

Performance programs from the American Jersey Cattle Association deliver the tools you need to make the most of your investment in Registered Jerseys™.

**Improved Performance.** Herds participating in AJCA performance programs have almost a \$100 income advantage per cow compared to other herds. That's because herd owners receive from the AJCA the most comprehensive genetic, production and type appraisal information available, and then use it to make profitable management decisions.

**Increased Income.** All the information required to effectively merchandise your Registered Jerseys is at your fingertips when you use AJCA performance programs. Among Jersey dairy business owners generating at least \$25,000 annually from cattle sales, more than 80% participate in Total Performance Evaluation.

**The Information You Need, When You Want It.** The profit-minded dairy business owner requires lots of information. Here's some of what AJCA Performance Programs provide.

**Production Records compiled with the AJCA pedigree and performance files for quick, easy reference.** In addition to the standard Official Performance Pedigree, the AJCA provides the quick summary Performance-Progeny Report. Both are available at the speed of the Internet from [infoJersey.com](http://infoJersey.com). And, depending upon what program you choose, your herd can gain international publicity from recognitions given high producing herds and cows in the *Jersey Journal*.

**Type Traits Appraisal** by experienced evaluators assessing the functional type traits that contribute to overall profitability. Appraisal information helps you identify areas for improvement and to select the bulls for best results. You also contribute to the accuracy of sire type evaluations through regular participation in type traits appraisal. Plus, appraisal scores add value to your merchandising program.

**Herd Reports** keep you on top of trends in your herd. Among the reports provided are production and herd PTI summaries, lists of PTAs for production and type, heifer and bull inventory reports, heifer management report, performance pedigrees for cows and heifers, and regular notification of the high ranking PTI cows.

**Sire Information** comes to you just as soon as it is available—three times a year in January, April and August. The *Jersey Genetic Summary*, aka the *Green Book*, is published after each summary and gives you the complete rundown of all evaluated bulls. The Summary is provided on a dedicated web site at <http://greenbook.usjersey.com>.

**Customized Service.** One size *does not* fit all. The American Jersey Cattle Association provides the one program that will be right for you. Open up to the inside now to learn about:

- Performance Records Basic;
- Performance Records Plus;
- Special Type Evaluation Program;
- Total Performance Evaluation-Basic;
- Total Performance Evaluation-Plus; and
- REAP—*Registration, Equity, Appraisal and Performance*, plus JerseyMate™ service.

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## More About Reports and Production Recognitions

Here's a summary of the reports available through the various performance programs offered by the American Jersey Cattle Association.

**Lactation Summary:** Summary of all cows with completed records added to the AJCA database three times a year.

**Cow PTA Production/Type Report:** A summary of production and type PTAs for all cows that have calved during the previous 15 months, plus your herd PTA averages.

**Top 1½% Cow JPI™ Report:** A herd ranking of cows ranked in the top 1½% of the breed for Jersey Performance Index™.

**JerseyMate™:** Multi-feature mating service that maximizes expected lifetime profit by accounting for the cost of inbreeding depression, providing three unique mating suggestions (Balance, Inbreeding Control and Corrective Mating). Included in REAP program package.

**Green Book:** The official *Jersey Genetic Summary*, issued in January, April and August, with production and type information for all Jersey bulls evaluated.

**Annual Herd Lactation Averages:** Production averages for herds with 10 or more completed records and enrolled in the Production Records-Plus or TPE-Plus programs that exceed the breed average for milk, fat or protein are published in the *Jersey Journal*.

**Honor Roll:** Cows qualify with m.e. cheese yield equal to or greater than 150% of the actual breed average from the previous year.

**Hall of Fame:** Cows qualify for this award when the actual cheese yield of the 305-day lactation is equal to or greater than 150% of the previous year's actual breed production average.

**National Class Leader List:** Ranking of the Top 10 305-day records completed in history for milk, fat or protein in each age category.

**The President's Trophy:** Awarded at the AJCA Annual Meeting each June for the highest m.e. protein record completed during the previous calendar year.

**Hilmar Cheese Award:** Awarded at the AJCA Annual Meeting for the lactation completed during the previous calendar year that yields the most cheese (based on the modified cheese yield formula for 38% moisture Cheddar).

**Living Lifetime Production Contest:** Recognizes cows alive as of December 31 of the contest year that have produced a minimum of 200,000 lbs. milk, 9,500 lbs. fat or 7,500 lbs. protein on AJCA official test programs.

# Performance Counts



# The Foundation: Production Records and Type Appraisal Programs

## Performance Records Basic

Performance Records Basic compiles the information that is important to you, where it will do you the most good.

Introduced January 1, 2000, it replaces AJCA use of records labeled as DHIA and expands the production records program to include Owner Sampler lactations.

### What You Get

- Lactations added to the AJCA database weekly as completed, and printed on all Official Performance Pedigrees
- Four options for receiving Official Performance Pedigrees on cows and heifers (*see for details, [www.usjersey.com/Programs/pedigreeoptions.htm](http://www.usjersey.com/Programs/pedigreeoptions.htm)*)
- Official Performance Pedigrees issued automatically when you register your calves
- Lactation summaries, including the average of all records of 180 days or more, issued after each genetic evaluation (January, April and August)
- Top 100 Bulls with NAAB codes USDA releases bull genetic evaluations
- *Jersey Genetic Summary*, published in January, April and August, available 24/7 online at <http://greenbook.usjersey.com>, or mailed upon request

### How You Get It

Enroll in Performance Records Basic with AJCA

Enroll in Limited or Open disclosure option with your DHIA

### What It Costs

\$15 annual herd fee, plus \$5.50 per cow

## Performance Records Plus

Performance Records Plus is DHIR updated for today's Jersey herd owner.

Records with Data Collection Ratings (DCRs) equal to or greater than 90 are eligible for production honors, including the Hall of Fame, Honor Roll, National Class Leader List, the President's Trophy, Hilmar Cheese Award or the Leading Living Lifetime Production Contest.

Make sure your star performers get the recognition they deserve by enrolling on Performance Records Plus.

### What You Get

- *All services* provided in Performance Records Basic, *plus*
- Lactations are eligible for Hall of Fame, Honor Roll, National Class Leader, President's Trophy and Hilmar Cheese Award, Leading Living Lifetime Production Contest
- Herd eligibility for High Herd average recognition in *Jersey Journal* (10 or more records completed)

### How You Get It

Enroll in Performance Records Plus with AJCA

Enroll in Open disclosure option with your DHIA

Agree to verification test if requested by AJCA

Lactations must meet DCR minimums for production recognitions

### What It Costs

\$15 annual herd fee, plus \$5.50 per cow

## AJCA Type Traits Appraisal

Regular evaluation of the functional type traits in your herd matters, because how cows work *and* wear is important to the bottom line of any Jersey dairy business.

The linear evaluation program offered by the American Jersey Cattle Association is proven effective. Experienced evaluators inspect all cows in their first and second lactations for 14 different traits, then give them a score which describes how that trait is expressed along its biological extremes. The appraisal information is sent to USDA's Animal Improvement Programs Laboratory for inclusion in genetic evaluations for type. So in addition to the valuable breeding information provided on your individual cows, more information is contributed toward evaluation of potential service sires.

Herd appraisals are scheduled every seven (7) to ten (10) months. All first and second lactation cows are required to be scored. Older cows that have been scored twice previously or are over the age of 5 may be scored at the owner's option for an additional fee.

Following the appraisal, you get a printout of final scores, trait breakdowns, and remarks. The information is sent overnight to the AJCA for processing. Barring complications in delivery and/or processing, the new scores and breakdowns will be available immediately on Official Performance Pedigrees and Performance-Registry reports.

## Special Type Evaluation Program (STEP)

If you're a herd owner who wants just linear type information, we have a program to fit your needs.

### What You Get

- Full-service Type Traits Appraisal
- *Jersey Genetic Summary*

### How You Get It

Compete the application available on our website at [www.usjersey.com/Forms/ttaapplication.pdf](http://www.usjersey.com/Forms/ttaapplication.pdf). Or call the Appraisal Office Coordinator at 614.861.3636

### What It Costs

\$100.00 herd fee each time scored, *plus* \$6.50 per cow for the first 100 cows, then \$3.00 per cow

*Minimum herd charge for each herd visit, \$150*

# The Packages: Total Performance Evaluation and REAP

## Total Performance Evaluation

Total Evaluation lives up to its name by combining all the benefits of AJCA production records services with the linear Type Traits Appraisal Program. All you need to decide is which production records program you prefer. You get a complete picture of herd performance with TPE-Basic or TPE-Plus.

## TPE-Basic

Take Performance Records Basic, add Type Traits Appraisal, and you have TPE-Basic.

### What You Get

All services provided by Performance Records Basic, *plus*

- Type Traits Appraisal on a 7- to 10-month rotation
- Cow PTA Production and Type Reports
- Herd listing of cows ranking in the Top 1.5% of the breed for Jersey Performance Index™
- Annual Herd Average Report

### How You Get It

Enroll in TPE-Basic with AJCA

Enroll in Limited or Open disclosure option with your DHIA

### What It Costs

\$100 annual herd fee, *plus*

- \$7.50 per cow, for the first 100 cows enrolled, then \$6 per cow for the 101<sup>st</sup> through 300<sup>th</sup> cows enrolled, and \$4 per cow for all cows enrolled over 300

*Total minimum herd charge, \$150*

## TPE-Plus

If you merchandise on a regular basis, you need TPE-Plus. You'll receive ongoing publicity for your outstanding cows, plus have at your fingertips all the performance and genetic information buyers require.

### What You Get

*All services* provided in Performance Records-Basic *and* TPE-Basic, *plus*

- Lactations are eligible for Hall of Fame, Honor Roll, National Class Leader, President's Trophy and Hilmar Cheese Award, Leading Living Lifetime Production Contest
- Herd eligibility for High Herd average recognitions published in *Jersey Journal*

### How You Get It

Enroll in TPE-Plus with AJCA

Enroll in Open disclosure option with your DHIA

Agree to verification test if requested by AJCA

### What It Costs

\$100 annual herd fee, *plus*

- \$7.50 per cow, for the first 100 cows enrolled, then \$6 per cow for 101<sup>st</sup> through 300<sup>th</sup> cows enrolled, and \$4 per cow, all cows enrolled over 300

*Total minimum herd charge, \$150*

## REAP

It's one-stop service at its finest—and most profitable. Turn to REAP for registrations, performance programs, and support of specialized milk marketing work by National All-Jersey Inc.

It provides these services—and more—in one package for less than you would pay by enrolling in each separately. And it offers the potential for big dividends. A recent study showed that for a 175-cow herd, the Net Present Value return from a 10-year investment in REAP was \$52,000, resulting in an internal rate of return (IRR) of 64%.

### What You Get

Among REAP services:

- Registration of calves, provided they are registered before six (6) months of age
- Discount pricing on JerseyTags
- Reduced fees for female transfers filed within 60 days of date of sale, plus special fees for intra-herd transfers and also transfers associated with herd dispersal\* (*\*requires three years continuous REAP enrollment as of date of sale*)
- Free ownership transfers on every bull you sell, when application is submitted within 60 days of the sale
- Enrollment in the regional Jersey young sire sampling cooperative group
- Appraisal and Performance (*TPE-Basic or TPE-Plus*)
- JerseyMate™
- Annual *Jersey Journal* subscription, plus \$100 Advertising Advantage credit during enrollment year
- Membership in NAJ's Equity program

### How You Get It

Complete a REAP enrollment application, available from the USJersey website at [www.usjersey.com/Programs/REAPsignup.htm](http://www.usjersey.com/Programs/REAPsignup.htm). Or, request one from the AJCA by calling 614.861.3636.

### What It Costs

\$100 annual herd fee, *plus*

3.20 per cow, or 2¢ per hundredweight check-off for Equity, *plus*

- 12.25 per cow for the first 100 cows enrolled, then 9.75 per cow for the 101<sup>st</sup> to 300<sup>th</sup> cows enrolled, then 7.50 per cow for the 301<sup>st</sup> to 500<sup>th</sup> cow enrolled, then 5.25 per cow for the 501<sup>st</sup> to 1,000<sup>th</sup> cow enrolled, then 4.50 per cow for all cows over 1,000 enrolled