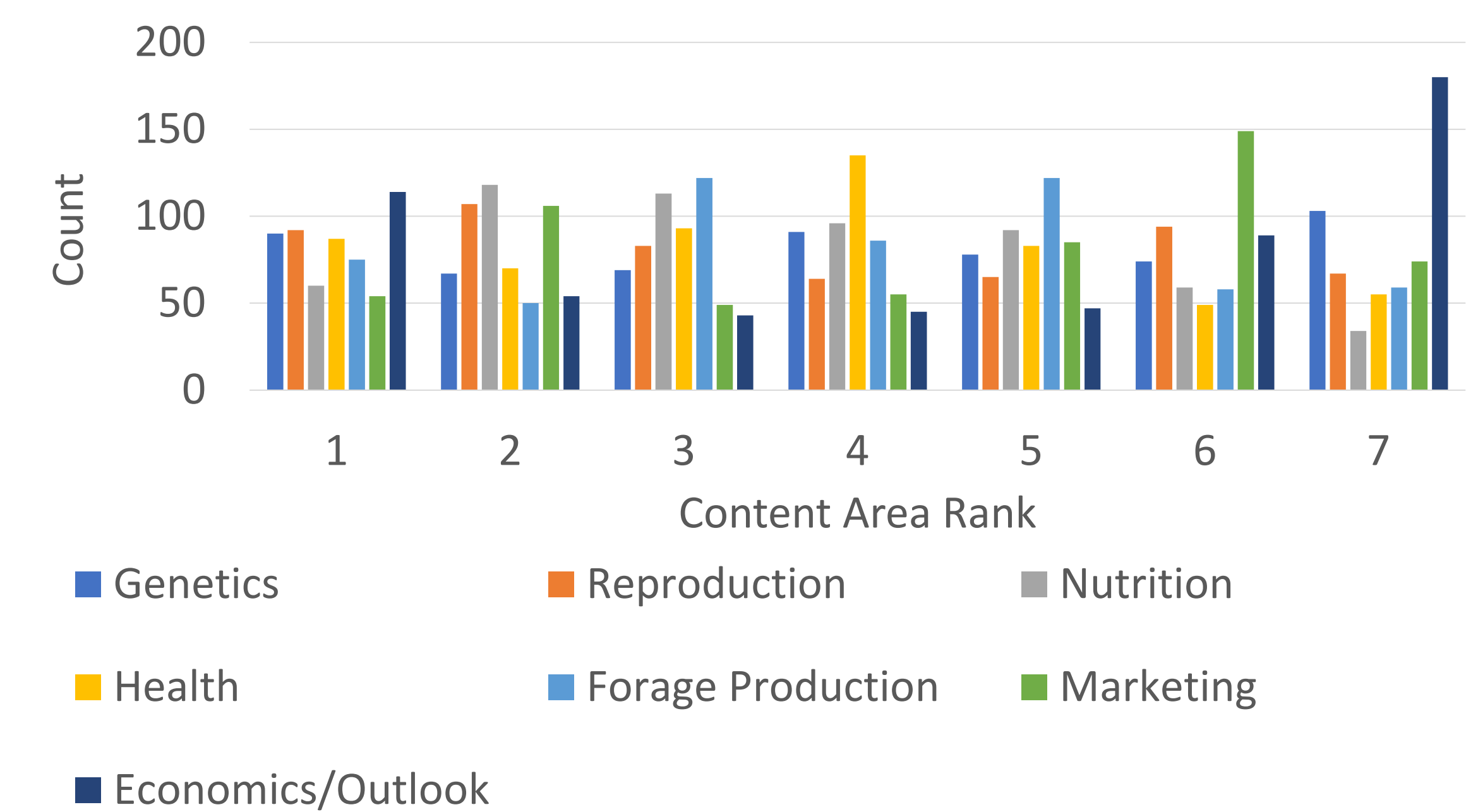


Table 3. Mean ranking of beef production content area needs by clientele.

Average Rank	Content Area	Mean	Std Deviation	Variance	Count
1	Nutrition	3.61	1.71	2.93	567
2	Health	3.74	1.82	3.33	567
3	Reproduction	3.79	2.03	4.10	567
4	Forage Production	3.93	1.81	3.26	567
5	Genetics	4.10	2.06	4.26	567
6	Marketing	4.33	1.98	3.93	567
7	Economics/Outlook	4.49	2.36	5.55	567

## Survey Impact

- Clientele value outputs from the OSU Extension Beef Team, including the weekly edition of the Ohio Beef Letter. This demonstrates the need for maintaining county and state level staff with a specialization in beef production.
- Methods of delivering statewide Beef Team programming, such as the annual Ohio Beef School webinars, and material accessibility need to be evaluated.
- Team members are better able prioritize programming based on clientele needs and industry roles. Example: 2020 Ohio Beef Cattle Nutrition and Management Schools held in January and February of 2020. Separate sessions were held at multiple locations for cow-calf and feedlot producers.