



Increase Your Profit Potential

We are just 60 days away from the end of the REAP Registration Incentive to catch up. Have you taken advantage of this one time offer to register your overage animals at 50% off? If you haven't you could be missing out on potential profits.

As a REAP herd, you receive the best benefits the American Jersey Cattle Association (AJCA) can offer. It is a bundle of services that help manage and increase profitability to your herd. Perhaps the most important of those services is the identification of your animals.

Investing in permanent identification, by registering your animals, increases your profit making opportunities. Consider the following:

- Continued herd improvement is dependant upon accurate knowledge of the ancestry of each animals. This is the basis for making intelligent matings that will improve the profit potential of your herd. Registration provides this information in an accurate and permanent form.
- Missed marketing opportunities by not having your animals registered. Most buyers want Registered Jerseys due to the vital and authentic information contained on the registration certificate such as date of birth, permanent identification, ancestry, and breeding information if the animal is bred at the time of sale.
- Full use of the breed's unbiased JerseyMate program to insure the highest profitability matings for your herd based on pedigree history in the Jersey database.

In current times, maximizing your profits is more important than ever before. Having a registered herd and utilizing AJCA programs, such as REAP, will help insure that your bottom line stays to the positive.

Currently REAP is a tiered structure that includes free registration to calves under six-months of age. Now is the time to catch up at the lowest cost in years:

- 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

Herds of any size can benefit from being a REAP herd and taking advantage of this cost savings. Whether you have one cow, or 5,000, the management tools you receive once you enroll on REAP continue to give for generations to come.

Need Help To Register Your Herd?

The AJCA does its best to make the registration process as convenient as possible, provide assistance if needed and keep registrations economical. Five convenient methods are available to help you identify your animals:

1. Online registration through infoJersey.com
2. Time Savers;
3. Automatic registration (*received from your DRPC*)
4. Conventional single or multiple applications; or
5. Jerseylink (*direct download from your office computer*)

We have said it before, registrations are similar to an insurance policy, both life and casualty. Every herd will eventually be sold. Registrations are the premium investments that keep the cash value of the policy current and insures its full value at maturity. It is a great investment in the future value of your herd.

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

Contact your AJCA-NAJ Area Representative or the Herd Services department today to begin increasing your profit potential with identified Jersey cattle.

