



Progress Through Leadership: Building Jersey's Global Future

The American Jersey Cattle Association (AJCA) and National All-Jersey Inc. (NAJ) are membership organizations, and throughout our history, we have been fortunate to benefit from exceptional leadership. For this tradition to continue, willing and qualified candidates are needed to serve on our Boards.

Those elected by the membership carry the responsibility to provide fair and equal representation as they make decisions guiding AJCA's policies, programs, and services.

As we look ahead to 2025 and beyond, the call for leadership has never been more important. The dairy industry continues to evolve rapidly, both domestically and globally. At the same time, the Jersey breed's reputation for efficiency, component production, and sustainability has strengthened our position as the cow of choice for dairy producers around the world. Sustaining that momentum requires thoughtful leaders with a clear vision for the future.

This year marks a significant structural change for AJCA. In 2024, the membership approved a new three-district system, consolidating the previous 12 districts into a streamlined structure that ensures stronger representation, clearer governance, and better alignment with the organization's long-term needs. With fewer but broader districts, the role of every Director becomes even more vital.

Leadership does matter.

Representing all members, the Board of Directors sets policies that support AJCA's mission:

To improve and promote the Jersey breed and maintain records and activities that serve the best interests of Jersey breeders;

To promote the increased production and sale of Jersey milk and products, and to advance the interests of Jersey cattle breeders everywhere.

The Board ensures that high-quality, cost-effective programs and services are delivered. They determine service fees, oversee responsible financial management, and build the assets necessary for future investment, research, and growth.

Board members should be prepared

to consider four essential questions as we pursue ongoing breed progress:

- *Do our policies and programs support the development of a more efficient, profitable Jersey cow?*
- *Are we advancing her quickly enough so dairy producers continue to view the Jersey as the superior choice?*
- *Do our marketing efforts increase the value and demand for Jersey products—milk, cattle, and genetics?*
- *Are we progressive enough to achieve our vision of "changing the color" of the dairy industry?*

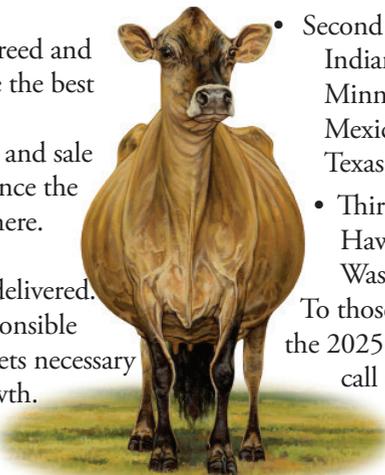
In the Board room, the organization depends on Directors who bring personal experience and professional insight—leaders who listen, analyze, ask difficult questions, expect accountability, and speak with sincerity. Even in disagreement, Directors must remain committed to constructive, objective dialogue, always putting the improvement of the Jersey breed and the success of our members first.

At the 2025 AJCA Annual Meeting, a President will be elected, along with Directors representing the newly approved three-district structure:

- **First District:** Alabama, Connecticut, Delaware, District of Columbia, Florida, Georgia, Kentucky, Maine, Maryland, Massachusetts, Mississippi, New Hampshire, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, South Carolina, Tennessee, Vermont, Virginia, and West Virginia.
- **Second District:** Arkansas, Colorado, Illinois, Indiana, Iowa, Kansas, Louisiana, Michigan, Minnesota, Missouri, Montana, Nebraska, New Mexico, North Dakota, Oklahoma, South Dakota, Texas, Wisconsin, and Wyoming.
- **Third District:** Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah, and Washington.

To those eligible, willing, and qualified to stand for the 2025 elections, we encourage you to answer the call to leadership. Contact the Executive Secretary for a nominating petition today.

Nominations are due in April 2026.



THE JERSEY by Bonnie L. Mohr, commissioned by the American Jersey Cattle Association.
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