



Reaping the Benefits of Identification

“The dairy industry has experienced considerable volatility in the past couple of years and many herds have made the decision to let registrations go to help balance their bottom line. This REAP Registration Catch Up Incentive will allow current herds and those choosing to join or rejoin REAP to catch up their registrations at a 50% savings.”

Erick Metzger, USJersey Herd Services Manager

Recognizing the difficult times dairy producers are facing, the AJCA Board of Directors voted unanimously to offer an incentive to Jersey breeders to catch up on overdue registrations. The announcement was made February 1 to offer a special incentive to all current, new and herds rejoining the REAP program (one-year enrollment commitment required). The special incentive program will run through August 31, 2021.

Currently REAP is a tiered structure that includes free registration to calves under six-months of age. With the Catch Up Incentive, the cost structure will be:

- Anything under 24 months of age, \$0 (both electronic and keyed by staff)
- Over 24 months and carry a Generation Count of 1, 2 or 3 and submitted electronically, \$2.50
- Over 24 months and Generation Count 4 or higher, submitted electronically, \$5
- Over 24 months and hand-keyed by staff, \$5

Now entering its 26th year, the REAP program—acronym for Registration-Equity-Appraisal-Performance—is the most encompassing program the AJCA offers. The package combines these four platforms into one parcel and gives you, the herd owner, the convenience of paying one annual fee to participate in each.

It is easy to budget as you pay on a per cow basis. In addition, as a REAP herd, you receive reduced rates on many AJCA services such as genomic testing, JerseyTags, JerseyMate (free access), transfers, and advertising in the *Jersey Journal*.

Importance of Information

The AJCA just completed its ninth

year of more than 100,000 registrations—121,724 to be exact—which is more than double since 1991. These numbers demonstrate the confidence Jersey breeders have in the services offered by the association. And, indirectly shows the value placed on investing in permanent identification.

These breeders realize the advantages identification offers, least of which is to their bottom line.

By documenting the ancestry of your herd, you can more accurately manage inbreeding, which helps improve production traits, reproductive performance, calf mortality, and other fitness traits—all things that impact your profit margin. In addition, having this information available when you purchase cattle from other herds gets you more for every dollar you spend.

Registrations are similar to an insurance policy—both life and casualty. Every individual will eventually be sold. The certificates of identification are the premium investment that keeps the cash value of the policy current and insures its full value at maturity. At the time of sale, the premiums paid in the form of registration fees will be returned to you with interest.

No one ever knows when a herd may be lost due to some type of disaster. Registration serves as an insurance policy for your herd. The certificate is a documented form of identification that can help substantiate the value of the animal.

If you are behind on your registrations, we encourage you to take advantage of this special and catch up. REAP is a program you will benefit from in many ways. Not only will your insurance policy be up-to-date, but you can take advantage of the many other added benefits the program offers and increase your bottom line in many ways.

Animal identification is essential if the breed is to keep improving. The AJCA will continue to be innovative in providing a process that assures individual animal identification. Our #1 goal remains helping Jersey breeders increase profitability.

