



# Leadership of the Jersey Breed

*“Good leaders have vision and inspire others to help them turn vision into reality. Great leaders have vision, share vision, and inspire others to create their own.” ~ Roy Bennett*

The American Jersey Cattle Association (AJCA) and National All-Jersey Inc., (NAJ) are membership organizations. Through the company’s history, we have been blessed with outstanding leadership. For that tradition to continue, willing and qualified candidates are needed to serve on the Boards.

The people you elect to serve on the Board of Directors have the responsibility to provide equal and fair representation of all members as they make decisions about the AJCA’s policies and services.

The AJCA has just completed the 12<sup>th</sup> consecutive year of more than 100,000 registrations and the sixth high in history with 123,303 recorded. These represent 5,279 different owners.

In 2023, new records were set once again for production at 20,710 lbs. milk, 1,038 lbs fat and 778 lbs. protein. Projections out to 2033 show the breed will reach nearly 1,100 lbs. fat and be over 13 lbs. cheese yield in just 10 years. Continued growth, due to the forward thinking of our leadership.

The elected members of the AJCA Board of Directors established, approved and put into effect a new Jersey Performance Index (JPI) and a new Jersey Udder Index (JUI) formula in 2023. The formulas are designed to select animals that will improve the profitability of dairies by making cows that are more productive and live longer.

Nearly 1,000,000 males and females in the Jersey breed have now been genomic tested. The exponential growth in this program over the past decade shows that faith in the genomic program is important to our breeders.

For the past 11 years, more than 100,000 cows have been evaluated each year by the type traits appraisal team. Last year more than 1,450 herds were involved.

And, these numbers reflect just a few portions of the business that we encompass.

## **Leadership does matter.**

Representing all members, the Board of Directors establishes the policies respective to the AJCA’s mission and purpose:

*To improve and promote the breed of Jersey cattle and to maintain such records and activities as the Association deems necessary*

*or conducive to the best interests of the breeders of Jersey cattle; To promote the increased production and sale of Jersey milk and products, and to promote Jersey cattle and the interests of breeders of Jersey cattle.*

And thus, the Board of Directors ensures quality, cost-effective programs and services are delivered. They determine charges for services, supervise the use of funds and accumulate assets to support future investments, research and growth.

Board members should be prepared to acknowledge four questions in the continuing quest for breed progress and growth:

*Do our policies, programs and services encourage and support the development of a more efficient Jersey cow?*

*Are we improving her fast enough so that commercial milk producers continue to regard the Jersey cow as the profitable choice for their businesses?*

*Do our marketing programs increase the value of and demand for Jersey products: milk, cattle and genetics?*

*Are we progressive minded enough to achieve our goal of changing the color of the dairy industry?*

In the Board room, the organization is looking for Directors willing to draw upon and share their personal and professional expertise. Directors asking penetrating questions and expecting good answers. Directors willing to listen, analyze and evaluate, then speak sincerely. Directors, even in disagreement, committed to having an objective conversation in service of Jersey breed improvement, better markets for our products, and Jersey breed growth.

At the 2024 AJCA Annual Meeting on June 22 in Massachusetts, a President will be elected, as well as four

Directors from these districts:

- *First District:* Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont;
- *Third District:* Pennsylvania;
- *Fifth District:* Alabama, Delaware, District of Columbia, Florida, Georgia, Maryland, Mississippi, North Carolina, South Carolina, Virginia; and
- *Ninth District:* Arkansas, Colorado, Louisiana, New Mexico, Oklahoma, Texas

To those eligible, willing and qualified to stand for the 2024 elections, consider answering the call to leadership. Contact the Executive Secretary for a nominating petition today. Nominations for AJCA are due by April 18.



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