

Registration • Equity • Appraisal • Performance

REAP

For 25 years, REAP has helped Jersey herd owners operate more efficiently—and be more profitable. Just ask any of the 900-plus herd owners who are enrolled in REAP.

Registration included for Jerseys under six months old.

Special catch-up registration fees apply for first-year REAP herds:

- \$0 using electronic file or infoJersey.com, animals up to 24 months of age.

Herd Register and Generation Count 4 through 6 status:

- \$10 using electronic file or infoJersey.com, animals over 24 months.
- \$15 when using paper application, animals 6 months and older.

Herdbook Entry ID (Generation Count status 1 through 3):

- \$5 for electronic registration of living animals over 24 months old.

JerseyTags, discount pricing on high performance, tamper-evident tags that meet requirements for permanent registration ID, including Allflex nextGen tissue sampling unit (TSU) for genotyping and BVD diagnostics.

Jersey LD and HD Genotyping, discount pricing for genotyping with PTAs for production, fitness and type genomic tests, plus add-ons. Order and access evaluations at the infoJersey Genomic Testing Center.

Ownership transfers ... special benefits for REAP herd owners when transfers are filed within 60 days of sale date:

- \$2 discount for the first 20 females transferred during the year;
- *The savings accumulate during the year.* 21st to 60th transfer, \$10.00 each (additional \$2.00 discount); 61st to 100th transfer, \$8.00 each; 101st to 200th transfer, \$6.00 each; 201st to 600th transfer, \$4.00 each; and for transfers after 601st, \$2.00 each.
- No charge for male transfers filed within 60 days of sale date.

Type Appraisal

- Linear evaluation on your farm every 7 to 10 months.

Performance Records from TPE-Basic or TPE-Plus

- Completed lactation records added weekly for up-to-date Official Performance Pedigrees.
- PTA reports, plus the Jersey Genetic Summary (aka "Green Book").
- 24/7 online access with HerdView.

JerseyMate™ computerized mating service for cows and heifers, featuring the BullsEye selector tool, at no additional charge. Choose the bulls you want and run JerseyMate™ as often as you like, any time at **infoJersey.com**. Or, call Herd Services to have JerseyMate™ run for you.

National All-Jersey Inc. membership gives you continuous market information with a Jersey point-of-view, plus

- Representation on state and national milk marketing issues.
- Personal assistance with your milk marketing needs, including direct marketing with the All-Jersey® or Queen of Quality® premium brand programs

Subscription to Jersey Journal, the only magazine in the world that covers the Jersey breed each and every month of the year; plus a \$100 Advertising Advantage credit to use during the year.



Build a better business. REAP makes it easy.

REAP delivers the animal ID, performance and type information and genetic evaluations you want and need to increase your profits from Registered Jerseys™.

- Maximize lifetime profitability by using JerseyMate™ with its critical inbreeding management feature.
- Increase profitable production of protein and fat by using REAP reports on animal and herd performance in your decision-making process.
- Extend your cows' productive life and breed a more uniform herd using information from the linear type traits appraisal program.
- Add the power of genomics to your genetic program. Manage your heifer program, make better matings and take advantage of the demand for genomic-tested Jerseys.
- Add revenue by selling excess replacements as Registered Jerseys™ with permanent ID and Official Performance Pedigrees from the American Jersey Cattle Association.
- Complete the sale with discounted transfers, and generate repeat business from satisfied buyers.

What It Costs (fees effective January 1, 2016)

Annual Herd Fee (Note: at least one person associated with the herd must be a Lifetime or Junior Member).....\$100.00

plus Equity, \$3.75/cow or \$0.02/cwt. milk check assignment

plus per cow, registered and grade:

For 1 to 100 cows.....	\$13.00
For the 101 st to 300 th cow.....	10.50
For the 301 st to 500 th cow.....	8.25
For the 501 st to 1,000 th cow.....	6.00
For the 1,001 st to 3,000 th cow.....	5.25
For the 3001 st cow and over, add per cow.....	4.75

Pay monthly, quarterly or save 5% by paying yearly. Compare REAP—with all its services—to what you would have to pay for them individually.

Call Herd Services or your Area Representative today!

USJersey

American Jersey Cattle Association

6486 East Main Street
Reynoldsburg Ohio USA 43068-2362

(614) 861-3636 phone

(614) 861-8040 fax

records@USJersey.com Herd Services

REAP POS 419 Photo Agri-Graphics

