



## The End of an Era

*Jersey Journal.* Two words that bring on different feelings, emotions, or memories to all Jersey breeders. It has been the voice of the Jersey breed, sharing the news of the American Jersey Cattle Association (AJCA) for decades. National All-Jersey Inc., and its enormous impact on milk pricing and Jersey profitability have been shared in the magazine as well.

For 68 years, the *Jersey Journal* has been distributed monthly to Jersey households across the country and around the globe. Strong support from breeders and allied industry in their advertising have showcased top genetics, favorite moments, and family and business accomplishments. All have helped to build the best dairy breed magazine in the United States. What a great accomplishment.

*But, as with much in life, change is inevitable.*

The January 2022 issue will be the last time the PRINTED monthly magazine will be delivered to your mailbox. It has been a difficult decision for all. However, there is excitement about the possibilities to grow and expand our services through an online platform. Information will be faster, more real time and reach more people. The number of people viewing the USJerseyJournal website is nearly nine times more than those seeing the printed version. Advertisers will receive more bang for their dollar with full color ads, links to websites, social media, etc. Readers will receive more editorial to peruse and learn. Genetics for both production and type will be showcased in a more real-time scenario.

On a personal side, this printed magazine has been a staple of my life for more than 40 years. Growing up I remember fighting with my dad and siblings when it arrived to be the first to read it. In junior high, I very

boldly told my mother “I am going to be Editor of the *Jersey Journal.*” That came from my exposure to getting to know the staff of the AJCA with our farm just 90 miles away. In 1994, that 13-year-olds dream of being editor became one step closer to reality as I was selected to join the staff as an advertising editor. What a ride it has been working with some incredibly talented and passionate people through the years. The farms we have visited, the breeders we have met, and the joys, heartbreaks and accomplishments we have experienced through the magazine have hit each of us personally too.

The *Jersey Journal* is a community and will remain that way. Afterall, do you remember the first time you met or visited the farm of someone that advertised regularly in the magazine? Or maybe a cow you read about and then finally getting to see her in person? All moments that most likely started with the *Jersey Journal* and your interest in the advertisements and articles.

As we begin a Celebration of *Jersey Journal* and the Jersey cow in 2022, we hope you will be a part of it. January is the end of an era for the printed magazine but is just the beginning of new exciting opportunities. We invite you to share your favorite memories of the breed and magazine with an advertisement in this commemorative January *Jersey Journal*. It will be a keepsake magazine for all. February will be a turning point for the magazine and will deliver more exposure for those advertising with us online. Keep the memories coming throughout 2022 and beyond.

The staff would like to thank each one of you for your support of the Jersey breed and *Jersey Journal*. We cannot do this without you.

Kim Billman, Editor Jersey Journal