



Supporting Jersey Youth for 65 Years and Counting

"I want to breed Jerseys that are continually more profitable and efficient. I want to have an environment that workers want to work in, be a role model for other farms to follow in both my dairy and environmental practices, and present it all with a good public image. I want to continue to build on the proof that Jerseys are very profitable. I would like to show not just U.S. dairy producers, but dairymen in other countries that Jerseys can be more profitable for them than other breeds of dairy cattle. I also want to stay involved in the community and our breed organizations and give back as much as I have received from them."

Goal statement of a previous nominee in the National Jersey Youth Achievement Contest

If you have looked online at the National Heifer Sale catalog, you might have seen this statement. It rings true in many ways—the future of the Jersey breed does rest upon the aspirations of today's youth to become tomorrow's owners of a Registered Jersey™ business.

Today, there are more junior members—3,805—of the American Jersey Cattle Association than there are active lifetime members. They have the same registration privileges as lifetime members, but also the incentives of a comprehensive program leading to national recognition for their achievements.

On June 25, 2022, the 65th National Heifer Sale will take place in McMinnville, Ore. Twenty-five lots will be offered to provide funds for the national youth development programs, including:

- The All American Junior Show, which provides the thrill of competition and introductions to lifelong friends;
- The National Jersey Youth Production Contest and the Pot O'Gold program, which create incentives for keeping production and management records;
- National scholarships that help pay for hands-on work experiences and college educations;
- The National Jersey Youth Achievement Contest, recognizing the breadth and depth of accomplishments over time; and
- Jersey Youth Academy, whose mission is to attract, educate and retain talented young people for careers in the Jersey dairy business.

The Jersey juniors are setting the performance standards higher and higher each year, with support and encouragement from their parents and youth leaders and the incentives of the AJCA youth program. Whether in their adult lives these young people own and operate Jersey dairies or pursue careers in related areas, they hold great promise as

tomorrow's leaders of the association, National All-Jersey Inc. and across all areas of the U.S. dairy industry.

Ours is perhaps the oldest breed youth program in the U.S., dating back to 1917 when Jersey calf clubs were set up across the country. Its modern form took shape in the mid-1950s and now gives junior members reduced registration rates, awards for shows and judging competitions, eligibility for the All American Junior Jersey Show plus the Pot O'Gold program, financial support for education and internships, and opportunities for national recognitions extending through the early career Young Jersey Breeder Awards. The program's development focus was expanded most recently through the Jersey Youth Academy, a unique educational experience that motivates high school and college age youth to prepare for and succeed in their adult careers in some aspect of the dairy industry, but specifically working with Jersey cattle and/or Jersey products.

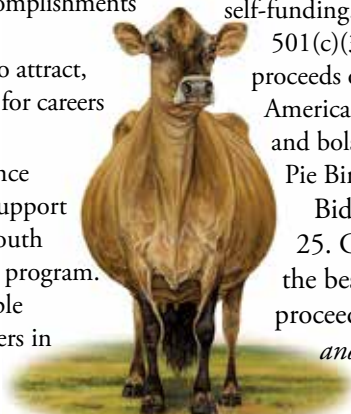
A special treat for this year, four individuals from Class VII of Jersey Youth Academy will be attending the annual meetings as part of the Jersey Youth Academy enhancement program thank you to the generosity of donations to the program.

The success of Jersey youth programs has been built upon many factors—the least of which was financial support.

The original stake of \$11,000 for the national Jersey youth program came from the 1956 (*all donation*) All-American Sale of Jersey Starlets. Since then basic program funding has been secured on an annual basis through the National Heifer Sale.

Tax-exempt permanent funds were established for scholarships starting in 1965, growing in both number and fund value to provide over \$40,000 for educational awards this year. The activities touching hundreds of youth at the All American are possible because of annual contributions from breeders, state organizations and allied industry, along with the Maurice E. Core Jersey Youth Fund, and the Pot O'Gold program is self-funding. Jersey Youth Academy is funded through a 501(c)(3) educational foundation established from proceeds of BW Academy-ET sold at the 2008 All American, the all-donation National Heifer Sale of 2011 and bolstered by continuing contributions and the Cow Pie Bingo fundraiser.

Bid generously at the National Heifer Sale on June 25. Consignors of the animals have dug deep to find the best of the breed and will donate 10% of their proceeds. *"It behooves all of us to lend every support and encouragement to the youth of our business."*



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