



A SHADE BETTER THAN BLACK!

Murray Greys

- ✓ **TENDERNESS** Murray Greys have a genetic tendency for tender meat. Murray Greys in particular are consistent winners in consumer taste tests.
- ✓ **MARBLING** Murray Greys produce well marbled carcasses.
- ✓ **FINISHING** Murray Greys finish on grass or grain.
- ✓ **FERTILITY** Murray Greys are early maturing and produce excellent mothers.

Murray Greys have developed into a versatile beef breed. They are an Australian breed better suited to Australian conditions, for many important attributes which affect profitability:

COLOUR The lighter coat colour of Murray Greys, particularly the silvers, has been shown in research studies to allow animals to adapt much better than black animals in warmer climates. The silver coated Murray Greys had a higher average daily gain, than the dark coated cattle and are less prone to heat stress.

TEMPERAMENT Murray Greys have developed into a very docile breed and effectively set the standard to which other breeds aspire. Temperament is critical not only for the safety of handlers, but calmer animals gain weight faster, produce higher quality meat and adapt to changes much better than nervous animals.

EASY CALVING Because of their mountain heritage and low supervision, Murray Greys developed into a very easy calving breed. This legacy continues today and with care in selecting your Murray Grey bull, it is possible to achieve unparalleled, hassle free calving with both heifers and cows.



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Murray Grey
BEEF CATTLE SOCIETY