



## The Benefits of Membership



*Increase Your Opportunities...  
with Membership of the Murray Grey Beef Cattle Society Limited*

**T**he Murray Grey breed originated in the early years of the 20th Century, in the upper Murray Valley on the New South Wales and Victorian border. By the 1960's there were a number of breeders with successful commercial herds, with the Murray Grey Beef Cattle Society subsequently being formed in 1962 for the purpose of registering cattle and to administer the breed.

Today, the Society provides a large number of services for its members, with a number of different membership categories available, all designed to suit the needs of the member.

### **Benefits of Membership**

The Society supports members and their clients who are progressive, performance oriented cattle breeders.

The Society is constantly researching, collecting data, analysing information and forming alliances with the aim of delivering the most efficient service to members.

Today's breeders face exacting specifications for the market they are targeting. The Murray Grey Society is formulating alliances and trading information to ease the pressure, acknowledging that brand marketing is the way of the future. Services are aimed towards developing information systems and networks, underpinned by Quality Assurance.

All breeds are measured by the performance of their commercial cattle. The challenge is to breed cattle with the genetic potential to satisfy the criteria for the market.

### **Pedigree and Performance Recording**

The Society is moving with the times by maintaining pedigree and performance recording of cattle in a number of independent registers,

- \* The Purebred Register (PR)
- \* The Black Factor Register (BF)
- \* The Commercial Register (CM)
- \* The Grading Register (GR)
- \* The Greyman Register (GM)
- \* The Composite Register (CP)

It is possible to satisfy market criteria using the information available in these Herdbooks and the Murray Grey GROUP BREEDPLAN Genetic Evaluation Report.



*Australia's Own Beef Breed*

# Which Membership Best Suits Your Needs?

## Full Membership

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For people or organisations breeding pedigree Murray Grey or Greyman cattle able to be recorded in the various registers that comprise the Society's Herdbook.

The basis of all successful operations is the accurate recording of all pedigree and performance information for your herd.

The services which are available for Full Members include the following:

- \* Access to recording in all registers within the Society's herdbook
- \* Members are entitled to record their animals and have access to information in registers. Information on animal status, pedigree and performance is available.

## Grey Star Code of Practice

This is designed to ensure that buyers of Murray Grey, Greyman and Murray Grey cross cattle have a high degree of confidence in the integrity of the breeding and the background management of the cattle.

## Annual General Meetings

Discover new initiatives or have your say at the General Meetings which are held in conjunction with the National Sale in Wodonga each year.

## The right to vote

Take an active role in the Society by voting for the Board or seize the opportunity to take office at Federal or State levels.

## Unique prefix and tattoo letters

These remain with the animal, and can be used to promote its breeding.

## Performance record using Murray Grey GROUP BREEDPLAN

This assists breeders interested in using Murray Grey cattle in their breeding programs. EBVs are now reported for up to 17 traits.

## Commercial/Associate Membership

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For people or organisations breeding, involved with or with an interest in commercial Murray Grey or Greyman cattle or the beef industry in general.

Commercial/Associate Members are entitled to:

- \* Receive all Society publications and catalogues.

## Junior Membership

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For people under 25 years of age.

A Junior member is entitled to:

- \* Register animals,
- \* Performance record using Breedplan,
- \* Receive all Society publications and catalogues,
- \* Unique prefix and tattoo letters,
- \* Use of the Society database to acquire information,
- \* Join the Seedstock Code of Practice.

## Youth Membership

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For people under 25 years of age breeding, involved with or with an interest in commercial Murray Grey or Greyman cattle or the beef industry in general.

A Youth Member is entitled to:

- \* Receive all Society publications and catalogues.

## Overseas Membership

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For people or organisations breeding or interested in Murray Grey or Greyman cattle outside Australia.

An Overseas member is entitled to:

- \* Receive all Society publications and catalogues,

## International Members

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For people or organisations wishing to performance record their cattle through the Murray Grey Beef Cattle Society.

An Overseas member is entitled to:

- \* Receive all Society publications and catalogues,
- \* Performance record using Breedplan,
- \* Access to animal pedigree and information.



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