

## **North American V.P. Report**

Even though the world is in a confused state with the pandemic, the Jersey business is showing signs of normalcy.

### **American Jersey Cattle Association**

The American Jersey Cattle Association and the National All Jersey had very successful in person annual meetings. The attendance was smaller than usual but enthusiasm was high. Even with fewer animals in the National Heifer Sale, interest was high and a new sales average was achieved.

World Dairy Expo was held in person this year, with health guidelines. There was a good turn out of animals for the shows, however vendor and overall crowd participation was lower.

Involvement in the American Jersey Cattle Association programs continues to be positive. There have been fewer public sales but good cows sell well and average cows continue to bring average prices.

Milk prices continue to fluctuate, however, just in Wisconsin there are two major expansions of milk plants as well as a large one in South Dakota.

Currently plans are underway for having the All American in Louisville this November.

### **Jersey Canada**

Jersey Canada has cancelled the Royal Show, but will have a Canadian National Show on November 12 and 13, in Ancaster, Ontario. They have had success hosting several smaller shows with outstanding cattle being exhibited. They are looking forward to having a large National Show.

Jersey Canada has had the opportunity to take part in several industry meetings. One with Lactanet, to discuss progress with reviewing publishable and non-publishable milk recording results.

The first All Breed council meeting in September was very exciting for the Jersey Breed. As a result of this meeting, it was determined that the Jersey registrations over the past 10 years have grown at a rate exceeding the Holsteins by approximately 20 percent.

Similarly to the US, Canada's Jersey Breeders continue to have positive participation in programs for the breed as well.

Overall, North America is rebounding from the uncertainty of the past 2 years and hoping that it will continue in a positive direction.

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