



National All-Jersey Inc.
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An organization working on behalf of dairy producers, the milk industry, and consumers of dairy products

National All-Jersey Inc. (NAJ) was formed in 1957 by the American Jersey Cattle Association to promote equity in milk pricing. The nutrition, and therefore the value, of milk resides in its components, butterfat, protein and other solids (lactose and minerals). Equitable milk pricing seeks to compensate producers for milk components in accordance with their use and value in consumer products. Without consumer demand for and purchases of dairy products, there is no need for a dairy industry.

For over fifty years, NAJ has advocated for not just Jersey producers, but all producers with above-average component milk. A national organization, today NAJ has over 1,000 members that support equity in milk pricing and dairy policy. While a majority of these members are Jersey producers, approximately 25% of NAJ members own other breeds of dairy cows instead of or in addition to Jerseys.

NAJ carries out its mission through:

- Market development
- Milk price regulation
- Policy issues
- Research
- Industry relations
- Information and education

The NAJ board of directors consists of 11 producers from across the U.S. Their dairy operations are as small as 40 cows and as large as 6,000 cows. From the processing perspective, two NAJ board members are producer-handlers, and one has ownership interest in a large, proprietary cheese company. NAJ also owns three trademarks for use on 100% Jersey milk products to help our farmstead processing members further differentiate their products.

NAJ members serve on the co-op boards of many of the largest co-ops in the U.S. In addition, NAJ is a long-time associate member of both the National Milk Producers Federation and the International Dairy Foods Association.

For more information about NAJ, contact Erick Metzger, General Manager, at emetzger@usjersey.com.