



Recording Jersey Genetics through Marketing

Spring sale season is in full swing. Sales are happening all over the country and Jersey genetics are being sold in many types of sales—privately, public auction, online and even traditional other breed sales are adding Jerseys to their lineups.

The importance of transferring certificates of registration to the new buyers is often underestimated. The recording of the individual animals allows information to be collected and the genetic base of the breed to continue to grow.

We live in an age where information is power. And because the registration number is the key to a vast database of genetic and performance information, a registration certificate is power.

One of the greatest marketing tools available to customers is the pedigree information that comes with the certificate of registration. Because they have chosen registered cattle, buyers expect to receive properly recorded registration certificates. They have a right to expect to find them in the mailbox, in a couple of weeks after the sale, with no bill attached.

Sellers have a duty to make sure that happens.

Every week, 52 weeks a year, the AJCA staff is called upon to help buyers get transfers—whether through a sale of a live animal, or having a record of embryo transfer on file at the office.

Often a seller tells the buyer that he (or she) must complete the paperwork and pay for the transfers.

In other cases, nothing at all is said and the first time the buyer hears that transfers are necessary is when he or she contacts the AJCA asking to register the calves out of the cows that were purchased.

Also as the popularity of in-vitro fertilization continues to grow, it is important to remember the value of filling out the embryo transfer forms, to insure calves from those flushes can also be registered by new buyers.



THE JERSEY by Bonnie L. Mohr, commissioned by the American Jersey Cattle Association.
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Every person—member or non-member—who uses the services of the American Jersey Cattle Association has certain responsibilities as spelled out in the Constitution, Bylaws and rules for registration.

When it comes to transfer of ownership, the Bylaws are quite specific. The seller has the responsibility of both recording a transfer of ownership with the Association and paying the transfer fee. Article VI, Record of Change of Ownership, states:

Sec. 1. Every change in ownership of a registered animal shall be promptly recorded with the American Jersey Cattle Association by the seller, in order that progeny of the animal may be registered and subsequent changes in ownership recorded.

Sec. 2. Any change in ownership that will also require a change in the name of the recorded owners on the registration certificate must be reported immediately to the Association on an application, completed in every detail including without the limitation of the generality of the foregoing: (1) new owner's name and address; (2) date of sale; (3) if the animal is female, whether or not she has been serviced and, if serviced, the date or the service and the name and registration number of the service bull, together with the proper fee.

Open Transfers (defined to be applications for transfer which do not include the names of the buyers of the animals) are condemned and declared to be in violation of these Bylaws and subject to disciplinary action of the Board of Directors.

All transfers are to be paid by the seller of an animal.

Let's forget, for just a moment, about those rules. Consider instead the fundamental principle of business success: The satisfaction and confidence of customers.

Transfers are part and parcel of every transaction involving Registered Jerseys.

Help your buyers by transferring the registration certificates—immediately, with no strings attached—and they will come back to you—and Registered Jerseys—again and again.