

**If you're using the
best Murray Grey or
Greyman bulls,
identify their
progeny
with GreyStar tags...**

they'll be worth even more!



Progeny of registered Murray Grey bulls are worth more money because they carry well documented, predictable Murray Grey genetics.

An increasing number of backgrounders, feedlotters, finishers and processors are demanding real Murray Grey genetics and are prepared to pay substantial premiums. This is because their clients both in Australia and overseas specify Murray Grey. But they want real Murray Greys, not Murray Grey look-a-likes.

The Murray Grey Beef Cattle Society (MGBCS) has responded to this demand by establishing a tagging system to enable commercial breeders to clearly identify progeny carrying real Murray Grey genetics, and to assist buyers to identify these cattle.

**join the murray grey
trading information system -
use GreyStar tags**

Identification

The yellow GreyStar tags that identify straight-bred commercial Murray Greys or Greymans sired by registered Murray Grey or Greyman bulls became available in October 2002.

The MGBCS has also introduced a blue tag to be known as the Murray Grey or Greyman cross tag for cross cattle sired by registered Murray Grey and Greyman bulls.

Tagged cattle have already topped major store markets at Boyonup and Margaret River.

When the buyers see cattle carrying the GreyStar tags each with a unique identification number, they can buy and sell these cattle with confidence knowing there is a high probability the cattle will perform as real Murray Greys should.

Buyers will be able to go to the MGBCS website, punch in the unique number of the tag, and the website will give

them details of the tagged animal and its breeder.

Members can have their prefix pre-printed to denote that the progeny have been sired by their bulls. Members can then provide Point of Sale support for their clients.

Feedback

The GreyStar tags will also assist commercial breeders to continuously improve the quality of the cattle they turn off through feed-back on their performance. Whenever possible, MGBCS will obtain growth and carcass feedback on the uniquely identified MGBCS tagged cattle and feed it back to the original breeder.

Education

On providing the feedback information on GreyStar tagged cattle, MGBCS aims to provide education to the original breeder on the use of feedback for herd improvement.

GreyStar tags are available only to members of the Murray Grey Beef Cattle Society (including commercial members).

Yellow GreyStar tags identify commercial straight-bred Murray Grey or Greyman steers and females as being:

- By registered Murray Grey or Greyman sires
- From straight-bred Murray Grey or Greyman females
- Bred by members of the Murray Grey Beef Cattle Society

Blue GreyStar Crossbred tags identify commercial cross-bred Murray Grey or Greyman steers and females as being:

- By registered Murray Grey or Greyman sires
- From Murray Grey or Greyman infused or from non-Murray Grey or Greyman females
- Bred by members of the Murray Grey Beef Cattle Society

For more information on the Murray Grey Trading Information System and how to purchase Murray Grey tags, contact the Murray Grey Beef Cattle Society on (02) 6771 5151 or visit the Murray Grey Society's website at www.murraygrey.com.au