



The Many Roles of National All-Jersey Inc.

National All-Jersey Inc. (NAJ) was formed December 9, 1957, by the American Jersey Cattle Association, the oldest dairy breed registry organization in the United States founded in 1868. NAJ's mission is two-fold:

- To increase the value of and demand for Jersey milk; and
- To promote equity in milk pricing.

National All-Jersey Inc. is the only organization that represents milk marketing concerns for owners of a single dairy breed. It is a legal entity independent of the American Jersey Cattle Association. NAJ has its own Articles of Incorporation, Constitution and By-Laws, and Board of Directors, Officers, and Members. It functions cooperatively with the Jersey registry association by sharing several Directors, Officers, and staff personnel, and occupies joint headquarters offices in Reynoldsburg, Ohio.

The roots of NAJ's mission are found much earlier in the 20th Century.

In the 1920s, the American Jersey Cattle Club (now Association) created a Milk Department to assist with the marketing of Jersey milk. It also formed a standing committee of its Directors to address marketing issues and policy. This arrangement, a significant commitment of organizational resources, served Jersey breeders well until after World War II. Then, with the dramatic changes in dairy marketing associated with implementation of the Federal Milk Marketing Order system, Jersey leaders concluded that, by itself, the Jersey organization could not do enough to vigorously represent Jersey producers in this arena. Their solution was to create, fund, and staff an organization for the sole purpose of marketing milk—National All-Jersey Inc.

NAJ has pursued its mission to add value to Jersey milk and Jersey cattle in six different areas: market development, milk price regulation, information and education, policy issues, research, and industry relations. Each has been a priority according to the needs of Jersey breeders and prevailing market conditions.

Market Development. Creating and servicing markets that provide fair remuneration for the superior nutritional content of Jersey milk has always had precedence. Today's Equity program promotes multiple component pricing (MCP) to dairy product manufacturers, especially cheesemakers.

Key Goals of National All-Jersey Inc.

- Continue to work with industry partners to promote and expand multiple component pricing to all Federal Milk Marketing Orders.
- Continue to advance A1/A2 beta-casein research.
- Organize and complete on-farm processing forums focused on bringing together successful Jersey processors and Jersey producers interested in beginning on-farm processing.
- Be engaged in dairy industry proposals and discussions with national representatives in Washington D.C.
- Continue to utilize and analyze the FARM-Environmental Stewardship program as a tool to demonstrate the sustainability advantage of Jerseys.
- Recruit research opportunities and promote research that demonstrates the value of high solids milk and the efficiency and sustainability of Jerseys.
- All-Jersey® and Queen of Quality® programs: (a) enroll new producers, (b) expand services and support provided, (c) develop and promote new products using Jersey milk.
- Develop economic analyses that promote increased use of Jersey genetics.
- Look for and advance market arrangements, voluntary and regulated, that obtain or improve Multiple Component Pricing (MCP) for producers not currently receiving MCP or receiving sub-standard MCP.
- Continue work to raise the national minimum nonfat solids standards for fluid milk to meet existing California levels.

MCP payments to producers can be based on pounds of protein, pounds of butterfat, end product pricing, protein premiums, or protein differentials. All are market-oriented pricing systems, to varying degrees, and benefit both manufacturers and producers. Collectively, milk producers have received tens of millions of dollars in added milk income through such programs.

NAJ also has marketing programs for Jersey milk and milk products: All-Jersey® and Queen of Quality®. These premium brand names boost sales by providing high-profile labels for a line of superior fluid milk products, other speciality products and also Jersey milk cheeses. Jersey producers supplying All-Jersey® franchises or adding the Queen of Quality® brand to their farm-produced products have prospered, and even expanded their operations.

To assist members considering processing their own milk, NAJ organized the annual Value-Added

101 Workshop. The course was developed to educate and help develop a business plan for vertical integration of a dairy operation.

NAJ works with members on individual marketing projects, such as fluid milk processing or cheese manufacturing. NAJ has also provided professional referrals, financial analysis, feasibility studies, and direct marketing assistance.

Milk Price Regulation. Milk is among the most strictly regulated agricultural commodities in this country; approximately 90% of U.S. milk production is government regulated. NAJ represents the interests and concerns of Jersey producers in this complicated arena. NAJ's most significant endeavor has been to promote adoption of multiple component pricing (MCP) in all Federal Milk Marketing Orders and state-regulated pricing systems.

Since the start of Project Equity in 1976, NAJ has been involved with every effort to move Federal Order and state milk pricing to a component basis. In the 1970s and 1980s, NAJ staff worked tirelessly to obtain individual state approval to allow protein pricing programs of any sort. Since those early days, multiple component pricing has expanded to cover 90% of all regulated milk pricing, due in great part to enabling language contained in the 1995 Farm Bill.

NAJ is still working to expand MCP to 100% of the milk market. As part of that goal, NAJ continues its efforts to improve the quality of consumer milk by advocating for higher protein and solids-not-fat standards for fluid milk products.

Policy Issues. From the Farm Bill to import quotas, governmental policies impact the dairy industry—and NAJ's membership. NAJ works to ensure equitable treatment for Jersey producers. NAJ staff evaluate the implications of many dairy policy directives, and takes action necessary to either support positive actions or correct improper ones.

Far from being simply reactive in the policy arena, NAJ staff work with federal and state legislators to promote favorable policies on multiple component pricing. An example of this was the 1995 Farm Bill, which contained language to expand multiple component pricing to most Federal Order markets. Those rules were implemented in January of 2000.

Research. The principle of equitable milk pricing is founded

on establishing differences in the true value of milk in various consumer products. For this reason, NAJ has supported basic research on the qualities and manufacturing yields of Jersey milk. Validated research findings have been incorporated into pricing programs such as MCP.

Just as Jersey milk is different, so is the Jersey cow. NAJ has supported multi-faceted research on factors related to the efficiency and sustainability of Jersey milk production and has shared this information worldwide.

Information and Education. NAJ holds an extensive resource library on Jersey milk, multiple component pricing, and fluid milk standards and is known as the clearinghouse for information on these topics. This information has been shared not only with all segments of the milk industry, but also with government and university personnel.

This wealth of information has supported a number of educational efforts. National All-Jersey Inc. publishes a weekly market report and a monthly newsletter about milk marketing conditions, so Jersey producers can make informed decisions about their marketing options. In addition, milk marketing articles and occasional editorial commentary are featured in the *Jersey Journal*. NAJ staff also fill a demanding schedule of public presentations at local, state, national, and international dairy meetings throughout the year.

Industry Relations. NAJ advocates collaboration among all segments of the dairy industry. It actively seeks working relationships with all major dairy organizations. The successful expansion of multiple component pricing into the majority of dairy markets best illustrates how NAJ works with industry partners to change the way the dairy industry does business.

NAJ staff also participate in special projects with industry partners, due to their expertise in milk pricing and milk component valuation.

In addition, the producer-members of NAJ forge and strengthen partnerships with the rest of the industry as they participate in their milk or supply cooperatives or on national committees and boards.



NAJ is governed by an 11-member board of directors. The company also utilizes industry experts to help educate the members and Jersey industry on milk marketing and fair and equitable pricing.



Looking out for You in Washington, D.C.

From federal farm policy to international trade agreements, milk marketing regulations, environmental compliance, availability of labor, food safety, nutrition guidelines and assistance including school meals, animal handling guidelines, transportation, renewable energy incentives, taxes, you name it, the Congress and agencies in Washington, D.C. have a big impact on the business of dairy farming. That's why it's important for your future that NAJ and AJCA have a presence in the nation's capital.

We regularly engage with the House and Senate Agriculture Committees on development and implementation of the once-every-five-year Farm Bills. The Judiciary Committees handle immigration policy as it relates to foreign-born labor on our farms. Still other committees must approve and continually monitor international trade to ensure U.S. farmers are being treated fairly. And Washington, D.C. has a lot to say about how the nation's school children are fed, the implications of environmental regulations on farms and many other aspects of the way dairy producers help keep the nation fed while protect the land and air and water quality. NAJ and AJCA make sure your voice is heard from the time federal policies regarding these many aspects of your business, and more, are being developed all the way through to their full implementation.



Charlie Garrison
The Garrison Group LLC
Washington D.C.

Charlie is retained by National All-Jersey Inc., to provide counsel on policy and issues in Washington, D.C., of importance to the dairy industry.



In 2016, 40 years of Equity was celebrated in San Diego, Calif. These producers were on hand to be recognized as pioneers of the program.

A Unified Voice for Equity in Milk Pricing

Though significant gains have been made to improve markets for Jersey producers, the future still holds challenges for the cause of equitable milk pricing.

Jersey milk is superior nutritionally and produces the highest manufacturing yields. But U.S. dairy policy and milk pricing decisions are based upon what is best for "average" milk. Regulators may not hear the concerns of Jersey producers unless we speak with a unified voice.

That voice is National All-Jersey Inc., recognized not only in the United States, but around the world for its contributions to the improvement of the dairy industry.

NAJ is funded through Equity and All-Jersey® fees. It receives no monies from the American Jersey Cattle Association.

Equity fees are part of the REAP program and are paid at the rate of either \$3.75 per cow or \$0.02/cwt. In addition, numerous individuals and processors make voluntary Equity contributions. All of the activities outlined in this brochure are possible because of the investment made in the Equity program by its members.



Lady Lane Farm

Garry and Lacey Hansen
Willamette Valley
Mulino, Oregon

30 minutes outside of Portland

Offers a full line of All-Jersey products including; whole, reduced fat, and skim Creamline milk, cream and half and half. They also make chocolate milk,

strawberry milk and egg nog. They also churn both salted and unsalted farm fresh butter and sell Jersey beef.

Nearly a decade ago, industry economics brought Garry and Lacey to a crossroads that said, 'find a niche, go organic, or exit the business.' At that time there was not a bottled Jersey milk in the Portland market, so they made the decision to start down this path and began bottling in May 2009.

Today, they sell direct to the consumer from a farmstand at the dairy as well as several Farmer's Markets. Product is also delivered to numerous retailers in the Portland and surrounding areas and a distributor assists in getting product to retailers in more distant locations. Coffee shops, bakeries and a home delivery company also are supplied with products from the farm.

As the business has evolved the main difference from the original plan is today 95% of the product is bottled in glass bottles. The addition of Jersey beef and butter were not part of initial model plans.

Mapleline Farm

Jessica Dizek and Jennifer Zina
Hadley, Massachusetts

All-Jersey milk in glass, plastic and 20 qt. dispenser bags. Offering whole, 1%, 2%, skim, flavored, seasonal flavors, half and half, heavy cream and buttermilk. Chocolate milk is the best seller and Holiday Egg Nog is popular during the holidays.

Being located in a region with a supportive agriculture and small business mentality, was the niche Mapleline needed. They are in a five college community that appreciates locally sourced products and knowing where their food comes from.

Bottling his own milk was a long-time dream of their father. Venturing into the value-added business helped secure a sustainable future for the next generations. It began with milk being bottled by a small private plant 40 minutes away. It was then brought back ready to sell in an on-farm store. In 2004, as demand increased, the farm bought the bottling plant and relocated it to the farm's premises.

Today products are delivered to nearby University of Massachusetts and other food services (*restaurants, cafes, coffee shops and bakeries*). They can also be found in local grocery stores and farm stands. The family also works with a specialty food distributor in Boston.

The business plan has changed since the start when quarts and half gallons were offered only in glass. Consumers loved the idea of glass bottled milk as a novelty. However, the local restaurant community took a liking to the rich quality Jersey milk and began requesting plastic. That demand quickly grew and now it's 85% of their business.



Marcot Jersey Creamery LLC

John, Linda, Amy and Beth Marcot
Greenville, Illinois • 45 miles east of St. Louis

22 types of artisan cheeses—fresh, farmstead and aged cheeses; Extreme Ice and Extreme Ice Pro from sweet cream whey; cheese treats—a dehydrated cheese product; and grass fed Jersey beef.

Value-added products allowed John and Linda Marcot to bring their daughters, Amy and Beth, back to the farm and continue their small dairy. Today, the family makes the above products, runs a retail store, and are an agritourism hotspot in their area.

The original plan was to make both raw milk and pasteurized cheeses, but it quickly switched to all pasteurized. The first products were made in March 2010. In addition to the artisan cheeses, they also custom make cheese for regional breweries, wineries and have developed a coffee cheese for a coffee shop in St. Louis. For their "Extreme Ice" product, marketed to professional sports teams, they have attained the National Sanitation Foundation International Sports Certification, meaning the facility and the product passed stringent inspections and testing for approved use by professional athletes.

Located near the St. Louis area the demand for high-quality product has generated business growth. Six distributors covering Illinois, Indiana,

Missouri, Kentucky, Ohio, Michigan and Minnesota in addition to their small on farm store get the product to restaurants, retail outlets, universities, professional athletic organizations, healthcare, and individuals.

NAJ has helped to emphasize the high-quality milk and beef of the Jersey with the use of the Queen of Quality seal.



Duchess Dairy Products

James and John Huffard, Joey Blankenship, and Monte and Beth Fleshman
Rural Retreat, Virginia

Whole and 2% milk in various sizes chocolate, strawberry, and dreamsicle flavors.

When a small local plant became available, Jim and John Huffard knew it was an opportunity to create a market for their All-Jersey milk. In January 2010, the partnership began bottling at the plant in southwest Virginia.

Because of the demand of the All-Jersey label in the area in the 1970s, they knew the product had consumer appeal. As well, Jersey milk has a much better flavor and increased nutritional advantages.

Their milk products are marketed in a 100 mile radius of the dairy to athletic programs, large and small grocery stores and many convenience locations.

The business model of Duchess Dairy is primarily the same as the original. However, the acceptance of a great tasting milk has surpassed all expectations as the demand for a superior product continues to increase.

