

MURRAY GREY NEWS

The Official Publication of the American Murray Grey Association

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AMGA Directors Plan for the Future

The Board of Directors of the American Murray Grey Association held their winter meeting in Las Vegas, NV on January 28, 2017. Directors George Virtue, Julie Harris, Sherie Clark and George Germaine attended the meeting. Executive Director John Gerow and Registrar Gennie Gerow also attended.

Treasurer Sherie Clark recapped a very successful 2016 with her Treasurer's report. The Association ended the year in a strong positive cash flow position. Increased activity in Dues, BreedPlan and Registrations fueled the strong economic performance. Executive Director John Gerow presented an operating budget for 2017 that shows good profit potential again for 2017 with only minimal projected increases in activity.

Completing business from the last Board meeting in August, Registrar Gennie Gerow presented the Directors with an "In Case of Emergency" file. This notebook will contain all of the necessary banking, post office and computer information that would be needed to continue Association Office functions in the event that both of the Gerows were to become incapacitated at the same time.

Executive Director John Gerow reported on the progress that he has made with the Executive Director's Job Description and Performance Review. The Board tabled the discussion of the Job Description until the September meeting in Milwaukee. Mr. Gerow also presented the Directors with an evaluation matrix for the Directors to use as a starting point for their Annual Performance Review of the Executive Director.

Registrar Gennie Gerow presented the Director with the list of membership applications received so far for 2017. The Directors unanimously approved all of the membership applications.

Director's approved John Gerow's proposed budget for 2017. The budget plans for minimal increases in activity and revenue, but some lowered costs, especially in travel expenses as the National Show and Meetings will be in Milwaukee this year. The budget proposal includes \$1600 for national advertising and \$800 for outreach travel.

Director Julie Harris presented a definition of "**member in good standing**" as used in the AMGA bylaws. After discussion and revision, the Board adopted the following as the definition of "**member in good standing**": *"A member in good standing shall be defined as: any member who has paid current year dues. A member in good standing shall not engage in conduct that may endanger the good order or well being of the Association, or threaten the integrity of the pedigrees of Murray Grey cattle in the United States."*

The Directors and the office staff are excited with the prospects for 2017. Demand for our cattle remains high and prices are still very strong for good, Murray Grey breeding stock. We want to thank the Directors and the Gerows for traveling to this very worthwhile meeting.

2017 YEAR LETTER

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Murray Grey Herd for Sale!



MG herd for sale. Cows, calves, heifers, bulls.

This is a select, well bred group of cattle that has been developed in a forage only environment. This would make a good starter herd or a powerful addition to any grass based program.

Email for photos and descriptions.

FOX HILL FARM GRASS FED BEEF

LARRY LAMPMAN

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SOME INTERESTING

AMGA FACTS

Active Herds 2015 – 2016

1458 total active cows

14 cows per herd

10 Largest Herds avg 48 cows per herd

15 Herds with More than 30 cows avg 46 cows/herd

23 Herds with more than 20 cows avg 37 cows/herd

Our herd size is increasing as are our number of member herds. Bodes well for future growth!

Shades of Grey 2017

Shades of Grey 2017 is already in the planning stages! With all time record demand for Murray Grey cattle the time is right to get your farm and herd name out in front of potential buyers. AMGA's *Shades Committee* will be reaching out to members in the next month or so with the first call for ads, photos and articles about Murray Greys, pastures, forage management and marketing.

The Committee tells us that they want to print in October 2017 and will be trying to gather ads, pictures and articles between now and summer. They are looking for good pictures of herds on pastures and of individual animals. Keep that in mind as you check your cows in the next couple of months.

Please watch your mail and the AMGA website for information on *Shades of Grey*. AMGA invites you to advertise and be part of our major promotional effort.

Junior Show Photo Contest

The AMGA Board of Directors is working to get Juniors more recognition for their work with Murray Grey cattle. AMGA Junior members are being invited to participate in a photo contest during the 2017 show season. At their meeting in Las Vegas, the Board adopted a plan presented by Julie Harris to have Juniors submit photos of their Murray Grey show cattle. At each of the winter Board meetings, the Directors will "judge" the photos and select Junior winners. There will be 3 categories of competition in the Junior Photo contest; females, males and cow-calf. Winners will be announce in the MG NEWS Online and the following issue of *Shades of Grey*.

AMGA Office will be sending out nominations and explanations to all Juniors before the start of the show season. Information will be on the website as it becomes available.

2017 NATIONAL MURRAY GREY SHOW

**WORLD
BEEF**
25th Anniversary Expo

September 22-24, 2017

Presented by



Off to a good start!

2017 is off to a very good start for your American Murray Grey Association. The December – January membership renewal has brought in 112 members Annual Members. This is the most Annual Members since 2011 and the year has just begun! We have also received 11 Junior dues and 1 Associate membership so far for this year. Last year, we had 104 Annual Members and 23 Juniors. The strong, early membership speaks to the strong demand and good prices for our cattle.

AMGA is also reporting growth in the BreedPlan program as well. In 2016 there were 13 herds with 116 cows enrolled in BreedPlan. So far this year, 13 members have enrolled 160 cows. There are several larger breeders very interested in generating and using EPDs.

This early activity is an indicative of how well are cattle are being received in parts of the beef industry. Keep up the good work and let's make 2017 the best year yet for Murray Grey cattle in the US and for the American Murray Grey Association.

Bull's Head Images for Sale



We have come into possession of 11 of these Bull's Head images. They are 16" x 16" and are on Plexiglass Acrylic sheets. These are "one of a kind"; excellent for farm signage or as a collectors item.

AMGA is offering these for sale for \$50 plus shipping. Please email or call for details.



**Ohio Beef Expo Murray Grey Show Friday March 17, 2017
Ohio State Expo Center Columbus, OH**



Indiana Murray Greys - Part of the Schwerzde herd, Lagrange, IN