

BEEF CRISIS PRIORITY LIST

(FARM ADVISORS)

MARKETING (120)

- (13) 1. Fragmented industry (lack of both horizontal and vertical cooperation/integration)
- ✓(10) 2. Lack of buyers
- (10) 3. Alternatives (economic evaluation of different production strategies)
- ✓(9) 4. Lack of feedlot and/or slaughter facilities in California
- ✓(9) 5. Carcass size (optimum weight for packers)
- ✓(7) 6. Prices too low
- (7) 7. Lack of local markets for cattle
- (7) 8. Resistance to promotion and advertising
- (6) 9. Heavy weaners (price discrimination against heavy and/or fleshy weaners)
- (6) 10. Heifer price discrimination
- (6) 11. Supply versus demand (not price responsive in beef market)
- (5) 12. Lack of buyer competition
- (4) 13. Cattle/beef price spread
- ✓(3) 14. Buyer discrimination against implanted weaners/stockers
- (3) 15. Grass-fed beef
- (3) 16. Archaic system

- (3) 17. Lack of stockers
- (3) 18. Adverse effects of branded beef on conventional marketing
- (3) 19. Small producers contribute to discontinuity in industry
- (1) 20. Cattle cycle no longer driven by supply and demand
- (1) 21. Lack of exports
- (1) 22. Lack of bull beef acceptability

PRODUCTION MANAGEMENT (119)

- (19) 1. Reluctance to adopt new technology
- (13) 2. High feed costs
- (11) 3. Need to increase efficiency
- ✓(11) 4. Need to optimize decisions
- (11) 5. Cyclic forage production - bunches market calves
- (9) 6. Costs too high
- (7) 7. High labor costs
- (7) 8. Inadequate understanding of cyclic nutrient requirements
- (6) 9. Reproduction rate too low
- (4) 10. Inadequate production records
- (3) 11. Small producers have less flexibility for genetic improvement
- (3) 12. Poor market for purebred bulls
- (3) 13. Limited forage varieties

- (3) 14. Identify optimum cattle for local environment
- ✓(3) 15. Economic and alternatives for supplemental feeding (timing, product, amount)
- (3) 16. Lack of research and education on supplemental feeding (how, when, \$)
- (1) 17. Net energy equations need broader genetic base
- (1) 18. Lack of performance and health information reported by feedlot
- (1) 19. Grasping for magic straw

BUSINESS/FINANCES (114)

- ✓(11) 1. Land value fluctuation
- (11) 2. Overcapitalization
- ✓(10) 3. Inadequate production and financial records
- ✓(10) 4. Futures - lack of understanding
- (9) 5. Insufficient business management skills
- ✓(9) 6. Small producers not profit motivated
- (7) 7. Inadequate profit margin
- (7) 8. Inflation-based lender expectations
- (7) 9. Lack of coop ventures in buying/selling
- (6) 10. Decrease of traditional lenders
- (6) 11. Lack of overall ranch plan
- (6) 12. High interest rates

- (4) 13. Lack of financial planning
- (4) 14. Lack of availability of credit
- (3) 15. Risk insurance too high
- (3) 16. Lack of adequate personnel management skills
- (1) 17. Futures - lack of proper use

CONSUMER ACCEPTANCE (90)

- ✓(17) 1. Poor perception by consumers (health concerns)
- ✓(17) 2. Consumer concerns about residues, hormones, antibiotics, etc.
- (15) 3. Preference away from beef
- (11) 4. Lack of convenience products
- (8) 5. Grading system based on fat content (consumers demand lean beef)
- ✓(7) 6. No aggressive beef merchandizing
- (5) 7. Non-response by industry to consumer concerns
- (3) 8. Adverse health perceptions by medical doctors, etc.
- (3) 9. Producer not aware of consumer demands
- (3) 10. Consumer perception (prices too high)
- (1) 11. Consumers do not know difference between sanitation inspection and quality grading

GOVERNMENT (56)

- (15) 1. Tax shelters for outside investors
- (7) 2. Public access/tresspass problems
- ✓(6) 3. Tax structure - influence, interference
- 4. Interference with market structure
- (5) a. Imports
- (5) b. Dairy buy-out
- (3) 5. Cattlemen not politcally competitive for resources
- (3) 6. Adverse Calif. Fish & Game influence
- (3) 7. High water costs (lack of gov't water development policies)
- (3) 8. Lack of understanding of beef industry
- (3) 9. Inheritance laws make change of ownership too costly
- (3) 10. Regulation of input substances

LAND (53)

- (13) 1. Zoning (agriculture/urban interface, sights, sounds, smells)
- ✓(12) 2. Economic alternatives (wildlife, cropping, recreation, subdivisions)
- (7) 3. Multiple use conflicts - producers versus public agencies
- (7) 4. Conflict of cattle grazing riparian areas

- (4) 5. Public land costs and problems
- (4) 6. National Forest roads through private lands (trespass problems)
- (3) 7. Williamson Act (allows too small of parcel size for economical beef production)
- (3) 8. Cooperative Extension not influential in land use planning

ANIMAL HEALTH (38)

- (10) 1. Trichomoniasis
- ✓(9) 2. Unsolved problems (appropriate vaccine timing, diseases)
- (7) 3. Epizootic bovine abortion (Foorhill abortion)
- (6) 4. Veterinarians not used to best advantage (preventative medicine)
- (3) 5. New cattle mortality and morbidity
- (3) 6. Parasites

MISCELLANEOUS (75)

- (11) 1. Animal welfare versus rights
- ✓(10) 2. Lack of young people entering business

- (8) 3. Cooperative Extension decreasing focus dilution of efforts on production agriculture
- (8) 4. Lifestyle orientation - may restrict business opportunities
- (7) 5. Vagaries of Mother Nature
- (7) 6. Public apathy towards economic role of agriculture
- (6) 7. California Cattlemen's Association does not have strong enough organization leadership to solve industry problems
- (4) 8. Illegal marijuana growing on cattle range
- (3) 9. On-ranch research difficult
- (3) 10. Inadequate industry-based support for research
- (3) 11. Predators
- (3) 12. Slow Coop. Ext. response time
- (1) 13. Oversupply of all agriculture products
- (1) 14. De-emphasize cutting edge technology for Coop. Ext. specialist