

Reicherts Receive 1989 Master Breeder Title

REYNOLDSBURG, OH — Ralph and Betty Reichert of The Jersey Nook, Riley, Kans., will receive the 1989 Master Breeder Award of The American Jersey Cattle Club on June 16, during the organization's 121st Annual Meeting in Cedar Rapids, Iowa.

The Master Breeder Award is bestowed annually to a living member of The American Jersey Cattle Club, who, in the opinion of the Board of Directors, has bred outstanding animals for many years and thereby made a notable contribution to the advancement of the Jersey breed in the United States.

Ralph and Betty Reichert represent the Jersey sector that has made it "on their own." Their herd, The Jersey Nook, was started in 1959 with one grade Jersey cow. In 1973, the grades were sold and the Reicherts started buying "good cows," like

Generators Janie Pet, Stardust PF Prestige Blonde and Quik Joy Model, all Excellent, at the All American Sale, select individuals from John Rhodes, Beatrice, Neb., and several from the Texas Blue Bonnet Sale. In 1978, Larry Schirm, and his wife Nancy Reichert Schirm, joined The Jersey Nook operation with their Buttergold Jerseys. From all these acquisitions, the best genetics were kept.

With these tools of the AJCC at hand:

- * TPE and Equity Investors (since introduction of the programs in 1976);

- * Type evaluation (for two decades); and

- * Jersey Journal contract advertising (since 1977);

The Jersey Nook has grown into one of the major herds in the breed today.

The Jersey Nook's 1988 DHIR

lactation average of 19,718 lbs. milk and 698 lbs. protein astonished breed watchers world wide. Even Ralph Reichert didn't expect the record-breaking performance of his herd last year, especially with the summer in which several cows died from heat stress.

By his own admission, Ralph Reichert has always selected for milk yield. "when milk goes up, total pounds of protein and fat are going to go up too," he recently commented. "I'm not concerned about what a cow tests as long as she gives 'x' pounds of fat. I've never been hung up on percentages."

"If we're really going to impress Holstein dairymen, we've got to have more milk," Reichert added. "This is where the profit comes from. It's nice to say you're getting \$19.00 a hundred for milk, but it doesn't mean much if you're not selling much milk."

This philosophy has taken the Reicherts to profitability with a small (just 41 cows) herd of Jerseys. Consider the record:

- * The National Protein Champion and 1985 President's Trophy Winner, Jersey Nooks Saint X, Excellent-94%, was bred by the Reicherts, as was her dam, another Excellent, Hall of Fame producer;

- * Over 60 Hall of Fame records have been completed in the herd, by homebred cows 80% of the time;

- * Cows from the Jersey Nook hold 22 places on the National Class Leader List, 90% of them were bred by the Reicherts;

- * Over 50 cows have been scored Excellent.

Such performance rightfully attracts AI attention. To date, 15 Jersey Nook bulls have been proven in AI, 90% of them plus. The first of these were sired by "Revival", "Celiast Master", "Master C", "Saint" and "Quicksilver Noble." In Reichert's opinion, the resulting sons — among them, Jim Dandy, Jersey Nooks Master Magician, Imps Reputation-ET and Jersey Nooks Mr X — were outstanding type bulls, but only moderate for production, as were their sires.

The truly exciting youngsters, from the production standpoint, are "on deck" with three due for proofs in the next year or so. These will be the first Jersey Nook bulls with competitive sires such as Quicksilvers Magic of Ogston, Ruperts Gallant Ruler, Schultz Performing Legend and Highland Magic Duncan.

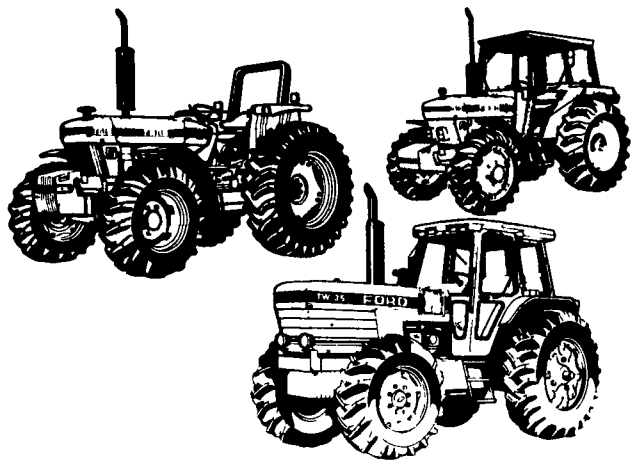
Dairy-related activities of the Reicherts span the local, county, state and national levels. Both

have been supportive 4-H leaders for many years. They have been extensively involved in the Kansas Jersey Cattle Club, with Ralph serving as Director, Vice President and President. He has also served on the committees for the Great Plains Classic and the All American Sale. Ralph was the sparkplug for adoption of herd-mate deviation as a primary selection criterion for the Great Plains standard, which is now commonplace in progressive sales across the country.

The Jersey Nook has been featured in numerous articles and roundtables in Hoard's Dairyman, Progressive Farmer, Farmland News, Ag Press and other news publications. The publicity has attracted inquiries from commercial milk producers in the Midwest to the point where Jersey Nook bull calves more often go to Holstein herds for calving ease than they go to the sale yard. The resulting success with crossbred Jerseys has encouraged these dairymen to add or convert to Jerseys.

The story of The Jersey Nook would not be complete without mention of Ralph and Betty's seven children. All were active in 4-H and Jersey youth work with numerous local, state and national achievements. Several won awards in the National Jersey Youth Production Contest as well as a Top 10 placing in the National Youth Achievement Contest.

In sum, The Jersey Nook has achieved "trademark" status in the Jersey breed, an accomplishment befitting the Master Breeders of 1989, Ralph and Betty Reichert.



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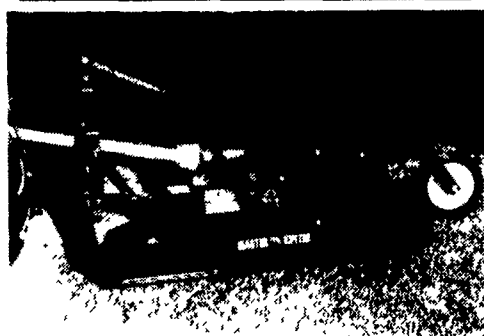
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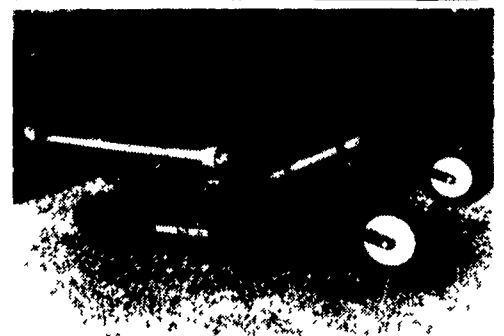
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