

North America Region Report, April 30, 2019

American Jersey Cattle Association

The American Jersey Cattle Association celebrated 150 years of service in 2018. We were pleased to have so many of our international friends visit the U.S. for the International Conference of the World Jersey Cattle Bureau. Being able to interact with so many guests, talk about the dairy industry in their regions, and hearing from the many different speakers throughout the conference was a great experience for our Jersey breeders here in the U.S.

Our past and present leadership have embraced change through the years allowing the USJersey organizations to show sustained growth in a constantly fluctuating industry.

The dairy industry continues to be a rapidly changing environment, one that has fewer producers, larger herds and new technologies released daily. It has become more and more taxing for businesses and herds to remain relevant, efficient and profitable in this business.

In spite of these challenges, Jersey has remained the breed that shows growth year-after-year in the United States, based on the fact she is the most resourceful cow in the industry. Jerseys are more reproductively efficient, leave a smaller carbon footprint, and produce a higher quality product that meets the needs of today's dairy processors.

Current market signals indicate a tough economic future for U.S. dairy producers. Jerseys do have the answers for U.S. breeders.

Here are the USJersey organizations' year-end totals for our programs.

132,166 ... the number of animals recorded in the American Jersey Cattle Association's database during 2018. The second largest total recorded in the organization's history. That is a 28.2% increase in the past decade (94,774 recorded in 2008). 2018 became the seventh consecutive year the organization has recorded more than 100,000 registrations.

4,950 ... the number of different owners that are represented in the registration count. As the breed continues to grow, we consider the number of customers an indicator of breed growth.

167,326 ... the number of cows in 1,045 herds enrolled on performance programs receiving production and type appraisal services through the American Jersey Cattle Association. This is an increase of 3.1% from just one year ago, making the year second best in history.

173 ... the average number of cows in the 933 REAP herds at the end of 2018. This number continues to increase every year.

105,336 ... the number of animals appraised through the AJCA Type Traits Appraisal program. 2018 became the sixth consecutive year for the appraisal team to evaluate more than 100,000 individuals.

49,067 ... the number of females genotyped in 2018—an increase of 91.7% in the past year. Since January 2009, 281,883 Jersey females have received genomic evaluations from the Council on Dairy Cattle Breeding.

\$890,000 ... estimated revenue generated for the Equity program to promote the increased demand for and value of Jersey milk and milk products.

\$2,384.18 ... the average sale price in public auctions reported to Jersey Journal during 2018. This is the fifth-best average price for Registered Jerseys in history.

Jersey Marketing Service raised the bar for the organization's annual sales in a tough economic year. In June at the National Heifer Sale, two individual records were broken for highest selling heifer in the series—\$67,500 and \$51,000—and the highest average price in the series was posted at \$7,190.85 on 41 lots.

In November at The All American Jersey Sale, the record for high-selling female in the series was broken when a two-month-old heifer sold for \$60,000.

At the November 2018 board meetings, the AJCA board of directors implemented the following rule for the registration of males in the U.S. registration system. Beginning on November 1, 2019, the minimum requirements for bulls to be registered will be Generation Count 4 with Breed Base Representation (BBR) reported as 100, increasing from the current requirements of Generation Count 3 and BBR 87. The bull and both parents are still required to be genotyped.

The USJersey organization is pleased to see the growth of the Jersey breed in the trying times of the dairy economy. We know we have the cow with the answers. We will continue working to identify and capitalize on new opportunities that will strengthen the economic position of "The Jersey" in today's dairy industry.

Jersey Canada

Jersey Canada's mission is to grow the Jersey breed in Canada by maintaining the integrity of the herdbook and providing tools to increase profitability. Looking at the registry statistics from 2018, there is no doubt that the Jersey breed is growing!

Without question, the Big Story for 2018 was the record-setting number of Jerseys registered: a total of 11,811 registrations were processed. This represents a 12% increase over 2017, a 62% increase over 2008, and a 78% increase over 1998. In fact, 2018 saw the highest number of Jerseys registered since 1963.

Consider these impressive statistics:

- In 2001 4.4% of milk recorded dairy herds in Canada contained Jerseys. By the latter part of 2018 14.3% of milk recorded herds contained a Jersey presence.
- In 2001 there were Jerseys in one in every twenty-three herds in Canada. In 2018, one in every seven herds.
- Today, the number of Jerseys on milk recording, In Canada, is 73% higher than in 2001.
- In 2018 registrations were 62.5% higher than they were a decade earlier in 2008.
- Memberships are 21.5% higher than they were in 2008.
- Classifications were 56% higher in 2018 than they were in 2006, the first full year of all breeds classification.
- In 2018 registrations were at their highest level since 1963, before the era of supply management and milk boards.

- Number of Jersey animals genotyped in 2018 was 50% higher than in 2017.
- Embryo sales were 49% higher in 2018 than in 2017.
- The National Jersey show at the Royal Agricultural Winter Fair was the largest since 1995, twenty-three years earlier!

Jersey Canada has experienced a lot of growth for the Jersey breed in terms of the number of Jerseys registered in the herdbook. But our mission is also to provide tools to increase profitability.

The National Production Average for Jerseys in Canada in 2017 was 7073 kg of milk, 357 kg of fat at 5.07%, and 269 kg of protein at 3.82%, for BCAs of 237-222-239. This means that the average Jersey in Canada is currently filling 1.17 kg of butterfat quota per day. Over the past 20 years, the National Production Average has increased by just half a pound of butter per cow per day.

To this end, the Genetic Improvement Committee has worked hard to develop recommendations for changes to the LPI and Pro\$ formulas to better highlight those animals which will accelerate Jersey Canada's production goals and ensure that the Canadian Jersey remains the solids leader.