

REAP: More Service for More Profit

REAP will help you operate your Jersey dairy business better—and be more profitable. Just ask any of over 850 herd owners who use these services delivered by REAP.

Registration of Jerseys under six months old for no additional fees.

First-year REAP herds also receive discounts to register older animals. Animals registered over 6 months of age cost:

- \$15 if registered by paper application.
- \$10 if registered electronically (computer disk or infoJersey.com).
- \$5 for electronic registration of living Genetic Recovery animal.

JerseyTags, high performance, tamper-evident tags that meet requirements for permanent registration ID, at discounted prices.

Ownership transfers ... special benefits for REAP herd owners!

- No charge for bulls, if submitted within 60 days of the sale.
- \$2 discount for females, if submitted within 60 days of the sale
- Reduced fees for transfers within herd unit and for dispersals, after three continuous years of enrollment

Total Performance Evaluation, which includes:

- Type Traits Appraisal on a 7- to 10-month schedule.
- Completed lactations added weekly to the AJCA database for pedigrees, along with Lactation Summary reports.
- PTA reports for cows and bulls following the genetic evaluations in January, April and August, plus the comprehensive Jersey Genetic Summary (*aka* "Green Book").

JerseyMate™ computerized mating service for cows and heifers, featuring the new BullsEye selector tool, at no additional charge. Access JerseyMate™ any time of the day (or night) at **infoJersey.com** (requires User Name and Password). Or, ask Herd Services to run JerseyMate™ and send the results to you.

Jersey Reproduction Profit Manager™. *New service with special pricing for qualifying REAP herds.* Benchmark your business on 150 profit-related factors for milk production, somatic cell count, reproduction, culling and animal health and discover opportunities for improving your bottom line.

Regional Young Sire groups. Enroll in your choice of Dixieland, Liberty, New England, Great Western or Dairyland Jersey Sires.

National All-Jersey Inc. membership:

- Representation on state and national milk marketing issues.
- Personal assistance with your milk marketing needs.
- Market information with a Jersey point-of-view: the *Weekly Market Update*, plus *Equity Newsletter* (bi-monthly), and quarterly *Milk & Component Outlook*.

Subscription to Jersey Journal, the only magazine in the world that covers the Jersey breed each and every month of the year, and a \$100 Advertising Advantage credit to use during your enrollment year.



Jerseys with ID and performance information make more money.

Make sure that your Registered Jerseys™ continue to make more money for you. Start on REAP today, then enjoy the added profits tomorrow—and for years to come!

- Maximize lifetime profitability by using JerseyMate™ with its critical inbreeding management feature.
- Increase profitable production of protein and fat by using REAP reports on animal and herd performance and genetic transmitting estimates in your decision-making process.
- Extend your cows' productive life by applying the information you get from the linear type traits appraisal program.
- Generate more income by selling your extra cows and heifers as Registered Jerseys™ backed by Official Performance Pedigrees from the American Jersey Cattle Association.

Fees

Annual Herd Fee (Note: at least one person associated with the herd must be a Lifetime or Junior Member) \$100.00

plus Equity, \$3.20/cow or at least \$0.02/cwt. milk check assignment

plus per cow, registered and grade:

For 1 to 100 cows \$12.25

For the 101st to 300th cows 9.75

For the 301st to 500th cows 7.50

For the 501st to 1,000th cows 5.25

For the 1,001st cow and over, add per cow 4.50

To compare REAP—with all its components—to what you would have to pay to get all the services separately, log on www.USJersey.com/Programs/REAP_Comparison_Worksheet08.xls

Or, call and ask for a REAP comparison today.

USJersey

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