

## Overlooked Benefits

For 25 years, the REAP program—registration, Equity, appraisal, performance—has helped Jersey herd owners operate more efficiently and be more profitable.

Often times, staff might be talking to a breeder only to discover one or another of the program's benefits isn't being utilized. Now, in all fairness, everyone is busy and it's probably been some time since you took a look at the long list of services included with REAP.

As a new year is just around the corner, now would be a great time to review what is included in REAP, to make sure you aren't missing out on one or another of its benefits.

### Registration

If registered before reaching six (6) months of age, calves born in REAP herds—female and male—are registered by the AJCA for no additional fees. You just have to send the registration application in, log onto [infoJersey.com](http://infoJersey.com), connect via JerseyLink, use the Excel spreadsheet on [USJersey.com](http://USJersey.com) or another usable electronic format, and that's it.

REAP herds earn discount pricing on JerseyTags, the tamper-evident eartags that meet requirements for permanent registration ID, as well as the nextGen TSU kits from Allflex, for taking tissue samples for BVD-PI testing and genotyping. Speaking of genotyping, REAP herds can order the Jersey uLD genotyping test for \$28, a \$10 savings from the regular price.

Transfer fees are also lower. REAP herds save \$2.00 on a female transfer if filed within 60 days of the sale date. If it's a bull, the transfer is processed at no cost during those 60 days. As well, the more females transferred from your herd, the more you save.

### Equity

This is membership in National All-Jersey Inc., which provides a wealth of specialized milk marketing services. NAJ represents Jersey interests on various issues at the plant, state and national levels and is a respected voice across the industry. Equity delivers current milk and dairy market information through the *Weekly Market Update* and the *Equity Newsletter*. NAJ staff are available for personal assistance according to your needs for business planning or market access.

If you are direct marketing Jersey milk products, your Equity membership gives

you the opportunity to brand your products with either the Queen of Quality® or All-Jersey® labels.

### Appraisal and Performance

REAP includes Total Performance Evaluation-Plus or TPE-Basic, depending upon your preference for DHI records disclosure. Either way, here's what is included.

- Type Traits Appraisal for your cows on a 7- to 10-month schedule.
- Completed lactations are added to the AJCA database for pedigrees, and Quarterly Lactation Summary reports are sent by your choice of mail or electronically.
- PTA reports are produced after each USDA genetic evaluation run. Monthly evaluations are released for genotyped females and genotyped bulls under 24 months of age. These are available online 24/7 at HerdView, a part of infoJersey. View all of your herds information with this management tool as part of REAP.
- Official Performance Pedigrees (OPPs) are automatically issued when calves are registered and cows complete their lactations. You can choose to get OPPs only when calves are registered, or only when cows complete lactations, or not at all. In any of those cases, you receive a credit that you can apply to getting pedigrees on demand from infoJersey.com.

You also get to take advantage of the JerseyMate™ computerized mating service for cows and heifers at no additional charge. You can access it any time day or night at [infoJersey.com](http://infoJersey.com) with a User Name and Password. Or you can contact the AJCA to have JerseyMate™ run for your cows and heifers.

### Jersey Journal

REAP enrollment includes one-year subscription—in your mailbox—to the *Jersey Journal*, the only monthly publication in the world devoted to the Jersey breed. You also qualify for a special discount on *Journal* advertising.

If you're not using REAP to its fullest potential, or at all, give it some thought and give us a call. We'll be happy to explain how our best bundle package of services will help increase your returns from your Registered Jerseys™.



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