

Leading Living Lifetime Winners Announced

REYNOLDSBURG, Ohio — Briarcliffs Magic Princess, E-91%, topped the Leading Living Lifetime Production Contest in both the milk and protein categories. She is owned by The Billings Farm, Woodstock, Vt. Generators Favorite Heather, E-90%, is the lifetime fat production winner, owned by John R. Miller, Chesterfield, Mass.

The Leading Living Lifetime Production Contest is sponsored each year by the American Jersey Cattle Association. It recognizes Jerseys alive as of December 31 of the contest year.

In order to be nominated, cows must have a lifetime production of 150,000 pounds milk, or 7,500 pounds fat, or 5,000 pounds protein.

Only DHIR production credits are used to calculate the standings. The total lifetime production achieved by the winners of 1994 Leading Living Lifetime Production Contest is a credit to the producing ability of the Jersey breed.

Briarcliffs Magic Princess E-91% is working on her 11th lac-

tation, producing a total of 251,579 pounds milk, 8,959 pounds protein, and 10,576 pounds fat in 4,209 days. She has a mature equivalent average on 10 lactations of 23,052 pounds milk, 956 pounds fat, and 803 pounds protein. The 14-year-old cow has completed six lactations of more than 18,000 pounds milk and 680 pounds protein. This cow also ranked second in fat production. Generators Favorite Heather, E-90%, produced 10,698 lbs. fat to take top honors in that category.

This cow also placed fourth in milk production and protein production. She has completed 12 lactations in her lifetime.

The Leading Living Lifetime Production Awards will be presented during the AJCA-NAJ annual meetings in Albany, N.Y., July 1.

For more information, contact Sara L. Gaetz, American Jersey Cattle Association, 6486 E. Main St., Reynoldsburg, OH 43068-2362, (614) 861-3636.



NEWS

AJCA Announces Production Award Winners

REYNOLDSBURG, Ohio — Beths Magical Lana, E-92%, owned by George Crews, Star, ID, has been named the winner of the 1994 President's Trophy by the American Jersey Cattle Association. This trophy is designed to recognize the cow that has excelled over any other in production for a single year. This is the fifth year the award has been based on mature equivalent protein production. "Lana" won the award for

her m.e. average of 26,423 lbs. milk, 1,230 lbs. fat, and 1,122 lbs. protein. Her actual production at 8-3 in 305 days was 26,690 lbs. milk, 1,230 lbs. fat, and 1,122 lbs. protein.

AU Tillies Legend Twinkie, E-91%, owned by Kurt and Carol Alberti, Buhl, ID, has been named the winner of the Hilmar Cheese Award. This award is based on a

305-day lactation completed in 1994. It is computed using the modified cheese yield formula for 38% moisture cheddar. "Twinkie" won the award for her actual production at 7-0 in 305 days was 28,840 lbs. milk, 1,400 lbs. fat, and 1,155 lbs. protein. Her record yields a winning total of 2,748 lbs. of cheese. The award is sponsored by the Hilmar Cheese Company,

Hilmar, CA.

The President's Trophy and the Hilmar Cheese Award will be presented at the AJCA-NAJ Annual Meetings in Albany, NY, July 1.

For more information, contact Sara L. Gaetz, American Jersey Cattle Association, 6486 E. Main St., Reynoldsburg, OH 43068-2362, 614/861-3636 or FAX 614/861-8040.

National Milk Promotion Campaign

(Continued from Page A31)

In an all-white room in an ethereal setting, he sees a large chocolate chip cookie on a table, eats it and says, "This must be Heaven."

He then goes to a refrigerator filled to capacity with milk cartons. All empty.

He wonders where he really ended up.

The Insomniac commercial has a woman who can't sleep wanting to eat a bowl of cereal while watching television.

Her milk carton is empty, and then everything on television that she watches has to do with milk.

The Diner commercial has a young man at a luncheon counter needing a glass of milk to finish his meal, when the waiter tells him that the young woman several seats away has the last one. In this one, he gets his milk, but it has good situation comedy.

The Santa commercial has Santa Claus eating the cookie that was left for him, but discovering there is no milk. He leaves no present, and takes the tree up the chimney.

Another commercial, not titled, has to do with a young priest eating a huge chocolate brownie from a vending machine, and then is

unable to get a carton of milk out of another machine to wash it down. Nuns appear and tell him, with chochoalte on his face, that it's time to start church service.

"While we believe that our current campaign is excellent and has been effective in selling more milk, the 'Got Milk?' campaign could allow the entire industry to put greater weight and support behind one campaign," said DMI Chief Executive Officer Tom Gallagher.

"Our goal here is to sell more milk, and this move will allow our promotion dollars to have the most impact."

California Consignment Tops Pride West Sale

REYNOLDSBURG, Ohio — Sunset Canyon Karate-ET, consigned by Eric Silva, Turlock, CA brought \$26,800 to top the Pride of the West Sale held May 12. "Karate" was purchased by Network Genetics of Hilmar, CA.

Duncans Princess Belle was the high selling female bringing \$20,000. "Belle" was consigned by Cedarcrest Farms, Faunsdale, AL and purchased by Blaxland

Jerseys, Victoria, Australia.

The Pride of the West sale was held in conjunction with the 14th World Jersey Conference hosted by the United States and held in Monterey and Modesto, CA. The conference drew attendees from 20 countries, including the United States. Approximately 600 people attended the sale.

A total of 51 animals were sold averaging \$3,790.

• Agricultural • Commercial • Residential



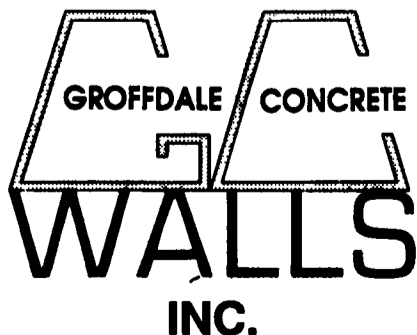
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This is part of the award-winning Aaron Burr commercial produced for the California Milk Processors which now is to be the core of a national campaign, including Pennsylvania.



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