



C/- ABRI, UNE, Armidale NSW 2351  
PH: 02 – 6773 3546  
Fax: 02 – 6772 5376  
Email: mgeo@abri.une.edu.au  
Website: www.murraygrey.com.au

---

## Commercial Breeder Survey 2009

Name: \_\_\_\_\_

Member Ident (CET if member): \_\_\_\_\_

Location: (Lat/Long or Nearest Town) \_\_\_\_\_

Number of breeding females - Murray Grey: \_\_\_\_\_

- Murray Grey Cross: \_\_\_\_\_

Are you EU Accredited? (please circle) Yes/No

Are you a registered MSA producer? Yes/No

Normal turn off (weaners, feeder steers/heifers, finished steers/heifers, bullocks, breeding females):

\_\_\_\_\_

When is your normal turn off time in the year? \_\_\_\_\_

Target Market (Supermarket, Long Fed, Heavy grass fed): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Are you running a purebred or crossbred operation?

\_\_\_\_\_

Do you use EBV's as a selection tool when selecting bulls? (please circle) Yes/No

How would you rate EBV's in your selection choice? 1 – 5, 1 is High and 5 is Low \_\_\_\_\_

What factors do you take into consideration when selecting bulls eg. specific traits?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Is coat colour an important trait to you? If so what coat colour do you prefer?

---

---

What new EBV's would be useful to your business? \_\_\_\_\_

---

Where do you generally purchase your bulls (privately, on farm sale, multi vendor sale)?

---

---

Where do you get your replacement females from (breed them, purchase them privately, through sale yards)?

---

---

Where do you source information on upcoming bull sales (Rural Press, local news, breed specific websites, breed specific magazines)?

---

---

Do you regularly access the internet? (please circle): Yes/No

Do you access the MGBCS website for information on - sale catalogues: \_\_\_\_\_

- sale/event dates: \_\_\_\_\_

- breeder enquiries: \_\_\_\_\_

- animal searches: \_\_\_\_\_

- Other (please specify): \_\_\_\_\_

Are you aware the above information is available from the MGBCS website? (please circle): Yes/No

Are you interested in carcass competition results? (please circle): Yes/No

Do you attend Field Days or Shows? If so which specific Field Days or Shows?

---

---

---

Would you be interested in using the Murray Grey Network to source information on potential markets/suppliers? (please circle): Yes/No

Would you be interested in being part of a Commercial Focus Group?

---

Do you know of a butcher, abattoir, wholesaler or restaurant who actively promotes the use of Murray Grey beef? If so, please let us know so that the MGBCS can help them with marketing material.

---

Do you have any suggestions as to how the MGBCS could better service the Commercial breeder of Murray Grey Cattle and its cross?

---

---

---

---

---

Would you like to be listed on the Murray Grey Network? Yes/No.

If yes, the following details will be available for Butchers, Feedlots, Livestock Buyers and the general public accessing via the Internet.: Name, Phone Number, Normal turn off capabilities and availability (what you have ready and when).

If you have a photo of your herd or logo please attach it and we may be able to include it with your listing.

Thank you for taking the time to complete this survey and we look forward to working with you to lift the brand profile of Australia's Beef Breed for Australian Conditions – Murray Grey.