



# AMERICAN MURRAY GREY ASSOCIATION

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## AMERICAN MURRAY GREY BEEF

# APPLICATION FOR CERTIFICATION

In an effort to increase consumer awareness of the eating quality of Murray Grey beef, the American Murray Grey Association is pleased to offer our "Certified American Murray Grey Beef" identification program for AMGA members who direct market beef to consumers. AMGA will provide copyrighted logo, with your farm, ranch, or store name for your use in developing promotional material for your products. Please complete the form below and return to AMGA.

Date: \_\_\_\_\_ AMGA Member #: \_\_\_\_\_

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

Farm or Ranch Name: \_\_\_\_\_

I/We hereby pledge that the beef that we will market under this label are at least 50% Murray Grey blood, as identified by AMGA registration. I/We also pledge that these animals will be fed and finished to acceptable market quality.

I/We also pledge that I/we will do all that we can to ensure that the product so marketed will provide our customers "the world's best beef eating experience!"

## CERTIFICATION

- I/We will be direct marketing freezer beef from the Murray Grey cows & bulls registered in my name in the American Murray Grey Association registry.
- I will be direct marketing beef from cattle sired by registered Murray Grey bulls out of my non - AMGA registered cow herd. Please list AMGA registration numbers of sires on the back of this form.

Sign and Return this Form to the American Murray Grey Association \_\_\_\_\_

***The American Murray Grey Association, upon receipt and verification of this application, will provide the AMGA member identified above, with copyrighted American Murray Grey Association Certified Beef logo. AMGA will customize the certified beef logo to include ranch/farm identification for the member.***

***\*\*The American Murray Grey Association retains full ownership and all copyright protection for the Certified American Murray Grey Beef logo, in any form reproduced. The Association reserves the right to withdraw permission to use for any reason.***

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"Certified American Murray Grey Beef" © is a marketing program of the American Murray Grey Association. CAMGB is designed to help AMGA members develop name recognition for Murray Grey beef.

"Certified American Murray Grey Beef" © is available only to Annual and Junior members of the Association.

Commercial freezer beef producers are encouraged to join the Association and participate in the "Certified American Murray Grey Beef" © program.