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2007
AMGA



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Our Cover

Australian Murray Greys

*An excellent group of Murray Grey cows and calves
at Monterey Stud, Keridale, WA.*

*We are always looking for good photos of
Murray Grey cattle. We invite all members
to send pictures!*

See the full-color Murray Grey News online!

www.murraygreybeefcattle.com/newsonline.pdf

How to reach us -

American Murray Grey Association

P.O. Box 60748

Reno, NV 89506

Phone: 775 - 972 - 7526

Email: AMGAOffice@murraygreybeefcattle.com

<http://www.murraygreybeefcattle.com>

Notes from the Nation Office –

2007 Dues Renewals are Overdue – AMGA has updated the Members by State pages on the web site. Your contact information has been removed until you renew your dues for 2007. Don't lose a sale because you haven't paid your dues.

WE NEED GOOD PASTURE PHOTOS!! The Promotions committee of the American Murray Grey Association will be working on developing some new promotional materials and we need good pasture pictures for these efforts. Most of our Murray Grey herds are small, so try to get pictures of your cows grouped. When taking photos consider the background – lovely woods, rolling hills or mountains can add positive visual impact to a photograph. Digital photos should be sent directly from your cameras without change.

When thinking about promotional photographs, remember that Murray Grey cattle offer cattlemen a wide range of positive values, from live, healthy calves, through strong feminine cows and powerful masculine bulls to “the world’s best beef eating experience”.

WE NEED IDEAS FOR PROMOTIONAL MATERIALS!! You are all consumers of promotional material – advertising – for a wide range of products. Bring all of that life experience to bear and send us your ideas for promotional brochures and fliers.

Summer EPD Run will take place before the end of June. Group BreedPlan members should make sure that all of your weights have been submitted. Please let this office know if you are using any of the new Australian sires so that we can link them to our calculations.

Make your plans to attend the Murray Grey National Show August 3 – 7 in Ridgefield, WA. The Clark County Fair book is available on line: www.ClarkCoFair.com. AMGA Directors will meet Friday August 3, time and place TBA. The Murray Grey show will be at 9AM on Saturday, August 4. We are anticipating a great show and a good time for everyone who can attend.

Fundamentals of Beef Management

UC Davis Division of Agriculture and Natural Resources recently announced publication of a new beef herd management book. This handy guide was developed specifically for small-scale operations, and includes everything you need to know to get started in the beef cattle business. You'll find it helpful not only if you are new to the beef cattle business, but also if you have been away from the business for an extended time.

Chapters discuss:

- Beef breeds - to help you select breed characteristics that best match your environment, economic situation, and production goals
- Equipment for handling cattle and corrals
- Fencing needs - including descriptions of basic designs and construction materials
- Truck and trailer design considerations, tips for safe transportation, information on shrinkage, and legal requirements associated with transporting cattle.
- Health and management of your livestock, including dehorning and castration, cattle identification, general animal health, identification and treatment of internal and external parasites, and reproduction
- Range and irrigated pasture management
- Animal nutrition and feeds that meet nutritional requirements of various classes of cattle
- Calving
- Carcass traits and how they affect the value of the beef you produce
- Record keeping, marketing, and economics, key aspects of a successful beef cattle operation
- Regulations relating to land use and zoning ordinances, waste disposal, livestock identification, the Endangered Species Act, and the Clean Water Act

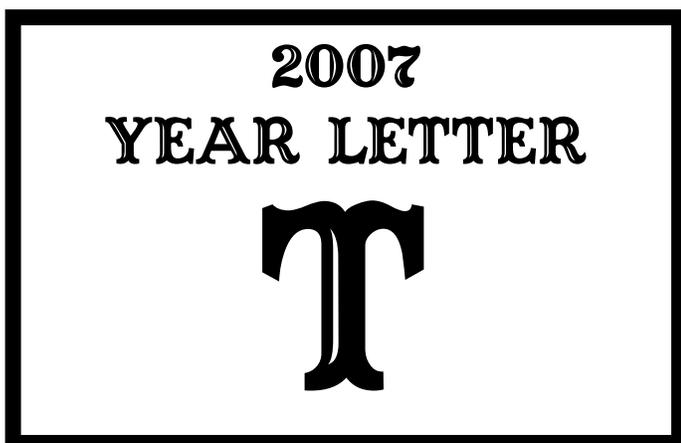
Four appendixes, a glossary and index, round out the manual and also provide more specialized information that will help keep you abreast of trends and changes in the industry.

2006. 148 pp.3495 ISBN 978-1-879906-73-0

Price: \$18.00

For more information, please contact:

Michelle Golden, Marketing Coordinator
UC Division of Agriculture and Natural Resources
Communication Services
1850 Research Park Drive, #200
Davis, CA 95618
Phone: (530)757-8392 <http://anrcatalog.ucdavis.edu>



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2010 Murray Grey World Congress Update



The 2010 Congress Committee is working hard to make this Congress the best holiday experience you will ever have. As everyone is aware there is a lot of planning and organization involved to align Hotels, Transportation, meals, ect. Our goal is to mix the best of the Canadian Murray Grey Cattle, Alberta hospitality, with a City and Mountain experience that will allow you to return home with memories and friendships to last a lifetime. The Congress will begin in Calgary:

Set in the rolling foothills of Alberta against the majestic Canadian Rockies to the west and the Great Plains to the east,

Calgary offers visitors the best of two exciting worlds – stimulating big city life and wilderness adventure. Calgary’s visitor attractions, sophisticated shopping, symphony ballet, opera and professional sports teams are guaranteed to keep the whole family entertained. To catch Calgary and some western hospitality at its best, take in “The Greatest Outdoor Show on Earth,” as the Calgary Stampede takes place every July. Experience the excitement of a young, richly vibrant city in the heart of the west - a combination of unspoiled mountain playground and cosmopolitan style.



From here the Congress will progress north to the city of Red Deer for the Academic, and hopefully educational phase of the Congress. Not to worry though there will be more “Alberta hospitality” and Cattle to see, after all Alberta has more cattle than people.

Phase three will complete your Alberta experience with a mountain tour through the Majestic Rockies:

The interlocking national parks of Banff, Jasper, Yoho and Kootenay, together with the adjoining British Columbia provincial parks of Hamber, Mount Robson and Mount Assiniboine, are recognized by the United Nations as a UNESCO World Heritage Site. The Canadian Rocky Mountain Parks World Heritage Site encompasses 20,585 square kilometres—one of the largest protected areas in the world.



See you all in Alberta in 2010!

Ed Gilmet
CMGA President
Email: gilmoranch@pathcom.ca

Cow Calf: Heterosis...Hype Or Legit?

Cattle Network Today – 04/28/2007

For as long as the beef industry has existed, crossbred commercial cattle operations have made up the lion's share of the beef cattle population, and those "in the know" were telling producers to "clean up their acts." Now, it seems every publication you read or every expert you hear is talking about heterosis. So, you ask, "What's this fancy word 'heterosis,' and can I capitalize on it in my herd?" Well, simply put, heterosis is hybrid vigor. At the Noble Foundation's recent Beef Cattle Female Selection School, livestock specialist Clay Wright defined hybrid vigor as "the added advantage in performance of a crossbred over the average of its purebred parents." So, you say, "Hey, I've been doing things right all along and didn't even know it, right?" Well, not so fast...

There is more to hybrid vigor than just taking a crossbred cow and breeding her with any old bull. Numerous studies have been conducted over the years to look at this very subject. If you want to take full advantage of this phenomenon, there has to be some thought put into the process.

Hybrid vigor is most fully expressed when you use bulls and cows of known ancestry - not just breeding any bull to a cow you pick up from Joe down the road or you bought at the sale barn because the price was right. Work conducted at Texas A&M University by Dr. Jim Sanders has shown a 10 to 20 percentage point increase in calf crop born to F1 cows (a cow which is a first-generation cross between two breeds) when compared to straight-bred cows. The advantage will fall dramatically when F2 (F1 x F1 bred cows) or greater cows are used.

One of the most effective and simplest ways for calves to exhibit hybrid vigor is to use an F1 cow and a pure-blood bull of known performance and ancestry; this is what the Foundation livestock specialists have been suggesting to certain cooperators. Use of a pure-blood bull allows the producer to have some predictability of how the bull's progeny will perform. The prediction is made through the bull's EPDs. In the Foundation publication Crossbreeding Beef Cattle for Western Range Environments, Don Kress and Michael MacNeil stated that an average F1 crossbred cow returns up to \$70 more per cow per year than the average straight-bred cow. To arrive at this number, they looked at the various traits (Table 1) that cross breeding affects and the advantage that hybrid vigor afforded to or detracted from the calf.

Source: Robert Wells, Ag Specialist, Ohio State University, Noble Foundation.

Trait	Individual heterosis ^a %	Maternal heterosis ^a %	Total heterosis ^a %
Calving rate	0	6	6
Weaning rate	0	8	8
Weaning weight	5	6	11
Yearling weight	4	.	4
% reaching puberty @ 15 mo.	15	.	15
Cow longevity	.	.	38
USDA carcass grade	2	.	2
Days on feed	-4	.	-4

After studying the table, it becomes obvious that a well-thought-out terminal crossbreeding program can work for many beef producers. Breeding a pure-blood bull to a crossbred cow is one way to maximize hybrid vigor (total heterosis in right-hand column of table). Research has shown, though, that taking crossbred bulls and breeding them with crossbred cows reduces the amount of hybrid vigor that can be expected. This is the reason the Foundation's livestock discipline is recommending an F1-type cow bred to a straight-bred bull of known performance data (EPDs) and ancestry.

It does not matter if you are selling your calves at weaning, as yearlings or retaining ownership through the feedlot; you cannot afford to give up the advantages that hybrid vigor will convey to your bottom line.

Editor's note: This article should be added to your marketing tool kit. Registered Murray Grey bulls can improve performance and profitability in commercial herds!

2007 Ohio Beef Expo Results

Junior Female Division

Class	Place	Sire	Exhibitor
Class 1	SF Anastasia	SF Willy Wonka	Sandbriar Farms, Roanoke, IN
	RSA Extra's Splendor 31S	Monarch Oak Extra	RebSuAnn Cattle, Shelbyville, KY

Champion Jr Female

Res Champ Jr Female

Intermediate Female Division

Class	Place	Sire	Exhibitor
Class 2	Monarch Oak Jaycie	RSA MR BG Jazz	Monarch Oak Farm, Marietta, OH
	Monarch Oak Midnight Lotus	Monarch Oak Meteor	Monarch Oak Farm, Marietta, OH

Class	Place	Sire	Exhibitor
Class 3	Monarch Oak Miss Allie	Monarch Oak Maximus	Monarch Oak Farm, Marietta, OH
	RSA Ms Sassafras 27S	JVN Vernon	RebSuAnn Cattle, Shelbyville, KY

Class	Place	Sire	Exhibitor
Class 4	ATI Carnation 674	KFL Mainline	OSU/ATI
	Monarch Oak Midnight Melod	Monarch Oak Meteor	Monarch Oak Farm, Marietta, OH
	ATI Dark Miss 670	KFL Mainline	OSU/ATI

Class	Place	Sire	Exhibitor
Class 5	RSA Ms Extra Special 11S	Monarch Oak Extra	RebSuAnn Cattle, Shelbyville, KY
	Monarch Oak Sabrina	Monarch Oak Meteor	Monarch Oak Farm, Marietta, OH
	SF Sweets	SF Willy Wonka	Sandbriar Farms, Roanoke, IN

Champion Inter Female

Res Champ Inter Female

Senior Female Division

Class	Place	Sire	Exhibitor
Class 6	CREM Pearl	Twin Fir Needles	Rachel Brooker, Wooster, OH
	CREM Matilda	Twin Fir Needles	Rachel Brooker, Wooster, OH
	Monarch Oak Midnight Lilly	RSA Mr BG Jazz	Monarch Oak Farm, Marietta, OH

Champion Senior Female

Res Champ Sr Female

GRAND CHAMPION FEMALE

Res GRAND CHAMP FEMALE

ATI CARNATION 674

SF ANASTASIA

Cow Calf Division

(2 Entered)

Champion Cow Calf

RSA MS Royale Duchy 65R

Monarch Oak Extra

RebSuAnn Cattle, Shelbyville, KY

Res Champ Cow Calf

LRF Annette

SMF Son-of-Gun

Limestone Ridge Farm, Bedford, IN

Junior Bull Division

Class	Place	Sire	Exhibitor
Class 10	SF Sterling	SF Willy Wonka	Sandbriar Farms, Roanoke, IN
	RSA Mr Extra Scotch 05S	Monarch Oak Extra	RebSuAnn Cattle, Shelbyville, KY
Class 11	LRF Vertigo	LRF SMF Mocha R1	Limestone Ridge Farm, Bedford, IN
Class 12	LRF Mocha Stonedust	LRF SMF Mocha R1	Limestone Ridge Farm, Bedford, IN
	LRF Shogun	LRF SMF Mocha R1	Limestone Ridge Farm, Bedford, IN

Champion Jr Bull

SF Sterling

RSA Mr Extra Scotch 05S

Intermediate Bull Divi

(2 Entered)

Champ Inter Bull

JB The Rock

Temar Lotus L62

Limestone Ridge Farm, Bedford, IN

Res Champ Inter Bull

RSA MR Raleigh 73R

Monarch Oak Extra

RebSuAnn Cattle, Shelbyville, KY

Senior Bull Division

(1 Entered)

Champion Sr Bull

ATI Trojan 369

Gentle Acres Trojan 66C

Sullinger Farms, Ridgeway, OH

GRAND CHAMPION BULL

JB THE ROCK

RES GRAND CHAMPION BULL

RSA MR RALEIGH 73R

Get of Sire

Monarch Oak Extra

RebSuAnn Cattle, Shelbyville, KY

SF Willy Wonka

Sandbriar Farms, Roanoke, IN

Produce of Dam

WCC Diplomats Dutchess 27F

RebSuAnn Cattle, Shelbyville, KY

LRF Annette

Limestone Ridge Farm, Bedford, IN

2007 Ohio Beef Expo Champions



Grand Champion Bull

JB The Rock

Exhibited by Limestone Ridge Farm
Bedford, IN



Grand Champion Female

ATI Carnation 674

Exhibited by OSU/ATI
Wooster, OH

www.murraygreybeefcattle.com

EMGA Meets in Ohio

By: Ginger Natolis

The Eastern Murray Grey Association held a membership meeting on March 16, 2007 in conjunction with the Ohio Beef Expo in Columbus, OH. Among the members attending were: Stacey & Steve Cummings, Bedford, IN, Annette Pulliam, Shelbyville, KY, Kyle Knight, Roanoke, IN, Joel Litt, Wooster, OH, Rex Sullinger, Ridgeway, OH, Debbie, Neil and Deanna Arbucci, Connecticut, Kelly Deterding, Prairie du Roche, IL, Ginger Natolis, Marietta, OH. John and Gennie Gerow from the AMGA national office were guests at the meeting.

Annette Pulliam called the meeting to order at 9:30 in the morning and the first topic of discussion was the need for the group to have a major fundraiser. Members discussed several ideas, among which was the idea of selling raffle tickets and having members offer cattle of various ages and genders from which the winning raffle ticket holder could choose. EMGA members will be organizing this raffle early this summer.

EMGA members voted to hold another show at the NAILE in Louisville, KY again this November. Look for more information on this as time goes by.

AMGA members in the Eastern United States are encouraged to join EMGA to be part of the growing network of Murray Grey breeders working together to market and promote the breed in the Eastern US.

CANDIDATES NEEDED

With the 2007 Annual Membership Meeting coming during the first week in August, the Association is nearing the deadline for nominations to the Board of Directors. These positions are unpaid, difficult and often thankless, but they are essential to keeping the Association going and growing.

In order to be eligible to stand for election, one must have been a member for 2 years. There are two "face to face" meetings each year; one held at the Association's office in Reno, NV in February and the second at the National Show. Board members must be able to commit to attending these meetings. The Directors make extensive use of email and candidates should have access to email.

If you know a member who would make a good director, or if you are interested in serving as a director, please contact a member of the Nominations Committee. Those members are:

Sharon Virtue – phone: 541-367-5164 email: hamurraygreys@proaxis.com

Tom Helfter – phone: 507-665-2934 email: tlhelfter@aol.com

Ginger Natolis-phone: 740-374-2910 email: monarchoak@murraygreybeefcattle.com

You can also contact the Association at 775 – 972 – 7526 email:AMGAOffice@murraygreybeefcattle.com



From planned matings to dinner plates - the American Murray Grey Association offers programs to assist members in maximizing their Murray Grey potential! Contact AMGA to see how YOU can benefit from member services!

Phone: 775-972-7526 Email: AMGAOffice@murraygreybeefcattle.com

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NWMGA April Board Meeting

By: Sharon Virtue

The April 28, 2007 meeting was held in Kuna, Idaho at the home of Marv and Pat Flavel. Lunch was provided by the loving hands of Patti and was enjoyed by all.

In attendance were, Dan and Diane Sheribon, Justin and MaryAnn Holloway, LaRalph Christensen, Rob Newburn, Marv and Pat Flavel, Bonnie Sicard, John Thomson, Michael and Leona Jimenez, George and Cheryl Germaine, and George and Sharon Virtue.

In an ongoing promotional effort the board brainstormed some ideas to get Northwest cattle shown to some new areas. They also finalized the details in the hosting of the 2007 AMGANational Show to be held at the Clark County Fair, in Ridgefield, Washington. Also in the works is a nice group of bulls to go to either the Midland Bull Test, or the WSU Bull Test in the fall.

We had a guest speaker from the Western Idaho Fair who encouraged the NWMGA to participate this coming year. Local Idaho breeders will spearhead that endeavor.

Committees were formed to handle upcoming events and to coordinate various breeder functions including sales. A sale page will be added to the NWMGA web site.

At the National Show, the NWMGA will be making available many promotional items to buy, i.e., hats, shirts and buckles.

The camaraderie was so good that it was agreed to have the yearly board meeting in the spring at a breeder's home. Unity was felt by all and it was so nice to be able to meet people face to face. It was a very productive atmosphere to get many ideas and new pathways on track.



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Web Site Additions

Look for some changes and improvements in the AMGA web site. Executive Director John Gerow is working on adding e-forms to the web site in an effort to add functionality to a very good information web site. Responding to members' desires, our Executive Director hopes to have all of the Association's forms on line by the end of the year.

Gerow says that all of the applications that members use can be converted to e-forms and posted on the web site, except for transfer of ownership applications. This application, Gerow says, must be done in "real-time" through the mail, because it is essential that the national office have the seller's signature on file before transferring ownership. The association is working on building the on-line forms to be as close as possible in structure to the paper forms that members are now using.

The Association is also looking at using the web based "Pay-Pal" service to accept credit card payments for applications done on-line. The combination of e-forms and on-line payments will be a tremendous added value to the AMGA members.



Compare JB The Rock as a new born to what he looked like winning the Ohio Beef Expo Murray Grey Show!

Certified American Murray Grey Beef Logo Available!!

**Certified
2007**



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AMGA is pleased to announce that the 2007 Certified American Murray Grey Beef logo is ready for AMGA members who are selling CAMGB. This no cost program is available to all AMGA members. Contact the association for more information or to receive a CAMGB application!

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Looking ahead to the future!



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