



A Spectacular Event Made to Fit 2020

This year has been one big roller coaster ride for all of us and while 2020 is now hindsight, there is no doubt the ride will continue to create new challenges and opportunities for us in 2021.

2020 has been described many ways—unprecedented, chaotic, unpredictable—but yet the year has also provided many opportunities to find more efficient, cost-saving ways to accomplish goals.

Seven months ago it seemed every day we heard another cattle event was cancelled. Many began to question what would be the new normal for the world as we were asked to continue to “shelter at home.” For the dairy producer, life continued as normal in daily routines, but milk markets were turned upside down, cattle prices plummeted, and things were not typical.

As news came that World Dairy Expo and the Pennsylvania All-American were cancelled, questions began to come in asking “What about Louisville?”

The North American International Livestock Exposition (NAILE) staff, began to work on a plan to submit to the governor of Kentucky to allow for the show in November. Over the next several months, that plan was updated and presented to the governor.

Prayers were answered in mid-September, as USJersey staff was informed the All American Jersey Shows and Sales would go on. The event would have a different look, as it would be a non-spectator event (only participants would be allowed access), masks would be worn at all times in the barn and show ring, and COVID-19 barn rules would be enforced to limit the size of gatherings.

Did this damper the event? Not one bit. Breeders were pleased to have an opportunity to showcase their cattle, visit with peers, and grasp a bit of normalcy to an otherwise crazy year.

The USJersey organizations want to send a personal thank you to the following groups that gave their time and support to the 2020 All American events:

- NAILE and its staff for their professional and competent

leadership with making the weekend happen and run smoothly;

- The 109 members of the All American committees who planned and helped make the events reality;
 - The consignors of the 42 lots in the All American Jersey Sale, who continue to provide the largest source of financial support to the All American;
 - The consignors of the 23 heifers in the Pot O’Gold Sale which has grown to be an excellent way for youth to begin a strong foundation for their future;
 - Land O’Lakes Animal Milk Solutions for their continued support of the All American youth activities and the Pot O’Gold Sale;
 - The 108 Jersey youth (and their parents) that exhibited 186 head in the Junior show;
 - The breeders and exhibitors from all parts of North America that exhibited 347 cows and heifers in The All American Jersey Show;
 - The owners of 26 three-year-olds shown in the National Jersey Jug Futurity;
 - Sponsors of class and individual awards for all three shows;
 - The judges for the National Jersey Queen and showmanship contests. Your guidance in working with the outstanding youth is greatly appreciated;
 - Joe Sparrow, Jared Major, Terri Packard, Richard Caverly, Justin Burdette and Pat Lundy—this year’s team of judges—thank you for your professionalism in the ring;
 - And last, but not least to the USJersey staff for your dedication in working with the committees, exhibitors, consignors and youth in planning and staging this great Jersey event.
- Now is the time to grab hold of 2021, throw our hands in the air and make the most of the unpredictable ride we are given.



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