

North American Region Report, September 20, 2020

American Jersey Cattle Association

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.

Despite a drop in the number of owners, at 4708, the total registrations increased slightly to 132,318, making it the second highest on record. 2019 became the eighth consecutive year with over 100,00 registrations.

Year-end information for other programs:

155,719 cows in 1006 herds are enrolled in production and appraisal services

169 cows are the average herd size of 896 herds on REAP

112,337 animals appraised in 2019, the seventh year over 100,000

4,8067 the number of females genotyped in 2019. Since 2009, 408,644 received genomic evaluations

\$890,000 revenue generated through Equity Program in 2019

NAJ had a 3rd Value-Added Workshop, as well as continued research of A2A2 milk benefits

The new JPI formula was introduced in April 2020 and changed some rankings, due to more emphasis on health traits.

Jersey Marketing Service had excellent sales in 2019. The National Heifer Sale set another record with a polled Viceroy daughter, selling for \$103,000.00 and a new average price of \$10,308. This average was surpassed in 2020.

As November approaches, the new rules for male registrations will take effect. They need to be Generation 4 with a BBR of 100, up from a Generation 3 at 87 BBR.

There is a new World Champion fat record produced by Lyon Renegade Barb, Ex90, in 365 days at 6.1 years of age. produced 3,072 pounds of fat, testing 8.6%!

All Lynns Louie Valentino, reached a milestone of selling over 500,000 units of semen worldwide.

The US Jersey 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.

Challenges continue as the world experiences the pandemic. Many shows have been cancelled, there are fluctuations in milk prices and meetings are virtual. As of now, the All American Show is scheduled to proceed with participants only.

Jersey Canada

Jersey Canada experienced in 2019 many changes and challenges, but the Jersey Breed continued its upward momentum across the country. Over the past year registrations numbers held steady, and in some of the provinces saw an increase. In the last 10 years we have gone from 7,092 registrations in 2009 to 11,036 in 2019, while maintaining registrations of over 10,000 for the past three years. This is significant for the Jersey Breed in Canada. Transfers 2019 of 3118 were slightly down from 2018 of 3794. Several issues arose over the past year such as a flood of heifers in certain areas, resulting in fewer sales happening, or breeders importing from US due to the economics of transportation costs.

2019 Royal Winter Fair was a tremendous success with 250 animals shown. The judge Pierre Boulet and his associate Richard Landry expressed their appreciation for the depth of animals that were shown. The grand champion Showdown Justine, JEUSAF173075913 was owned by Vierra Dairy Farms, Hilmar CA.

The World Jersey committee had worked diligently on creating an exciting program for international visitors but due to the pandemic this had to be cancelled.

During this pandemic, we have implemented rules for safe distancing. During this time our staff and breeders have continued work as usual. Our registrations through the end of August 2020 are ahead of 2019 by over 200. Sales are happening virtually. The Canadian Jersey Breed continues its momentum in 2020.

As we go forward, we are having to adapt to our business to accommodate the virtual world for meeting and events. Throughout Canada shows, fairs and large venues have been cancelled for 2020. The Jersey Canada meeting was rescheduled and happened on September 10, 2020.