

**AMERICAN JERSEY CATTLE ASSOCIATION
NATIONAL ALL-JERSEY INC.
ALL-JERSEY SALES CORPORATION**

Outline History of Jerseys and the U.S. Jersey Organizations

- 1851 First dairy cow registered in America, a Jersey, Lily No. 1, born.
- 1853 First recorded butter test of Jersey cow, Flora 113, 511 lbs., 2 oz. in 50 weeks.
- 1868 The American Jersey Cattle Club organized, the first national dairy registration organization in the United States.
- 1869 First Herd Register published and Constitution adopted.
- 1872 First Scale of Points for evaluating type adopted.
- 1880 The AJCC incorporated April 19, 1880 under a charter granted by special act of the General Assembly of New York. Permanent offices established in New York City.
- 1892 First 1,000-lb. churned butterfat record made (Signal's Lily Flag).
- 1893 In competition open to all dairy breeds at the World's Columbian Exposition in Chicago, the Jersey herd was first for economy of production; first in amount of milk produced; first in amount of butter; first in amount of cheese; required less milk to make a pound of butter or a pound of cheese; and made the highest quality of butter and cheese.
- 1903 Register of Merit (ROM) testing established, with the Babcock test used to determine fat content.
- 1917 First Jersey Calf Clubs organized to encourage interest of boys and girls in the Jersey breed.
- 1918 First 1,000-lb. fat ROM record (Sophie's Agnes).
- 1927 Jersey Creamline milk program established and copyrighted.
- 1928 Herd Improvement Registry (HIR) testing adopted.
- 1929 Tattooing required of all Jerseys to be registered.
- 1932 Type classification program initiated, as were Tested Sire and Tested Dam ratings and Superior Sire awards.
- 1933 Female registration number 1000000 issued.
- 1941 By-law amendment providing for selective registration of bulls approved by membership.
- 1942 The Victory Bull Campaign results in 1,000 Registered Jersey bulls being donated by AJCC members to American farmers.
- 1944 The Sale of Stars held in Columbus, Ohio, consisting entirely of donated cattle, the proceeds of which were used to purchase a building site for new headquarters.
- 1946 Debut of the All American Jersey Show and Junior Jersey Exposition. The Sale of Stars is established as an annual national consignment sale, eventually to be renamed The All American Sale.
- 1948 **Transfers for fiscal year 1947-48 establish all-time record at 58,708.** Research Department created and cooperative research projects undertaken with Iowa, Kansas, and Ohio State colleges of agriculture. Special research committee named to review Club's research.
- 1949 Research project on "Relation Between Heifer Type and Type and Production of Cows" undertaken.
- 1950 The 104 cows owned by E. S. Brigham of Vermont, average 11,703 lbs. milk and 616 lbs. butterfat to become the first herd of 100 or more cows, of any breed, to average more than 600 lbs. on official test.
- 1953 The AJCC launches *Jersey Journal* on October 5. Registrations total 87,682, setting all-time record.
- 1955 The All-Jersey® milk program, originated in Oregon and Washington, goes national.
- 1956 A second all-donation sale, the All-American Sale of Starlets, raises funds for an expanded youth program.
- 1957 National All-Jersey Inc. organized.
- 1958 The All American Jersey Show and Sale revived after seven-year hiatus, with the first AJCC-managed National Jersey Jug Futurity staged the following year.
- 1959 Dairy Herd Improvement Registry (DHIR) adopted to recognize electronically processed DHIA records as official. All-Jersey® trademark sales expand to 28 states.
- 1960 National All-Jersey Inc. initiates the 5,000 Heifers for Jersey Promotion Project, with sale proceeds from donated heifers used to promote All-Jersey® program growth and expanded field service.
- 1964 Registration, classification and testing records converted to electronic data processing equipment.
- 1967 AJCC Research Foundation created as 501(c)(3) charitable trust sponsoring scientific research.
- 1968 USDA Predicted Difference sire evaluations, which also introduced concept of repeatability, implemented. AJCC Centennial annual meeting held in conjunction with the International Conference of the World Jersey Cattle Bureau and The All American Show & Sale. The All American Sale averages \$4,198.21, highest average ever recorded for a Jersey sale.
- 1969 First 1,500-lb. fat record (The Trademarks Sable Fashion).
- 1970 Jersey Marketing Service formed as subsidiary of National All-Jersey Inc., and the next year manages National Heifer, Pot O'Gold, and All American sales.
- 1973 Registered Jerseys on official test average 10,304 lbs. milk and 514 lbs. fat (305-day, 2x, m.e.).
- 1974 Genetic Recovery program approved by membership.
- 1975 First 30,000-lb. milk record (Basil Lucy Minnie Pansy).
- 1976 Equity Project launched to advocate for component-based milk pricing and higher minimum standards.
- 1978 First multi-trait selection tool, Production Type Index (PTI), introduced. For first time, Jerseys selling at auction average more than \$1,000 per head (\$1,026.51).
- 1980 Registrations total 60,975, of which 11,529 are from Genetic Recovery. Linear functional type traits appraisal program replaces classification. Young Sire Program introduced. "800 in '80" results in 813 Equity Investors.
- 1982 DHIR lactation average reaches 12,064 lbs. milk and 578 lbs. fat. First 1,000-lb. protein record made (Rocky Hill Silverlining Rockal).
- 1983 Five bulls enrolled in the Young Sire Program receive USDA summaries. All are plus.
- 1984 Jersey milk producers receive additional income estimated at \$16 million due to Equity market development. The first Jersey Directory is published.
- 1985 First regional young sire proving group, Dixieland Jersey Sires, Inc., organized, two more created by 1987.
- 1986 Jersey Mating Program implemented.
- 1987 For first time, 50,000 cows enrolled on performance program. Committee appointed to increase the AJCC Research Foundation endowment to \$1 million. **The largest**

- All American Jersey Show in history is completed, with 617 head exhibited.
- 1988 USDA issues decision implementing multiple component pricing in the Great Basin Federal Order. DHIR lactation average reaches 13,068 lbs. milk and 616 lbs. fat. The new AJCC-NAJ headquarters building is completed. Laurence and Mary French Rockefeller of The Billings Farm donate \$100,000 to the AJCC Research Foundation.
- 1989 AJCC and NAJ Boards adopt challenge of increasing protein production in relation to butterfat production.
- 1990 DHIR lactation average reaches 14,091 lbs. milk, 662 lbs. fat and 524 lbs. protein. **The National Jersey Jug Futurity has its largest show ever, with 62 exhibited.**
- 1991 REGAPP software introduces paperless registration. Sunny Day Farm and Meri-Acres become the first Jersey herds to average over 20,000 lbs. milk per cow.
- 1993 DHIR lactation average reaches 15,231 lbs. milk, 706 lbs. fat and 564 lbs. protein.
- 1994 The Club is reincorporated in the State of Ohio and its name changed to American Jersey Cattle Association.
- 1995 REAP—bundling registration, Equity/NAJ membership, performance evaluation and type appraisal—introduced.
- 1996 After USDA calls for proposals on Federal Order pricing reform, National All-Jersey Inc. is among first to respond, recommending use of end-product pricing for all classes of milk. Breed average reaches 16,051 lbs. milk, 737 lbs. fat and 591 lbs. protein.
- 1997 Genetic Diversity Program is introduced. Performance program enrollments exceed 75,000 cows for first time.
- 1998 Introduction of internet-intranet data processing system delivers real-time registration service and on-demand pedigree information 24/7. Net assets of the AJCC Research Foundation reach \$1 million.
- 1999 **On March 31, USDA issues final rule applying multiple component pricing to 85% of Federal Order production, effective January 1, 2000.** Jersey Expansion program is introduced. First 2,000-lb. fat record (Golden MBSB of Twin Haven-ET).
- 2000 Official production average exceeds 17,000 pounds for first time, with 57,170 records averaging 17,680 lbs. milk, 807 lbs. fat and 644 lbs. protein. First 40,000-lb. milk and 1,500-lb. protein record (Greenridge Berretta Accent).
- 2001 The 5-millionth animal is registered. Equity's 25 years celebrated and 171 Charter Investors recognized. Performance program enrollments exceed 100,000 for the first time. JerseyMate™ is introduced.
- 2002 DHIR lactation average increases to 18,039 lbs. milk, 823 lbs. fat and 641 lbs. protein. Rules are expanded to allow use of approved tamperproof American ID tags for registration ID. Jersey Performance Index™ implemented, with 70% emphasis on production and 30% on fitness traits. The All American Jersey Show & Sale celebrates 50th anniversary, and **All American Junior Show largest in history at 333 head shown.**
- 2003 NAAB reports domestic sales of Jersey semen exceed 1 million units for the first time. *Jersey Journal* celebrates 50th anniversary of publication.
- 2004 Equity membership grows to 1,000 for the first time in history. Jersey Marketing Service completes first \$10 million year for public auction and private treaty sales.
- 2005 The 95 heifers donated to the National Heifer Sale average \$3,626.11, with proceeds to the AJCC Research Foundation and national Jersey youth programs. After 30 years, 284,302 females recorded through Genetic Recovery, 16.3% of all registrations. REAP program completes its first decade with record 108,786 cows in 728 herds. Royalties paid to members of five regional young sire groups since their inception tops \$1 million.
- 2006 USDA-AIPL revision of Productive Life evaluations shows Jerseys have 183-day advantage over industry average. Jersey Performance Index™ is updated. 2010 goal of 90,000 registrations adopted.
- 2007 First 2,500-lb. fat record (Norse Star Hallmark Bootie). Mainstream Jerseys becomes first Jersey herd to average over 30,000 lbs. milk per cow. **U.S. Jersey auction sales average sets all-time record of \$2,435.42 per lot. Jersey Marketing Service posts best year in its history with gross sales of \$13,089,073.** Commercial genotyping test (Illumina BovineSNP50 chip) released.
- 2008 Registrations exceed 90,000 for first time. **Equity membership grows to record of 1,135.** Queen of Quality® brand program introduced to complement All-Jersey® fluid milk marketing program. First 50,000-lb. milk and 1,750-lb. protein record (Mainstream Barkly Jubilee). Duncan Hibrite of Family Hill sets all-time records for lifetime milk, fat and protein production. JerseyLink™ is introduced.
- 2009 Registrations of 95,557 set all-time record. Campaign to raise Federal standards for fluid milk undertaken by joint resolution of NAJ and AJCA Boards. Investment in Project Equity since 1976 surpasses \$8 million. Jersey genomic evaluations become official. First North American Jersey Cheese Awards conducted. Inaugural class of Jersey Youth Academy.
- 2010 Combined domestic—export Jersey semen sales exceed 3 million units for first time in history. Jersey Performance Index™ is revised with weights of 57% production, 19% herd life, 14% udder health and 10% fertility. First-generation low-density genomic test released in August, with evaluations becoming official in December. Pot O'Gold Sale is first auction of any breed featuring entirely genotyped offering. Ratliff Price Alicia is first cow selected National Grand Champion for three consecutive years. NAJ-funded and peer-reviewed research determines that the carbon footprint from production of Jersey milk is 20% less than that of Holsteins, measured per unit of cheese yield.
- 2011 Registrations of 96,174 break all-time record established in 2009. Fundraising goal exceeded as 73 donated heifers drive Vision Gift campaign for Jersey Youth Academy endowment. Domestic Jersey semen sales exceed 2 million units for first time in history.
- 2012 For the first time in history, on December 27, association records 100,000 animals and processes 100,000 lactations in a single year. **New record average set at Pot O'Gold Sale (\$5,331.67).**
- 2013 Registrations of 112,265 set all-time record. New records for production set at 19,278 lbs. milk, 932 lbs. fat, and 702 lbs. protein, 2,345 lbs. cheese yield, based on 105,913 lactations, also a record. New records set for all performance program enrollments (157,697 cows), REAP enrollment (153,758 cows, 966 herds) and linear type evaluation (100,714 scores). NAJ members invest a record \$802,237 for Project Equity. Records set for series average at National Heifer Sale (\$6,362.77), sold entirely by Jersey Auction Live, and also The All American Sale (\$8,804.26). Combined domestic—export Jersey semen sales exceed 4 million units for first time in history, domestic market share increases to 12%.