



THE JERSEY COW, AND HOW SHE CHANGED OUR LIVES

SIERRA FERNANDEZ FAMILY

LA GARCIA FARM (MORE THAN 100 YEARS IN THE SAME LAND).

HOW WE GOT INTO THE BREED

- Colanta starts paying for protein. (Cheese propaganda)
- My dad is a visionary: suggests the breed, but I refused.
- Start crossbreeding: the best with the best.
- University: Professor Ruben Galvis (former JETA winner) asks to collaborate on an investigation: IN A JERSEY HERD!
- Bought first group of 5 Jerseys to the herd! Color is ON!!!
- First program of milk samples for % of solids starts in Colombia.
- Start working with the National Association as classifier.



THE FIRST DAYS WITH JERSEYS IN THE FARM

- Goal: 30% inclusion of the breed (Suggested by Coop)
- Neighbors: “you will broke”
- Started pricing milk from each cow: “The goal went to 100% JE
- Jerseys grazing with Holsteins.
- Learn the breed: first heifers were hard to breed (waited too long).



PAST AND PRESENT DATA INFORMATION

	YEAR 2.008 (ALL HOLSEIN)	YEAR 2.017 (ALL JE AND JE CROSSBREEDING)
COWS IN MILK	85	118
MILK/COW/DAY	24,5	19,0
TOTAL MILK PRODUCED DAILY	2.085 lt	2.245
FAT%	3,45%	4,75%
PROTEIN%	2,80%	3,65%
SSC	223	245
PRICE/LITRE (AS OF TODAY)	1.150 COL\$ (0,38 US\$)	1.430 COL\$ (0,48US\$)
PROFITABILITY	11%	20%

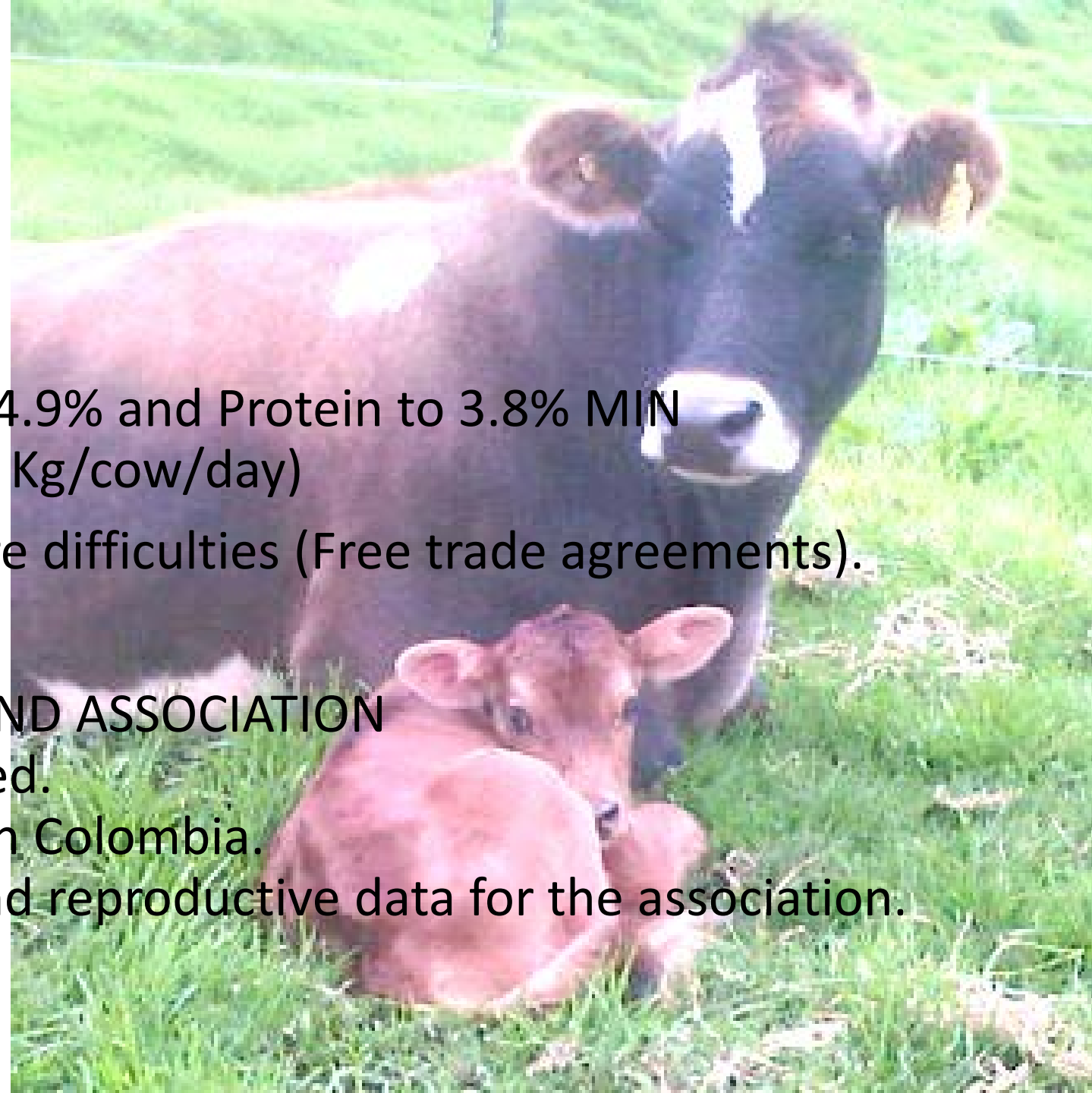
GOALS

- FARM:

- Increase components. Fat to 4.9% and Protein to 3.8% MIN
- Improve milk production. (20 Kg/cow/day)
- 100% Jersey to face the future difficulties (Free trade agreements).

- CLASSIFICATION PROGRAM AND ASSOCIATION

- Continue promotion of breed.
- Increase # cows appraised in Colombia.
- Start milk collection data and reproductive data for the association.



AKNOWLEDGMENTS

- Wife, Mom, Dad and my Son.
- Professor Ruben Galvis, the reason I met the breed.
- Colanta (Dr. Jenaro Perez): Big promotion of the breed
- Dr Gonzalo Maldonado. Former president in the Association.
- Dra Marcela Restrepo. Jersey breeder. Our biggest promoter in Colombia.
- Dr Gilberto Restrepo. Jersey breeder. Currently working with him. His farm is where we developed the investigation. The place where I really got to know the Jersey cow.
- American Jersey Cattle Association: year 2.009
- WJCB: The World Jersey Family

