



Embrace and Adapt the Opportunities Presented

The USJersey organizations have completed their 155th year of business—an accomplishment showing the testament of our cow. As we reflect back on 2023, the year was not much different than the past few with new challenges and advancements for the industry continuing to drive the business of the association.

“In the past decade the U.S. dairy industry has experienced tremendous change—the most I have seen in my entire life,” stated Executive Secretary Neal Smith recently. “We have gone from the adoption of sexed semen, having too many heifers for replacements, to breeders using a high percentage of beef semen on their dairy herd due to the value of the resulting calves.”

Organized in 1868, the American Jersey Cattle Association (AJCA) was established with the mission to improve and promote the Jersey breed and provide programs and services that will enhance the profitability of Jersey dairy herds. This statement is what leadership and staff still follow today in the quest to make owning Jerseys the most profitable breed of dairy cattle.

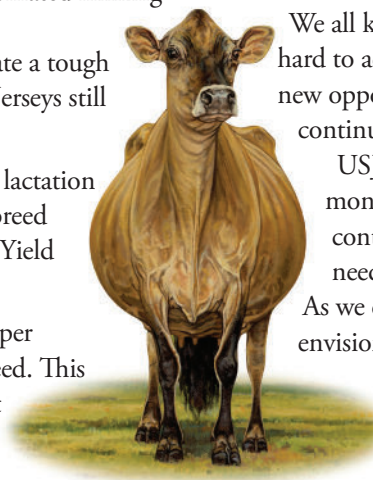
Jersey leadership has embraced the opportunity to make strides with several decisions recently including the new Jersey Performance Index (JPI) and Jersey Udder Index (JUI) formulas.

The new JPI index is geared to identify higher-performing, longer-lived and healthier Jersey cows resulting in a more profitable cow. The new formulas both address more type traits to reflect the true contribution to survival across all linear scores. Additionally the changes with JUI are designed to address challenges with automated milking systems.

Even when current market signals indicate a tough economic future for U.S. dairy producers, Jerseys still have the answers.

1,038 lbs. ... the record high fat lbs. per lactation achieved in 2023 by the Jersey breed. The breed also gained 55 lbs. per lactation for Cheese Yield to 2,657 lbs.

20,710 lbs. ... the record high milk lbs. per lactation achieved in 2023 by the Jersey breed. This is a new record amount for production as it increased 263 lbs. over last year's record.



123,303 ... the number of animals recorded in the AJCA database during 2023. It is the fifth largest total recorded in the organization's history and marked 12 consecutive years the organization has recorded more than 100,000 registrations.

5,279 ... the number of different owners that are represented in the registration count. As the breed continues to grow, we consider the number of customers an indicator of breed growth.

154,754 ... the number of cows in 1,085 herds enrolled on performance programs receiving production and type appraisal services through the American Jersey Cattle Association.

107,551 ... the number of animals appraised through the AJCA Type Traits Appraisal program. 2023 was the 11th consecutive year for the appraisal team to evaluate more than 100,000 individuals.

1,465 ... the number of herds that were served by USJersey appraisers during 2023.

893,944 ... Jersey cattle that have received genomic evaluations from the Council on Dairy Cattle Breeding through December 31, 2023.

\$610,000 ... estimated revenue generated for the Equity program to promote the increased demand for and value of Jersey milk and milk products from 971 contributors.

The numbers tell us that Jerseys are a better fit for today's dairy economy than any other breed. She is the cow for today and tomorrow.

We all know change is inevitable. And while it can be hard to accept, it is a necessity to adapt and create new opportunities to go with the needs and technology continuing to evolve.

USJersey staff and boards of directors will closely monitor trends of the U.S. dairy industry and will continue to adapt and update services to meet the needs of Jersey breeders.

As we enter a new year, the USJersey organizations envision a bright future for our breed. We will continue working to identify and capitalize on opportunities to strengthen the economic position of “The Jersey” in today's industry.