

## NEWS FOR IMMEDIATE RELEASE

### American Jersey Cattle Association

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### REAP REGISTRATION CATCH UP INCENTIVE KICKS OFF IN FEBRUARY 2021

*Reynoldsburg, Ohio, February 1, 2021*—Beginning today, Jersey breeders can catch up registrations on overage individuals through the American Jersey Cattle Association's (AJCA) REAP program for half the traditional cost.

Recognizing the difficult times dairy producers are facing, the AJCA board of directors voted unanimously to offer a REAP Registration Catch Up Incentive from February 1, 2021 to August 31, 2021.

“The dairy industry has experienced considerable volatility in the past couple of years and many herds have made the decision to let registrations go to help balance their bottom line,” said Erick Metzger, manager of Herd Services at the AJCA. “This REAP Registration Catch Up Incentive will allow current herds and those choosing to join or rejoin REAP to catch up their registrations at a 50% savings.”

Currently the REAP program (Registration, Equity, Appraisal and Performance) is a tiered structure that includes free registration to calves under six-months of age. With the Catch Up Incentive, the cost structure will be:

- Anything under 24 months of age, \$0 (both electronic and keyed by staff)
- Over 24 months and carry a Generation Count of 1, 2 or 3 and submitted electronically, \$2.50
- Over 24 months and Generation Count 4 or higher, submitted electronically, \$5
- Over 24 months and hand-keyed by staff, \$5

This four-tier pricing structure will be in effect from February 1, 2021 until August 31, 2021, for current REAP herds, new herds signing up on REAP, or herds that are choosing to rejoin REAP during the seven-month period. New and returning REAP herds will need to commit to a 12-month enrollment for the costs to take effect.

REAP is the complete service package including registration, Equity milk marketing support, functional type appraisal, and performance testing—for less than you would pay by enrolling in each separately. The program has value-added components built into its bundle including free use of JerseyMate, reduced rates on genomic tests, and discounted transfer rates. For more information on the program visit the [USJersey.com](http://USJersey.com) website.

*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 through increasing the value of and demand for Registered Jersey™ cattle and genetics, and Jersey milk and milk products. For more information on USJersey program and services, call 614/861-3636 or visit the website.*