

MURRAY GREY NEWS

The Official Publication of the American Murray Grey Association

December 2013



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**2013
AMGA
Directors**

Sherie Clark - President
330 - 627 - 7438

Patti Flavel - Vice President
208 - 880 - 3762

Annette Pulliam - Secretary
502-738-5176

Julie Harris - Treasurer
541 - 572 - 2558

Dave Moeller Michael Birch
765 - 679 - 5071 410 - 557 - 6450

Casey Meeks
330 - 698 - 5021

Northwest Murray Grey Asso. Rep
Sharon Virtue
541 - 367 - 5164

Our Cover

Part of the cow herd at Don & Meery Bayly's Trace Hollow Grass Fed Beef in Oakland, OR.

Photo courtesy Merry Bayly

We need good pasture photographs.
We invite all members to send pictures!

See the Murray Grey News online!
www.murraygreybeefcattle.com/MGNEWS/newsonline.pdf

How to reach us -

AMERICAN MURRAY GREY ASSOCIATION
P.O. 43515
LOUISVILLE, KY 40253-0515
Phone: 502 - 384 - 2335
Fax: 866 - 571 - 2554

AMGAOffice@murraygreybeefcattle.com
<http://www.murraygreybeefcattle.com>

Notes from the National Office

The 2013 Annual Membership Meeting included farm tours in North Central Kentucky. Attendees toured one of the top Saddlebred horse farms in the country and an exciting agri-tourism, orchard, retail farm operation. Folks who did not attend the meeting missed a marvelous look at the diversity of agriculture in Kentucky.

2014 Dam Inventory and Breeding Worksheets will be going out to current BreedPlan members with this edition of the News. BreedPlan members, please complete the breeding worksheet and return it to the Association with correct fees by January 31 for spring calving cows. (July 31 for fall calving cows.) If you wish to enroll in BreedPlan, let us know and we will generate your forms and mail or email them to you. Data fee for 2014 remains at \$20 per cow.

Reduced Registration Fees will remain in effect for calendar year 2014. BreedPlan registrations will stay at \$5 up to 400 days of age. Pedigree Registrations are \$18 under 150 days of age. Call or email for more information.

Youth Recognition Award will be available from the AMGA next show season. The rosette style ribbon is an effort to thank and acknowledge those Juniors who are willing show and promote our great Murray Grey Cattle.

AI and ET Protocols MUST be followed in order to register resulting offspring. Please read and familiarize yourself with the AI and ET protocols on the web site. Please make sure that any bull you use via AI is on the approved sire list and that there is documentation for any ET donor cow from which you use embryos. Call if you have questions.

A New Murray Grey Publication will be produced beginning in 2014. This once annual publication will replace the current Murray Grey News and the Herdbook that have been the spine of our promotional efforts over the years. We need a title for our new magazine – winning suggestion will receive a half page full color ad in the inaugural issue. Watch the web site for more information. A shortened version of the “NEWS” will be produced
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529 Butler Rd.
Kittanning, PA 16201
724-545-3143
Print Shop: MariJo Klingensmith
Email: mjklingsmith@dsbiz.biz

AMGA Board Meets

The Board of Directors of the American Murray Grey Association held their meeting in conjunction with the 2013 Annual Membership Meeting in Shelbyville, KY on October 4, 2013. President Sherie Clark called the meeting to order at 3:55 PM in the Community Room at Operation Care, 708 Main Street in Shelbyville.

Directors Mike Birch and Julie Harris were excused from attending due to work commitments and Patti Flavel was excused for personal reasons.

Following the reading of the minutes of the previous meeting, a report on the financial status of the organization and a brief report on activity by the Executive Director, the Board moved to accept the membership applications of everyone who has applied for membership for 2013. Under Old Business, John Gerow reported that the 2013 Membership Directory, which was to replace the “Herdbook” this year, had not yet been completed but would be before the end of the year.

In New Business, the Board approved the registration of an older female whose registration application had been misplaced by the breeder. The Directors agreed to extend the lower registration fees for both BreedPlan and Pedigree registrations through 2014. Under this fee schedule, BreedPlan registrations are \$5.00 and Pedigree registrations before

150 days are \$18.00. The Board asked the Promotion Committee to try to produce an advertisement sponsored Murray Grey calendar for 2014.

The Northwest Murray Grey Association extended an invitation to host the 2014 National Show and meetings at the Clark County Fair in Vancouver, WA. The dates of the fair are July 31 through August 3, 2014.

The Board approved a motion to produce, and have available to members, a standard rosette style ribbon to give to Juniors who show Murray Greys. The award would be an effort to bring some extra acknowledgment to Juniors and to show the Association's appreciation for their work in promoting Murray Grey cattle. These youth awards will be

available from the Association prior to next year's show season.

The most significant action of the meeting was a unanimous vote to end the quarterly publication of the Murray Grey News with the December 2013 issue. Beginning in 2014, the Association will use email or the website to publish 3 issues of the “NEWS” and the fourth issue will be a 40 – 60 page glossy, full color magazine devoted to the breed and our members. Each issue of the new publication will include a membership directory.

The Board of Directors will “meet” to elect officers for 2014 via email before December 31.



Murray Grey Calf
at Schwarzerde LaGrange, IN

The "Murray Grey News" is published quarterly; March, June, September and December by the American Murray Grey Association, PO Box 43515, Louisville, KY 40253. All articles and advertisements should be sent to AMGA by the 10th of the month preceding publication. All "Letters to the Editor" must be signed. Disclaimer: Advertisers assume full responsibility for all content of advertisements printed as well as any claims arising therefrom against the publisher. The American Murray Grey Association retains full editorial rights to all material submitted and may refuse to publish any advertisement, article or Letter to the Editor submitted.

DNA Testing with Early Pedigree Registration

In the last edition of the MURRAY GREY NEWS a new program for early registrations and DNA testing was announced. As an incentive to increase early registration and recording of valuable breeding information a trial program beginning 7-1-2013 and running through 12-31-2014 gives breeders the opportunity to register animals under 150 days of age for \$18 for pedigree only information. Under a special program, negotiated with the Igenity division of Neogen, members can submit genetic material and get the DNA profile information report for each animal and the pedigree only registration for a total charge of \$30. This compares with the current \$30 charge for pedigree registration by itself. Igenity has also offered \$5 discount for all their tests submitted through the AMGA office. We have the tail hair collection kits here for your use. The tissue collectors are available directly from Igenity and have a dual function as an ID tag. RFID tags are slightly higher cost.

The AMGA profile is a bit abbreviated from the normal complete profile that costs \$38 for each animal, but includes information on many of the most valuable traits available. Tenderness, Maternal Calving Ease, % Choice/Marbling, Average Daily Gain, and Stayability are all important indicators of profitability for beef producers and this tool will help breeders in selecting animals for their herds and can be a valuable marketing tool for selling breeding stock. The results of the gene information will be added to the registration certificates of participating animals to help in that marketing effort.

So now breeders have several options for pedigree registrations. They can submit them within 150 days for \$18, submit them and DNA samples within 150 days for \$30, or wait beyond the 150 days up to 400 days for the normal \$30, or after that time for \$40.

Call or write for your collection kits and get started! It's easy. Just pull 30 - 40

hairs from a clean tail switch, record the animal on the sheet, attach it to the regular registration application and you will be sent the detailed DNA data for each of your calves as well as your regular registration papers. Members on Breedplan or members wanting the complete profile, aManno tests, parentage or any of the many other tests offered by Igenity can also receive their \$5 discount by submitting them to our office.

If you are not familiar with the Igenity profile and the tests available go to www.igenity.com

We already knew that the Murray Grey has fantastic carcass traits. Only about 1 1/2 % of all animals tested score a "10" for tenderness on the various genetic tests with most being Angus or Murray Greys. Now we have another tool that we can use to improve our breed and demonstrate to the rest of the industry that Murray Greys ...lead the way!

Annual Membership Meeting

Disappointing turnout marked the 2013 Annual Membership Meeting of the AMGA. Directors had hoped that having a free standing meeting (not in conjunction with a national show) would encourage members to attend. The meeting was attended by 4 members.

Gennie Gerow planned a day of area touring for the event. Attendees visited Undalata Farm in Shelbyville. This farm, owned by Hoppy Bennett, is one of the premier Saddlebred farms in the country. The farm is steeped in history, and the Bennett family graciously allows tours of the lovely old farm house, built after the Civil War. Shelby County Tourism conducted the tour for the Murray Grey breeders.

After a delightful lunch at one of Shelbyville's boutique sandwich shops, the MG group headed out of town to an exciting farm start up called Mulberry Orchard. Local young couple, Matt and Amanda Gajdzik were looking for an income source to eventually replace their tobacco crop and decided to plant orchards. Their orchard concept has grown into a small farmyard store and a lively agri-tourism business supplementing their commercial grain, tobacco and small steer feeding program.

Amanda Gajdzik took the group on a tour of the farm. The tobacco crop had been harvested and was "curing" in the barns. Amanda explained the very complicated growing process.

Following the "curing" process, the tobacco is sorted and baled for delivery. Most of the tobacco grown in Kentucky now, is grown under contract, eliminating the old, exciting tobacco auctions.

The orchard has 15 varieties of peaches and 15 varieties of apples. The wide range of varieties not only offers a great selection of tastes, textures and colors, but extends their harvest and selling seasons. The Gajdziks also sell a variety of locally grown vegetables and meats at the farm store.

Mulberry Orchard offers tours to the public, a pumpkin patch in the fall and a corn maze as well as a neat play ground for children. The agri - tourism element of their farm draws large crowds on weekends during the growing season. Promoting Kentucky agriculture is paramount to the Gajdziks.

Although the turnout was small, the attendees had a great opportunity to see a some of the wide range of agriculture in Kentucky.

The actual Membership meeting was held Saturday,

October 5 at Claudia Sander's Dinner House in Shelbyville. As everyone at the meeting was also at the Board meeting, the membership meeting was limited to counting ballots for the Directors' election. Dave Moeller from Glenbrook Farm in Indiana and Sherie Clark of Victory Murray Greys in Ohio were reelected to the Board for another 2 year term each.



Quiet Temperament
Larry Lampman almost had this cow inside his car!

Clark County (WA) Fair Murray Grey Show Results

Class	Name	Farm	Exhibitor
Champion Heifer Calf	MLJ Amelia	MLJ Ranch	Jimenez Family
Reserve Champ Heifer Calf	Windy Acres Alice's Romance	Windy Acres	Stephanie Walsh
Jr. Champion Heifer	DG Zinnia	Diamond G	George & Cheryl Germaine
Res. Jr Champion Heifer	Windy Acres Zinnia's Romance	Windy Acres	Stephanie Walsh
Senior Champ Female	DG Silver Skye	Diamond G	George & Cheryl Germaine
Res. Senior Champion	MCM Yaretze True	McCully Mt.	Steve & Cathy Walker
Grand Champion Female	DG Zinnia	Diamond G	George & Cheryl Germaine
Res. Grand Champion Female	MLJ Amelia	MLJ Ranch	Jimenez Family
Champion Cow/Calf Pair	MLJ Yakira	MLJ Ranch	Jimenez Family
Pair of Females		MLJ Ranch	Jimenez Family
Bull Calf Champion	DG Sir Simeon	Diamond G	George & Cheryl Germaine
Res. Bull Calf Champion	JB Ambush	JB Ranch	Bonnie Sicard
Junior Bull Champion	MLJ Zander	MLJ Ranch	Jimenez Family
Grand Champion Bull	MLJ Zander	MLJ Ranch	Jimenez Family
Res. Grand Champ Bull	DG Sir Simeon	Diamond G	George & Cheryl Germaine
Pair of Bulls		MLJ Ranch	Jimenez Family
Jr. Get of Sire		Windy Acres	Stephanie Walsh
Best 5 Head		Windy Acres	Stephanie Walsh

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Auld Lang Syne - Good bye to the old and Hello to the New

Time takes its toll on everything in Creation. We are all familiar with the increasing aches and pains in our own bodies. We are all familiar with the warped and sagging fences that were so tight and straight just those few short (?) years ago. The passage of Time often necessitates changes; we find ways to move that don't hurt so much, we rebuild and replace those old fences, and we find new ways to promote our cattle and our Association.

For 40 years, the Murray Grey News and the biennial Herdbook have been the "voice" and the "face" of Murray Grey breeders in the US and of the American Murray Grey Association. The "News" has served as a vehicle for breeders to share the news, to keep abreast of happenings and changes within the Association and a platform to advertise their herds and their cattle. The "Herdbook" has been a tremendous promotional piece over the years that has always been a part of the information packet that the Association has sent to prospective buyers. Many Murray breeders were first introduced to the breed through the "Herdbook".

But Time takes its toll. For the past several years, we have struggled to get enough advertising revenue to cover the cost of publishing, printing and mailing the "News". This is a good thing, in some ways; demand for our cattle is at an all time high and many breeders don't need to advertise in order to sell cattle. Similarly, interest in advertising in the "Herdbook" has disappeared over the last couple of years. The Directors of the Association have decided that it is not fair to our members to continue programs that lose money. And so, changes are on the way.

Beginning with the March 2014 issue the "Murray

Grey News" will become an "e-publication" delivered by email or through the web site three times a year. The "e-publication" will be a much smaller publication and will not have breeder ads. It will become simply a conduit of information from the Association to the membership. This very low cost method of publication will keep the much of the functionality of the "News" with out the cost of hard copy production.

Once each year, beginning in 2014, AMGA will publish a glossy, full color magazine that will combine the best of the "News" with the heart of the "Herdbook"; a current membership directory. This annual (which has yet to be titled) will feature breeder ads and articles about herds and breeders (as part of some ads - watch for details!). Tentative plans are to publish late in the year, so that we can include a complete list of show results in print.

We are planning on using the centerfold(s) for the membership directory each issue.

When members do need advertising, AMGA will continue to offer the online Classified Ads for members and breeders. If there is enough demand, we will consider including current classifieds in the "e-published" "News".

One of

the major decisions concerning this new publication is what to name it. We are looking for suggestions for a title for our new annual publication. If you have a suggestion or idea, let us know. Please watch the web site for information on the new publications. We would be very glad for any ideas and suggestions as to how we can build a really good, annual Murray Grey magazine to be the new, full color, glossy face of the "world's best beef eating experience!"



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Notes - (cont from page 1)

several times each year and delivered via the web site or email. If you do not use the internet, please let us know and we will endeavor to generate a mailing list.

Gennie and I want to thank all of you for your support and dedication to the breed over the past year and we wish each of you, and all of your loved ones, the merriest of Christmases and best wishes for a happy, safe and prosperous New Year!

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