

NEWS FOR IMMEDIATE RELEASE

American Jersey Cattle Association
6486 East Main Street, Reynoldsburg, Ohio 43068-2362

FUNDRAISER ESTABLISHED WITH MARCOOT JERSEY CREAMERY FOR JERSEY YOUTH ACADEMY

Reynoldsburg, Ohio, January 18, 2021—Marcoot Jersey Creamery, Greenville, Ill., a Queen of Quality producer with National All-Jersey Inc., is partnering with the USJersey organizations in a fundraiser for Jersey Youth Academy.

The Marcoot's debuted a "Benefit Box" option on their website last month and Jersey Youth Academy has been added as a charitable option. The cheese box includes five artisan cheeses produced by Marcoot Jersey Creamery and a locally produced summer sausage. The package also includes free 2-day FedEx shipping along with a donation to Jersey Youth Academy.

Over the next four months, supporters will have the opportunity to purchase themed Benefit Boxes. February will be the Super Bowl Edition; March a Spring Edition box; April celebrates Easter; and May is Mother's Day/Graduation. Each box will have the same value of product and will return the same amount to Jersey Youth Academy. The last day to order for the Super Bowl Benefit Box is February 2.

Orders can be placed at: <https://marcootjerseycreamery.com/order-online/benefitbox>.

Select Jersey Youth Academy from the drop down box.

Jersey Youth Academy is an intensive educational program sponsored by the American Jersey Cattle Association and is focused on the Jersey cow and the various elements of the Jersey dairy business. Academy challenges participants to understand the long history and

recent growth of the Jersey breed and shows them the many opportunities and challenges of the dairy business in the future.

The 2021 Academy class will meet leaders from the Jersey community and the support industry and gain their unique insights about the dairy business with a specific focus on the Jersey cow. They will also tour Jersey operations and milk processing facilities and participate in hands-on workshops ranging from linear type evaluation to marketing and promotion.

All program, housing and transportation costs are paid by the Academy's 501(c)(3) educational foundation. Contributors to the foundation represent a broad spectrum of Jersey breeder and dairy industry support, with the largest contribution to date coming from the all-donation National Heifer Sale in 2011.

The seventh class of Jersey Youth Academy will be held July 11 to 16 in Columbus, Ohio.