



Build on the Foundation of Equity for the Future

In his retiring message to the membership of National All-Jersey Inc. (NAJ), President John Kokoski reflected on his journey with NAJ, beginning with his appointment to the board in 2007 and the past eight years as president. He described those early years as some of the most rewarding of his service to the Jersey breed.

Kokoski emphasized NAJ's longstanding role in securing component pricing in Federal Milk Marketing Orders—an achievement that continues to bring equity to farms producing component-rich milk. While work remains to expand Multiple Component Pricing to all orders, he noted how the practice, once viewed as a benefit mainly to colored breeds, is now recognized across the industry as a profitable strategy through management, nutrition, and genetics.

He also highlighted NAJ's advocacy efforts in Washington, D.C., where board members and staff have represented dairy producer concerns on farm bills. These efforts have included support for whole milk in schools, immigration reform to ensure a stable labor force, and fair allocation of conservation

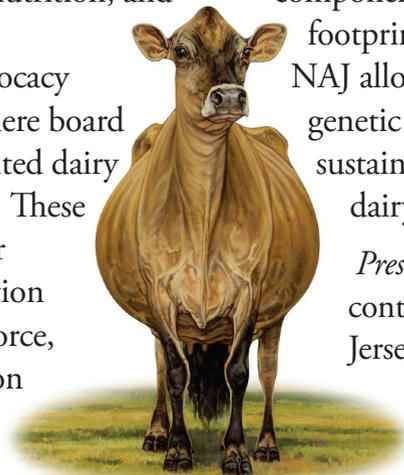
funding for animal agriculture.

Kokoski pointed to research initiatives, including early studies on Jersey beef. While initial results were modest, today's rising demand for dairy beef—combined with sexed and beef semen strategies—has validated the value of that groundwork in identifying effective crossbreeding options.

It has been said many times by leadership of the NAJ board and staff—NAJ's work is never done. Kokoski encouraged all to continue to be proactive and work to achieve fair and equitable pricing in all orders for Jersey breeders.

Ultimately, he credited NAJ with building strong marketing and informational services that showcase the Jersey cow's advantages—from component-rich milk to her smaller carbon footprint. By leading on marketing and policy, NAJ allows AJCA to concentrate on advancing genetic progress, ensuring that Jerseys remain sustainable and competitive in the future dairy industry.

President Kokoski—thank you for your continued longtime support of NAJ and the Jersey cow.



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