

Jersey Boards Endorse Protein Emphasis

REYNOLDSBURG, OH — In keeping with its philosophy of producing for the marketplace, The American Jersey Cattle Club Board of Directors, at its spring meetings March 19-21 in Reynoldsburg, Ohio, adopted a position statement strongly encouraging greater emphasis on the production of protein by dairy producers.

In addition, the AJCC Board endorsed the milk marketing policy statement of the National All-Jersey Board of Directors on March 18 as an integral part of its own policy statement.

The AJCC statement reads as follows:

"The American Jersey Cattle Club Board of Directors:

- recognizing U.S. consumer preferences and dairy product purchases of increasing amounts of lower fat dairy products, and
- noting projections for decreasing consumption of butterfat by consumers, and
- in order to encourage Jersey milk producers to respond to these market trends, supports the following:

a. increasing yield of protein per cow through selection and management for total pounds of protein;

b. achieving a breed m.e. average of 650 lbs. total protein (or the equivalent level expressed as true protein) by the year 2000;

c. recognizing outstanding production by Jersey cows on the basis of protein;

d. publishing the USDA summaries for the Active AI sires ranked by PTA protein;

e. giving priority to encouraging and funding research to provide useful information on protein as it relates to genetics, nutrition and manufacturing;

f. rejecting the concept of combined fat and protein (CFP) as a sire selection tool, as protein and fat do not have equal value in the marketplace.

"This Board fully endorses the March, 1989 Milk Marketing Policy of National All-Jersey Inc.

"This position statement is consistent with the long-held philosophy of The American Jersey Cattle Club Board of Directors that long-term profitability will be strengthened when the dairy industry produces in greatest quantity those products preferred and purchased by the U.S. consumer."

Related Action

The Performance Committee of the AJCC Board adopted program changes to issue Hall of Fame certificates for cows producing 20,000 lbs. milk or 750 lbs. protein (deleting Hall of Fame recognition for fat production); recognizing the top 25" of cows on DHIR test ranked by protein; publishing the Jersey Active AI Sire List sorted by Predicted Transmitting Ability — Protein; and consulting with geneticists regarding the traits and weights to be used in the Production Type Index (PTI) for ranking Jersey sires.

NAJ Board Policy Updated

The National All-Jersey Board of Directors met March 18, and approved revisions to its Milk Marketing Policy. The complete text is as follows:

"There are many positive aspects in the dairy industry. Commercial disappearance of dairy products continues to increase each year. All milk producers are participating in dairy promotion and research funding

that exceeds \$200 million annually.

More milk producers are receiving equitable milk pricing. According to a USDA report, over 50% of all milk marketed in the U.S. is eligible for Multiple Component Pricing. One Federal Milk Marketing Order, the Great Basin, has successfully implemented Multiple Component Pricing. Other Federal Milk Market Orders are considering similar plans.

To continue this positive trend, National All-Jersey Inc. strongly supports and urges the dairy industry to support the following:

1. Changing the milk pricing system used by Federal Milk Marketing Orders to one which will price milk based on its most valuable components in accordance with their use in consumer products.

2. Continued implementation of Multiple Component Pricing by

individual plants and cooperatives.

3. Increasing the minimum solids-not-fat standards for fluid milk.

4. Continued endorsement of the National Dairy Promotion and Research Board.

5. That increases and decreases in the milk support price be placed on nonfat solids and butterfat in relation to consumer purchases and preferences."

The American Jersey Cattle Club was established in 1868 to improve and promote the Jersey breed of cattle in the United States. National All-Jersey Inc. is its milk marketing arm. Both organizations have independent Boards of Directors which confer through a Joint Operations Committee. Both organizations are headquartered in new offices at 6486 E. Main Street in Reynoldsburg, Ohio.

Slide Program Offered On Pesticide Use

HARRISBURG — Two audio-visual programs about the proper farm use of pesticides are available from the Pennsylvania Department of Agriculture, Agriculture Secretary Boyd E. Wolff announced recently.

The slide and tape programs, "Integrated Pest Management" and "Pesticide Safety for the Private Applicator," can be borrowed for viewing from any of the Agriculture Department's seven regional offices.

"These programs help producers understand the value and responsibilities of pesticide use," Wolff said. "People who view the programs will learn more about protecting themselves, their fami-

lies, their crops, and the environment while using pesticides.

"Farmers can then limit their purchases of pesticide and save money," he continued. "Integrated pest management can help our producers begin to measure their pest control needs and avoid over-applications that can reduce profits and harm the environment."

The 20-minute slide presentations were produced in cooperation with the Department of Environmental Resources with funding from Pennsylvania's Chesapeake Bay Program.

Wolff said the audio-visual programs will help prevent over-application and they can produce changes that will result in savings

and new profits for farmers.

"When it comes to pesticides, some people have been buying and using more than they need," Wolff said.

The programs are well suited for meetings of agricultural organizations, and they also are available to


individual farmers.

Interested individuals and organizations can contact the Department of Agriculture's regional offices or they can call the Bureau of Plant Industry through the department's toll-free number, 800/AG-PENNA.

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