



Identification Leads to Breed Improvement

In June at the 2024 American Jersey Cattle Association (AJCA) annual meeting, President Alan Chittenden stated, “Many of our current discussions revolve around data collection use. This evolving industry is very data-driven, and that’s going to lead to more changes. To that, I say if you don’t make change, you don’t make progress. We still have the cow, the product, and the people to address the challenges that will come our way in the next year.”

Why is this important to your Jersey herd? Animal identification is essential if the breed is to continue making progress. Continued breed improvement is dependent upon accurate knowledge of each animal’s ancestry. This knowledge is the basis for making intelligent matings that will improve the profit potential of your herd. Registration provides this information in an accurate and permanent form.

Why register, one might ask. The answer is different for every herd owner. Some might be aiming for success and financial return from breeding one of the breed leaders in genomics, type, or production. Others might choose to register to preserve their family’s legacy of Registered Jerseys. How can you breed an 18-generation Excellent cow if you don’t have the ancestry behind her to document that special achievement?

But the number one reason most of our customers register their herds is because they take pride in the ownership. Breeders who take advantage of registering typically present themselves as strong managers, and their herd shows where attention was paid to the details. Their interest in building pedigrees creates excitement for what they are doing. All of that helps ensure a promising future for the next generation and increased profit-potential for the dairy. These breeders enjoy making cows that are better than the previous generation. When a herd owner loses interest, everyone around them will too.

The AJCA is in the animal identification business. It provides services that compliment official identification. The AJCA provides services to make the process of registering your herd convenient, economical and efficient. The organization provides the following methods to help register your animals:

1. *Online* at <https://infojersey.usjersey.com/main.aspx> and using the online registration services;
2. *Time-saver applications*. These are available quarterly

from the association with information provided by your Dairy Records Processing Center (DRPC). It can be mailed to you or located online through infoJersey.

3. *Automatic registrations*. The application provides enough information from your DRPC for the USJersey office staff to process your registrations for you.
4. *The conventional single or multiple registration application* is still available to be filled out and sent to the office. It can be downloaded here: https://www.usjersey.com/Portals/0/AJCA/2_Docs/Animal-Applications/Registration-application.pdf and then faxed or emailed as an attachment or picture to herdservices@usjersey.com for processing.

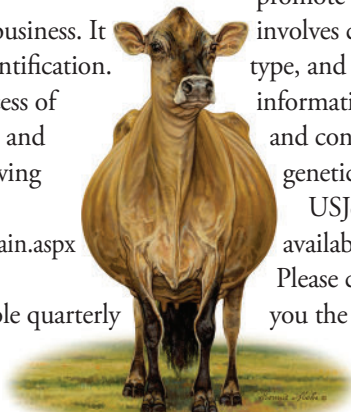
Are you behind on your registrations and don’t want the extra expense of registration catch-up? Consider REAP. During the first year of enrollment, all animals over six months of age are registered at reduced rates if submitted electronically.

Or if you are a large herd interested in beginning to identify your herd and share type and production data with the association to help with breed improvement, take a look at FLAIR, the latest program in USJersey management tools. With FLAIR’s innovative structure, you can register and appraise your first lactation Jerseys and earn registration credits for their offspring to begin officially identifying your herd.

Since 1868 the Jersey organization has been compiling a powerful database of pedigree information. Pedigrees today are very similar to those from 1868, each being a simple record of a Jersey animal marked with unique ID, stating its sex and when it was born, connected to its ancestors and ready for the future addition of its progeny.

The rest of the association’s mission “to improve and promote the Jersey breed of cattle in the United States” involves capturing data about milk yield, components, type, and fitness traits upon the framework of pedigree. The information-rich pedigree has made it possible to track and control recessives and better identify predictions of genetic merit.

USJersey office staff and area representatives are available to assist you with any questions you have. Please contact any member of our team for us to show you the many ways to add profit to your herd.



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