

**Long-Range Planning Final Report**  
**United Braford Breeders**  
**March 24, 2019**

The UBB Long Range Planning Committee with the assistance of Chris Shivers of Infinity Cattle Services embarked on the process of creating a strategic plan in 2019. The first step of the process involved the creation, review, modification, and distribution of a membership survey.

Surveys were distributed in February-March of 2019, collected in March before being compiled and analyzed by Chris Shivers for use in the committee's two-day meeting in March. During the meeting, participants addressed the needs and opportunities defined by both the survey results and input from attending members.

What follows is an executive summary of the survey results. A timeline with action items has been assembled and will be distributed to UBB Staff, Leadership, and Committee Chairmen.

**Executive Summary:**

1. UBB members have a high degree of longevity and loyalty to the breed, to the association, and to the community of Braford breeders.
2. Most members initially got involved in UBB due to the recommendations from friends, by seeing Braford cattle at shows, purchasing Braford bulls for commercial use or through their children's involvement in the junior program.
3. Of the members responding roughly ½ actively participate in collecting weights (birth & weaning), fewer members collect carcass data, ultrasound measurements and DNA.
4. Responding members indicate that they inventory between 4-100 animals and plan to register 60% of their calf crop with the remaining animals being sold due to inferior quality.
5. Very few breeders market cattle internationally but roughly half think that more resources should be allocated to international promotion.
6. The majority of Braford breeders are involved in the breed for profit & fellowship.
7. Members prefer to receive information via e-blast, Braford News & in the mail instead of from the website or social media.
8. The survey asked members what technologies and management techniques that they used.

The following are the results by percentage:

*Artificial Insemination: 68%*

*Embryo Transfer/IVF: 53%*

*Use EPD's: 73%*

*Have a Herd Health Program: 77%*

*Select Breeding Service: 90%*

### Top 5 Reasons People Belong to UBB

*Registration/transfer of cattle*

*Breed Promotion*

*Associate with other breeders*

*Cattle*

*Tradition*

### Top 5 Strengths of UBB

*Members - people*

*Cattle*

*Bull Development Program*

*Shows*

*Junior Activities*

### Top 5 Weaknesses of UBB

*Lack of Unity & Equality*

*Registry Issues*

*Genetic diversity & quality*

*Small organization*

*Communication with Membership*

### Importance of UBB Programs

*Commercial Marketing – Important*

*Research & Breed Improvement - Important*

*Junior Programs - Important*

*Membership Services – Important*

*Producer Education – Important*

*Fellowship/Organized Activities - Important*

*Shows – Somewhat Important*

*International Marketing – Somewhat  
Important*

## Rating of Services

*Overall Service - Good*

*Website – Good*

*Online Registration - Good*

*Registry Provider - Good*

*Junior Program - Good*

*Shows - Good*

*Marketing Programs – Need Improvement*

*Education Programs – Need Improvement*

*Communication – Need Improvement*

*Breed Promotion – Need Improvement*

## **UBB Long Range Plan**

### **Communication**

#### **Increased Communications with the UBB Membership**

Promotions/Public Relations Committee will secure updated member contact information at various events  
E-Blast containing pertinent information will be sent on the 5<sup>th</sup> day of each month to UBB Members & Juniors  
Post Committee & Board Meeting Agendas on the UBB website at least 1 week in advance of the meeting  
Post summaries of the Board of Director Meetings on the UBB website

#### **Increase Value of Braford News Magazine**

Promotions/Public Relations Committee will explore the costs and possibility of outsourcing the magazine so that it can be printed four times a year in a more efficient manner.

#### **Increase Breed Presence through Promotion**

Increase Facebook Followers by 300 by March 2020

Run one ad in the Gulf Coast Cattleman in the July or August issue.

Run UBB ads in the Braford News when space permits promoting association programs, events, etc. and have over runs of the ad printed so that they may be disseminated as breed promotion.

### **Marketing**

#### **Increase Marketing Opportunities for UBB Members**

Develop a sale for quality genetics/animals through online, video and live sales.

## **Education**

**Better educate breeders on the beef industry, association programs available, and how to be more involved.**

**Membership Convention:** Friday-Saturday event that provides an opportunity for education and fellowship

Assemble a script and video to better explain the Activity Fee

Provide a picture and contact information of the UBB Board of Directors on the website

**Better Educate Industry Participants on the role of the Braford breed**

Hold two educational field days

**Create an Identity**

Utilize quality pictures of 3/8, 5/8 Braford cattle that are red with a white face in breed promotion

All photos used for the cover of the Braford News MUST be approved by the Board of Directors

## **Youth**

**Develop a program to retain the interest of former NJBA Members**

Convert NJBA Membership to Active Status at NO charge from 18-21 years of age.

## **Membership Services**

**Proactively assist members with problem areas and engage more leadership activity**

Appoint a Task Force to draft a “wish list” of items to improve the LGS Registry System

Develop a procedure for members to volunteer for committee assignments

## **Breed Improvement**

**Create educational programs/literature to promote the need for data, importance of data collection, the appropriate collection methods, and data collection programs.**

EPD Tutorials – how to understand and utilize EPD’s

Initiate a Carcass Evaluation Program

Ultrasound Heifers in UBB Development Program

**New Trait Estimate Development**

Develop a Scrotal Circumference EPD

Develop a Teat & Udder EPD

Explore creating indices

**Place an emphasis on quality Braford cattle**

Host a Visual Evaluation Workshop