



# WCCCS II

*2nd Western Canadian Cow-Calf Survey*

**1. Is this the same survey as 2014?**

The first Western Canadian Cow-Calf Survey (WCCCS) was conducted in Fall/Winter 2014. This is a follow-up to that survey, asking a number of the same questions (head counts, dates and practices pertaining to 2016 Breeding Season all the way through to weaning of 2017 Calf Crop), but some new ones as well. Our goal is to conduct this survey every 3 to 5 years.

**2. When does the survey close?**

Survey responses are being accepted until February 28, 2018.

**3. When will results be released?**

Similar to the 2014 survey, we hope to release the results in early Summer 2018.

**4. Where do I get a paper copy of the survey?**

Paper copies of the survey will be handed out at various producer meetings and tradeshows from late October 2017 until February 2018. Alternatively, you can download and print a paper (hard) copy of the survey from the [www.wcccs.ca](http://www.wcccs.ca) website.

**5. Where can I complete the online version of the survey?**

The online survey can be found at [www.tinyurl.com/wcccs2017](http://www.tinyurl.com/wcccs2017) or by clicking on the button at [wcccs.ca](http://wcccs.ca)

**6. How long is the survey and how long will it take me to complete?**

The survey is 49 questions in length, with many of the questions requiring just a check-box response. We estimate the survey will take between 45 and 60 minutes to complete.

**7. Are the questions different between the online and paper versions?**

The questions are the same for both the online and paper versions of the survey. Both surveys contain the same 49 questions. In the online survey, there are some questions that will not appear if they are not applicable based on a prior question's response.

**8. Do I get compensated for my time to fill out this survey?**

We fully recognize there is survey overload. To thank you for the time you take to complete the survey we are able to provide a \$25 gift card (select from Federated Co-op, Peavey Mart or UFA) to respondents who complete 80% of the questions. An additional \$25 gift card will be provided to the first 100 producers who complete 100% of Section 7A (Cost of Production). *While supplies last.*

**9. What questions are different from the 2014 survey?**

Some of the questions are worded differently, while other questions have been removed, but the biggest difference will likely be the addition of Section 7A (Questions 30 to 35) which asks



for production and financial details relevant to cost of production calculation. Plus, for ten different practices (pregnancy checking, semen testing, implanting, feed testing, etc), if you do not follow the practice we ask you to provide your top reason why.

**10. Can I print off my responses to the online survey?**

Unfortunately, no. If you want to keep a copy of your survey responses, you would need to complete a paper copy and take a photocopy of your sheets before you mail them in the postage-paid envelope.

**11. How do I mail in my paper survey?**

Envelopes are being handed out with the surveys, simply fold up your survey and place in the postage paid envelope that was provided and deposit at the mail office. No additional postage is required.

**12. I don't have a postage-paid envelope, where can I get one?**

Envelopes are being handed out with the surveys at producer meetings and events this fall/winter. If you did not receive one, you can print off a postage label from [www.wcccs.ca](http://www.wcccs.ca). The label will need to be cut out and glued onto an envelope.

**13. Do I have to complete the online survey all in one sitting?**

No, you can answer the questions over a few days, as long as you keep revisiting the URL ([www.tinyurl.com/wcccs2017](http://www.tinyurl.com/wcccs2017)) on the same device you will be taken back to where you left off on the survey.

**14. How many producers completed surveys in 2014?**

Approximately 400 producers across western Canada completed the survey in 2014.

**15. If I completed the 2014 survey do I also fill in this one?**

We encourage any western Canadian cow-calf producer to complete the 2017 survey, regardless of whether they participated in the 2014 survey.

**16. In 2014 you offered complimentary summary reports, is that happening this time around?**

Yes, if you want to receive a complimentary summary report of your production indicators based on your survey responses, you will need to indicate so on the last part of the survey. You also need to provide your email address so that the report can be emailed to you.

**17. I don't reside in western Canada, can I still participate in the survey?**

Surveys similar to this one are being conducted in other parts of Canada this year. The Ontario survey closed back in May 2017 and results will soon be released.

The Atlantic survey is occurring during the same time as WCCCSII – the online version can be found at: <https://www.surveymonkey.com/r/2017-ATL-cow-calf>



**18. Why is this survey being conducted?**

This survey is being conducted for a number of reasons: to generate up-to-date production benchmarks for producers, get a better understanding of what producers were doing on their operations and determine ways to improve the productive efficiency of the industry.

**19. Is this related to the Vet College (WCVI) surveys?**

No, **researchers at the WCVI are funded** from 2013-2018 through the Beef Cattle Research Council to conduct surveys on 110 recruited western Canadian operations as well as collect biological samples. The Western Canadian Cow-Calf Survey is a separate initiative.

**20. Who is SSRL (Social Sciences Research Lab)?**

The Social Sciences Research Lab is located at the University of Saskatchewan. The lab has been contracted to set up the online survey based on the questions drafted by the collaborators and to enter all the paper copy responses into a master database.

**21. Are my survey responses kept confidential?**

All of the individual producer information collected will remain confidential. Information cannot be linked to individual operations as data will be aggregated into averages, ranges and benchmarks.

**22. Where can I find results from the 2014 survey?**

Results are compiled in a 34-page report which can be viewed online at:  
[http://wbdc.sk.ca/pdfs/economics/WCCCS\\_Summary\\_Overall\\_Jun2015.pdf](http://wbdc.sk.ca/pdfs/economics/WCCCS_Summary_Overall_Jun2015.pdf)

**23. Which groups or organizations are involved in rolling out this survey?**

This survey is the result of a joint effort between the Western Beef Development Centre, Canfax, the Beef Cattle Research Council, the Saskatchewan Stock Growers Association, the Saskatchewan Cattlemen's Association, the Manitoba Beef Producers, the BC Cattlemen's Association, the Alberta Beef Producers, and the BC through MB provincial Ministries of Agriculture.

**24. Where does the money come from to conduct out this survey?**

This survey does have funding provided by the Saskatchewan Ministry of Agriculture and the Canada-Saskatchewan Growing Forward 2 bi-lateral agreement. The results of this survey are part of a larger project funded through the Saskatchewan Ministry of Agriculture's Agriculture Development Fund.

***Have a question but do not see the answer above?***

***Email [klarson.wbdc@pami.ca](mailto:klarson.wbdc@pami.ca) to have your question added to this document.***