

## **NEWS FOR IMMEDIATE RELEASE**

### **American Jersey Cattle Association**

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### **CHARLES “CHUCK” LUCHSINGER NAMED 2025 DISTINGUISHED SERVICE AWARD RECIPIENT BY AMERICAN JERSEY CATTLE ASSOCIATION**

*Reynoldsburg, Ohio, August 13, 2025* — The American Jersey Cattle Association (AJCA) Board of Directors has named Charles “Chuck” Luchsinger of Syracuse, N.Y., as the 2025 recipient of its Distinguished Service Award. Luchsinger received his award during the annual meetings of the association in June 2025.

The Distinguished Service Award recognizes living AJCA members and their families who have rendered outstanding and unselfish service to the Jersey breed over many years, making notable contributions to its advancement in the United States.

#### **A Lifetime with Jerseys**

For decades, Chuck’s life has revolved around the Registered Jersey cow. He operates Silver Spring Farms with his wife, Sue, and their son, Charlie, milking 60 Registered Jerseys and continuing a legacy passed down through multiple generations. Their daughters, Ali and Jennifer, also remain connected to the Jersey breed, with Jennifer and her husband, Josh Gordon, maintaining their own herd in Indiana. The farm has been in the family for over 100 years, beginning with his father, the late Fred Luchsinger.

The Luchsingers take pride in passing their agricultural heritage to the next generation, watching their grandchildren develop the same passion for Jerseys and farming. Silver Spring Farms has been enrolled in official production and testing programs since the 1920s, contributed to Project Equity since 1990, and joined REAP in 2003. The family also operates Silver Spring Farm Market, a seasonal business offering flowers, plants, produce, and holiday goods from May to December.

#### **Leadership and Service**

Chuck’s service to the Jersey breed spans nearly every facet of the industry. He served two terms as an AJCA Director (1995–2002), chairing both the Breed Improvement and Development committees. He returned to the board in 2013, filling the seat of the late Robin Denniston-Keller, a position he held until 2024. He also served as a director of National All-Jersey Inc. (1993–2002).

For over 40 years, Chuck has been a director of the New York Jersey Cattle Club, following in the footsteps of his father and grandfather. “Chuck is one of those people who can always be counted on to step up,” said Paul Chittenden of Dutch Hollow Jerseys. “His willingness to take

the lead, serve on committees, or share an opinion that guides others has earned him respect from all who have worked with him.”

### **Impact on Shows and Events**

A staunch supporter of the All American Jersey events, Chuck served on its planning committee for 43 years, including as general chairman in 2006. He has officiated at all three national Jersey shows, judged the 2013 National Jersey Queen Contest, and was honored with the Max Gordon Recognition Award in 2004.

The Luchsinger family’s dedication to breeding quality Jerseys has earned them multiple Premier Breeder and Exhibitor banners, as well as notable wins in national competitions, including showing the first, second, and fourth place animals in the 1978 National Jersey Jug Futurity.

### **Industry Influence**

In addition to his show ring involvement, Chuck has represented Jerseys within the New York Purebred Dairy Cattle Association for 45 years, serving three terms as president and earning its Distinguished Service Award in 2004. He also managed Equity Co-op from 1994–2000, advocating for milk protein premiums and multiple component pricing.

Chuck’s judging career has placed him in the ring at prestigious events including the All American Jersey Show (1995, 2005), All American Junior Jersey Show (1991), National Jersey Jug Futurity (2013), Western National Jersey Show (2003), and international shows in Brazil, Ecuador, and the Dominican Republic.

“Chuck’s passion is contagious—he exudes passion for his family, for the game of golf, and obviously for the Jersey cow,” said Jeff Ziegler, vice president of dairy cattle breeding at Select Sires Inc. “His drive to help others succeed is exactly what the AJCA Distinguished Service Award represents.”

Chuck’s long list of accolades includes the AJCA Young Jersey Breeder Award (1983) and the AJCA Master Breeder Award (2014). He and Sue also chaired the 2009 AJCA-NAJ Annual Meetings in Syracuse and the 1978 National Heifer Sale.

### **A Lasting Legacy**

From the barn to the boardroom, Chuck’s commitment to the Jersey cow and her breeders has left a lasting mark on the breed’s history and future. His decades of leadership, advocacy, and mentorship embody the spirit of the AJCA Distinguished Service Award.

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*For a high resolution photo, please get in touch with the American Jersey Cattle Association Communications Department at [info@usjersey.com](mailto:info@usjersey.com).*