



MURRAY GREY

INFORMATION KIT



MEATS THE MARKET – INFORMATION KIT FOR MEMBERS OF MGBCS

Market research undertaken by Murray Grey in 2015 has underlined the basic fact of beef production – underneath the coat the beef is the same colour! Our goal is to reach industry decision makers and potential Murray Grey buyers with a message about production and how Murray Grey 'meats the market'.

The breed society will be promoting the breed to three main markets;

- commercial breeders of all breeds highlighting the benefits of cross breeding,
- current and potential Murray Grey stud breeders highlighting fertility, temperament and profit and
- smaller peri-urban producers with information on temperament and ease of management.

However, there is only so much the breed society can do – it's a crowded market with nearly 40 breed societies and that's just beef! So a concerted effort by all members of the MGBCS to support the Society with their own local and consistent messages about the benefits of Murray Grey will really help.

Messages about Murray Grey

Whatever your target market(s) – and only your enterprise can determine that – there is a positive message about Murray Grey. We are asking you to think about and talk about why you choose Murray Grey – and how you can confidently recommend the breed within the industry.

To assist you with choosing what you might say about Murray Greys in your own promotion you are welcome to use the following phrases to help build up the positive message.



BULLS

If you are producing bulls for stud or cross-breeding your messages might be:

- High yielding carcasses
- Bred in Australia for Australian conditions – can profitably support your beef production
- Versatile - delivering hybrid vigour with British, European & Tropical breeds
- Use of BreedPlan to provide EBV for decision support
- Light coat is an advantage for heat tolerance
- Quiet temperament
- Murray Greys mature well in a range of climates

FEMALES

If you are producing heifers and cows for stud or cross-breeding your messages might be:

- Bred in Australia for Australian conditions – can profitably support your beef production
- Ease of calving and terrific mothering means higher calving rates
- Versatile - delivering hybrid vigour when matched with British, European & Tropical breeds
- Light coat is an advantage for heat tolerance
- High yielding carcasses
- Quiet temperament for ease of handling

STEERS

If you are producing steers for the local butcher, feedlot or processor - when is the best time to turn your cattle off to meet their grid (fat depth and weight requirements) and is that feasible for your enterprise? We encourage you to work with other Murray Grey breeders in your district to produce lines of cattle and (either directly or through the Armidale office) let buyers and agents know when supply can be guaranteed.

- High yielding carcasses
- Murray Greys finish well, especially grass fed, and can 'meat the market'
- Murray Greys deliver crossbred vigour when matched with most other breeds
- Murray Greys mature well from the coldest to warmest climates



New Branding

To help with the simple and consistent messages about the benefits of Murray Greys we have developed two promotional visual identities (logos) - the first, a bull logo with the tagline Meats the Market and branded Murray Grey and the second, smaller, "An Australian Success Story" stamp.

The bull shape is based on the outline of a prize winning Murray Grey bull and utilises the traditional green and warm grey colours of the breed society. The ribbon is contemporary but fits in with the (winning) agricultural show or carcass competition theme. "Meats the Market" fills the whole outline of the bull, signifying the yield.

The secondary device is a 'stamp' featuring the heritage-based but future oriented message 'An Australian Success Story'. Bred in Australia for Australian conditions is a key message to celebrate and with this stamp you can look forward as well as looking back on almost 50 years of beef production. Future buyers of Murray Grey will join in your success as a breed.

Please note these new logos are NOT meant to be a replacement for anything you currently do. We expect that you will continue to use your own logo and branding but hope that the new logo can be incorporated in some of your promotional material to help build the overarching brand.





Our attached Brand Guidelines document offers you a simple guide as to;

- Where and how to use the logo(s) in print and online in your own advertising and promotions
- What versions of the logo(s) to use for different purposes – what the file types mean
- How to use the logos on other occasions

You are welcome to share the Brand Guidelines document with your graphic designer, website designer or other marketing support so that Murray Grey's "Meats the Market" message is consistently and professionally represented.





Using your Local Media

Whenever you have arranged paid advertising for your stud we always recommend supporting this advertising with a media release seeking editorial – being printed as part of the newspaper. The same information can be used on your own website, Facebook page or emails and provided to MGBCS for the Society's website and distribution. You can find out the email address for a journalist at your local paper with a quick phone call. A media release can of course be sent at any time regardless of advertising if you are seeking 'free' publicity.

You may consider inviting your local or rural reporter(s) to attend your Murray Grey event. Depending on their interest and experience you may need to spend some time with them on the day, introducing them to potential spokespeople and wrangling people for photos. Make sure you delegate this job to someone useful if you can't spend the time on the day!

The purpose of a media release is to provide factual information that may be used in media coverage and encourage a journalist to extend the story. It is recommended every media release has

- The date (to show information is current and OK to be published)
- A contact (preferably mobile) phone number and the person must be available and authorised to speak to a journalist at any time in the next 1- 3 days.
- Something 'newsworthy' and of interest to readers
- A sentence or two with key messages about the benefits of Murray Grey cattle



For example; if you are promoting your upcoming sale or reporting on the success of your sale you could think about;

- Why do people buy your bulls or females – what is your point of difference
- Where do you expect people/buys to travel from and why
- Any comparison to previous years – statistics always good!
- What is new this year e.g. how you are involving Murray Grey Youth
- The 'est' factor – the biggest, fastest, latest...
- Success stories of previous bulls sold
- What trends are happening in your industry and the impacts
- What you have on offer this year and any background (e.g. the season, your genetics)
- Repeat clients
- Having a quote from someone in your business – a personal comment “xxxxxxx”, said Mrs Smith
- Having a testimonial from a third party – your agent, your most frequent buyer

Then, pick out the best bits of interest and put them in a simple format that is clear to media outlets.

One or two clear images should be captioned and also emailed with the release.

A sample of a media release is shown on the next page – you can then write your own following this style.

In dealing with your local media you need to understand their deadlines and work patterns. Don't call your local radio station journalist on the hour or half hour if they are reading the news then. If you have a weekly newspaper that comes out on Thursdays the deadline is possibly Tuesday close of business – it's a quick call to find out – and for your release to get printed it has to be timely and relevant – not a week old. Remember it's a 'news'paper so to get something published you've got to provide information that is newsworthy!

Magazines usually have a longer lead time and a greater need for good images. Again, editorial should be submitted if you are advertising, understanding it is never guaranteed. If you have a good enough story the Editor or journalist assigned will usually be very cooperative to develop it with you.



1 December 2015

MEDIA RELEASE

Preparations are well underway for the 12th annual Greatest Stud Murray Grey Bull Sale being held on farm at 'Hereweare', Everytown on Wednesday 16 December starting at 11am.

"Our quiet Murray Grey bulls are known for their versatility, with buyers travelling from both colder southern parts as well interest from northern Australia," said Tracey Greatest.

"This year we are pleased to have support from the local Murray Grey Youth Group who will be helping us prepare the bulls and move them through the saleyards on the day."

A line of 20 yearling bulls is on offer with the proven genetics to meet the specifications of domestic butchers and processors. Full details of the sale are available on www.greatestmurraygreys.com.au.

Murray Grey cattle are bred in Australia for Australian conditions and also create production returns when crossed with British, European or Tropical breeds.

Ends.

Contact: Tracey Greatest M. 0427 123 456

Image Caption: Tracey and Tony Greatest pictured with yearling bulls on "Hereweare"

'Put the who, what, when and where here – all the main details at the top

Put your own sentences here outlining what is new and interesting

Keeping this sentence in all Murray Grey media releases will help build the positive messages

A mobile phone and a good clear photo with names will really help the journalist



Ideas for your Website

If you don't already have a professional website, with analytics showing who is looking at your site and when, please consider whether you do need one. For most potential buyers a website is the first point of call.

You are welcome to use the Murray Grey "Meats the Market" logos on your website – show your designer the Brand Guidelines to update your home page. Always select images that show the quiet temperament and best traits of Murray Greys.

The challenge with websites is keeping the information current and you do need to commit time to this marketing avenue. Simple things like videos supporting the message that Murray Grey cattle are quiet and good mothers for example would be of interest. A 'blog' or copy of an email newsletter you send out can also keep your website current.

Remember to check your website is mobile-friendly so that people can easily navigate it on their mobile phone or tablet – you don't want potential buyers to need to be at their PC to see your information. Also, websites must be mobile and tablet friendly to rank on Google. Test for yourself if you google your stud name where your website comes up.



Ideas for Social Media

If you are using Social Media now - we would really value your support in promoting Murray Grey "Meats the Market" through your social media channels;

- Use the logos on your Facebook site as well as all your advertising and promotional material
- Upload videos to your YouTube channel
- When you tweet, always add #MeatsTheMarket
- Using the logos and key messages on your e-newsletters or emails
- Always select images that show the quiet temperament of Murray Greys

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If Social Media is new to you – here's some background. You hear about social media just about everywhere you go – there's just no escaping it!

And here's why. There are:

- 550 million people on Facebook
- 65 million tweets being sent via Twitter each day
- 2 billion YouTube video views per day

These numbers are pervasive and will only continue to grow. Facebook, Twitter and YouTube are playing an increasingly important role in connecting more people more often.

But do not let those figures overwhelm or intimidate you. Social media is really quite easy (and possibly even slightly addictive) once you get to know it.

Facebook	<ul style="list-style-type: none"> • Most popular social network in the world • Unique social structure allows news to be shared quickly and personalised easily • Decide who you want to share your news with and who's news you want to receive
Twitter	<ul style="list-style-type: none"> • Short, sharp messaging system • Listen, follow, participate, create • All about 'right now' • Great for announcements
Blog	<ul style="list-style-type: none"> • Web log or 'diary' • You can create your own website in minutes • A great way to share your story <p>Some examples:</p> <ul style="list-style-type: none"> • Aussie Beef Boy http://aussiebeefboy.com/ • Knudsen Cattle Journal http://www.knudsencattle.com/category/journal/
YouTube	<ul style="list-style-type: none"> • Video sharing social network • Second largest search engine after Google • Easy way to share your story • Short, simple and engaging



Using the MGBCS Promotional Flyer

The Murray Grey Beef Cattle Society has developed a one page colour flyer promoting the benefits of Murray Greys and it has been designed to be of used in a variety of situations. You can obtain copies of the flyer to hand out at field days, sale days and other industry events. Please feel free to discuss your ideas to promote Murray Grey with the Armidale office who will send out up to 50 copies on request.

You may want to print your own information on the other side of the flyer, so the artwork can also be supplied (make sure you get a quote so are not surprised at the cost of two sided colour printing!)

Another idea is to take the shell or design of the flyer and tailor it to your Stud's needs. You could put your own photos and contact details using the format as a guide. Please contact the Armidale office for a copy of the flyer in the right format to give to your graphic designer.

Alternatively, please feel free to use the words and key messages from the flyer in your own marketing and promotion, again to build brand awareness.

Other Promotional Material

For AgQuip in NSW this year we developed a life-size bull with key messages about Murray Grey attributes, embroidered the new logo on aprons for the BBQ and printed bumper stickers.

Of course we have a limited budget but would be keen to have your input as to the types of promotional material we could develop, especially to sell, using the new branding.



Murray Grey cattle are bred in Australia for Australian conditions and can play a profitable part in your beef production enterprise.

Meet market specifications

While the breed is known for their light coat and quiet temperament, Murray Grey beef offers consistent product in terms of taste, tenderness and overall eating quality. Cattle are quiet and easy to handle suiting most producers.

The breed delivers high-yielding carcasses, with excellent eye muscle and optimum fat cover. They finish well, especially grass-fed, and meet the stringent weight and fat depth requirements of butchers and processors.

Pure bred or used in cross-breeding, Murray Grey cattle 'meet the market' matching specifications required for both domestic and international markets and yielding beef to achieve MSA and PCAS premiums.



Cross breeding for increased returns

Originally bred from British breeds, Murray Greys mature well in a range of climates, from cold southern temperatures to the hottest parts of northern Australia, making them very appealing to a range of producers. They are a versatile breed delivering strong hybrid vigour when paired with other British or European breeds such as Charolais, Limousin and Simmentals. For the more northern parts of Australia where climates are hotter, the lighter coat is an advantage and Greyman, a cross between Murray Grey and Brahman, is a proven solution.

Their efficiency and versatility is what enables them to be consistent finishers irrespective of the conditions. Murray Grey breeders are committed to enhancing and improving the genetics of the breed to ensure it continues to meet the market's future requirements.

Supporting our industry

The Murray Grey Beef Cattle Society provides strong support to stud and commercial breeders with a progressive membership and a focus on growing the breed in Australia.

To find out more about the benefits of using Murray Grey please contact us on 02 6773 2022 or visit www.murraygrey.com.au   #MeatsTheMarket



- ACHIEVE CARCASS PREMIUMS MSA PCAS
- EXCEPTIONAL EATING QUALITY
- IDEAL FOR CROSS BREEDING
- LIGHT COAT FOR HEAT TOLERANCE
- QUIET TEMPERAMENT
- AUSTRALIA'S OWN BREED
- MEET MARKET SPECIFICATIONS



