

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**. 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 PTA summaries, lists of PTAs for production and type, heifer and bull inventory reports, the heifer management report, performance pedigrees for cows and heifers, and regular notification of the high ranking cows for Jersey Performance Index™.

Sire Information comes to you just as soon as it is available—three times a year in April, August and December. 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. Choose to view on-demand using the Herd View application, or opt-in to receive printed reports by mail.

Lactation Summary: Quarterly summary of all cows with completed records added to the AJCA database.

Cow PTA Production/Type Report: Summary of production and type PTAs for all cows that have calved during the previous 15 months, plus your herd PTA averages (*issued in April, August and December*).

Top 1½% Cow JPI™ Report: List of all cows ranked in the top 1½% of the breed for Jersey Performance Index™ (*issued in April, August and December*).

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 April, August and December, with production and type information for all Jersey bulls evaluated.

Annual Herd Lactation Averages: Production averages for herds with 10 or more qualifying 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*.

Herd Register and Generation Count {4}, {5} and {6} status cows qualify for these recognitions:

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

Hall of Fame: 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: 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.

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:

Receive pedigrees with all registrations and completed lactations, automatically;

Receive pedigrees with registrations only, and receive credit to order pedigrees online for no additional fee;

Receive pedigrees when cows complete lactations, butnot with registrations, and receive online pedigree order credit equal to 50% of cow enrollment; or

Not receive pedigrees automatically and receive online pedigree credit order credit equal to 150% of cow enrollment.

- Lactation summaries, including the average of all records of 180 days or more, issued after each genetic evaluation (April, August and December)
- Top 100 Bulls with NAAB codes released by CDCB after each official genetic evaluation
- *Jersey Genetic Summary*, published in April, August and December, 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 \$6.25 per cow

Performance Records Plus

Make sure your star performers get the recognition they deserve by enrolling on Performance Records Plus. Cows that have Herd Register or Generation Count {4}, {5} and {6} status completing lactations 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, and will be included in calculations of AJCA herd lactation and Jersey Performance Index™ averages.

What You Get

- *All services* provided in Performance Records Basic, *plus*
- Lactations eligible for Hall of Fame, Honor Roll, National Class Leader, President's Trophy and Hilmar Cheese Award, and 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

For production recognitions, cows must qualify by registry status and lactations must meet DCR minimums.

What It Costs

\$15 annual herd fee, plus \$6.25 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 16 different traits, then give them a score which describes how that trait is expressed along its biological extremes. The appraisal information is sent to the Council on Dairy Cattle Breeding (CDCB) 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-Progeny 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

Use the online application at USJersey.com, or download form and submit to the office. Or call the Appraisal Office Coordinator at 614/861-3636.

What It Costs

\$100.00 herd fee each time scored, *plus* \$7.25 per cow for the first 100 cows, then \$3.75 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*

\$8.25 per cow, for the first 100 cows enrolled, then

\$6.75 per cow for the 101st through 300th cows enrolled, and

\$4.75 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-Plus *and* TPE-Basic

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*

\$8.25 per cow, for the first 100 cows enrolled, then

\$6.75 per cow for 101st through 300th cows enrolled, and

\$4.75 per cow, all cows enrolled over 300

Total minimum herd charge, \$150

REAP

It's one-stop service at its finest—and generates the most profit for you. Turn to REAP for registrations, performance programs, and milk marketing support from National All-Jersey Inc. It provides these services—and more—in one package for less than you would pay for each separately. And it offers the potential for big dividends. 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

This is a partial list of what REAP includes:

- Registration of calves, when registered before six (6) months of age
- Discount pricing on JerseyTags and genotyping
- Lower 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*)
- Accumulate discounts on female and embryo transfers filed within 12-month enrollment period (*apply \$2.00 discount for online processing using infoJersey or electronic files*):
 - *1 to 20 transfers processed, \$12.00 per transfer;*
 - *21st to 60th transfer, \$10.00*
 - *61st to 100th transfer, \$8.00*
 - *101st to 200th transfer, \$6.00*
 - *201st to 600th transfer, \$4.00*
 - *for each transfer after 601, \$2.00*
- No-cost ownership transfers on every bull sold, when application is submitted within 60 days of the sale
- Enrollment in regional Jersey young sire sampling group
- Appraisal and Performance (*TPE-Basic or TPE-Plus*)
- JerseyMate™ on demand
- Annual *Jersey Journal* subscription, plus \$100 Advertising Advantage credit during enrollment year
- Membership in NAJ's Equity program

How You Get It

Enroll online, or download and complete REAP enrollment application available the USJersey website (<https://goo.gl/MUBZ12>). Or, call AJCA Herd Services at 614/861-3636.

What It Costs

\$100 annual herd fee, *plus*

\$3.75 per cow, or 2¢ per hundredweight check-off for Equity, *plus*

\$13.00 per cow for the first 100 cows enrolled, then

10.50 per cow for the 101st to 300th cows enrolled, then

8.25 per cow for the 301st to 500th cow enrolled, then

6.00 per cow for the 501st to 1,000th cow enrolled, then

5.25 per cow for the 1,000th to 3,000th cow enrolled, then

4.75 per cow over 3,000 enrolled