

BRITISH LIMOUSIN CATTLE SOCIETY

# Bull Buyers Survey



LIMOUSIN

**PARTICIPATION IN THIS SURVEY IS VOLUNTARY. IF YOU CHOOSE NOT TO TAKE PART, PLEASE DISREGARD THIS REQUEST**

My name is Kaetlin, and I am currently a placement student from Harper Adams University working at the British Limousin Cattle Society. As part of my placement year, I am required to complete an assignment titled '*Insight into Business*'. For this project, I have chosen to conduct a Bull Buyers Survey to analyse trends amongst Limousin bull buyers over the past 25 years.

I would be incredibly grateful if you could take the time to complete this survey, as your responses will greatly contribute to the success of my assignment. The outcomes will also be published and will help inform breeders and buyers of Limousin cattle. Thank you in advance for your valuable input!

All responses will remain confidential and will be used solely for the purposes of this study.

The survey consists of 33 questions and should take around 10-15 mins.

If at any point you wish for your response to be withdrawn, please get in contact using the details below.

Deadline to complete and return the survey is Sunday 13<sup>th</sup> April 2025.

If you have any questions or queries regarding this survey, please don't hesitate to get in touch:

Email: [kaetlin@limousin.co.uk](mailto:kaetlin@limousin.co.uk)

Office number: 02476 696500

If you would like to be entered into a cash draw, please provide your contact details below. The first three responses to be drawn will received £100.

If you do not wish to participate in the draw, simply leave this section blank.

Contact name \_\_\_\_\_

Contact email \_\_\_\_\_

Phone number (*optional*) \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Postcode \_\_\_\_\_

Herd prefix (if applicable) \_\_\_\_\_

# Section one - About your herd

**Question 1: Are you a member of the Limousin Society?**

Yes

No

**Question 2: What kind of herd do you run? (tick all that apply)**

Pedigree

Suckler

Dairy

Other

**Question 2b:**

If other, please state \_\_\_\_\_

**Question 3: If you run a Suckler herd, what predominant breed of Suckler cows do you run?**

Please specify \_\_\_\_\_

**Question 4: Have you purchased a Limousin bull at a Society sale in the past 5 years?**

Yes

No

**Question 5: Have you bred a Limousin bull which has been sold at a Society sale in the past 5 years?**

Yes

No

**Question 6: Hill or Lowland farm?**

Hill

Lowland

## Section two - Purchasing the bull

**Question 7: What were the main characteristics of the breed which made you choose Limousin?**

**Please specify:**

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**Question 8: How many Limousin bulls have you previously purchased?**

0

1-3

3-5

5+

**Question 9: Have you changed from a different breed of bull in the last 5 years?**

Yes

No

**Question 9b: If yes, what breed have you changed from?**

**Please Specify:** \_\_\_\_\_

**Question 10: Have you changed to a different breed of bull in the last 5 years?**

Yes

No

**Question 10b: If yes, what breed have you changed to and why?**

**Please Specify:**

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**Question 11: Did you purchase the bull to a predetermined price?**

Yes

No

**Question 11b: If yes, did you go over this price?**

Yes

No

**Question 12: When purchasing a bull, how important is the back Pedigree?**

Very

Quite

Not very

Not at all

**Question 13: How important is the pre-sale veterinary inspection?**

Very

Quite

Not very

Not at all

**Question 14: What part of the pre-sale Veterinary inspection is the most important?**

Locomotion

Teeth

Testicles

All equally important

**Question 15: How important is it that you purchase a bull from a herd with a high herd health status?**

- Very
- Quite
- Not very
- Not at all

**Question 16: Where do you see sales advertised?**

- Taurus website
- The Society Website/Social media pages
- Market Websites
- Word of Mouth
- Magazines
- Sale adverts not seen

## Section three - EBVs and GEBVs

**Question 17: To what extent do you understand EBV's/GEBV's (Estimated and Genomic estimated breeding values)?**

- I understand them fully
- I understand them a little
- I don't understand them at all
- I have no wish to understand them

**Question 18: Are there other measures that could help better your understanding of EBV's/GEBVs?**

**Please Specify**

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**Question 19: Do you know the difference between EBV's and GEBV's?**

Yes

No

**Question 20: How important are Performance figures as an aid when purchasing a bull?**

Very

Quite

Not very

Not at all

**Question 21: What EBV's/GEBV's are most important to you when looking to purchase a bull?**

**Please list below in order of importance (where 1 is the most important, please note not all 8 are required)**

1.
2.
3.
4.

5.
6.
7.
8.

**Question 22: How important do you believe EBV's/GEBV's are when improving herd performance?**

Very

Quite

Not very

Not at all

**Question 23: How can communication of EBV's/GEBV's be improved?**

**Please Specify**

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*Section four - Bull performance and progeny*

**Question 24: Overall, has the fertility and serving capacity of your Limousin bulls been satisfactory?**

Yes

No

Mixed results

**Any comments:** -----

**Question 25: Overall, have your Limousin bulls given you calving problems?**

Yes

No

Mixed results

**Any comments:** -----

**Question 26: Overall, how would you rate the temperament of the Limousin bulls you have purchased?**

Good

Average

Poor

Mixed results

**Question 27: Overall, How would you rate the temperament of the Limousin bull's progeny?**

- Good**
- Average**
- Poor**
- Mixed results**

**Question 28: Do you retain any of your Limousin heifer calves as herd replacements?**

- Yes**
- No**

**Question 29: Was the growth rate of the progeny of your Limousin bulls as you expected?**

- Better than Expected**
- As Expected**
- Worst than Expected**
- Don't Know**

**Question 30: Has the food conversion rate of the progeny of your Limousin bulls been as expected?**

- Better than Expected**
- As Expected**
- Worst than Expected**
- Don't Know**



**Question 31: Have the progeny off your Limousin bulls been of the standard you expected?**

- Better than Expected
- As Expected
- Worst than Expected
- Don't Know

**Question 32: How are your Limousin-bred calves sold?**

- Sold as Stores
- Sold as Finished cattle
- Sold as Calves at foot
- Sold as Breeding heifers
- Sold for Pedigree Breeding
- Other, please specify\_\_\_\_\_

**Question 33: Will you purchase another Limousin Bull?**

- Yes
- No
- Not Decided

**Question 33b: If not, why?**

**Any comments: \_\_\_\_\_**

**End**

**Thank you for your feedback!**

Once I have processed my assignment and looked at the results, I will publish them on the society website for anyone who may be interested in the findings of this survey.