



The Best Jersey Weekend of the Year

Many had chills as they listened to All American Junior Jersey Show judge, Brady Core of Kentucky, describe the importance and meaning of the All American weekend to him last year before he named his grand champion.

"I love this show more than anything in the world. The people that come up through the Hall of Fame, the sound of cows walking on that cardboard out there ... You come around the ramp and down the hill in the makeup ring and just feel the silence in the air. There's no place on earth that I'd rather be than right here.

Kentucky is well known for the first Saturday in May or whenever that horse race is. I've never been to it. But the best day in Kentucky is the first Saturday, Sunday and Monday in November. There's no doubt in my mind."

It is no secret in the dairy industry that the first weekend in November is a special time for Jersey breeders of all ages. By late summer, families have begun to make hotel reservations to be in attendance at the greatest Jersey event on earth—The All American Jersey Shows & Sales. From the iconic green shavings in Freedom Hall, to the great Jersey cows that have graced the walkways of the sale ring and the shows, the memories made in Louisville, Ky., are second to none.

The year of 2020 has presented many challenges. In fact until September 24, 2020, no one knew if there would even be an All American Jersey Show on the calendar. But the North American International Livestock Exposition (NAILE) staff saw the opportunity to deliver an event the U.S. dairy industry was missing this year. These men and women have worked long and hard hours to pull off a dairy show for us this year. The group worked closely with the Kentucky Health Department to develop a plan the governor of Kentucky would approve for this national dairy event. We extend a heartfelt thank you to those involved.

The All American Jersey Shows & Sales are more than just a couple of shows

and sales. The event has no peer. No other breed association concentrates as much effort on one promotional event as the American Jersey Cattle Association does on The All American. It is extra special though because of the multitudes of Jersey enthusiasts who have generously donated their time, ideas, energies and yes, money, to ensure the success of this incredible experience.

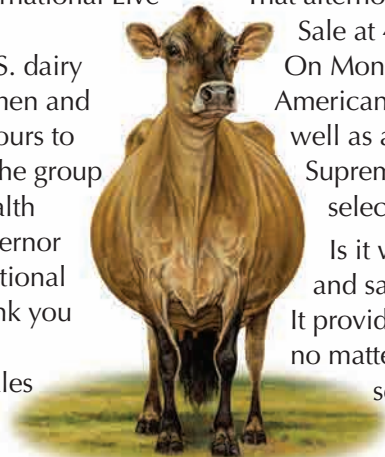
This year the show will have a different look due to the restrictions in effect due to COVID-19. The show is a participant-only event. The USJersey staff and the staff of NAILE will be doing their best to bring you all of the action via livestream through our respective webpages. This year's show perhaps has more importance to the industry than other years, as animals are showcased live in front of a worldwide audience.

Saturday, November 7, is junior day—beginning with the Junior Show at 7:30. Showmanship will kick off the morning's events. Junior Supreme champions will be named at 5:00 p.m. in Freedom Hall. The Pot O'Gold Sale will be held at 6:30 this year in the West Hall of the Exhibition Center.

Sunday will have a slightly different feel as the day will kick off at the Hilton Garden Inn with a youth recognition ceremony and the crowning of the 2020 National Jersey Queen. At 1:30 p.m., the National Jersey Jug Futurity will take place on the green shavings and the next Max Gordon Award recipient will be named. That afternoon will culminate with the All American Sale at 4:30 p.m.

On Monday, the All American and Reserve All American's of the Jersey breed will be named, as well as a new National Grand Champion. The Supreme Champion of the dairy shows will be selected on Tuesday.

Is it worth it? Yes! The investment in the shows and sales has been returned many times over. It provides a venue for people around the globe—no matter their connection to the dairy industry—to see a cross-section of the best Jerseys in the world.



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