



# Murray Grey News

*The Official Publication of the American Murray Grey Association*

March 2006



***AMERICAN MURRAY GREY ASSOCIATION***

***AMERICA'S FASTEST GROWING BEEF BREED  
&***

***FASTEST GROWING BREED REGISTRY***



2005  
AMGA



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Ginger Natolis        Andy Zinnel

Sharon Virtue - NWMGA Rep.

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Tom Surrarrer - ERMGA Rep.

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## Our Cover

A group of Murray Grey calves follow a lone brood cow toward the shade of the treeline on the edge of the pasture in West Australia.

These thick, well-muscled calves were typical of the Murray Greys that were displayed on the World Congress Tour.

With pasture season approaching, we remind readers to take good pasture pictures and send them to us for future use.

We thank Annette Pulliam for the cover photo.

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

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## How to reach us -

**American Murray Grey Association**

**P.O. Box 60748**

**Reno, NV 89506**

**Phone/Fax: 775 - 972 - 7526**

**Email: [AMGAOffice@murraygreybeefcattle.com](mailto:AMGAOffice@murraygreybeefcattle.com)**

**<http://www.murraygreybeefcattle.com>**

## Notes from the National Office -

**2006 Dues** are due. We would like to see everyone renew their memberships by the end of February. We will be updating the membership pages on the at the end of the month and we do not want any one to be left out.

**Group BreedPlan Dam Inventory & Breeding Worksheets are also due.** We need your Breeding Worksheets so we can generate your Birth Worksheets in time for your calving season.

**Show Dates Wanted** - We want to have as many Murray Grey shows as possible listed on the web site. Please let us know what fairs and shows you will be attending this summer.

**Embryo Flush & Semen Issues** - There is a protocol required in order to register calves from ET Flushes or sired AI. AMGA is in the process of publishing these protocols and we hope to have them out to the membership with the June NEWS. If you are considering flushing a cow, drawing semen from a bull or importing embryos or semen, please contact the association office to ensure that your ET and AI calves will be eligible for registration.

**Junior Ladies** please find the application for AMGA Queen which is included in this issue. We need a Queen to represent the Association at our National Show tentatively planned for Louisville, KY in November.

## A note of thanks

Hillside Acres wishes to thank so many of you who responded since Jon's death. The prayers, the cards, the flowers, the visits, the phone calls, and overwhelming support are greatly appreciated. The contributions to Jon's Memorial Fund have been outstanding.

Thank you all so very much,

George and Sharon Virtue

# 2005 National Show Results

Eight Murray Grey breeders from Idaho and Oregon paraded 35 head of high quality Murray Grey breeding stock across the tanbark at the 2005 American Murray Grey Association National Show at the Spokane County Interstate Fair in Spokane, WA on September 15, 2005. The 2005 National Show was one of the best Murray Grey shows in recent memory. AMGA Registrar and Office Manager Gennie Gerow and Kara Deterding helped set up the classes and kept the show moving smoothly. 2005 AMGA Queen Kelly Deterding presented ribbons at the end of each class.

Following is the list of the champions of the 2005 AMGA National Show.

Champion	Name	Exhibitor
<b>Calf Champion Female</b>	JB Monique Richelle	JB Ranch, Madras, OR
<b>Reserve Calf Champion Female</b>	HA Rockin' Robin	Hillside Acres, Sweet Home, OR
<b>Senior Champion Female</b>	Twin Fir Night Games	Twin Fir Farm, Redmond, OR
<b>Reserve Senior Champion Female</b>	JB Pecan Parfait	JB Ranch, Madras, OR
<b>Grand Champion Female</b>	JB Monique Richelle	JB Ranch, Madras, OR
<b>Reserve Grand Champion Female</b>	win Fir Windy	Twin Fir Farm, Redmond, OR
<b>Calf Champion Bull</b>	JB The Rock	JB Ranch, Madras, OR
<b>Reserve Calf Champion Bull</b>	Pattirex Pistol Pete	Pattirex Murray Greys, Kuna, ID
<b>Senior Champion Bull</b>	Twin Fir Fanfare	H Diamond & Eagles Rock MGs, Idaho Falls, ID
<b>Grand Champion Bull</b>	Twin Fir Fanfare	H Diamond & Eagles Rock MGs, Idaho Falls, ID
<b>Reserve Grand Champion Bull</b>	JB The Rock	JB Ranch, Madras, OR
<b>Supreme Champion</b>	Twin Fir Fanfare	H Diamond & Eagles Rock MGs, Idaho Falls, ID



**JB The Rock**  
2005 National Show Junior Champion &  
Reserve Grand Champion Bull  
Bred & Exhibited by JB Ranch



**JB Monique Richelle**  
2005 Junior & Grand Champion Female  
Bred & Exhibited by JB Ranch

## AMGA Directors Meet

The Board of Directors of the American Murray Grey Association met for their annual winter meeting at the Association's headquarters on Silver Lake Road in Reno, Nevada on January 13, 2006. President Kent Knight called the meeting to order at 1:00 PM. Board members John Beese, Tom Surrarrer and Andy Zinnel were unable to attend. There were several guests present; Diana Anderson of Livermore, CA, Kathy Schmitt of Shingle Springs, CA, Mallorie Walsh from Suisun City, CA, Leona Jimenez from Ridgefield, WA and LaRalph Christiansen of Idaho Falls, ID.

Executive Director John Gerow presented the 2005 Income Statement to the Board. Despite off budget additional expenses, the Association ended 2005 with the best Retained Earnings in about 10 years. Gerow explained that the member activity in the fourth quarter was much greater than anticipated. 2005 was the third consecutive year of positive Retained Earnings for the organization. The Directors approved an operating budget for 2006. The 2006 plan projects positive Retained Earnings and allocates \$500.00 to be used for National Show premiums.

The Executive Director presented information on Association activity in 2005. During the year just ended, there were 91 annual members, 12 of whom were new members in 2005. Annual membership has increased 58% over the past three years. Junior membership has increased over 300% in three years. Members registered 457 head of cattle in 2005 and transferred 265 head. Registrations and transfers have increased steadily since 2002 with last year's registrations representing an 87% increase over 2002.

Ginger Natolis reported that the Eastern Murray Grey Association is hosting the Murray Grey show at the 2006 Ohio Beef Expo in Columbus, Ohio in March. Eastern is hoping for a 30-head show.

Eastern also tendered a tentative invitation to host the 2006 American Murray Grey Association National Show at the North American Livestock Exhibition in Louisville, KY in mid-November. The Board accepted Eastern's invitation, pending the NALE's acceptance of a Murray Grey show during this year's Exposition.

In other New Business, Kris and Diana Anderson, Eagles Run Ranch, Livermore, CA have petitioned the Board to change the calculations and reporting of AMGA's Group BreedPlan genetic evaluation from the

present scheme of presenting EBV's in kilograms to EPD's in pounds. President Knight referred this question to Rules, Performance and Import Export Committees for review. The President also established an *ad hoc* committee to review this as well. Committees are to report to the Board by April 1 for a determination by May 1 to allow for changes in the computer system prior to the July genetic evaluation run.

Michael and Leona Jimenez presented a suggestion that AMGA consider developing a freeze brand for use on black Murray Greys for the purpose of identifying them as Murray Greys. Their suggestion comes from the Australian practice of freeze branding black Murray Greys with an outline of the continent of Australia with the letters "MG" within the outline. The Promotions Committee will research if such a program could be established, and if such a breed promotion brand would conflict with brand laws in the western states.

Registrar and Office Manager Gennie Gerow asked for authorization from the Board to prepare and distribute an "update" to the 2005 – 2006 Herdbook. The update would list members who have joined the Association since the last Herdbook was published. Members of the Board approved the suggestion. Several other topics were discussed and referred to committee for continued study.



March 16 - 18, 2006

### Eastern Murray Grey Association

cordially invites all friends of Murray Grey cattle to attend the Murray Grey show at the 2006 Ohio Beef Expo, Friday March 17, 2006 at the O'Neill Building on the Ohio State Fair Grounds, Columbus, OH

Cattle for sale at private treaty.

**AMGA Office will be closed March 17 - March 19**

# AMGA Dues & Fees – What do they buy and are they competitive?

By: John Gerow

It is a quintessential human trait to think that we are paying too much for whatever we buy and to want lower costs for everything that we buy. We hear from members every now and then who would very much like to see AMGA dues and fees reduced. As your Executive Director, I am always on the look out for ways to cut costs, or for ways to try to increase the value of what AMGA members receive for their dues and fees. Let's take a look at what your Association offers in exchange for your dues and fees.

First, your dues and fees provide a nearly full-time professional office staff. The bylaws of your Association prevent the Executive Director from having any financial interest in Murray Grey cattle. This helps to ensure that your national office is able to promote every member's Murray Greys without prejudice. Although my wife, Gennie (our registrar and office manager) and I both work full-time jobs, we devote our evenings and weekends to AMGA. Even though we are only able to work evenings and weekends, AMGA members enjoy the fastest turn around time for paperwork in the US purebred beef industry.

Your dues and fees allow AMGA to have the use of a massive computer system in which to do our pedigree database and performance analysis without the cost of leasing and maintaining such a system. AMGA is using the exact same pedigree and performance software that the American Hereford Association, American Shorthorn Association, Canadian Angus Association and the American Salers Association use. Your dues and fees make this possible.

All AMGA members benefit from our quarterly magazine, "Murray Grey News" and from the Association's interactive web site. The Association's web site includes a pedigree and performance search engine, links to members' web sites and tutorials. Dues, fees and advertising dollars make these promotional efforts possible.

Your Association has developed a no-cost promotional program for members who sell freezer beef. The Certified American Murray Grey Beef program is the first step in developing name recognition for your superior quality beef.

AMGA members who participate in Group BreedPlan genetic evaluation receive a genetic evaluation of their animals twice each calendar year. This evaluation includes evaluation on every animal in the herd for which data is submitted, a sire summary of bulls that meet certain criteria and posting of the sire summary online. This is the same output that members of the larger breed associations receive.

To summarize, through careful management of your Association's resources, your Directors have been able to provide members with the same output and services as members of larger beef breed associations expect from their organizations.

## Are AMGA dues & fees competitive?

How do AMGA dues and fees compare to those charged by other breed associations? Most of us would expect that larger breed associations with more members and more registrations would be able to offer those services for lower dues and fees. A search of breed association web sites reveals some interesting information. The following chart is not a complete comparison, simply what I was able to find on the Internet in a brief search.



**Not exactly what PETA has in mind maybe??**

## AMGA Dues & Fees - continued

	Dues	Female Inventory	Registrations
Angus	\$30 \$80 with magazine		\$7 - \$27 by age \$10 AI fee
Charolais	\$75	\$13 Jan – March \$31 after April 1	
Hereford		\$5	\$12 - \$15 by age
Red Angus		\$15	
Shorthorn	\$35	\$15	\$15 - \$100 by age

**AMGA \$50 includes 4 magazines \$20 \$10 - \$25 by program & age**

Comparing AMGA dues and fees to those of the five major breeds above shows that AMGA dues and fees are very competitive. We would expect that all of these beef societies, especially Angus and Hereford, the two largest registries in the United States, would be able to offer substantially lower dues and fees, but they do not. Compare the high-end registration fee, for animals over a year of age, and we see that AMGA is extremely competitive. (AMGA registration fee is \$10 for BreedPlan members and \$20 for Pedigree registrations up to 400 days of age. The \$25 fee is for animals over 401 days of age.)

Although AMGA is one of the smallest breed registries in the US, AMGA members receive services comparable to the services that members of the nation's largest breed associations receive and at comparable costs. Considering the size of the American Murray Grey Association, AMGA members are getting a pretty good value for their fees and dues.



## CIRCLE H RANCH OZARK QUALITY CROSSES

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Monarch Oak Arienne

2004 Ohio Beef Expo Grand Champion Female

	BW	WW	YW	MILK	MATERNAL	SCROTAL	CE	MAT CE
EPD	+3.7	+21	+30	+3	+14	-0.70	-2.6	+0.1
Acc	86	75	70	57		45	55	42
Average EPDs for all Calves born in 2004								
EPD	+2.3	+14	+22	+3				

Monarch Oak Mr. Flash

January 2006 Murray Grey Genetic Evaluation

Ginger Natolis

Calvin & Jared Huck

350 Ash Road Marietta, OH 45750-7861

Phone: 740-374-2910

email: monarchoak@murraygreybeefcattle.com

# CELEBRATE THE ACCOMPLISHMENTS!!

The centennial anniversary of the discovery of the Murray Grey breed was an exciting year to be part of the Murray Grey world. The World Congress in Australia was an incredible event that showcased the best cattle in West Australia and brought people from around the world to celebrate the breed's first century. 2005 was a very exciting year for Murray Grey cattle in the United States and for the American Murray Grey Association.

Here's the good news -

In the past 3 years the American Murray Grey Association has grown -  
**87% increase in registrations**  
**58% increase in Annual Memberships**  
**300% increase in Junior Memberships !!**

## AMERICA'S FASTEST GROWING BEEF BREED



&

## BEEF CATTLE REGISTRY!!

Regardless of your management system or marketing scheme, the members of the American Murray Grey Association invite you to join the "Grey Tide"! Murray Grey cattle are respected around the world for their calving ease, quiet temperament, feed efficiency and carcass quality.

Talk with an AMGA member about how Murray Greys can work in your cattle program.

Contact the American Murray Grey Association to learn more about the many programs that the Association offers for members.

### ***AMERICAN MURRAY GREY ASSOCIATION***

***P.O. Box 60748***

***RENO, NV 89506***

***PHONE: 775-972-7526***

***EMAIL - AMGAOFFICE@MURRAYGREYBEEFCATTLE.COM***

# ***PROGRAMS & SERVICES***

The American Murray Grey Association is a full service breed registry, offering registration, performance evaluation and promotional services to all members.

## **Group BreedPlan**

AMGA offers its members genetic performance evaluation based upon the Whole Herd Reporting concept. In Group BreedPlan, members submit performance data on all calves born in the reporting year whether or not they register those calves. Members using this option report performance data and receive corresponding Expected Progeny Differences (EPDs) on their cattle. EPDs are a fundamental management and marketing tool in many segments of the industry.

## **Pedigree Only**

To meet the needs of all Murray Grey owners, the AMGA also offers a “pedigree only” option for members who do not need EPDs in their management or marketing programs. In this system members register only those calves they want registered and do not submit performance data. Animals registered under both programs have the same status as registered Murray Greys.

## **Percentage Recording**

The AMGA still has an “open herdbook”. That is, members can record cattle that only have one Murray Grey parent. These “percentage” cattle can be up bred to “purebred” status - greater than 7/8 Murray Grey blood for females and greater than 15/16 Murray Grey blood for bulls.

Cattle bred up from registered Angus base will be accepted in the “International Evaluation Purebred” category, making them eligible for export to Australia, New Zealand and Great Britain. Cattle originating from other than registered Angus base are considered “North American Purebreds” and can be exported into the Canadian registry.

## **Fast, Accurate Certificate Service**

AMGA members enjoy the fastest certificate service in the US purebred cattle industry. Average turnaround time for properly submitted applications is less than two weeks. Industry average is 4 - 7 weeks.

## **Certified American Murray Grey Beef**

Name recognition is the first critical step to marketing success. The American Murray Grey Association is proud of our “Certified American Murray Grey Beef” program. This simple, effective program is designed to help AMGA members build name recognition for the world’s best beef eating experience.

AMGA members who market finished and butchered beef are encouraged to apply for American Murray Grey Beef certification. AMGA will provide either paper tags or CAMGB art work for those members who want to make their package labels.

## **Murray Grey News**

Our quarterly magazine, the Murray Grey News, offers AMGA members an excellent platform to advertise their farms and herds. The magazine goes out to all AMGA members and to people who contact the Association for information about Murray grey cattle. Murray Grey News is also published online at the American Murray Grey Association web site giving advertisements three months of worldwide exposure.

# ***PROGRAMS & SERVICES***

## **American Murray Grey Association Web Site**

AMGA members benefit from the Association's professionally designed and managed web site. Our website receives about 50 unique visitors each day from across America and around the world. The web site is a very successful interface between our members and the beef industry. The American Murray Grey Association is able to provide AMGA members with some internet tools and services as benefits to AMGA membership. The AMGA can provide the following services to AMGA members at reduced costs.

### **Web Site Development -**

AMGA will develop web pages for members for a reduced rate, flat fee of \$65 per page (no animations, Flash files or music). For members who want a web presence at the least cost, AMGA will host members web pages for free on the AMGA web site server. Members' pages would be "www.murraygreybeefcattle.com/farm name".

### **Web Site Registry and Hosting -**

For AMGA members who want to have their own "dot com", AMGA will arrange domain name registration and server space for \$125.00 per year. We will then design your site for the same \$65.00 per page. With this program you would have "your farm name.com" - independent of, but linked from the AMGA web site.

### **Links to existing farm and ranch sites -**

Every AMGA member who currently has a farm or ranch web site will have a link from this web site to their existing sites. Links to existing sites will be provided at no charge. Please contact AMGA to make sure your site is linked. We also want every AMGA member who uses email to have an email link from the AMGA site. Let us know what your email address is so we can make the link.

### **Murray Grey Email accounts -**

AMGA has 250 email accounts available to members. Promote your farm and herd with every email you send and receive! You could have "farmname@murraygreybeefcattle.com" as your email address and we will arrange for the emails to be forwarded to your current email client. Your murraygreybeefcattle.com email address can be arranged for a one time \$15 fee.

### **Supporting Murray Grey Shows**

The show ring has always been, and continues to be, one of the most important tools in promoting and developing breeds of livestock. For the first time in many years, AMGA is able to begin supporting Murray Grey shows in the United States. The Directors of the AMGA have authorized up to \$500.00 to be applied to premiums at the AMGA National Show, tentatively scheduled to be held at the NALE in Louisville, KY in November of this year. The Directors hope that this additional premium money will encourage more people to enter the AMGA National Show.

For juniors and other members who cannot travel across the country to attend the National show, the Directors of the Association are in the process of developing a "point" system for local shows and fairs. This point system would provide a vehicle with which the Association can reward AMGA members who work hard to promote the breed at smaller shows around the country.

***Please contact the AMGA for more information on the wide array of programs & services that we offer.***

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Idaho Falls, ID   Idaho Falls, ID  
(208) 524 - 2378   (208) 522 - 5489

eaglerockmg@msn.com   Hdiamondcattleco@wmconnect.com  
www.murraygreycows.com

## JB RANCH

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26969 - 376 Street  
LeSueur, MN 56058

507 - 665 - 2934  
email: tlhelfter@aol.com

### *We have moved!!*

Twin Fir is offering the following bulls for sale -

#### **Twin Fir Hawk**

Willalooka Pharaoh X Gilmandyke Park Frame Up  
DOB 1/1/05 BW 70 Dun

#### **Twin Fir Powder Keg**

Twin Fir Black Powder X Temar Lotus  
DOB 1/12/05 BW 83 Dun

#### **Twin Fir Benchmark**

The Glen Guru X Twin Fir Smokin Cotton  
DOB 1/13/05 BW 88 Black

#### **Twin Fir Sacramento**

Twin Fir Blackhawk X Twin Fir Blackjack  
DOB 5/2/05 BW 98 Dun

There should be a load of cattle going back east around April 06.

#### **Twin Fir Farms**

11153 NW Sunny Lane Prineville, OR 97754  
541-548-8481 Email-twinfir1@aol.com

**H  
A**

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Murray Grey Cattle

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George and Sharon Virtue

(541) 367-5164

The "Murray Grey News" is published quarterly; March, June, September and December by the American Murray Grey Association, PO Box 60748, Reno, NV 89506. All articles and advertisements should be sent to the AMGA office by the 10th of the month preceding publication. All "Letters to the Editors" 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 publisher reserves full editorial rights to all materials submitted.



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