

AJCA, NAJ Hold Annual Meetings, Convention

PORTLAND, Oregon — The American Jersey Cattle Association and its affiliated marketing association, National All-Jersey Inc., held their respective annual meetings during a joint annual convention held June 19-23 at the Red Lion Hotel Columbia River, in Portland, Oregon.

The event marked the 128th meeting of the AJCA and the 38th annual meeting of the marketing organization.

Most of the awards presented have been previously reported.

In his report to the membership of the AJCA, Calvin Covington, executive secretary and chief executive officer, told the group that the association has been experiencing increased and continued growth in membership and in registration activity, that the breed appears to be increasing in number of animals and ownership, and that the association must continue to work to provide valuable service for its members.

According to Covington, the number of registrations for 1995 marked the second highest number in the past 29 years. He said that last year there were 63,399 animals recorded by the AJCA.

Ownership transfers last year numbered 29,346, the greatest number of transfers since 1960.

Further, in the association's performance programs, there were 69,457 cows enrolled, the greatest number ever.

The breed also climbed in average production yield, breaking 14,000 pounds of milk, 655 pounds of fat, and 525 pounds of protein.

Exporting of United States Jersey semen also has increased

greatly over the past decade. In 1985, according to Covington, there were 45,161 units of Jersey semen exported. Last year there were 421,820 units exported.

Covington said that indicates growth in demand for the Jersey breed.

He said that the number of Jerseys enrolled in official Dairy Herd Improvement Association programs increased 5.46 percent, while that of all other dairy breeds in the United States decreased.

All of those increases in Jersey activity have come when the nation's number of dairy cattle has been decreasing by up to 12 percent.

He said that most of the growth in Jerseys has come from dairy farmers switching breeds, or adding the Jersey to its operation, rather than from expanding existing operations.

The AJCA also has experienced a positive balance sheet for 15 of the past 16 years, though to maintain that record requires continual attention to improving efficiencies and business.

While the breed appears to be enjoying increased popularity and demand, Covington said that work to improve the breed and to publicize the services and benefits of membership in the organization can not slip.

"If the breed and association are to keep their enviable positions ... we must continue to concentrate and improve on what got us to where we are today," he said.

Production and marketing of Jerseys have to continue to grow in order to keep the Jersey breed increasingly attractive, as well as

maintaining a strong breed organization through cattle breeder and owner program participation.

As part of this effort, he said that AJCA objectives include expanding the association's on-line computer services, and having a goal of getting classifiers to use handheld, computerized data collectors to speed efficiencies and reduce human judgement variability.

Covington is also executive secretary and CEO of the National All-Jersey Inc., the marketing organization of the breed association.

In his address to the 38th annual meeting of the NAJ Inc., Covington discussed the changes in milk marketing during the past 20 years, to where about 80 percent of the total United States' dairy production is eligible to receive pricing reflecting multiple component pricing (MCP).

He said that, were it not for the implementation of the NAJ Inc. Equity Program, and the efforts to change the pricing to farmers for milk based on the component value, then Jersey dairy farms would not be receiving the premiums for protein for cheese yield that many Jersey producers have been enjoying.

He said the funds raised through the Equity Program have helped greatly in influencing the market and governing policies to reflect the value of the protein component in milk. He said about 77.5 percent of the pricing plans used that are eligible to price based on components use protein.

According to Covington, evidence of the success of the Equity

program to influence United States dairy policy was reflected during a relatively recent western dairy conference, a representative of the National Milk Producers Federation commented on the amount of influence Jersey producers had in developing the dairy title of the current federal farm bill.

And while he said the organization has a commitment to continue that effort as the dairy title of the farm bill is implemented and the 33 federal milk marketing orders are reduced to no more than 13, he said it was unfortunate that the California milk component standards were not adopted for national use "... thanks to the grocery chain stores who have their own processing plants and CBS news anchor Dan Rather ..."

"It is amazing to me how Congress can say that higher standards are good for one state, but not the other 49."

Covington also praised the efforts of the Jersey Marketing Service, that part of the NAJ Inc. that works to market Jersey cattle.

He said the organization marketed a record number of cattle last year, handling 18 dispersal and herd reduction sales, and privately marketing cattle for more than 200 people.

Covington said the group has been receiving increasing popularity and a reputation for customer satisfaction.

In other action, Richard Clauss, president of the AJCA, briefly addressed the membership at the convention, reviewing his personal history of involvement with the breed and how positive changes

implemented by the AJCA former leadership attracted him to become involved in the association.

He said that some of the advantages to dairying with Jerseys are strong and need to be communicated to more people in the dairy industry. The more the benefits of the breed are understood, the greater the demand for the breed, he said.

Ted Luther, president of the NAJ Inc., reported that the past year has been successful for the organization in enhancing the value of Jersey milk and cattle.

In a presentation that more or less mirrored the content of what Covington presented, Luther cited the marketing of 6,000 head of cattle by Jersey Marketing Service last year, and the improved marketing environment that favors the benefits of producing with Jersey cattle.

In other business, the AJCA presented its distinguished service award to Max Gordon, of Winchester, Indiana and its master breeders award to Elmer Larson, of Roy, Washington.

Recipients of the Young Jersey Breeder award were Greg and Jodi Chamberlain, of Wyoming, New York; Jeff Cochran, of Coquille, Oregon; Edward Jr. and Taryn Cooper, of Middleburgh, New York; Garry Hansen and Christi Hendrickson-Hansen, of Canby, Oregon; Peter and Linda Hawkes, of Mendon, Mass.; Russell and Cheryl King, of Creston, Ohio; and Kevin Lutz, of Lincolnton, North Carolina.

The president's trophy, representing the highest individual 305-day record for production of milk was presented to George and Raycene Crews, of Star, Idaho, for their Lanis Lexi Of Star Jersey with 33,900 pounds of milk, 1,540 pounds of fat, and 1,465 pounds of protein on a mature equivalent basis.

The Osgton Farm Trophy, recognizing lifetime milk production by a living animal, went to Peggy Bennett, of Albion, N.Y., for her Maplerow Mercury Aron, with 247,820 pounds of milk, 11,346 pounds fat, and 8,670 pounds of protein produced in 4,188 days.

The High Lawn Farm trophy was also present to Bennett for the production of her Aron cow.

The Edyvean Farm trophy was presented to Glen Meadows Farm, in Fultonville, N.Y., for the protein production of their Glen Meadows Maple Sweetness, with 9,103 pounds protein, 232,010 pounds milk, and 10,474 pounds fat produced in 4,268 days.

The Hilmar Cheese Yield trophy was presented to George and Raycene Crews for the production of their Lanis Lexi of Star Jersey cow.



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