



Find the best tools
in the Jersey mating service
designed to help you manage
your cows in the way
you see fit
with on-demand access
and helpful support.



w h a t ' s i n t h e

Toolbox

Because so much rides on the answer to the very simple question,

“Who should I breed this cow to?”

Get the answer you want by using the tools you need from JerseyMate.™

MOST PEDIGREE INFORMATION

Nothing is better than JerseyMate™ for managing inbreeding in your herd. Its mating suggestions are based upon inbreeding figured from 8 generations of AJCA pedigree information. Every possible combination of the cows you are mating and the bulls you have chosen is calculated and compared for best results.

Relying on anything less than 8 generations is just a guess. You don't have

to make that guess with JerseyMate.™

JerseyMate™ also goes deep, deep into cow and bull pedigrees for all of the production and type evaluations it can find, then uses the information to find the cow-and-bull matings that best increase production and improve functional type.

COMPLETE FREEDOM TO CHOOSE YOUR BULLS

JerseyMate™ works *for* you, with what you're using. You have complete control over the bulls you use. It just doesn't matter in JerseyMate™ where a bull's semen is marketed, or what it costs.

Some breeders know exactly which bulls they want to use and create a personal preference list. If this is what you want to do, write up your sire list and tell JerseyMate™ to run with it.

Or you can use a JerseyMate™ sire sort of active A.I. sires ranked by Jersey Performance Index™ or one of the Merit \$ indexes. You can customize this list, too, by adding or removing any bull you want, or putting a cap on the number of times a bull can be used.

MULTIPLE MATING SUGGESTIONS

JerseyMate™ gives you three different mating suggestions, rather than the first,



second, and third choice of bulls. You get a recommendation for *Inbreeding Control*, which minimizes the inbreeding across all matings. There'll be a *Balance* mating suggestion, which weighs expected lifetime net profit against losses due to inbreeding. The third recommendation is *Corrective Mating*, designed to improve functional traits in the future calf in order to increase its productive herd life.

It's up to you to choose the mating you like best.

VERSATILITY

There are three steps in JerseyMate.™ One, get a list of the cows and/or heifers you want to mate. Two, get a list of the bulls you want to use. Three, put both lists into the program and run it.

The program's design is basic, but it's also versatile. Here are a few examples. Perhaps you want to mate a select group of cows to one set of bulls, but want to use a completely different set of bulls for another group of cows. All you have to do is separate the groups for JerseyMate™ and run the program twice. JerseyMate™ Online can be used to mate just one cow, or to check on which of the bulls you are considering for a particular cow will give the lowest inbreeding.

Then there are the times when the first run from JerseyMate™ just doesn't seem "quite right." It's easy to go back a step, tweak your list of mating sires or the restriction on semen to be used, and run it again. The new results will come back just as quickly.

*JerseyMate™ is as close
as your mouse, your fax
or your telephone.*

ACCESS AND SUPPORT

JerseyMate™ is available 24/7 on the Herd Services website, infoJersey. We are happy to assist with setting up mating groups from your DRPC herd inventory or from the AJCA registration database. For assistance and to discuss the results from any run, give us a call at 614.861.3636 or email JerseyMate@USJersey.com. Technical support is available by phone, or by contacting Webmaster@USJersey.com.

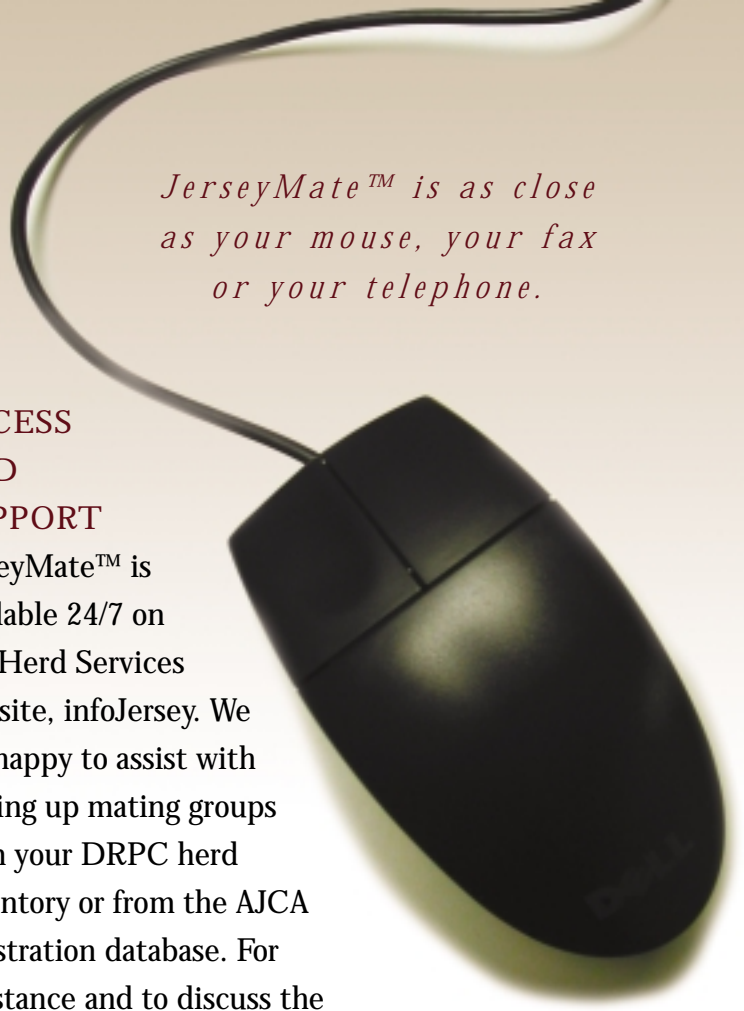
UNLIMITED USE BY REAP HERDS

Get more out of your investment in REAP. Use JerseyMate™ as often as you like, by any means you like.

JerseyMate™ is also available on a fee-for-service basis. TPE and STEP herds pay \$2.00 for each mating. The charge for all other herds is \$25 for set-up, plus \$2.00 per mating.

TAKE CONTROL OF YOUR MATING PROGRAM

with JerseyMate.™ Call today to set up your User Account or for more information.





JerseyMate™ has all the tools.

Use the one that meets your needs.

Log on infoJersey.com/JerseyMate

Email JerseyMate@USJersey.com

Call 614.861.3636

Fax 614.861.8040

User Manual USJersey.com/JMusermanual.pdf



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