

MURRAY GREY NEWS

The Official Publication of the American Murray Grey Association

March 2014

Volume 1

Issue 1

Welcome to the first issue of the electronic Murray Grey News! We hope to use this medium to provide Association news and information to our members. Read on to find out about the new Murray Grey publication that will be debuting this fall. In the meantime, if you need to advertise cattle for sale, please make use of the Classified Ad section of the AMGA website.

Notes from the National Office

Fees Reduced through 2014

The Board of Directors of the AMGA voted at their October meeting to extend the lower registration fees for both BreedPlan and Pedigree registrations for 2014 born calves. Under this fee schedule, BreedPlan registrations are \$5.00 and Pedigree registrations before 150 days are \$18.00 through December 31, 2014.

Dues are Due

2014 Dues are overdue. Renewing dues are \$100.00 after January 31. We will be updating the website in April. Don't let your contact information lapse!

Winter 2014 Sire Summary

The Winter 2014 Murray Grey Sire Summary has been compiled and will be posted on line soon. For EPDs on sires not included in the Sire Summary, use the EPD search linked from the AMGA home page.

DNA Testing for Murray Greys

Through an agreement with Igentiy, AMGA is pleased to be able to offer our members low cost genetic testing for some critical, profit making traits. Tenderness, Maternal, Calving Ease, % Choice/Marbling, Average Daily Gain, and Stayability are included in the AMGA profile. This DNA profile can be included with early pedigree registration for \$12 per calf. We have tail hair kits available on request.



Width and depth of muscling hung on clean flat bone; this Murray Grey heifer calf has the makings of a great brood cow!

Murray Grey Schedule of Shows

Please let us know where and when you will be showing your Murray Greys or having them on display at a local fair this summer. We would like to have a schedule of fairs where folks can see Murray Greys in the June issue of the Murray Grey News Online.

NEW MURRAY GREY PUBLICATION

Autumn 2014 will see the first issue of a brand new American Murray Grey publication - "Shades of Grey". This multi-page, glossy, full color magazine will be a hybrid of the old Murray Grey News and the long running AMGA "Herdbook". October 1 is our currently, planned publishing date.

The centerfold of "Shades of Grey" will be a membership directory by state. On either side, will be member ads and articles about Murray Greys and articles of interest to beef producers. We anticipate that "Shades of Grey" will be a fantastic merchandizing tool for Murray Grey breeders.

Every AMGA member will receive a copy of “Shades of Grey”. Advertisers will receive additional copies. “Shades of Grey” will be mailed to everyone who contacts AMGA for a year. We will have extra copies available for use at cattle shows and trade shows. We hope to make “Shades of Grey” a marvelous ambassador for the breed.

AMGA members are invited, and encouraged, to advertise in “Shades of Grey”. This magazine will go all around the country and will serve to introduce our breed to potential new buyers. This will be the best venue to reach the greatest number of potential buyers available to AMGA members. The “Shades of Grey” Rate Card is below:

Shades of Grey Rate Card

Full Page - \$300 – ½ page article, 10 free copies

½ Page - \$175 – 5 additional copies

¼ Page - \$90 – 2 copies

Business Card 1/8 page - \$40 – 2 copies

Full Page Advertisers will be given ½ page for a brief article about their herd, breeding philosophy or marketing plans. (We will help prepare the briefs.) Full page advertisers will receive 10 free copies of the magazine, ½ page advertisers will get 5 copies. Other advertisers will receive 2 free copies.

Members are more than welcome to electronically submit their ads. We can only accept pdf files at 300 dpi. (Please call or email for exact ad dimensions.) Camera ready ads must be submitted by August 15, 2014. If you want AMGA to prepare your ad, we must have your ad copy, photos, text and ideas by August 1, 2014. We are looking for good photographs and articles about Murray Greys, beef herd management or beef industry in general. All articles will be subject to editing and AMGA will reserve the right to refuse any ad or article submitted.

