



All the Extras

THE BREED FOR THE **21st** CENTURY

INTERNATIONAL CONFERENCE OF THE
WORLD JERSEY CATTLE BUREAU



This year marks the 150th anniversary of the American Jersey Cattle Association, and the 35th anniversary of Billings Farm & Museum. It has been nearly 150 years since Frederick Billings first purchased Pet Giltford from the Isle and was elected the 106th member of the American Jersey Cattle Club, beginning our long and rich history with the Jersey breed. Over the years many great cows have called Billings Farm home, leaving behind a legacy in both our herd today, and the Jersey breed as a whole. From being selected as the best Jersey herd at the 1893 Chicago World's Fair, to numerous wins during the 70s and 80s under Bob Lord along with a 2x National Champion, and with more recent success over the last 10 plus years, we are proud to have played such an important part of our breeds history over the years. In 2015, we were honored to have not one, but two cows nominated as finalists in the Jersey Journal's Great Cow Contest, Billings Top Rosanne, E-96% and Billings Legion Mini Me, E-95%. These two cows have played a pivotal role in bringing Billings Farm where it is today. Frederick Billings' ultimate goal when he started out, was to establish excellence in the Jersey breed, a *Legacy of Excellence* that continues to be carried on well into the future through some of our deepest cow families. We welcome fellow jersey breeders and friends to visit us here in beautiful Woodstock, Vermont and see firsthand how Billings Farm genetics could work for you!

Chuck Deome, Farm Manager • Cell: 802/291-0544 • cdeome@billingsfarm.org
 Matthew Deome, Assistant Farm Manager • Cell: 570/396-8070 • mdeome@billingsfarm.org
 Billings Farm & Museum
 PO Box 489, Woodstock, VT 05091 • 802/457-2355 x351 • Direct: 802/457-5351

Legacy of Excellence

Just a few of the greats we've worked with or bred over the years ...

Top left to right, top to bottom:
 Billings TC Rose, E-95% and Billings Top Rosanne, E-96%

SHF Renaissance Faline-ET, E-95%; Billings Legion Mini Me, E-95%; Billings LS Boo Boo, E-93%; Billings Chairman Dazzle, E-91% and Billings Remake Bounty, E-94%



Milo Vindication Season-ET, E-94%;
 Billings Sultan Bryce, E-95%;
 RJF Jamaica Rockstar, EX-95 3E CAN
 and Bilings Furor Calista, E-94%

Billings Indiana Raquel-ET, E-90%;
 MB Lucky Lady Fireball-ET, E-92% and
 Bilings Grove Brianna, E-91%

Program Schedule

21ST INTERNATIONAL CONFERENCE OF THE WORLD JERSEY CATTLE BUREAU

Wednesday, June 27 and Saturday, June 30, 2018
Salon Ballrooms, Embassy Suites, North Canton, Ohio

Wednesday, June 27, 2018

8:25 a.m. Five-minute bell to move into the conference room for Session I

8:30 a.m. **Conference Session I:** Call to Order
Moderator: Trevor Saunders, Vice President, Oceania
Welcome: Derrick I. Frigot, MBE, President
Response: James S. Huffard III
Acknowledgment of Sponsors

8:40 a.m. Animal ID and Emerging Technologies
Glenn Fischer, President, Allflex USA Inc.

9:10 a.m. Adding Value: The Power of Pedigree
*Andrew Le Gallais, Chairman
Jersey Milk Marketing Board*

10:00 a.m. Break

10:20 a.m. TV Jersey - The Milk Channel
*Marcelo de Paula Xavier and Mauricio Santolin,
Associação dos Criadores de Gado Jersey do Brasil
(ACGJB)*

11:00 a.m. Does the World Want Your Cow?
*Larry A. Schirm, Strategic Account Manager
InVitro Brasil, ABS Global*

11:50 a.m. Adjourn Session I

12:00 p.m. *Luncheon and Presentations:* JETA Winners
Master of Ceremonies: Arno Theron, Vice President,
Africa

2:25 p.m. Five-minute bell to move into the conference room for Session II

2:30 p.m. **Conference Session II:** Call to Order
Moderator: Agustin Robredo, Vice
President, Latin America

2:35 p.m. Milk Intolerance: Is it more than
lactose?
*Dr. Dennis Savaiano
Virginia C. Meredith Professor,
Department of Nutrition Science, and
Director, North Central Nutrition
Education Center, Purdue University*

3:20 p.m. Evaluating Jersey Beef Opportunities
*Dr. Henry Zerby, adjunct Professor at The Ohio State
University, and James Cook University, Queensland,
Australia*

*Jerad R. Jaborek, Ph.D. candidate, The Ohio State
University*

4:10 p.m. Adjourn Session II

Saturday, June 30, 2018

2:25 p.m. Five-minute bell to move into the conference room for Session I

2:30 p.m. **Conference Session III:** Call to Order
Moderator: Anders Levring, Vice President, Europe

2:30 p.m. The Improvement of Feed Efficiency Study
*Dr. Kent H. Weigel, Project Leader and Department
Chair, University of Wisconsin-Madison*

Breeding for Improved Feed Efficiency and
Reduced Emission in Dairy Cattle with special
focus on Jersey
*Dr. Jørn Rind Thomasen, Aarhus University and
Viking Genetics*

3:45 p.m. Horizons for Genetic Evaluations
*Dr. João Dürr, Chief Executive Officer
Council on Dairy Cattle Breeding*

4:30 p.m. Closing Comments on Conference

5:00 p.m. Adjournment

WJCB PRESIDENT'S GALA BANQUET

6:30 p.m. Social Hour
*Jersey cheeses on the tasting plate will include Remeker,
Ascutney Mountain, and Spring Brook Tarentaise*

7:00 p.m. President's Welcome
Invocation and Dinner Service
Presentation of Awards
Invitations for 2019 and 2020 Annual Meetings
and 2021 International Conference

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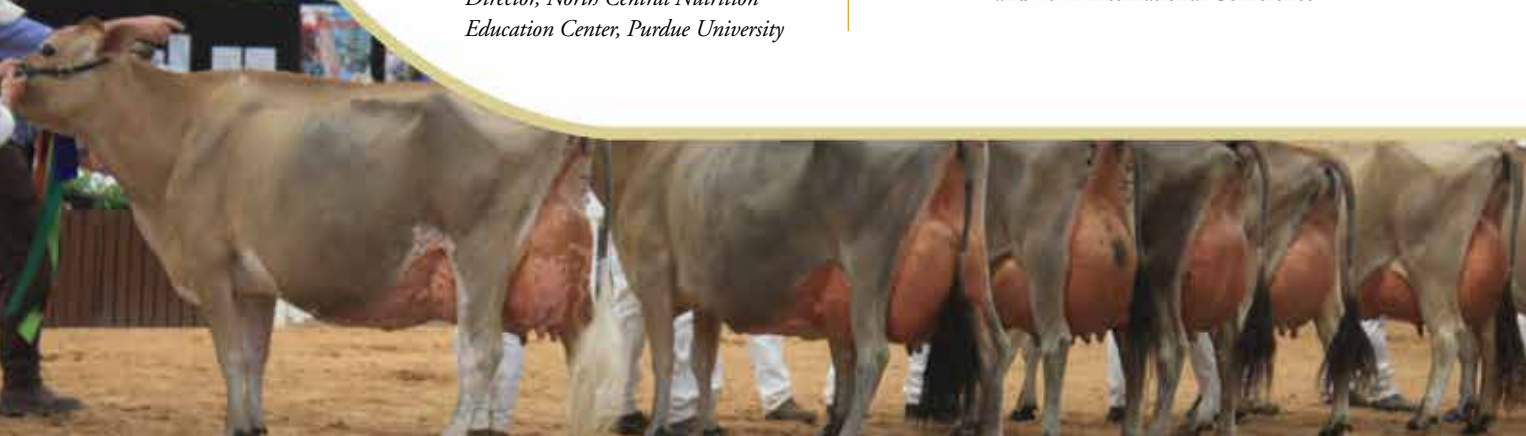
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All the Extras



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CONFIDENCE

14JE760 KINGSTON-ET

Shan-Mar Lemonhead
LEMONHEAD x HILARIO x LEGAL x LEGACY x OREGON
0.31% +80F 0.14% 42P +\$647CM +3.8PL
GJUI +20.3 GJPI +187 A2A2
CDCB: GPTA 4/18 78%R BBR 100 JH1F JH2F

*Available from
Accelerated Genetics/
Select Sires*

Dam: **Shan-Mar Hilario Charlene-ET, E-90%**

3-8 305 21,320 6.2% 1,321 4.2% 904
Yield Deviation: +1,784M, +226F, and +141P

Rebels 14 for GJPI among cows
Hard Register or Generation Count 4-6 with BBR 100

+80F +46P +\$650CM +4.2PL GJPI +182

CDCB: GPTA 6/18 82%R BBR 100 JH1F JH2F

Full sister to 7JE1375 Shan-Mar Hilario Chisel-ET

Grandam: **Shan-Mar Legal Charisma, E-90%**

5-1 305 24,210 5.0% 1,199 3.8% 919
Yield Deviation: +2,179M, +178F, and +134P

+61F +46P +\$504CM GJPI +150

CDCB: GPTA 6/18 85%R BBR 100 JH1F JH2F

The next dam is a VG-86% LEGACY followed by
an E-90% OREGON. Both have over 21,000M,
1,100F and 800P actual and yield deviations over
+2,000M, +80F, and +80P.

Shan-Mar Jerseys LLC

Shannon and Mark Gardner

1055 Kittanning Ave.
Dayton, PA 16222
814-257-8627

shanmar@windstream.net



Charlene



Charisma

Love Udders? THEN YOU WILL
LOVE CITATION A.

505JE00125 BW CITATION A-ET

IRWIN x E-92% CENTURION x E-90% AVERY x E-92% BERRETTA

Type +1.8 GJUI +28.6 GJPI +77

BBR 100 CDCB: GPTA 4/18 97%R JH1C JH2F

• Milking daughters are creating a buzz!

• Consistently great udders!

• Proven Cow Family • A2A2



Lovely



Marta

River Valley Citation Lovely-ET, VG-89%

Proj. to 24,362—1,239—934 ME at 2-5 lbs.
(11,050M, 562F, 423P kg.)

The #1 GJUI Cow in the U.S. at +43.9

Owned by Crestbrooke and Lost Elm, WI

BW Citation Marta A298, VG-87%

2-0 305 3x 21,590 4.9% 1,052 3.8% 818 lbs.
(9,793M, 477F, 371P kg.)

1st Sr. 2-Year-Old, 2017 California Spring Show

Owned by Brentwood Farms, CA

100 is our studcode, 100% is our promise!

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Brentwood Farms

Bob & Pam Bignami & Family

24540 Clark Ave., Orland, CA 95963 530/865-5612 office 530/865-3001 fax
Bob: 530/519-5612 bwbob43@gmail.com http://www.brentwoodfarms.com

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QUINTRELL PJSM ULTRA MARINE EX95-7E

QUINTRELL REAGAN SCARLET:

EX95-3E - 5TH CALVER

9th gen EX or VG

Reserve All Britain Snr Cow in Milk 2017

1st Senior Cow in Milk Jersey National Show 2017 (UK)

One of 3 EX and 2 VG sisters

She has a VG88 daughter and grand daughters

by Chrome and Quintrell Impression Christoph

Embryos recently implanted - pregnancies looming

QUINTRELL KYROS INDIGO:

EX94-2E - 4TH CALVER

3rd gen EX and 5th gen EX or VG

Breed Champion and

Reserve Interbreed Champion

at the 2018 Balmoral Show for her new owners

The Fleming Family (Potterswalls Jerseys)

Daughters at Quintrell by Reagan and Joel

We welcome visitors & enquiries from all over the World

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Glyn Crest Farm, Wheal Rose, Scorrier,

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Tel: +44 (0)1209 891645 or +44 (0)7766 398291

Email: mike.colwell@btinternet.com

www.quintrelljerseys.co.uk

Images by Jane Steel & Lucinda Morgan, advert design by The Farm Organisation

President's Welcome

WORLD JERSEY CATTLE BUREAU
DERRICK FRIGOT

The continuing expansion of the breed globally is very encouraging for Jersey breeders all over the world. As we gather together for the 21st International Conference of the World Jersey Cattle Bureau in Ohio, USA, we will have the opportunity to discuss the spectacular progress of the breed and exchange opinions on the array of subjects within the spheres of breed promotion and improvement.

2017 Annual Meeting and Tour

Last June, nearly 90 delegates from 15 countries visited Costa Rica for the WJCB's annual meetings and tour. The hosts provided an impressive program of events, visiting Jersey farms in a variety of locations along with interesting visits to some of the country's spectacular scenic areas.

Jerseys are the main dairy breed in Costa Rica, and a visit to the Dos Pinos Dairy Cooperative that handles more than 50% of all the milk in the country proved very interesting. Farmers are paid for their milk on a quality basis, hence the superiority of the Jersey.

The story of our visit can be seen on our website, www.worldjerseycattle.com, and I take this opportunity to thank our Costa Rican hosts sincerely for their splendid organization and hospitality.

Jersey—The Growing Dairy Breed

Jerseys are increasing in numbers all over the world – evidence of this is shown in many indicators: in the

USA, 2017 produced new records in Jersey semen sales (over 5 million doses), and the breed now represents 12-15% of all dairy cattle and increasing year on year; Jersey Canada has reported the highest number of registrations for more than 50 years; New Zealand is aiming to be 40% Jersey by 2030 with an increased payment for fat and the trend towards A2A2 milk; Australia reported strong exports of Jerseys to China and the Asian continent; many European countries are increasing their Jersey populations with the trend of paying for milk quality; the continent of Africa is increasing its Jerseys with projects in Rwanda and Malawi; and Latin American countries are also increasing Jersey awareness, and the formation of the Latin American Jersey Forum is very positive news. The Vice Presidents' reports convey an upsurge in Jersey interest; excerpts are included later in this conference book.

Yes, the Jersey breed is gaining numbers and development all over the world and the dairy breed progressive-minded dairymen are watching and wanting.

Appreciation

This is my last and final report as President of the World Jersey Cattle Bureau and I take this opportunity to thank my fellow Officers, our Vice Presidents, Treasurer and Secretary for their support and work during the past year. I am also indebted to all those who have supported me in the past 46 years of my involvement with the WJCB.

The Bureau has grown in numbers and reflecting on its work in the past half century, its influence in bringing people together in debate and friendship, has been fulfilling. May it continue to play a part in moving forward with this great breed of ours.

Respectfully submitted,

Derrick Frigot, MBE
President



JERSEY EDUCATIONAL TRAVEL AWARDS

2018 is a conference year for the WJCB and once again we have organized JETA—the Jersey Educational Travel Awards. Five young people, each representing their home continent, will be addressing the conference. Looking back at previous winners, it is evident that these people have gone on to be leaders of the dairy industry and the Jersey breed. This year's winners all come with sound and strong recommendations of their ability as Jersey dairy farmers, and the conference will provide an excellent opportunity for delegates to meet and discuss dairy farming in their parts of the world.

2018 Winners

Five individuals under the age of 40 who have achieved success as breeders and owners of profitable dairy businesses along with demonstrating unique leadership qualities will share their stories during the JETA recognition luncheon on June 27.

Africa

Pieter van Deventer of South Africa farms 900 Jersey cows in two herds under the Doonvlei prefix with his wife, Natasha. They have three young sons, Jaco, Pieter and Daniel. Pieter is holder of the Jersey South Africa Breeder by Excellence Award and is regional manager of Western Cape Milk Producers' Organisation. He also serves as a Councilor and Vice President of Jersey South Africa.

Asia and Oceania

Reece Attenborough of Australia is a fourth generation farmer, his Jersey interest sparked by working with the Wallacedale herd, leading to the founding of his Attaview Jersey stud in 2001. Reece and his wife Toni have a son, Jack. Reece is President of the Central Gippsland Jersey Breeders' Club and combines a role as classifier for Jersey Australia with exhibiting cattle and managing a fitting crew hired for many high-profile sales.

Europe

Bent Olesen of Denmark operates Alstrup I/S, a 450 Jersey cow herd, with his brother Lars. The entire herd is genomic tested and selling bulls into A.I. is an aim which continues to be successfully accomplished. Herd

average production is 8,157 kg. (17,978 lbs.) milk at 6.2% butterfat and 4.2% protein. Bent has been a Danish Jersey director and has served as Vice-President since 2011.

Latin America

Diego Sierra Calderón of Colombia met his wife Alejandra Fernandez when they worked on a Jersey research project at university. They have a young son, Jeronimo. He manages La Garcia Farm, which has been in his family's ownership since the early 1900s. Diego is also a classifier with Jersey Colombia and closely studies how type relates to the profit, longevity and welfare of cows.

North America

Patrick MacDougall of Quebec manages the 180-head Jersey herd at Les Ferme Reyla with wife Amanda and baby son, Cameron, and other family members. Jerseys were the last of four breeds to arrive at Ferme Reyla, but have made up 100% of the herd since 2012. Genomic testing of individual animals drives his mating decisions, as marketing breeding stock is an important part of the business. Patrick is First Vice President of Jersey Canada and chair of the Genetic Improvement Committee.

PREVIOUS WINNERS

2005: Waweru Gatheca (Kenya), Andre van Weerdenburg (Denmark), Eduardo Kashiwagi (Brazil), Aaron Ray Tompkins (USA), and Mark Shaw (New Zealand)

2008: Wikus van der Meuwe (South Africa), Henrik Dalgaard Christensen (Denmark), Ruben Dario Galvis Goetz (Colombia), Robin Denniston-Keller (USA), and Lyna Beehre (New Zealand)

2011: Jenny Evans (Mozambique), Benoit Guioullier (France), Mariano Storani (Argentina), Jennifer Vander Muelen (Canada), and Troy Mauger (Australia)

2014: Arno Theron (South Africa), Martin Schuler (Switzerland), Vanessa Ruiz (Costa Rica), Brian Barlass (USA), and Jane Sykes (Australia)

CONGRATULATIONS

TO THE
AMERICAN JERSEY
CATTLE ASSOCIATION
ON CELEBRATING
150 YEARS THIS YEAR.

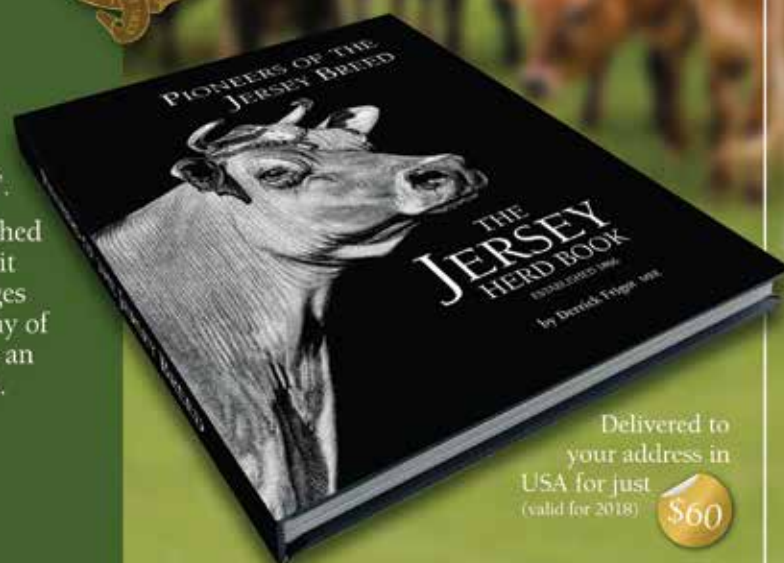


The RJA&HS formed the Jersey Herd Book in 1866, and to celebrate 150 years in 2016 we have published 'Pioneers of the Jersey Breed'.

An account of how the breed was established in its Island home, the people who did it and their influential cows. Over 200 pages packed with information and images, many of them seen for the first time. This book is an essential read for any Jersey enthusiast.

ROYAL JERSEY AGRICULTURAL
& HORTICULTURAL SOCIETY

For further details please email
society@royaljersey.co.uk



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Celebrating 125 (and counting) Years With Jerseys

As he established the Biltmore Estate, George Washington Vanderbilt began with Registered Jerseys™ 125 years ago (1892), initially housing them at family property in New Dorp, on Staten Island (New York), while construction of dairy facilities was underway at the Biltmore Estate. Once the Jersey herd began operating at Biltmore, production soon outgrew the needs of the Biltmore Estate, with milk marketing in the Asheville area launched, becoming a successful business enterprise in its own right.

To quickly grow the herd in response to the increasing market for milk, a group of 20 daughters and granddaughters of the most prominent Island bull of that era – Golden Lad (PS 1242 HC) – was imported in 1897. At least one of those 1897 imported females has direct maternal descendants milking in the 2018 Biltmore Farms herd.

Looking to the future, the two highest-ranked daughter-proven bulls (Herd Register status) from the April 2018 genetic evaluations each have over 75 head (cows and heifers combined) carrying their service, as we welcome the next generation in our many cow families.

Biltmore Farms

George H.V. Cecil, Chairman Mike Corn, Herdsman
P.O. Box 5355, Asheville, North Carolina 28813-5355
828/209-2000 (Cecil) 828/684-0475 (Corn)
828/209-2150 (Fax) • Email: gcecil@biltmorefarms.com
REAP Herd • Member of Dixieland Jersey Sires, Inc.
Visit us on the web at biltmorefarms.com



Cheryl and Ed Ettinger
Congratulations
on your retirement!

For 37 years, my parents, Ed and Cheryl Ettinger, worked hard to breed and raise profitable, high production Jerseys. In January of this year, Ed and Cheryl retired, and now my husband and I are the proud owners of the farm.

Casey Mt. Superb Heidi, E-94%, was one of dad's favorite purchases made in 1978. Many descendants thrive in the herd today including Will Do Jace Healer-ET, E-95%, and her granddaughter Will Do Topeka Heiress, E-91%, who completes eight generations Excellent ("Heidi" is the 7th dam).

We hope to continue your legacy!
Amber Ettinger & Cameron Kenley **REAP**
Ed & Cheryl Ettinger | Erica Eadicicco
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Presidents' Welcome

AMERICAN JERSEY CATTLE ASSOCIATION AND NATIONAL ALL-JERSEY INC.
CHRIS SORENSON AND DAVID ENDRES

The Board of Directors and members of the American Jersey Cattle Association extend a warm welcome to the 21st International Conference of the World Jersey Cattle Bureau, being held in conjunction with the 150th Anniversary of the founding of our association.

The Breed for the 21st Century is the organizing theme for the 21st Conference. The program for June 27 and June 30 will focus on the global demand for Jersey genetics and promoting population expansion; Jersey feed efficiency; the state of research about A1/A2 beta-casein milk proteins; growth and carcass merit of Jersey and Jersey-cross animals for value-added markets; leveraging new media to inform and promote; and how the marketing cooperative in the home of the breed—Jersey—has branded Jersey milk to command luxury values and challenge soft-drink sales in Hong Kong, 6,100 miles from where it is produced on the island.

Expert talks are scheduled at most tour stops, so the conference program is only the start of the information you will gain during your visit. In addition, break-out sessions are being held especially for Young Breeder Congress attendees (*40 and under*), plus networking with the AJCA Young Jersey Breeder Award recipients, past and present.



You will hear from Dr. John B. Cole, Acting Research Leader of the Animal Genomics Improvement Laboratory; Dr. Martin Sieber, CEO of U.S. Livestock Genetics Export, Inc.; Dr. Roger Cady, now working as an independent sustainability consultant; James S. Huffard III and Sherry B. Smith, independent consulting nutritionists meeting with “Under 40” Congress; Glenn Fischer, President of Allflex USA, Inc.; Andrew LeGallais, Chairman, Jersey Milk Marketing Board; Marcelo de Paula Xavier and Mauricio Santolin, TV Jersey, Brazil; Larry Schirm, IVB Strategic Account Manager, ABS Global; Dr. Dennis Savaiano, Purdue University; Dr. Henry Zerby and Jerad R. Jaborek, The Ohio State University; Dr. Kent Weigel, University of Wisconsin; Dr. Jørn Rind Thomasen, Aarhus University; and Dr. João Dürr, CEO, Council on Dairy Cattle Breeding who was previously executive director of the Interbull Centre.



Tours during the Main Conference will see ST-Ohio Heifer Center, South Charleston; Waterman Dairy Farm, Columbus; Select Sires, Inc., Plain City; Bar Lee Jerseys, Willard; Albright Jerseys LLC, Willard; Scenic View Jerseys, Fredericksburg; Clover Patch Dairy, Millersburg; Scenic Valley Farm, West Salem; Cold Run Jerseys LLC, Salem; and Nature View Farms LLC, Salem.

Those traveling to California will visit Hilmar Cheese Company and these Hilmar herds: Clauss Dairy Farms, Yosemite Jersey Dairy, Wickstrom Jersey Farms, Valsigna Farms, Ahlem Farms Partnership, and Charles Ahlem Dairy.

The Oregon pre-conference tour goes to Lady-Lane Farm, Mulino; Forest Glen Jerseys, Dayton; Sun Valley Jerseys, Cloverdale; Legendairy Farms LLC, Beaver; Sunset Canyon Jerseys, Beaver; Martin Dairy LLC, Tillamook; Wilsonview Dairy, Tillamook; Royalty Ridge Jerseys, Tillamook; and Tillamook Cheese Factory, Tillamook.

Once the main week is wrapped up, the tour will continue to Wisconsin to visit Hoard's Dairyman Farm, Fort Atkinson; Barlass Jerseys LLC, Janesville; National Dairy Shrine, Fort Atkinson; Kutz Dairy LLC, Jefferson; Kessenich Farm LLC, DeForest; Endres Jazzy Jerseys, Lodi; U.S. Dairy Forage Research Center, Prairie du Sac; ABS Global Inc., DeForest; Truttman Dairy LLC, Blanchardville; and the Illinois operations of Bohnert Jerseys, East Moline; River Valley Farm, Tremont; and Kilgus Farmstead at Fairbury.

The World Jersey Cattle Bureau, chartered in 1952, seeks to promote the Jersey breed and its products, encourage research and education, and promote cooperation among its members, which include not only national Jersey recording organizations, but also individual Jersey breeders distributed across the globe. It is an honor and a privilege for the American Jersey Cattle Association to host this conference for the third time in WJCB history, for us to have an opportunity to show how vibrant and growing the Jersey breed is in this country.

*Velkommen ... Welkom ... Bienvenue
Willkommen ... Benvenuti ... Haere mai
Bem-vindos ... Bienvenidos ... Karibuni
Wilkomme*

Welcome to the U.S.A. for the 21st International Conference of the World Jersey Cattle Bureau and the celebration of the Sesquicentennial Year of the American Jersey Cattle Association.

Sincerely,

Chris Sorenson

President, American Jersey Cattle Association

David Endres

President, National All-Jersey Inc.



Outline History of Jerseys and the American Jersey Cattle Association

- 1815 First Jersey brought to America about this time.
- 1851 First dairy cow registered in America, a Jersey, Lily No. 1, born 1851.
- 1853 First recorded butter test: 511 lbs. 2 oz. in 50 weeks.
- 1868 The American Jersey Cattle Club organized, the first dairy registry organization in the western hemisphere.
- 1880 Club incorporated in New York state.
- 1883 The *Jersey Bulletin* was established.
- 1903 Register of Merit testing established.
- 1918 First 1,000-lb. butterfat record made on ROM test.
- 1927 Jersey Creamline program established and copyrighted.
- 1929 Tattooing required for all Registered Jerseys.
- 1932 Type classification program adopted.
- 1946 Club office moved from New York City to Columbus.
- 1951 Club moved to 1521 E. Broad Street, Columbus.
- 1953 AJCC publishes first *Jersey Journal* on October 5.
- 1957 National All-Jersey Inc. organized to administer milk program.
- 1958 All American Show and Sale revived, with first National Jersey Jug Futurity staged the following year.
- 1966 Animal database converted to electronic data processing.
- 1967 AJCC Research Foundation created as permanent trust.
- 1968 USDA Predicted Difference adopted.
- 1971 Jersey Marketing Service created.
- 1974 Genetic Recovery program approved by member vote.
- 1976 Project Equity authorized by AJCA and NAJ Directors.
- 1978 Multi-trait Production Type Index implemented.
- 1980 Type Traits Appraisal program replaces classification.
- 1988 Multiple Component Pricing implemented in Great Basin Federal Order.
- 1988 Construction completed on current offices at 6486 E. Main Street, Reynoldsburg.
- 1994 Club reincorporated in the State of Ohio and the name changed to American Jersey Cattle Association.
- 1995 REAP service package introduced.
- 1999 First 2,000-lb. butterfat record made on official test.
- 2000 Multiple Component Pricing implemented for seven Federal Orders on January 1.
- 2002 Jersey Performance Index™ implemented.
- 2008 First 50,000-lb. milk and 1,750-lb. protein records made.
- 2009 Genomic evaluations become official.
- 2010 Study determines the carbon footprint of Jersey milk is 20% less than that of Holsteins, per unit of cheese yield.
- 2011 Domestic Jersey semen sales exceed 2 million units.
- 2012 Association records 100,000 animals and processes 100,000 lactations in a single year.
- 2013 More than 100,000 cows scored in linear type appraisal program.
- 2016 Genetic Recovery and Jersey Expansion programs retired and replaced by Generation Count recording system.
- 2017 First 150 years end with records for Jersey registrations and production. Semen sales are 14.6% of U.S. breed market share, highest in history.



Arethusa AVONLEA Summer Splash

JULY 14, 2018
LITCHFIELD, CT

Arethusa Farm is home to these World-famous Jerseys:
Veronica and her daughters Comet and Vivid as well as Season and Karlie.

Tom Breakel, Business Manager | Matthew Senecal, Farm Manager
860/567-8270 | PO Box 1143, Litchfield, CT 06759 | info@arethusafarm.com

95 points & higher!

We are pleased to have bred 21 cows appraised Excellent-95% or higher. Pictured below are five of these individuals that are still in the herd today.

Roanna Apple Pie Anabella Analou Gigi



WF Barber Shasta, E-97%
W.F. Justin Punch, E-96%
W.F. Justin Lanita, E-96%
W.F. Frankie Prell, E-95%
W.F. Justin Bits, E-95%
W.F. Brass Darian, E-95%
WF/L&M Investor Babe, E-95%
WF Duncan Canary, E-95%

WF Gump Abby, E-95%
WF Barber Teriva, E-95%
WF Avery Casey, E-95%
WF Golden Carby, E-95%
WF Legion Dayna, E-95%
Owned by Jeff and Alta Mae Core, KY
WF Legion Sonoma, E-95%
Owned by Rich and Theresa Townsend and Sparkle Brook Jerseys, MO

WF Rebel Batina, E-95%
WF Attaboy Apple Pie, E-95%
WF Centurion Anabella-ET, E-95%
WF Moment Analou-ET, E-95%
WF Standout Gigi, E-95%
WF Attaboy Kimmy, E-95%
WF Tiger Roanna, E-95%

Sybil Surville Jesse, E-96%
Blacky Rose of Briarcliffs, E-96%

Hermitage Counciller Sheba, E-96%
Earls Noble Fashion, E-95%
Chocolate D. Julianne, E-95%
JRS Volunteer Britani, E-95%
3M Imperial Gem, E-95%
Giprat Renn Anastasia-ET, E-95%
Dam of "Anabella" and "Analou"
Aland Perimeter Nan, E-95%
Rockin J Jade Victoria, E-95%
Dalemcee-J Counviller Tauntra, E-95%

We have also been blessed to work with 11 other E-95% or higher animals.

We welcome everyone to stop and visit us when you are in the area and see our herd of Registered Jerseys

Waverly Farm Jerseys
Clear Brook, Virginia

Visit us on the web at:
<http://waverly.usjersey.com>

The Robert Stiles Family Clear Brook, Virginia 22624
Mike 540/667-8061 Paul 301/535-4050 waverlyfarm@comcast.net

BREEDING CHAMPIONS GENERATION after GENERATION



Rozeview Dorie D Rachel, E-95%
Res. Intermediate Champion, 2002 All American & RAWF

Grandam of **Ratliff Price Alicia, E-95%**
The only 3-time US National Grand Champion

A few of "Alicia's" top daughters
Ratliff Action Angel, E-94%
All American Milking Yearling, 2012

Ratliff Tequila Avelanche-ET, E-93%
Reserve All American Milking Yearling, 2014

Ratliff Sambo Alison-ET, E-91%
4th place, 2017 National Jersey Jug Futurity

Ratliff Apple Jack Ansley-ET, VG-89%
Reserve All American Milking Yearling, 2017

Ratliff Jerseys

GARNETT, KS

• Master Breeder Award Recipient

• 8-times Premier Breeder of the All American

• 9-times Premier Breeder at World Dairy Expo

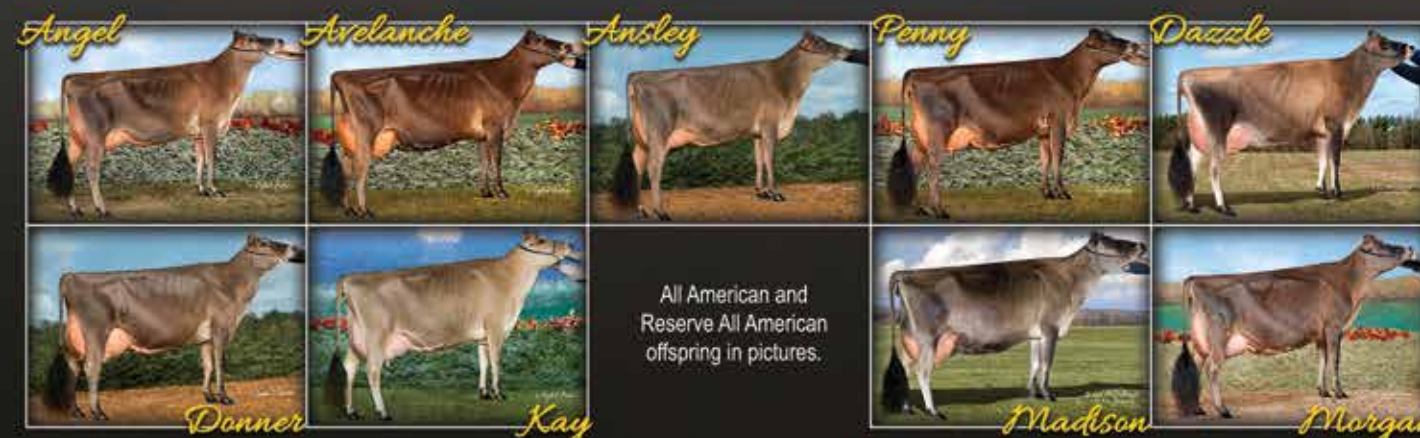
• Over the past 20 years we have proudly bred 167 Excellent cows.

Kennedys Deacon Penny, E-94%

Great-Grandam of
Ratliff Minister Porscha-ET, E-95%
2-time NASCO Award Winner at the All American Res. Intermediate Champion, 2012 All American

Two daughters of "Porscha"
Ratliff Applejack Penny, VG-89%
All American Junior Two-Year-Old, 2016

Ratliff Dually Paris, E-91%
4th Senior 2-Year-Old, 2013 World Dairy Expo
Her daughter, **Ratliff Colton Pearl**, won the Junior 2-Year-Old class at the 2018 Southern National



All American and Reserve All American offspring in pictures.



Arethusa Primetime Deja Vu-ET, E-95%
She is a daughter of VERONICA, E-97%.

A few of "Deja Vu's" top daughters
Ratliff Sambo Dream-ET, E-94%
3rd Senior 2 & 3-Year-Old, 2012 & 2013 All American

Ratliff Action Dazzle-ET, E-93%
Reserve All American Senior Two-Year-Old, 2012
Owned by Herby, Amanda and Hobbs Lutz, SC

Ratliff Sambo Demi-ET, E-92%
3rd place, 2011 National Jersey Jug Futurity
Owned by Cassy Krull, WI

Ratliff Impression Donner-ET, E-91%
Reserve Winner, 2017 National Jersey Jug Futurity



Avonlea D Jude Karmel, E-95%

A few daughters of "Karmel"
Ratliff Ren Kendra-ET, E-95%
3rd place, 2010 National Jersey Jug Futurity

Ratliff F Prize Kansas-ET, E-95%
3rd Senior 3-Year-Old, 2005 All American

Ratliff F Prize Kay-ET, E-93%
Res. Junior All American Junior Three-Year-Old, 2008
Owned by Cassy Krull, WI



Ratliff Sambo Martina, E-94%

Winner, 2007 National Jersey Jug Futurity
All American Junior Two-Year-Old, 2006

Granddaughter of
Pleasant Nook Rene Myriah, E-95%

A few other standouts from this maternal line
Ratliff Juno Madison-ET, E-95%
Reserve All American Five-Year-Old, 2008
Ratliff Remake Morgan-ET, E-90%
Reserve All American Senior Three-Year-Old, 2013
Budjon Farms and Peter Vail, WI

Ratliff Sambo Magnolia-ET, E-93%
4th Senior 2-Year-Old, 2009 World Dairy Expo

All the Extras

Open House

AMERICAN JERSEY CATTLE ASSOCIATION
NATIONAL ALL-JERSEY INC.

Monday, June 25, 2018

Welcome to the headquarters of the American Jersey Cattle Association and National All-Jersey Inc. There are 23 full-time staff members and two interns working in this building, with 11 more full-time staff and a summer intern located in the field.

These offices are full of history and alive with the future.

Items have been selected from the archives for display in the ground-floor History Room and the Board Room on the upper level. You'll find collections of certificates and documents, original works of art and photography, advertising and promotional literature, Jersey Creamline® and All-Jersey® signage and cartons, plus selected catalogs from historic sales and shows on display as you walk through the building.

The highlight of the tour will certainly be the Board Room. As you walk in, you will see the four original paintings, commissioned by the Association as the representative Jersey of her era. In the center of the table is the Jersey model created in 1983 by the renowned sculptor (and Jersey breeder) Francis Eustis. Displays on tables under the paintings are a bronze sculpture of the Ideal Jersey, presented to the AJCC in 1917, and the retired national intercollegiate judging contest trophy featuring a bronze Jersey cow sculpted by artist Gozo Kawamura. Two more Kawamura works are on display; the massive bronze of Ferns Wexford Noble and the

Seal of the American Jersey Cattle Club. As you walk around the room, be sure to look up on the wall over the entrance, where the bronze nameplate from the New York City offices is mounted.

The room also houses the Morrocroft Trophy and the Chiefs Son of Etta Trophy, originally the F. Wayland Ayer Memorial Trophy, a challenge trophy that was retired after being won three times by Chiefs Son of Etta. Both bear Tiffany & Co. hallmarks.

The collections include minutes of Board meetings and Annual Meetings for both organizations; the Herd Register starting with Volume 1, plus the Island of Jersey register; volumes publishing Butter Tests and the Register of Merit; bound volumes of the *Jersey Bulletin* and *Jersey Journal*; and the ledger used to record information on the Jersey competition herd at the 1893 World's Columbian Exposition.

The American flag in the Board Room was flown over the United States Capitol Building for the Association.

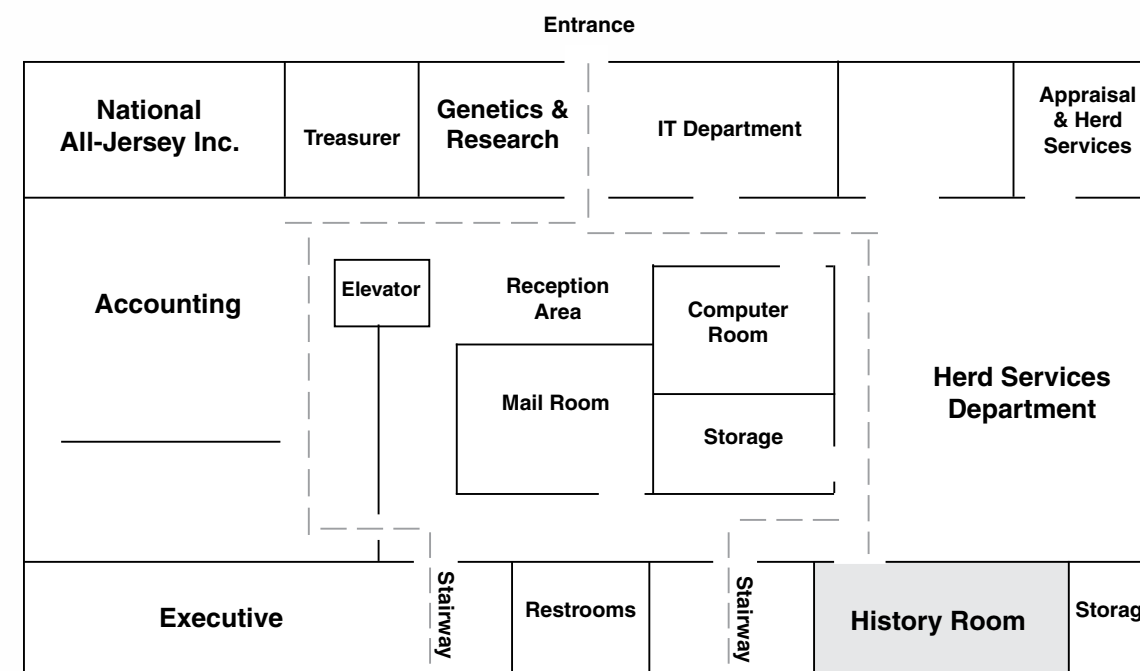
The nerve center of the AJCA and NAJ is in the air-conditioned computer room. It contains six physical servers and 15 virtual servers with total storage capacity of 17.5 terabytes. The servers house the public-access websites of USJersey, infoJersey, Green Book Online and *Jersey Journal*. The computer database has pedigree records of 3,968,139 females and 194,078 bulls owned by 180,037 different breeders; animal records earlier than the mid-1940s are accessed by microfiche or rolls of microfilm. The database also stores 3,560,899 lactation records and 2,580,276 type evaluation records.

Ground was broken for this building 30 years ago (mid-June 1988) and construction completed in five months. Three days were needed to move computers, equipment and furnishings into this building, but the office was closed for just one day—December 16—so that telephones could be reconnected.

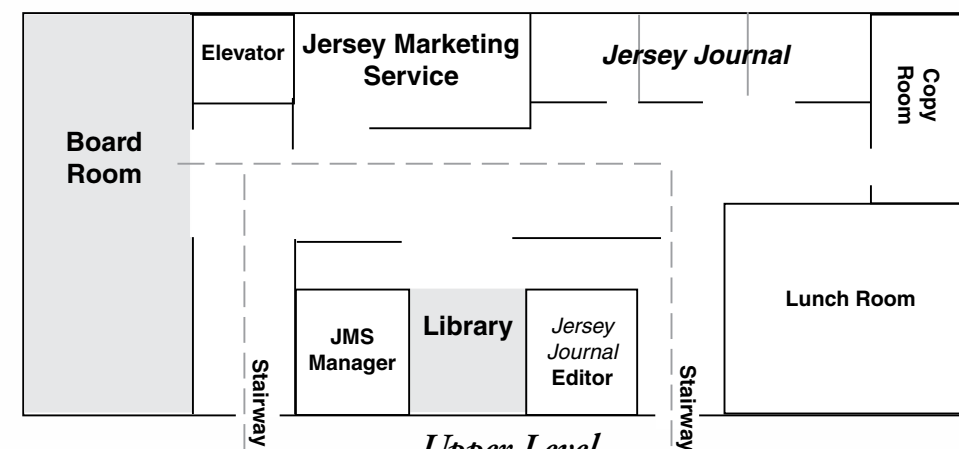


Office Floor Map

For self-guided tour, follow dotted lines through the offices of the American Jersey Cattle Association and National All-Jersey Inc. Staff in each department will be available to answer questions.



Ground Floor



Upper Level

Please follow the dotted lines for your guided tour through the offices of The American Jersey Cattle Association and National All-Jersey Inc.

NORTHERN GEMS

Redhot Matt Tesla VG 88 (3-05)
 2-0-305 8871g 407kg 6.64% 347g 3.91% (368-471-381)PA
 19.5570u 1.3380u 7650u
 #1 Conformation cow in Canada (+18)
 #6 GLPI cow in Canada (+2091)
 2nd Dam: 2016 Canadian Cow of the Year
 Avontea Mischief's Magnolia Sup Ex 92.4E 11*

Unique HP Irwin Hocus Ex 90
 Dam: Valleystream Remake Honey Ex 92
 6-7-305 9064kg 551kg 5.33% 416kg 4.18% 299 308 330/PA
 21.9070u 12110u 8170u
 501 NOMINEE CANADIAN COW OF THE YEAR
 ALL-WEATHER SENIOR COW 2000
 2009 Grand Champion - Western Championship Dairy Showdown

Her Son at Select:
 Unique HP Helicat
 250JE01668
 Sire: Aldern Texas Wildcat
 Dam: Unique HP Irwin Hocus
 +1891 GLPI
 +12 Conf +14 Mammary
 +1.8 PTAT +24 JUI

Unique Valleystream Genetics | Rochester AB, Canada
 (780) 698 2267 | uniquelstock@mcsnet.ca

The Kind We Breed!

BAY

CECE

Lyon A Jack Bay, VG-89%—she is the reigning Reserve All American Senior Two-Year-Old. She was also tapped as Intermediate Champion of the 2017 New York Spring Carousel. "Bay" was the high-selling individual of the year at \$126,000. She was purchased by Glamourview-lager and Walton, Md., at the Equinox Sale. We originally sold her to Kilgus Dairy, Ill.

LACOSTA

MAURY

Lyon Celebrity Cece-ET, E-91%—she is the dam of one of the hottest bulls on the market 7JE5004 River Valley Cece CHROME-ET. A complete package bull with production +1,143M, +114CFP, type +2.3PTAT, +30.1GJUI and +180GJPI (4/18 BBR 100 JH1F JH2F). "Cece" sold to River Valley Farm, Ill. as a calf.

Lyon Legal Lacosta, E-91%—she is working on her fourth lactation and projected to 28,434M, 1,563F, 1,048P lbs. (12,897M, 709F, 475P kgs.) actual at 4-9. She is owned by Logan and Autumn Courtney, Okla.

Lyon Paramount Maury (5), E-90%—lifetime production to date: 215,217M, 11,097F, 8,092P lbs. (97,620M, 5,033F, 3,670P kgs.) in 3,761 days. She placed 9th for Fat in the 2017 Leading Living Lifetime Production Contest.

Cattle always for sale.
Inquiries welcome.

Lyon Jerseys Joe, Stuart, and Eric Lyon, Owners 2621 K Ave., Toledo, IA 52342 lyonjerseys@gmail.com
 641/484-3129 (Joe) 641/484-2299 (Eric) 641/484-6890 (Stuart) <http://lyonjerseys.usjersey.com>

2020

The Jersey Tour of the Decade

The Canadian dairy industry is known for the superior quality of its animals, its strong dairy cattle improvement and genetic evaluation programs and its famous supply management system, which ensures a fair return for farmers.

We invite you to join our tour and see some fine cows in traditional and modern dairy facilities.

We promise amazing scenery, the cleanest air and must see tourist attractions throughout Canada.

www.jerseycanada.com

WORLD JERSEY CATTLE BUREAU

2020 WJCB Tour & Annual Meeting

hosted by

JERSEYCANADA

2020
World Jersey Cattle Bureau Tour & Annual Meeting
CANADA
JUNE 20 - JULY 13, 2020

July 14-21
California
Post Tour to the USA Option

July 10-13
British Columbia
Post-Tour

July 4-9
Alberta
Post-Tour

June 26-July 3
Ontario
Tour & Meeting

June 20-25
Quebec
Pre-Tour

AgriTours Canada Inc.
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World Jersey Cattle Bureau

JERSEY JOURNAL

October 5, 1968

The seed which led to the formation of The World Jersey Cattle Bureau appears to have been planted by the indignation of Jersey breeders in the Union of South Africa during 1947.

The stimulus for this development was a "Jersey Explosion" that hit South Africa following World War II whereby demand for female stock far exceeded supply. Jerseys of doubtful quality, promoted by speculative interests, were being imported into South Africa from other lands.

By 1947 the Council of The Jersey Cattle Breeder's Society of South Africa became so perturbed over the problem that the enforcement of at least production requirements for imported animals was being seriously considered.

To the late S. D. G. Rossouw, Jersey breeder and member of the South African Council, goes the credit of initially suggesting in 1947 that a "world organization should be formed to bring Jersey breeders all over the world together and thus introduce some uniformity and control in import-export standards of Jerseys."

The Rossouw proposal was made to Dr. G. D. Nel, then secretary of The Jersey Cattle Breeders' Society of South Africa who conveyed the message to G. Vernon Crookes, the president of the South African Society. Taking the challenge, Crookes is credited with providing the initiative and becoming the motivating force in the eventual formation of The World Jersey Cattle Bureau.

After unifying members of the South African Council on proposing an international conference, Crookes together with Nel in the spring of 1948 contacted officials of the Royal Jersey Agricultural and Horticultural Society,

Jersey Island, informing them of the South African position as follows: (1) The need for an international conference; (2) the Royal Jersey Society, Jersey Island was the logical group to call an international conference; (3) that the month of May, 1949 would be the most suitable month; (4) such a conference should discuss classification, inspection, type, milk recording, import-export regulations, value of Jersey milk in relation to other milk, and bring any other subject which would bring about uniformity in the various countries interested in Jerseys.

First Conference May 1949

From the above persuasive suggestion, the Royal Agricultural and Horticultural Society, Jersey Island obliged by hosting the First International Conference on Jerseys May 16-20, 1949 which was attended by 25 delegates representing 13 countries.

At the close of this session, E. Lea Marsh, Jr., representing the U.S.A. as an observer, proposed the formation of a World Jersey Federation. Such a decision was made subject to drawing up a constitution and rules and subject to eventual ratification by the constitute societies. Albert Messervy, a veterinary surgeon, Jersey Island, was appointed acting president.

In the following two years, further informal meetings took place and the first entry in the Minute Book of the World Jersey Cattle Bureau was made October 21, 1951. The preliminary meetings were particularly concerned relative to the procedures to be followed in informing the various societies of establishment of the Bureau, inviting applications for membership and drawing up a constitution and rules. On July 4, 1952, the World Jersey Bureau came into official being at a meeting of the General Council in London upon approval of the Constitution and Rules, approval of Founder Members of the Bureau and approval of officers elected by the executive committee. The following organizations are listed as Founder Members of the Bureau:

The Australian Jersey Herd Society
Canadian Jersey Cattle Club
Danish Jersey Society
English Jersey Cattle Society
Jersey Breeders Society of France
Jersey Cattle Society of East Asia
Royal Jersey Agricultural Society
New Zealand Jersey Cattle Breeders Association
Jersey Cattle Breeders' Society of South Africa
Jersey Breeders Society of Sweden

Canada Hosted Second Meeting

It was also at this meeting the Canadian Jersey Cattle Club extended an invitation to host the Second International Conference which took place at the Ontario Agricultural College, Guelph, Ontario, July 1954, and did much to confirm the permanent existence of the new Bureau.

With International Conferences established on a four year basis, the Jersey Cattle Breeders' Society of South Africa hosted the Third Conference at Pretoria University, South Africa, March 1958 and the Jersey Cattle Society of the United Kingdom hosted the Fourth Conference, Cambridge, England, July 1961.

WJCB Objectives

To encourage good will and cooperation, generate research, promotion, education and coordination between individuals and organizations involved in enhancing the Jersey breed in all parts of the world.

To promote, and assist with the promotion of, the Jersey breed and all products derived there from.

To encourage and support individuals and organizations to discover, develop and utilize improved methods of breeding, feeding and management under varied agricultural conditions and by the use of the Jersey breed in the most constructive manner.

To act as a coordinating and an advisory body having no jurisdiction over the internal affairs or domestic policies of its National Members, National Associate Members or National Affiliated Members.

To encourage the education of young people interested in the Jersey breed through exchange programs between countries and providing assistance

and encouragement to member countries with their youth programs.

Membership

The World Jersey Cattle Bureau has one National Member per country. It is the recognized Jersey breed society or association formed for the purpose of encouraging or improving the Jersey breed of cattle.

Full National Members are entitled to have two delegates, normally the President and Executive Secretary, or equivalent, with voting rights on the Bureau Council.

National Associate Members and *National Affiliated Members* pay differing annual subscription levels and may have one observer at the Council.

Organizational Membership is available to any organization interested in the objectives of the Bureau and is for a term of five years, after which time renewal is possible.

NATIONAL FULL MEMBERS

Argentina

ASOCIACIÓN ARGENTINA DE CRIADORES DE JERSEY

Established 1981 Import Year 1905
www.jerseyargentina.com.ar

Australia

JERSEY AUSTRALIA INC.

Established 1899 Import Year 1822
www.jersey.com.au

Brazil

ASSOCIAÇÃO DOS CRIADORES DE GADO JERSEY DO BRASIL

Established 1938 Import Year 1896
www.gadojerseybr.com.br

Canada

JERSEY CANADA

Established 1901 Import Year 1868
www.jersecanada.com

Colombia

ASOCIACIÓN COLOMBIANA DE CRIADORES DE GANADO JERSEY

Established 1980 Import Year 1946
www.asojersey.com



All the Extras

Costa Rica

**ASOCIACIÓN COSTARRICENSE DE CRIADORES
DE GANADO JERSEY**

Established 1977 Import Year 1973
www.jerseycostarica.org

Denmark

DANISH JERSEY CATTLE SOCIETY

Established 1902 Import Year 1896
www.vikinggenetics.dk/racer/jersey/jersey-info

Germany

VERBAND DEUTSCHER JERSEYZUCHTER

Established 1961 Import Year 1955
www.jersey-rind.de

Ireland

JERSEY CATTLE SOCIETY OF IRELAND

Established 1926 Import Year 1903
www.irishjerseycattle.com

Italy

**ASSOCIAZIONE NAZIONALE ALLEVATORI
JERSEY ITALIANA**

Established 1988 Import Year 1988
www.anafi.it/jersey

Jersey

**ROYAL JERSEY AGRICULTURAL &
HORTICULTURAL SOCIETY**

Established Herd Book 1866
www.royaljersey.co.uk

New Zealand

**NEW ZEALAND JERSEY CATTLE
BREEDERS ASSOCIATION**

Established 1896 Import Year 1862
www.jersey.org.nz

South Africa

**JERSEY CATTLE BREEDERS' SOCIETY
OF SOUTH AFRICA**

Established 1920 Import Year 1881
www.jerseysa.co.za

Switzerland

SCHWEIZERISCHER JERSEYZUCHTVEREIN

Established 1999 Import Year 1866
www.jersey.ch

United Kingdom

**JERSEY CATTLE SOCIETY
OF THE UNITED KINGDOM**

Established 1878 Import Year 1741
www.ukjerseys.com

United States of America

AMERICAN JERSEY CATTLE ASSOCIATION

Established 1868 Import Year 1850
www.usjersey.com

ASSOCIATE MEMBERS

Republic of Chile

**ASOCIACIÓN DE CRIADORES
DE JERSEY CHILE**

jerseychile.jimdo.com/asociación-jersey-chile/

Czech Republic

Established 1990 Import Year 1956
hampoz@seznam.cz

Ecuador

ASOCIACIÓN JERSEY DEL ECUADOR

Established 1961 Import Year 1961
asojerseyecuador@yahoo.es

France

URPA JERSIAISE FRANCAISE

Established 1903 Import Year 1850
www.lajersiasise.com



Pearlmont Impuls Daffy at age 12.



The New Zealand Jersey Advantage

The Jersey cow returns a **better per kilo liveweight** comparison over all other breeds in milk fat, protein and milk solids. She also delivers **greater breeding values** than other dairy breeds. Jerseys are **faster to milk** and have greater calving ease, with the **highest fertility** breeding value. When stocked at optimal rates, Jerseys produce approx. 8% more profit than its closest competitor, making it the sustainable choice.



13%
MORE
FAT
PER KG
LIVEWEIGHT

9%
MORE
MILK
SOLIDS
PER KG LIVEWEIGHT

18%
BETTER
FEED
CONVERSION
EFFICIENCY

All the extras

- Fat is back. The rising fat payout in New Zealand gives Jerseys the clear advantage
- Jerseys are more adaptable to Once a Day milking systems
- More than 66% of New Zealand cows are A2A2
- Jersey bull #1 on the all breeds Ranking of Active Sires list in NZ, and 16 of the top 30 bulls are Jersey (as at Feb 2018)

jersey^{NZ}

Want to know more?
jersey.org.nz | [@JerseyNZ](https://www.facebook.com/JerseyNZ)



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**SUPPLIER OF
GLOBAL
JERSEY
GENETICS**

Supplying from:

- USA
- Canada
- New Zealand
- Europe



Your herd is your source of income and your livelihood.

At CRV, we make sure you have the genetics to breed the cows you love to milk, in your farming system, and for your local milk market.

CRV provides Top Genetics from the Global Market for the Global Market.

Today you can access Top bulls from North America, Europe, and New Zealand such as:

097JE00174 **Cohort**, 097JE00180 **Kawhi**, 097JE00176 **Primal**, and 097JE13516 **Triplestar**.

To learn more about CRV's Global Jersey Program contact Joe W. Stanek, Global Jersey Product Manager at: joe.stanek@crv4all.us

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OUR SADIE FAMLY

Excelled on Appraisal Day!

JX Wilsonview Perform Sandy [4]-ET

Excellent-92% (3rd lactation)

3-1 296 19,820 4.5% 897 3.4% 679 lbs. (8,990M, 407F, 308P kgs.)

Sire: Waunakee Legal Perform Dam: "JX Sochi [3]"

JX Wilsonview Layne Sparkler [4]-ET

Excellent-91% (4th lactation)

3-8 305 21,560 4.9% 1,046 3.3% 719 lbs. (9,779M, 474F, 326P kgs.)

Sire: Goldust Valentino Layne-ET Dam: "JX Sochi [3]"

JX Wilsonview Topeka Sieta [4]-ET

Excellent-90% (3rd lactation)

3-5 305 23,220 4.8% 1,117 3.5% 810 lbs. (10,532M, 507F, 367P kgs.)

Sire: Heartland Merchant Topeka-ET Dam: "JX Silvia [3]"

JX Wilsonview Magnum Sabrina [5]-ET

Excellent-90% (2nd lactation)

1-10 305 19,290 4.9% 953 3.3% 644 lbs. (8,750M, 432F, 292P kgs.)

Ranks on the Top 1.5% GJPI Cow List at +156

Sire: Wilsonview Jevon Magnum-ET Dam: VG-88% ABBOTT Grandam: "JX Sochi [3]"

JX Wilsonview Tybo Star [5]-ET

Very Good-87% (1st lactation)

Projected to 18,845—842—655 lbs. ME at 1-9 (8,548M, 382F, 297P kgs.)

Sire: Wilsonview Jevon Magnum-ET Dam: VG-87% TOPEKA Grandam: "JX Silvia [3]"

Coelhos Sooner Sadie, E-90%

5-8 305 23,750 4.0% 939 3.4% 800 lbs.
(10,772M, 426F, 363P kgs.)

The family matriarch

Wilsonview Impulse Shauna, E-94%

6-6 305 21,530 5.0% 1,084 3.8% 821 lbs.
(9,766M, 492F, 372P kgs.)

The highest appraised cow from this family.
"Sadie" is her fourth dam

JX Wilsonview Garden Sochi [3]-ET, E-93%

5-0 305 24,090 5.0% 1,201 3.3% 788 lbs.
(10,927M, 545F, 357P kgs.)

Daughter of "Shauna"

JX Wilsonview Garden Silvia [3]-ET, E-91%

4-10 305 22,830 4.5% 1,030 3.2% 722 lbs.
(10,356M, 467F, 327P kgs.)

Daughter of "Shauna"

Other appraisal highlights

Three more new Excellent cows

JX Wilsonview Soprano McLynne [5]-ET

Excellent-90% (3rd lactation)

Sire: JX Wilsonview Soprano [4]
(ZUMA x "JX Sochi [3]")

JX Wilsonview Isaac Myami [5]

Excellent-90% (2nd lactation)

Sire: DP Marvel Isaac-ET

Wilsonview Mag Knicknack

Excellent-90% (3rd lactation)

Sire: Wilsonview Jevon Magnum-ET

563 cows average 84%
with 61 Excellent
427 Very Good and 75 Desirable

Wilsonview Dairy, Inc.

THE JOSI FAMILY

Visit us online at: <http://wilsonview.usjersey.com>

2540 Olsen Rd. North, Tillamook, OR 97141
503/842-4516 (Don) 503/812-2149 (Derrick)
Email: desijosi@wilsonview.com



All the Extras

Guatemala
**ASOCIACIÓN DE CRIADORES DE GANADO
DE GUATEMALA**
Established 1984 Import Year 1892
www.jerseyguatemala.com

Mexico
**ASOCIACIÓN MEXICANA DE CRIADORES
DE GANADO JERSEY DE REGISTRO A.C.**
Established 1993 Import Year 1890
www.jerseydemexico.com.mx

The Netherlands and Belgium
NEDERLANDS JERSEY STAMBOEK
Established 1965 Import Year 1962
www.jerseystamboek.nl

Norway
NORSK JERSEY
Established 1937 Import Year 1900
www.jersey.no

Sweden
SVERIGES JERSEYFÖRENING
Established 1949 Import Year 1893
www.svenskjersey.se

Uruguay
SOCIEDAD CRIADORES DE JERSEY DEL URUGUAY
Established 1963 Import Year 1910
www.jersey.com.uy

Venezuela
ASOCIACIÓN JERSEY DE VENEZUELA
Established 2015
asojersey.venezuela@gmail.com

AFFILIATED MEMBERS include Jersey recording societies in the countries of Albania, Japan, Kenya, Nicaragua, Panama, Zambia and Zimbabwe.

Individual Life Membership is available to any individual interested in the objectives of the Bureau for a single payment of US\$ 65 by credit card. Form can be downloaded at <http://www.worldjerseycattle.com/membership>.



You can become an Individual Life Member of the WJCB by completing the following details and sending them to the address at the bottom of the form

I wish to join the World Jersey Cattle Bureau as a Life Member, pay the below fee and agree to support the constitution:

World Jersey Cattle Bureau

Admin Office:
Adela Booth Associates Ltd
Higher Moorlake
Crediton
EX17 5EL
United Kingdom
Tel: +44 1363 776623
Fax: +44 1363 774992
Email: secretary@wjcb.net

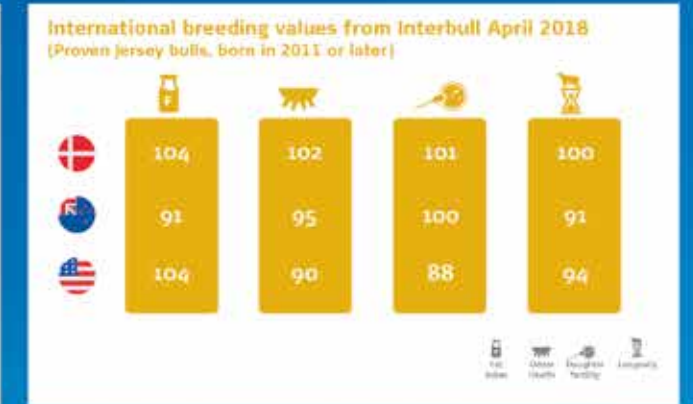
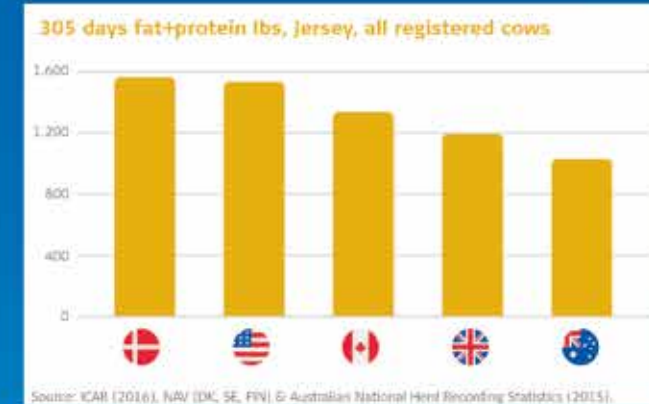
| | | | |
|-----------|--|----------|--|
| Name: | | | |
| Address: | | | |
| Postcode: | | Country: | |
| Email: | | | |
| Date: | | Signed: | |



Danish Jersey will boost your efficiency Top performers for production

Dairy farmers in the Nordic countries have clearly understood that breeding is a crucial part of ensuring a successful dairy business. The VikingJersey breeding program goal is a balance between health

and production. Available independent data confirms that VikingJersey cows from Denmark have reached this balance and are seated at the top for production of high components in the world.



And the good news with VikingJersey doesn't stop here; VikingJersey bulls are the top performers in udder health, daughter fertility and longevity, according to the International Bull Evaluation Service (Interbull). All of these traits are among the most important to be considered for economic performance in the herd.

VikingJersey is in the lead all over the world – not only because of their extraordinary health and components, but also because they are a suitable outcross to other Jersey populations. Offering outcross bulls of high merit to the U.S. market comes along with an extra bonus: easier selection and use for any dairyman!



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11JE354 Schultz Performing Legend

CDCB 4/18 8,006 daughters in 1,571 herds
109 sons with NAAB codes



Potwell SP Legends Barb 17J, E-95%
Reserve National Grand Champion, 2003
2nd Aged Cow, 2005 Central National Show

29JE3114 Schultz Brook Hallmark

Interbull 4/18 10,348 daughters in 1,791 herds
(AUS, CAN, DFS, GBR, ITA, NZL, USA, ZAF)
120 sons with NAAB codes



Norse Star Hallmark Bootie, E-90%
3-0 365 3x 39,239 7.2% 2,827 3.8% 1,500 lbs.
(17,798M, 1,282F, 680P kgs.)
World Fat Production Champion

Worldwide Appeal

... for nearly four decades bulls with the "Schultz" prefix
having been making an impact on the Jersey breed.

29JE3510 Schultz Rescue Headline

Interbull 4/18 8,978 daughters in 967 herds
(AUS, CAN, NZL, USA, ZAF)
177 sons with NAAB codes



D&E Headline Eloise 22070, E-93%
5-11 305 35,820 5.8% 2,076 3.5% 1,256 lbs.
(16,248M, 942F, 570P kgs.)
U.S. National Class Leaders List:
5th for Fat (5-9 Yrs. Old)

Schultz genetics today ... 29JE3866 JX Schultz Volcano Harris {4}

CDCB 4/18 4,106 daughters in 168 herds
72 sons with NAAB codes
He is the #2 Active A.I. bull in the U.S. at +181 GJPI



JX Dupat Harris 14713 {5}-ET, VG-84%
1-10 305 24,260 4.7% 1,152 3.6% 863 lbs.
(11,004M, 523F, 391P kgs.)
Ranks 20th in the U.S. for GJPI among cows at +177
Several high genomic sons and daughters

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HALLMARK, HEADLINE and JX HARRIS {4}
all hail from the same maternal line.

WJCB Awards

The Bureau recognizes the exceptional work of individuals and organizations, on behalf of the breed, through its Distinguished Achievement, Meritorious Achievement & Certificate of Achievement Awards as described below.

The Officers of the Bureau select recipients based on nominations submitted by National Member countries or the Council.

Distinguished Achievement Award

This award is the highest honor that the WJCB Council can bestow on an individual, or an organization, and recognizes those that have made an outstanding contribution to the breeding, development or promotion of the Jersey breed, or its products, at an international level.

Recipients will have truly set themselves apart by their actions and successes either in immediate influence or over a period of many years. The award is made at a meeting of the Bureau held in conjunction with an International Conference and there is no restriction on the number of recipients, although it is an elite award.

Meritorious Achievement Award

This award recognizes individuals who have provided long and effective service in pursuance of the Objectives of Bureau.

Recipients must be Life Members of the Bureau who will have achieved success, for example in the promotion of the Bureau, support through the raising of funds or sponsorship for the Bureau, attendance and leadership at Bureau

Council Meetings and associated programs or service as a member of the Bureau Council or other position. The award is made at an Annual Meeting of the Council.

Certificate of Achievement

This award recognizes individuals who have demonstrated a positive influence on the Jersey breed in their own country through their consistent and long-term efforts.

Recipients may or may not be Life Members of the Bureau and will usually be recognized through domestic national awards programs. The Bureau award is meant to complement that process and may be made at any time.

RECIPIENTS OF AWARDS OF THE WJCB COUNCIL

Distinguished Achievement Award

1992 **James F. Cavanaugh, USA**, for his outstanding contribution to the breeding, development and promotion of the Jersey breed and its products worldwide.

Francis M. Redelmeier, Canada, for his outstanding contribution to the breeding, development and promotion of the Jersey breed and its products worldwide.

1995 **E. Lea Marsh, USA**, for his outstanding contribution to the breeding, development and promotion of the Jersey breed and its products worldwide.

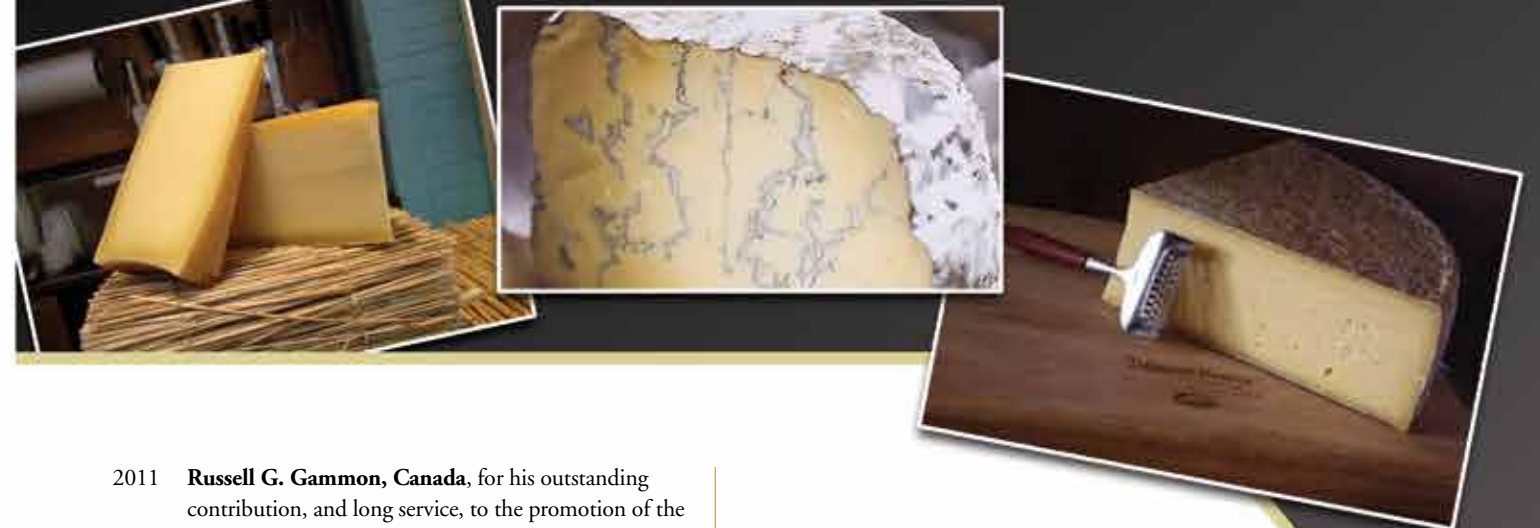
Mogens Stendal, Denmark, for his outstanding contribution to the breeding, development and promotion of the Jersey breed and its products worldwide.

1999 **Ian C. Harris, New Zealand**, for his outstanding contribution to the Jersey breed in New Zealand and worldwide.

2002 **Calvin B. Covington, USA**, for his outstanding contribution to the Jersey breed globally by the promotion of equitable milk pricing.

Hans Norgaard, Denmark, for his outstanding contribution to the research and compilation of the history of the Jersey breed worldwide.

2005 **Anne E. Perchard, Jersey**, for her outstanding contribution to the development of the Jersey breed



WORLD JERSEY CHEESE AWARDS

The World Jersey Cheese Awards showcase exceptional Jersey cheeses made all across the world, bringing them to the attention of food critics, cheese marketers and discerning consumers. The Awards were conceived during the World Jersey Cattle Bureau's 2007 annual meeting in Brazil. The competition was first conducted during the 18th International Conference in Jersey. It was the first and remains the only cheese judging that showcases products made from the milk of a single breed of cow.

2008 - First World Jersey Cheese Awards - *Trinity, Jersey*

OLD REMEKE

Jan Dirk van der Voort, Lunteren, Netherlands

2009 - North American Jersey Cheese Awards - *Syracuse, New York*

ASCUTNEY MOUNTAIN

Cobb Hill Cheese, Hartland, Vermont

2010 - Second World Jersey Cheese Awards - *Trinity, Jersey*

JERSEY BLUE

Willi Schmid, Lichtensteig, Switzerland

2011 - Oceania Jersey Cheese Awards - *Hamilton, New Zealand*

ALEXANDRINA VINTAGE CHEDDAR

Dan and Krystyna McCaul, Fleurieu Peninsula, South Australia

North American Jersey Cheese Awards, *Wisconsin Dells, Wisconsin*

SPRING BROOK TARENDAISE

Spring Book Farm, Reading, Vermont

2012 - Third World Jersey Cheese Awards - *Trinity, Jersey*

JERSEY BLUE

Willi Schmid, Lichtensteig, Switzerland

2014 - Fourth World Jersey Cheese Awards - *Stellenbosch, S.A.*

OLD REMEKE

Jan Dirk Van der Voort, Lunteren, Netherlands

2016 - Fifth World Jersey Cheese Awards - *San Sebastián, Spain*

SPRING BROOK TARENDAISE

Spring Book Farm, Reading, Vermont

2017 - Sixth World Jersey Cheese Awards - *London, England*

DALEWOOD HUGUENOT

Dalewood Fromage Estate Cheese, Paarl, South Africa



Cow families making a BIG IMPACT



Ahlem Action Buttons 31973, E-93%

3-9 305 3x 22,450 5.1% 1,149 3.8% 847 lbs.
(10,183M, 521F, 384P kgs.)

Type +2.0 GJUI +36.1 CDCB: GPTA 5/18 85%R BBR 100 JH1F JH2F

Sons in A.I.

200JE1014 **BALIN** Type +2.4 GJUI +37.7

14JE693 **BUCKEYE** Type +1.9 GJUI +28.5

29JE4008 **JX BALTAZAR** [5] GJPI +161

551JE1654 **JX BRUNO** [5] GJPI +135

Grandson in A.I.

29JE3991 **BANCROFT** GJPI +151



Ahlem latola Princess 33280, E-90%

6-8 305 3x 26,450 4.9% 1,295 3.7% 982 lbs.
(11,997M, 587F, 445P kgs.)

Son in A.I. 7JE1221 **PHAROAH** GJPI +134

"33280" is by four Excellent dams. This family has been developed in our herd for over 41-years and has given us many top females and males.



Ahlem Skyline Cora [5], E-91%, dam of
122JE5198 Ahlem Lemvig **ABE** [6]-ET

William and Carolyn Ahlem and Sabino Ahlem Herrera, DVM
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Reports by Region

The Council of the World Jersey Cattle Bureau consists of its Officers, two delegates from each National Member, and an observer from each National Associate Member and National Affiliated Member. The Vice Presidents compile reports obtained from Jersey organizations in the five regions—Africa, Asia/Oceania, Europe, Latin America and North America—on activities and progress of the Jersey breed. Highlights from these reports for 2017, which are published in full on the Bureau website, follow.

AFRICA

Arno Theron, South Africa, Vice President for Africa

2017 was a good year for the dairy farmers as lower feed costs and more favorable milk prices were common. In March 2018 the picture started changing quickly as producer prices plummeted, the main reason being huge “cheap” imports from mainly Poland, largely UHT milk, by supermarkets.

Popularity of the Jersey breed continued, with just shy of 400,000 doses of semen imported by South Africa; this excludes local semen. It is clear that the portion of Jersey cattle in the dairy sector has gained ground. The number of pedigree cattle has stabilized after declines over the past decade. The majority of Jersey numbers are found in commercial herds.

South Africa proves to be the source of heifers for export into other countries in the African region. There are numerous projects running in Africa whereby the purchase of registered heifers is required. The RJA&HS Jersey projects in Rwanda and Malawi are some of the well-known projects.

The South African Dairy Genomics Program has completed its second year with another 450 samples entered

into the reference population. Jersey South Africa has also sponsored the testing of another 60 selected females for two reasons, one being able to find future brood cows and secondly adding to the reference population. It is still small numbers but doing what is possible.

The Bureau meeting is scheduled for June 2019 in Rwanda and Kenya. It would be the ideal opportunity for members who are keen to witness Africa first hand.

ASIA & OCEANIA

Trevor Saunders, Australia, Vice President for Asia/Oceania

Australia

Throughout the year there have been times when things were a little tough, but then something would happen to give a lift and create a focus or talking point on Jerseys.

Bushlea Van Fernleaf 10, two times IDW Supreme Jersey Cow, sold for a record AU\$ 50,000.

Jersey semen sales are increasing with reports of 20% of total sales coming from one company and another naming a Jersey bull as their highest individual seller.

Jersey exports remain strong with healthy indicators that this will continue particularly into China which is a market that is growing rapidly for Jerseys.

From the Board's strategic plan formulated in 2016-17 came the “Farming Together Project” with the value of butterfat and its role in component pricing being the main focus. Now with the report release, tremendous responses and reactions have happened. We look forward to hopefully taking this further forward.

It is just great to have so many breeders involved with the On Farm Challenge, IDW, Royal and state shows, classification and production awards. Being involved further promotes.

New Zealand

The Jersey breed in New Zealand is poised for a resurgence. Fonterra has increased the payment for fat and have announced that it wishes to market A2A2 milk. Couple this with the consumer demand for greater accountability with regards to disbudding of calves, the interest in polled genetics is playing very much into the

hands for marketing Jersey genetics. There is even talk that some Jersey semen will sell out.

Last year JerseyNZ was a little cautious with its visionary statement of *Jersey – No. 1*, and couched it with the following statements:

Jersey is the No 1 focus both at board and membership level. We believe, advocate and celebrate her.

Jersey is in the forefront in a number of aspects: liveweight, breeding values, heat tolerance, suitability to Once a Day (OAD), etc.

Jersey is the growing breed internationally.

We believe every farmer deserves the best cows; we believe that cow is Jersey.

However, the board has become bolder in its purpose to promote and drive the growth of the Jersey breed throughout New Zealand with a BHAG (Big Hairly Audacious Goal) of:

2020 ... 15% 2025 ... 25% 2030 ... 40%

EUROPE

Anders Levring, Denmark, Vice President for Europe

The Jersey breed keeps growing in Europe. High milk prices throughout 2017 and especially the higher price on butterfat affected the demand for Jersey cattle. The interest in using sexed semen also increased and more Jersey breeders have started to genomic test their Jersey heifers, even they do not have a national genomic test program.

Late 2017 and early 2018 the milk price dropped, and it seems will stay low for the rest of 2018.

Albania

The number of pure breed Jersey cows is approximately 19,000. Jerseys and its crosses represent approximately 100,000 head or about 30% of the total number of cattle in Albania. Members of the ALDA-Jersey (Jersey Farmer's Union) are seven local associations with 350 members. The Elbasani and Shkodra local associations are implementing a pilot program for identification and registration. Milk production recording in two associations includes approximately 800 pure breed Jersey cows. This pilot project is financially supported partially by the Albanian government and also from the association.

During the year 2017, ALDA-Jersey imported 1,700

pure breed heifers from Denmark financed from the Albanian government. Through a project prepared and implemented from our association, beneficiary farmers of Jersey heifers are supported with training, technical assistance and supplied with 1,000 doses of high quality of Jersey sexed semen from VikingGenetics. Heifers are now calving and we are looking for some funds to evaluate the impact of this project and continue technical assistance to preserve and improve this genetic capacity of heifers.

Denmark

The interest in Jerseys keeps growing. The use of sexed semen has reached 40%. Genomic testing of heifers is very high; approximately one-third of all heifers are tested. Test results are used to help select heifers to breed the next generation (with sexed semen) of females and to define which ones to sell or breed to beef.

Export of heifers were sky high in 2017 and has continued in 2018. Biggest customers have been Russia, Albania, France and the U.K.

New breeding goals for Danish Jerseys year 2025 have been described (www.vikinggenetics.dk/racer/jersey/jersey-info).

Herd size keeps increasing to now 210 cows on average (20 cows more than in Holstein herds). Average annual production last 12 months is 7,419 kg. milk (16,356 lbs.), 5.97% and 443 kg. fat (977 lbs.), 4.21% and 312 kg. (688 lbs.) protein (record high protein percentage).

The Jersey Nucleus herd is a great success. More and more bulls for A.I. are bred here. In 2017 two bulls were purchased from outside Denmark, one in Ireland and one in Belgium. The ratio of genomic bulls used for insemination has now increased to 98% and there is no demand for daughter-proven bulls any longer; they are only kept alive for export.

France

Milk control data for 2017 came from 653 herds with 7,174 Jersey cows. There are 72 herds (11%) with 100% Jersey cows, having 3,756 cows (52.4%). Production averages are 4,982 kg. milk (10,983 lbs.), 5.60% fat, 279 kg. fat (615 lbs.), 4.07% protein and 203 kg. protein (448 lbs.).



Jerseys are milking 2.8 lactations on average and 25% of the cows are in fourth or later lactation. Average age at first calving is 26 months and calving interval is 409 days. Number of Jersey inseminations has doubled since 2014. In 2017, Jerseys were responsible for 36,400 inseminations (+29.7%) of which 31% were sexed semen. 44.4% of all Jersey inseminations are done on other breeds than Jerseys (mainly Holsteins).

Germany

Registrations with the Verband Deutscher Jerseyzüchter (VDJ, German Jersey Association) were 2,678, an increase of over 600 compared to year before. There are some Jersey cows registered in other herd books (e.g., Holstein Herdbook), so the total number should be about 3,000. Of all semen used, 50% was sexed and 50% conventional.

Impressive results on German Jerseys are published in the “Jerseyblatt” (German Jersey Journal) on the website. The highest producing cow in 2017, the “Medacit” daughter “Krone” owned by Werner Kiehne, produced 9,836 kg. (21,685 lbs.) with 7.49% fat and 4.4% protein.

Holland

There is growing interest in Jerseys and lots of imports of live animals due to new environmental restrictions. From January 2018 the phosphate quotas have been fully implemented. When measuring quotas, it has been taken into account that a Jersey releases less phosphate than a Holstein. As a result of this you can milk approximately 15% more Jerseys per hectare than Holsteins.

Italy

For the year 2017, the registered number of cows in the Italian Jersey Herdbook were 6,728 with an average production of 6,518 kg. milk (14,370 lbs.), with 4.87% fat and 3.94% protein.

Also in 2017, 1,422 first-lactation cows were classified through classifiers of Holstein Italy. Two hundred were reclassified, 22 of them Excellent. During 2017 we also genomic tested 400 young heifers all around Italy to assess the actual national genetic level.

Jersey

Cattle numbers on the island remain static at about

5,000 head, with the same number of 21 herds. Four herds will be retiring in the next two years and a further two larger herds are merging, so there will soon be just a core of 15 herds where, in the majority of cases, productivity per cow continues to rise through genetic and managerial influences.

The Royal Jersey Agricultural & Horticultural Society has commissioned UK geneticist Dr. Maurice Richard to carry out two reports during 2018. The first is a ten-year review, recording the effects of using imported pedigree Jersey genetics since that first consignment in 2008. The second report will investigate options for the Island in terms of setting targets for yet further improvements in the local herd, not just in production but other health traits and even maintaining a degree of uniqueness against other Jersey populations.

In line with this second report the Society has been coordinating the genomic evaluation of 75 heifers, selected from all herds and from a range of global and local genetics. This full set were tested against USA Jersey indexes, while a smaller subset have also been tested against the Viking Jersey base for comparative purposes. These outcomes will help sculpt options for the future.

Jersey Dairy, the farmer-owned cooperative continues to supply the majority of dairy produce within the island, whilst pursuing niche markets for exports, primarily in Asia.

Norway

Norsk Jersey hosted the very successful European Jersey Forum meeting and tour in August 2017 with approximately 50 delegates. For the first time Norwegian Jersey cattle will have breeding values this year, as they have joined the Nordic evaluation system, together with Denmark, Sweden and Finland. Genomic testing of Jerseys in Norway is coordinated by the Norwegian Jersey Association, and it has become very popular.

Sweden

The numbers of Jersey are still approximately 2,000 purebred and milk recorded cows. The Swedish Jersey population is enrolled in the Viking Jersey program. Genomic testing is very common and the genetic level is high.

Switzerland

The average milk production in 2017 was 5,718 kg. milk (12,606 lbs.), 5.26% fat and 3.85% protein, 521 kg. combined fat and protein per cow (1,149 lbs.). There were 3,166 cows in milk recording.

All herd book work is made by Braunvieh Schweiz (www.braunvieh.ch), where the Swiss Jerseyzuchtverein (Swiss Jersey) is associated. Two cows reached more than 80,000 kg. milk (176,370 lbs.) in lifetime production: Sunehof Sultan Xundi, EX-91, 86,480 kg. milk with 5.42% fat and 4.08% protein; and Mirage Mascha, EX-91, 80,397 kg. milk with 5.79% fat and 3.94% protein.

United Kingdom

The numbers of Jersey females registered with the Society fell slightly in 2017 as did the number of milk recorded females. Just under 17,000 Jersey lactations produced an average yield of 5,967 kgs. (13,175 lbs.) at 5.46% fat and 3.86% protein. While registered numbers have declined slightly the interest in the breed continues to grow with many new large herds being established and existing dairy enterprises converting to the Jersey breed.

Changes to the type classification standards were made during the year lowering the height limit for a Very Good 2-yr.-old and making VG-89 the maximum score achievable by a second calver. With heifers calving at a younger age height is not such an important trait; indeed there has been some concern that the breed has been getting too tall. Requiring a cow to have three calves before being eligible for an Excellent classification brings us into line with all other U.K. dairy breeds.

European Jersey Forum (EJF)

The 12 national member organizations of the European Jersey Forum are working with various topics in relation to Jersey breeding and the economics of having Jerseys. During the last year purity of Jersey bulls and purity of the breed has been discussed.

Defining breeding goals is a task for EU Jersey cattle associations this year. Breeding goals will be discussed at the next meeting in Albania, September 28 to October 1, 2018.

LATIN AMERICA

Agustin Robredo, Argentina, Vice President for Latin America

I assumed seven years ago the role of Latin America's Vice President of the Bureau. At that time I thought it would be hard work to connect all the countries of the region with the Bureau and it was. The creation of the Latin American Jersey Forum by associations and Jersey owners from five countries—Costa Rica, Colombia,

Guatemala, Mexico and Argentina—was a significant achievement. It will bring together all the people and the associations that work with me to put this amazing breed in all the dairy farms. Jersey is a nice breed, but Jersey friends are best.

Argentina

As it happened in 2016, 2017 showed a very important interest in the breed. More milk plants began to pay solids instead of volume. An increase in the buying of live animals is an indicator that dairy farmers are changing their minds about Jerseys.

Twelve (12) percent of the dairy cattle in Argentina have Jersey blood. More than 100,000 doses of semen used belong to Jersey and the use of sexed semen is increasing.

We are working on the promotion of the breed in the north of the country. The province of Misiones is now using a lot of Jersey, with the idea of changing from production of tobacco to dairy.

Brazil

The ACGJB (Brazilian Jersey Cattle Association) has passed through drastic changes in the last four to five years. Many actions were made by the current board of directors to improve the association's operation as a whole. Among others, the changes include hiring a new Technical Superintendent, improving the software that runs the Jersey database, and changing the registration certificate to include more information like type appraisal, official lactations, show results and genomic data. Two projects in progress are an app for buying and selling registered certified cattle and creating a genomic summary.

In recent years, we registered 17,653 Jerseys in average per year, but this number includes not only purebred animals. In the Brazilian Register System, the animals are divided into four categories: Purebred, Pure By Crossings, Pure By Evaluation and Crossed animals. It's important to highlight that Brazil has been facing



an economic crisis and this has a very negative impact in the number of registrations, as producers are seeking cost reductions to their operations. ACGJB accounts only for the registered animals, but we estimate the total amount of Jerseys in Brazil to be around 600,000. Currently, the number of ACGJB-recorded Jerseys is 153,659: Purebred, 51,114; Pure By Crossings, 52,862; Pure By Evaluation, 31,577 (equivalent to former GR); and Crossed animal, 18,106 (including animals equivalent to former J1, OA and PR).

We have worked hard to boost our type appraisal by showing the breeders the value of the system and by training new appraisers, in cooperation with AJCA. In 2017, we have appraised 918 cows. However, it's important to highlight again that Brazilian economic problems are affecting the breeders, and – by consequence – the services offered by Jersey Brazil.

Three years ago, we made an important change to our major show so that now we don't have one single national show. Instead, we are organized a National Circuit, comprised of four to six National Shows, and a great Celebration Event to deliver the awards and close the Circuit.

The future of Jersey Breed in Brazil is bright, for sure. There are big dairy operations starting in several Brazilian states, which are choosing Jerseys to achieve their goals. This is happening because breeders are aware of the advantages of Jersey in comparison to other breeds. There is a trend, not only in Brazil, towards efficiency of the dairy cows and worldwide conscience to respect the environment. So, Jersey is the right cow.

Venezuela

Rafael Perez Anzola, president of the Venezuela association, reported. The political situation in the country—high inflation (85% per month) and emigration of 7% of the population—affect the economy. Faced with this reality, dairy business has

been diminished and we do not have access to the latest technology.

Jersey is working very well in a few farms, and the association is working for the moment the political situation changes.

Uruguay

I have visited a few Jersey farms in Uruguay, and the increase of the number of Jersey cattle is very high. Also the demand of live cattle is growing. Colanta, the biggest milk plant, is promoting the Jersey paying the farmers 25% higher price than the average. A lot of dairy farms have been changed to agriculture, but not the Jersey dairies.

NORTH AMERICA

Kathryn Roxburgh, Canada, Vice President for North America

Canada

The Jersey breed in Canada continues to grow and expand influence within the industry. A buoyant dairy market caused an elevated demand for cows and so hundreds of Jerseys have been moving north from the USA to Canada.

Use of sexed semen has expanded and milk pricing policies favor high solids milk. In addition, Jerseys have proven to be quickly adaptable to robotic milking systems and those systems are rapidly growing in popularity in Canada. Our favorite statement about robotic milking systems is that "Robots are made for Jerseys and Jerseys are made for robots."

All of these factors have led to growth in Jersey Canada core business activity levels:

Highest registrations since 1965 in 2017. We are now processing 45% more registrations than a decade ago. Registrations increased 7.4% in 2017. Classification of Jerseys grew 6.9% in 2017 over 2016. They are at their highest level since our national all-breeds classification system was born in 2005.

In the past 20 years the number of milk recorded herds containing Jerseys has grown by 56. Over the past 10 years the number of Jersey cows on milk recording has grown by 35%.

We ascribe this motivating success to a number of factors:

Establishment of a national extension/field service program in 2006.



Dutch Hollow Charlemagne Jenni, VG 86 CAN

Pictured at 4 days fresh, second lactation calved at 2-10.

Sire: Dutch Hollow Charlemagne

Owned by Ferme Du Sillon II, QB, CAN



K&K Impact Olga, E-90%

5-0 365 52,080 3.8% 1,964 3.4% 1,788 lbs.
(23,623M, 891F, 811P kgs.)

Second cow in breed history to produce over 50,000 lbs. milk

Winner of the Hilmar Cheese Yield Trophy and President's Trophy

Sire: Dutch Hollow Impact-ET

Owned by Jason Luttrupp, WI

This is the same maternal line as 11JE117 MARCIN, 7JE1184 NEWS and 29JE4079 MIGHTY.



Wulfstock Kiona-P

Recently scored EX

Sire: Dutch Hollow Honour-P

Owned by Guido Simon, Germany

"HONOUR-P was ahead of his time, we rate him very highly." Guido Simon

We sold Ferme Du Sillon 20 head last fall. Owner, Olivier Marquis, commented, "We feel very fortunate and proud to have had the opportunity to select those cows in the Dutch Hollow herd."

All Around the World

DUTCH HOLLOW SIRES ARE MAKING AN IMPACT!

We are so very proud of these Dutch Hollow bulls and thank you for your trust in our genetics.



Qualuna

1st heifer calf, 2018 Swiss Expo

Sire: Dutch Hollow Dillan-P

Owned by Marcel Telley, Switzerland



Studerama Olina-P

HM Junior Champion, 2018 Swiss Expo

Sire: Dutch Hollow Oliver-P

Owned by Alfred Studer, Switzerland



Les Gouse Oliver Lass

1st heifer calf 12 months, 2017 Island Spring Show

Sire: Dutch Hollow Oliver-P

Owned by Philip F. Le Maistre and bred by John E. Le Maistre, St Brelade, Island of Jersey



The Chittenden Family 101 Running Creek Road, Schodack Landing, NY 12156-9603
518/858-3790 Paul 518/320-2893 Alan 518/376-8397 Brian 518/330-3865 Nathan dutchhollowjersey@gmail.com



Revived strategic planning and goal setting along with research and the dissemination of research results to the wider dairy industry have caused great increases in interest in Jerseys.

Increased production levels by Jerseys in Canada make them more appealing, but we have much work to do in this area.

New marketing approaches including use of various social media marketing platforms has vastly extended our reach and influence.

Active youth programs capture interest by young people and hold them.

We are exceedingly excited to welcome the world as host for the 2020 World Jersey Cattle Bureau Annual Meetings in Canada. We invite all those who were with us for the World Conference in 2005 and everyone else to come see the revolution in dairying and the Jersey breed in Canada in the 15 years between events.

We see no limits to Jersey progress and growth.

United States of America

The first 150 years of the American Jersey Cattle Association ended on an historical high with all-time records for Jersey registrations and Jersey productivity, contributing in turn to breed growth and expansion.

The all-time record for Jersey registrations was broken on July 26. From then on, we were part of history being made every day through December 31. The final registration total was 184,957 animals. The previous record of 122,701 was established in 2015.

Lactation records processed by the association averaged

20,150 lbs. milk (9,142 kg.), 985 lbs. fat (447 kg.), 743 lbs. protein (337 kg.) and 2,529 lbs. (1,147 kg.) on Cheddar cheese yield basis. These are calculated on standardized 305-2x-m.e. basis. The average of actual 305-day production records processed by AJCA was 21,977 lbs. (9,971 kg.) on energy-corrected (3.5% fat, 3.2% protein) basis.

National All-Jersey Inc. (NAJ) is working with industry partners to implement multiple component pricing in federal marketing orders in the southeastern region. A Federal Marketing Order for California which includes multiple component pricing takes effect on October 17.

The National Association of Animal Breeders (NAAB) reported a new record for Jersey semen sales of 5,106,414 doses. Domestic sales of 3,436,296 units were 14.6% of breed market share. The 1,401,820 units sold for export was an increase of 400,000 units over previous year.

For the end of 2017, USDA counted 9.39 million cows in 40,219 licensed dairy herds. Jerseys are from 12% to 15% or more of the population. Breed growth is accelerating in multi-breed herds (*herds where no one breed accounts for at least 75% of cows*).

Tight operating margins are helping the Jersey breed gain market share, and history shows that these gains are sustained when milk prices rebound. Every time profitable Jersey cows gain a foothold in a commercial dairy, they stay because of their significant advantages in productive herd life, calving ease, and reproductive efficiency. The dairy economy is challenging. But this is exactly the time to be moving forward aggressively to market the Jersey cow and Jersey genetics to the industry.

WORLD JERSEY BUREAU ANNUAL MEETINGS

2019 - Eastern Africa
(Rwanda, Kenya)

2020 - Canada

2022 - Italy

2023 - China

INTERNATIONAL CONFERENCE

2021 - Australia

2024 - Denmark

Musqie Iatola Martha, Excellent-97% (U.S.)



Family Matters

Our "Jayne" family continues to develop!



DENKEL TOPEKA JADORE EXCELLENT-92%

3-9 305 23,100 6.3% 1,457 4.1% 944 lbs.
(10,478M, 661F, 428P kgs.)

She has a September 2016
NEWS daughter in the herd.

"Jadore" is backed by five Excellent dams. Her dam is an E-90% VALENTINO maternal sister to "Joan." The next dam is an E-91% IMPULS, then an E-92% LEMVIG followed by an E-91% MARCUS. The fifth dam is the family matriarch, Ogston Vertols Jayne, E-90%.



DEN-KEL JOAN-ET EXCELLENT-90%

3-0 305 21,820 4.8% 1,050 3.8% 833 lbs.
(9,897M, 476F, 378P kgs.)

Her daughters:

BK/DK Nikon Joanjett-P-ET, VG-82%

2-0 305 19,040 5.4% 1,036 3.9% 742 lbs.
(8,636M, 470F, 337P kgs.)

Pregnancies coming by JX KLAY {3}-P,
JX STEPH {3}-P and JX MALDINI {4}

BK/DK Volcano Joanie-ET

Projected to 27,635—1,439—862 ME lbs. at 2-3
(12,535M, 653F, 391P kgs.)

BK/DK Jattler Johanna-ET

Projected to 33,650—1,362—1,057 ME lbs. at 1-6
(15,263M, 618F, 480P kgs.)

Some of the "Joan" family is owned with Dr. Barnes and
Dr. Knowlton and registered with the BK/DK prefix.

DEN-KEL JERSEYS

Kip, Katie and Max Keller
6476 N. Bergen Rd., Byron, NY 14422
585.721.7464 | denkeljerseys@aol.com



The JAYNE cow family traces to herd favorite, Ogston Vertols Jayne, Kip's first Jersey purchase from the Ogston Dispersal in 1989. The purchase from AJCA Master Breeder, John Bishop VI, proved to be a worthy investment as she calved nine times in all and provided us with 16 daughters.

JAYNE has over 448 maternal descendents to date, including many that lead the Den-Kel herd today. We are currently milking the eighth-generation of offspring out of this remarkable cow.



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honey

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fresh young cows.



Frank Robinson

JX Avi-Lanche Marlo Honey 16794 {3}-P, 85%

Projected to 27,934—1,320—1,032 lbs. ME at 1-9

(12,671M, 599F, 468P kgs.)

She gave 66 lbs. (30 kgs.) at 36 days fresh.

+1,082M +69F +44P +\$524CM GJPI +153

CDCB: GP1A 6/18 74%R BBR 100 JH1F JH2F

Sire: JX Faria Brothers Marlo {2}-ET

"Honey" was fresh April with a heifer calf by JX
MESSI {5}. She has pregnancies calving now
by JX BARKSDALE {2}, JX TOM BRADY {5},
BARRICADE, JX GARNETT {3}, LISTOWEL-P,
DISCO and JX JODECI {3}.

She is backed by a solid cow family. Her dam is a
86% LIMELIGHT {6}-P followed by an 91% VALENTINO.



AVI-LANCHE JERSEYS

Visit us on the web at <http://avilanche.usjerseyjournal.com/>

Richard, Jennifer, Sidney and Caitlin Avila
13390 U.S. Hwy. 385, Dalhart, Texas 79022

Jorge Estrada, Dairy Herd Manager • 806/333-5142 • Email: jaestrada1088@gmail.com
Alex Steer, Genetics • 806/884-9072 • Email: steer@vt.edu

www.facebook.com/thehappiestcows



D & E JERSEYS

The Donald S. Sherman Family
Elsa Sherman and Wyatt Taylor

Historical Facts

WORLD JERSEY CATTLE BUREAU

WJCB PRESIDENTS

| | | |
|--------------------------------|----------------------|-----------|
| Professor Albert Messervy..... | Jersey..... | 1951-1954 |
| Mr. Henry L. Webb..... | United Kingdom | 1954-1965 |
| The Earl of Jersey | Jersey..... | 1965-1972 |
| Mr. E. Lea Marsh | United States..... | 1972-1979 |
| Mr. Pat W. H. J. Cairns..... | South Africa..... | 1979-1982 |
| Mr. Max E. Gordon | United States..... | 1982-1989 |
| Mr. Francis M. Redelmeier..... | Canada..... | 1989-1992 |
| Mrs. Anne Perchard, MBE..... | Jersey..... | 1992-2002 |
| Mr. Johannes Van Eeden | South Africa..... | 2002-2008 |
| Dr. Gonzalo Maldonado | Colombia..... | 2008-2011 |
| Mr. Derrick Frigot, MBE..... | Jersey..... | 2011-2018 |

Host Countries for Conferences

| | |
|------|---------------|
| 1951 | Jersey |
| 1954 | Canada |
| 1958 | South Africa |
| 1961 | England |
| 1965 | New Zealand |
| 1968 | United States |
| 1972 | Denmark |
| 1976 | Australia |
| 1979 | Jersey |
| 1982 | Canada |
| 1986 | South Africa |
| 1989 | New Zealand |
| 1992 | England |
| 1995 | United States |
| 1999 | Australia |
| 2002 | Denmark |
| 2005 | Canada |
| 2008 | Jersey |
| 2011 | New Zealand |
| 2014 | South Africa |
| 2018 | United States |

Host Countries for Annual Meetings

| | | | |
|------|----------------|------|----------------|
| 1969 | Denmark | 1994 | Colombia, |
| 1970 | France | | Ecuador |
| 1971 | Ireland | 1996 | Jersey |
| 1973 | Canada | 1997 | South Africa |
| 1974 | Jersey | 1998 | Guatemala |
| 1975 | South Africa | 2000 | Italy |
| 1977 | Jersey | 2001 | Costa Rica |
| 1978 | India | 2003 | South Africa |
| 1980 | Canada | 2004 | Argentina |
| 1981 | Denmark, | 2006 | Switzerland |
| | Holland, | 2007 | Brazil |
| | West Germany | 2009 | United States |
| 1983 | Costa Rica | 2010 | Albania |
| 1984 | France | 2012 | Colombia |
| 1985 | Brazil | 2013 | Australia |
| 1987 | Japan | 2015 | Germany |
| 1988 | England | 2016 | United Kingdom |
| 1990 | Kenya | 2017 | Costa Rica |
| 1991 | Costa Rica | | |
| 1993 | Czech Republic | | |



STRONG COW FAMILIES

We have been focused on breeding and developing deep cow families that are profitable, high-producing and have superior type.



Jonesvalley Topeka Diana-ET Excellent-91%

3-5 365 19,310 6.0% 1,169 3.8% 741 lbs.
(8,859M, 530F, 336P kg.)

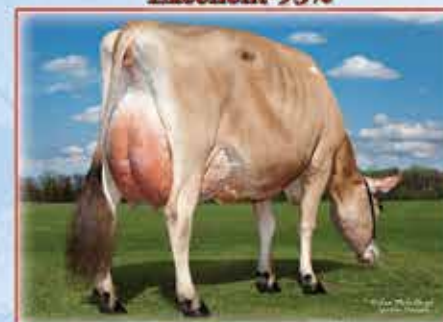
10th Senior 3-year-old, 2017 All American
Supreme Champion, 2017 Appalachian Fair
Grand Champion, 2017 South Carolina State Fair
TOPEKA x Ratliff Sambo Destiny-ET, E-91% x Arethusia Primetime
Deja Vu-ET, E-95% x Huronia Centurion Veronica 20J, E-97%

Her-Man Metalica Dazzle Dream-ET Excellent-90%

Projected to 18,373—968—664 ME at 2-11 lbs.
(8,334M, 439F, 301P kg.)

JUNIOR ALL AMERICAN MILKING YEARLING, 2016
4th Senior 2-year-old, 2017 All American Junior Show
6th Overall Premier Performance, 2016 All American Junior Show
Reserve Grand Champion, 2016 South Carolina State Fair
METALICA x Ratliff Action Dazzle-ET, E-93%

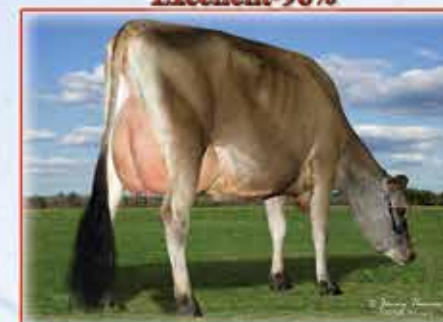
Her-Man Splendor Mattie Excellent-93%



Projected to 28,643—1,139—872 ME at 5-3 lbs.
(12,992M, 517F, 396P kg.)

She is a descendant of Amanda's first cow, and the cow family can be traced back to Isle of Jersey.
Peaked at 129 lbs. milk and raised to E-93% in the same week on current lactation.

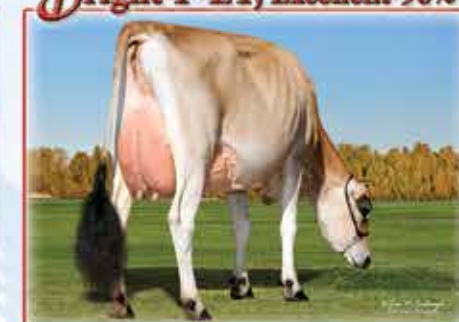
Her-Man Texas Belle Excellent-90%



1-8 305 18,370 4.4% 806 3.4% 631 lbs.
(8,332M, 366F, 164P kg.)

Projected to 25,822—1,168—932 ME at 2-7 lbs.
(11,713M, 530F, 423P kg.)
Sired by TEXAS and now completes 12 generations Excellent.
She is a direct descendant of Duncan Belle.

Her-Man/SDF Santana Bright-P-ET, Excellent-90%



2-09 305 24,290 5.1% 1,238 3.8% 926 lbs.
(11,018M, 562F, 420P kg.)

Her daughter, Her-Man/SDF Balin Beck-P, was the high seller of the 2017 Pot O'Gold Sale. She is a direct descendent of Sunny Day Yankee Becky, E-90%, and the cow family can be traced back to the Isle of Jersey.

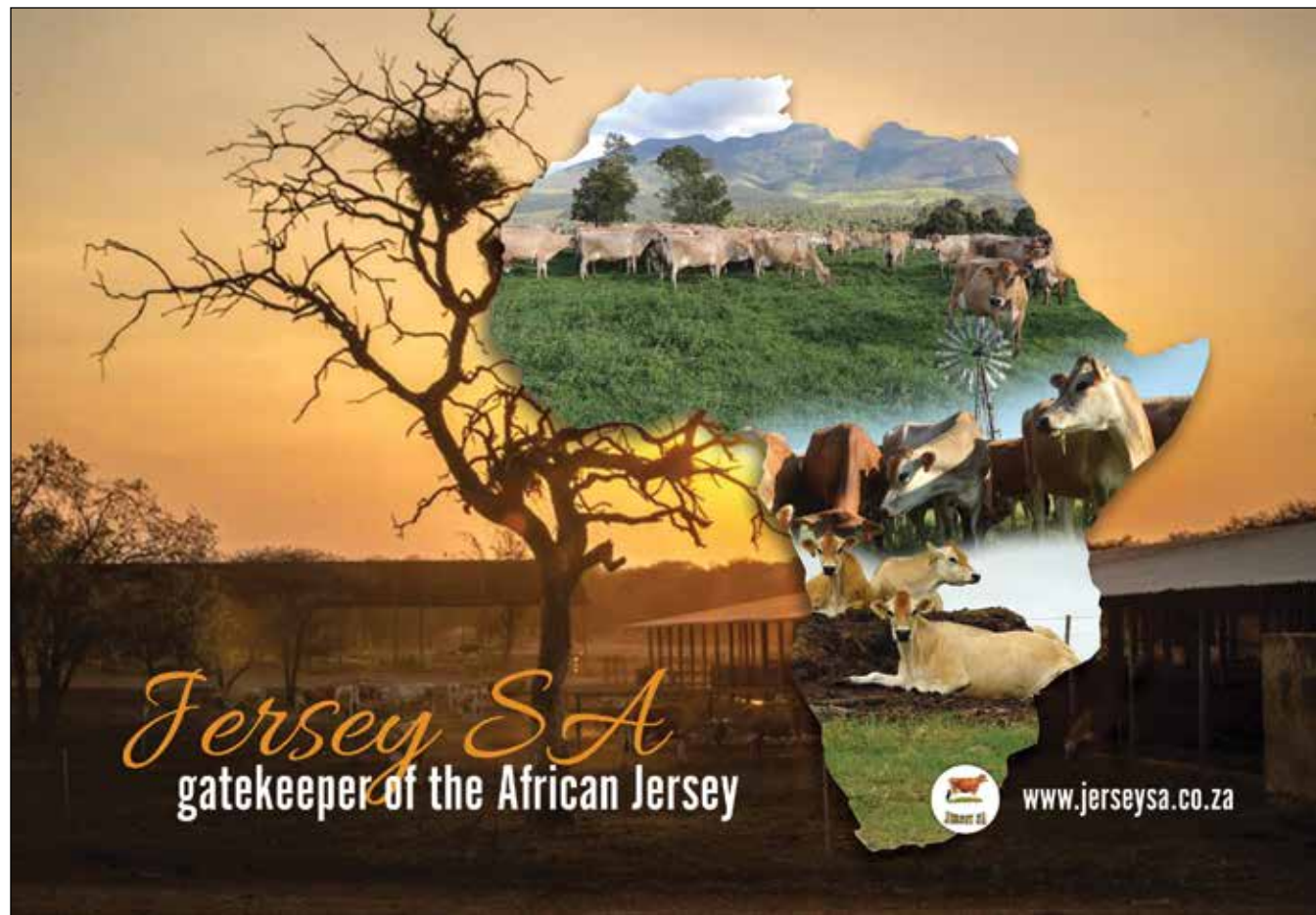


Herby, Amanda & Hobbs Lutz
1229 Sunny Day Farm Drive, Chester, S.C. 29706
803/899-2983 Amanda's cell, 803/374-0549 Herby's cell
HerManJerseys@gmail.com



Herbert & Betty Lutz
1031 Dublin Road, Chester S.C. 29706
803/385-3103 Home, 803/581-6377 Fax
hlutz@truvista.net

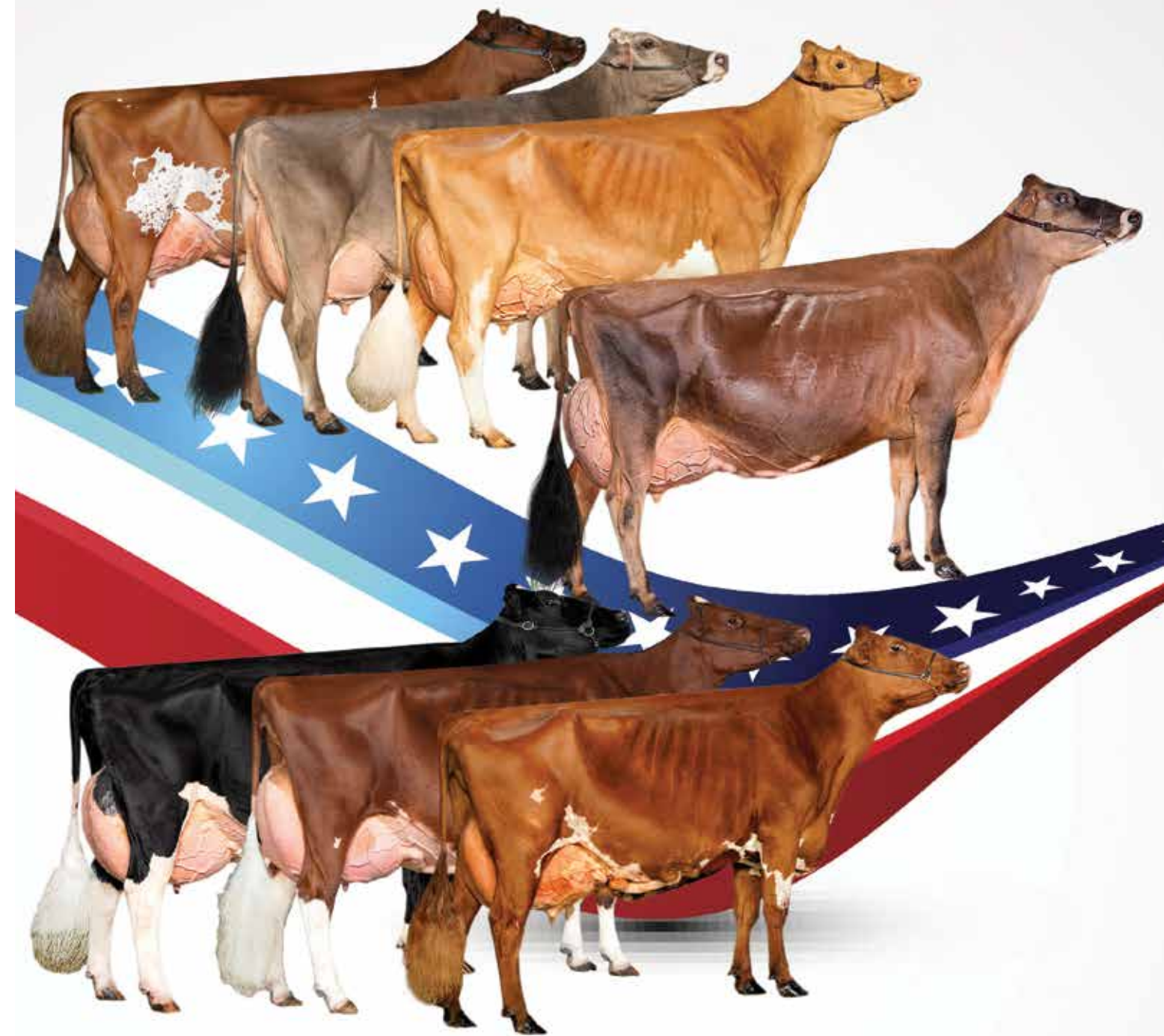




Meet the Artist

Join us at Scenic Valley Farm on June 28 and meet Bonnie Mohr, the artist of the Cow of the 21st Century.

The limited edition fine art prints of the paintings will be available for purchase, and Bonnie will be there to personally sign them for you.



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