



## Newsletter

### UPCOMING EVENTS

- 15–19 April, 2016,  
50th Annual National  
Show and Sale



A face to face meeting of 5 MGBCS Directors held in Melbourne gave them the opportunity to view the presentation of the Marketing Research by Sefton and Associates and to discuss ideas and key points going forward. High profile industry buyers and processors were interviewed and the key themes to emerge were:

The industry is looking to buy beef, not cattle. Therefore the performance of the carcass (meeting specifications for weight, yield and quality) is crucial. Performance recording is therefore critical. If a breed can prove its performance then the industry will take note. Crossbreeding with Murray Greys is also a key opportunity.

Greater notice of Murray Greys will be taken when commercial lines of cattle can be delivered consistently.

Given these themes the Board decided the priority target groups for future marketing activities are:

Commercial producers 200 cows +  
Current and past MGBCS members  
The emerging peri-urban market.

Further updates on marketing will be provided to members shortly and a presentation at the 2016 National Show and Sale will explore the Strategic Marketing Plan in more depth.

Beef 2015 saw Murray Greys well presented by the Qld BPG, Wallawong and the Society all having sites. This is certainly an event the MGBCS should be involved with and the Board would like to thank the members who took the time and effort to promote our wonderful breed to not just Northern Australia but to all of Australia and worldwide. Plans for Beef 2018 will be starting shortly and the Board would like to see a combined approach with more Murray Grey cattle on display and entered in the carcass competitions.

The MGBCS sponsor several Carcass Competitions around the country and encourage members to participate in these competitions, as they are a great

way to promote the great attributes of the Murray Grey breed. MGBCS sponsorship is offered to Royal Shows in each state, Woolarama WA, Upper Hunter Beef Bonanza, Casino Beef Week, North Coast National, and Circular Head Tasmania.

Members looking to sell bulls please note that the following existing sales may be an option: an annual show and sale is held in Alice Springs by Centralian Beef Breeders Association; all breeds bull and female sale held at Casino; and superior Beef Bull Sale at Aggro, Emerald.

A submission was provided for the BJD Review after consultation with the MGBCS Technical Committee, representing the majority of MGBCS members. The National BJD Review can be found on the AHA website at [www.animalhealthaustralia.com.au](http://www.animalhealthaustralia.com.au). The MGBCS Technical Committee have also been following and making comment to the Breedplan Technical Liaison Group, who agreed at their last meeting that breed societies should be informed that the recommendation from BTLG is to have one accuracy value threshold for traits, which apply across all breeds.

Two submissions from members were received in relation to proposed changes of the Constitution. The Constitution Committee have presented to the Board two Constitutions for consideration, with the Board resolving to read and investigate the documents presented and to obtain legal advice before further work is carried out on the Constitution. Secretariat Services and Income Streams are two of the major areas the Finance Committee are investigating.

The MGBCS 2016 Annual will be in production in the next two months and it is essential that members support the Annual. Contact Trish at the office with stories that can be shared in the Annual to assist with the promotion of Murray Greys.

Federal Court Costs Recovery is continuing, as they have not been paid. MGBCS solicitor will continue to pursue the costs.

SBTS Tech Talk offer information for members on breeding to improve MSA compliance and increased MSA Index values. For further details go to [http://www.murraygrey.com.au/wp-content/uploads/2015/06/June15\\_Breeding-for-MSA-Compliance-and-Index.pdf](http://www.murraygrey.com.au/wp-content/uploads/2015/06/June15_Breeding-for-MSA-Compliance-and-Index.pdf)

The NSS committee and MGy have held meetings recently to discuss and plan the Education days, Youth show, 50 year celebrations and 2016 NSS. This is a must attend event for all past and present members. More exciting details will be announced in the coming months. It is proposed the AGM will be held on Tuesday following the NSS.

Kate Tombs is the MGBCS Registrar and first point of contact for members. Kate is in the office Monday, Tuesday and Wednesday and can be contacted on 02 6773 2022 [mg@abri.une.edu.au](mailto:mg@abri.une.edu.au). Trish Shortis is the MGBCS Executive Officer and is in the office five days a week.