

NEWS FOR IMMEDIATE RELEASE

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BONNIE MOHR TO PORTRAY THE JERSEY COW FOR THE 21st CENTURY

Madison, WI, October 4, 2017—Bonnie Mohr, one of the world’s most popular and most respected dairy artists, has been commissioned by the American Jersey Cattle Association to portray the Jersey cow for the 21st Century.

“The Board of Directors has asked Bonnie to create not one, but three paintings that capture the ideal conformation and unique beauty of the modern, efficient and profitable Jersey cow,” said AJCA Executive Secretary and CEO Neal Smith. “A distinctive perspective will be taken in each painting, with the series to include a side view, a three-quarters shot, and a full front view.”

This will be the fifth time that Bonnie Mohr has been selected by a U.S. dairy breed association to create works that advance breed improvement as well as support educational and promotional efforts. “I’m honored and excited at the opportunity to create what we hope will be the most beautiful ideal Jersey cow ever,” Mohr said.

The new works will join four previous oil paintings that have laid down a heritage for the Jersey cow in the United States: the two created by Edwin Megargee in 1925 and 1954, the Howard Coleman painting of 1972, and Mohr’s own 1991 painting completed just three years into her professional career.

“That cow looked great then,” observed Mohr, who will be recognized as the 2017 Guest of Honor at the National Dairy Shrine banquet tomorrow evening. “But 26 years have brought a lot of progress.”

The Jersey CEO agreed. “A portrait of the cow the Jersey has become since 1991 is long overdue,” Smith said. “Let’s give our breeders a lot of credit. They have drastically improved the cow in the last 25 to 30 years.”

Smith said that the works will be unveiled at the 150th Annual Meeting of the American Jersey Cattle Association, being held concurrently with the 21st International Conference of the World Jersey Cattle Bureau in June 2018.

The American Jersey Cattle Association, organized in 1868, compiles and maintains animal identification and performance data on Jersey cattle and provides services that support genetic improvement and greater profitability. For more information on AJCA and NAJ services for dairy business owners, visit the website at www.USJersey.com or connect at facebook.com/USJersey.