

## AND THOSE WHO WILL CONTINUE ITS WORK

Few organizations survive for half a century, still fewer for a century. It is a rarity for one to continue, and thrive, at over 130 years of age. It requires explanation. While “the Club” may have been created by and for the “gentleman breeder” who found recreation in breeding Jerseys, its functions evolved largely to serve the “farmer-breeder using the Jersey cow as a means of livelihood.”

Consider what has happened since the pioneers in the United States gave the Jersey cow an identity as a “breed” and set in motion programs to market Registered Jerseys to America’s farmers and branded Jersey milk to America’s consumers.

They created an organization, “never dreaming of the immense structure it was destined to be,” whose staff was instructed to carry out its aims to “improve and promote the breed of Jersey cattle.”

That association was built upon the bedrock of animal identification and the recording of parentage, as the basis for selecting superior stock. To this was added the evaluation of conformation. The “type program” was always aimed at evaluating physical characteristics and their relationship with productivity, in an effort to identify and select for traits that would provide for higher yield with increased longevity.

Official plans for production testing soon followed, representing the earliest of the Jersey association’s subsequent collaborations with other organizations. To the rules created by the new dairy testing associations, the AJCC added more stringent rules to qualify records as “official.” Thus was created an added degree of confidence in record accuracy, plus a recognition program that add value to the cows themselves.

Once these three functions were in place, and with its database growing, in 1939 the Board of Directors entered the “pedigree business.” Only the AJCC could produce the Official Perfor-

mance Pedigree and provide assurance to interested parties that the ancestry and performance documented was accurate and reliable. Some 70 years after it had been first envisioned, the pedigree began to have widespread impact. It provided the proof—compiled in one easy-to-use and understandable document—of the superiority of Registered Jerseys. It helped convince hundreds of small farmers to discard their non-descript, unpedigreed scrub bulls and either purchase or cooperate with their neighbors in using Registered Jersey sires. Within the breed, however, the performance pedigree helped to widen the spread in the valuation of purebred Jersey stock. No longer were all Registered Jerseys alike.

The marketing of Jersey milk, beginning decades before incorporation of National

All-Jersey (1957), was a complex effort deemed wholly necessary by the Board of Directors. It required the association to establish first the superior qualities of Jersey milk and then to create premium markets for the milk. The burgeoning demand for branded Jersey milk created a new function: to help supply milk to those markets. Perhaps more than the desire of Jersey breeders themselves for assistance in improving their herds, it was the association’s milk marketing efforts that resulted in the institutionalization of field service. Until there was organizational commitment to milk market development, it was nigh unto impossible for regionalized field service to be sustained by the AJCC.

Promotional efforts were begun early and mounted continuously during the first 75 years of the organization’s existence—through all manners of brochures and pamphlets, advertising and film, exhibitions and fairs, and eventually leading toward the creation of a wholly owned publication, *Jersey Journal*.

The pioneers and early leaders, however, would never have anticipated other functions which emerged and became vital to the association after World War II, and which have been equally important to advancing the original aims.

Little could they have imagined the electronic processing of information and how changes in human technology would change the way identification, production and type information would be collected and stored and processed. Perhaps more importantly, those technologies would eventually change the evaluation of the cattle themselves. The systems of collecting information on production and conformation changed to some degree because of com-



Created in 1967, the AJCC Research Foundation provided early support for studies that were vital to the development of genetic evaluations for production and type, programs for the control of genetic abnormalities, and for improving market opportunities for Jersey milk. The Foundation has sponsored a competitive grants program since 1987, with more than \$400,000 distributed to fund over 100 projects. The Foundation’s current endowment is approximately \$1 million, with the AJCA Board of Directors adopting a goal of doubling the endowment at its June, 1999 meeting. Other research has been funded through National All-Jersey Inc. and Project Equity, including the development of product yield pricing. The earliest of these studies were conducted by Dr. C. A. Ernstom of Utah State University (center), pictured in 1984 during his recognition with the Distinguished Service Award by then-AJCC President W. Charles McGinnis (left) and NAJ President Richard Clauss (right).

puterization, providing for more and better information that could be used to sort out environmental effects and obtain estimates of the genetic merit of the animals. The new tools of Predicted Difference and Cow Index provided the basis for selecting superior seedstock and increasing their use through artificial insemination, leading to rapid gains in productivity and a resurgent commercial viability for the Jersey cow in the U.S. dairy industry.

And there is no evidence that they imagined engaging in support of direct marketing of Jersey cattle. But the seeds of the Jersey Marketing Service have long been in evidence. They are found in the very first efforts of the milk programs, which created new markets for Jersey cattle through opening up more valuable markets for Jersey milk.

From two aims—to improve and promote—the Jersey organizations have created functions which have consistently added profit to the business of milking Jersey cattle. But more importantly, the programs and services which pursue these different functions have been adapted again and again to serve changing circumstances, while also being strategically expanded to increase the relevance of the Jersey organizations to dairy producers.

### And The Most Important Decisions?

Centennials and millenniums are times when people become preoccupied by such questions. And the answers always depend, upon the time and place in which the question is raised and, of course, who is being asked.

As the Centennial year of the Jersey association neared, *The Livestock Bulletin* conducted a global survey for of the structure, functions and future prospects of livestock recording societies. Each organization was asked to list the six most

## TAKING THE HELM OVER THE PAST 130 YEARS

"Industrialists, farmers, educators, financiers, are represented in this illustrious listing," editor Guy M. Crews wrote of the Presidents in *History of The American Jersey Cattle Club, 1868-1968*. A total of 37 individuals have served in this office:

Samuel J. Sharpless, Pennsylvania (1869-1874); Thomas J. Hand, Maryland (1874-1875); J. Milton Mackie, Massachusetts (1876-1879); Richard Goodman, Massachusetts (1879-1881); John D. Wing, New York (1881-1883); John I. Holly, New Jersey (1883-1885); Frederic Bronson, New York and Connecticut (1885-1891); George W. Farlee, New Jersey (1891-1892); Rufus A. Sibley, Massachusetts (1892-1894); Elmer A. Darling, Vermont (1894-1915); M. D. Munn, Minnesota (1915-1926); A. Victor Barnes, Connecticut (1926-1928); Samuel F. Crabbe, Minnesota (1928-1931); George Wing Sisson, Jr., New York (1931-1934); Jack Shelton, Texas (1934-1937); Perry B. Gaines, Kentucky (1937-1940); Ira G. Payne, New York (1940-1943); Junius G. Adams, North Carolina (1943-1946); Herman F. Heep, Texas (1946-1948); Elbert S. Brigham, Vermont (1948-1951); Frank B. Astroth, Minnesota (1951-1954); D. T. Simons, Texas (1954-1955); Charles S. Kelly, Wisconsin (1955-1959); E. Lea Marsh, Jr., Connecticut (1959-1961); Clyde L. Rougeou, Louisiana (1961-1964); Stanley N. Chittenden, New York (1964-1967; 1978-1980); C. Scott Mayfield, Tennessee (1967-1969); G. Joe Lyon, Iowa (1969-1972); Donald D. Davis, Texas (1972-1975); Amzi Rankin, Jr., Alabama (1975-1978); W. Charles McGinnis, South Carolina (1980-1984); C. L. Collins, Jr., Alabama (1984-1986); David W. Spahr, Ohio (1986-1989); Harold B. Wright, Vermont (1989-1992); Ray R. Schooley, Missouri (1992-1994); Richard Clauss, California (1994-1997); and Paul C. Chittenden, New York (1997-present).

There have been 10 Presidents of National All-Jersey Inc., organized in 1957: Perry T. Keese, Texas (1957-1959); H. I. Sawyer, California (1959-1961); Charles S. Kelly (1961-1962); Wyatt A. Williams, Virginia (1962-1967); Amzi Rankin, Jr., Alabama (1967-1971); Charles A. Hunter, North Carolina (1971-1976); G. Joe Lyon, Iowa (1976-1984); Richard Clauss (1984-1994); Ted W. Luther, North Carolina (1994-1997); and William G. Mason, Idaho (1997-present).

Since 1868, a Secretary has acted as the chief administrative officer. The first two Secretaries were members of the Executive Committee, which was elected from the Club's membership. The Executive Committee was replaced by a Board of Directors in 1883, and the Board was authorized to employ a Secretary who did not have to be a member of the Board. The title of "Secretary" was changed to that of "Executive Secretary" during the term of Lewis Morley. The Secretaries have been: George E. Waring, Jr. (1869-1882); Thomas J. Hand (1882-1887); F. W. Wicks (1887-1892); J. J. Hemingway (1892-1909); R. M. Gow (1910-1926); Lewis W. Morley (1926-1943); J. C. Nisbet (1943-1947); Herman F. Heep (1947); Floyd Johnston (1947-1956); J. F. Cavanaugh (1956-1985); Maurice E. Core (1985-1993); and Calvin Covington (1993-present).

Cavanaugh, Core and Covington have concurrently held the title of Executive Secretary of National All-Jersey Inc.

important decisions made since 1940.

The Jersey answer was compiled by staff from responses of sitting and former members of both Board of Directors, from presidents and secretaries of the state Jersey organizations, and from a group of allied industry personnel, representing university, A.I. and the dairy press.

Their list of important decisions—and ranking—is familiar to present-day Jersey owners as a list of the linchpins of today's optimistic state-of-affairs for Jersey dairying in this country.

The single most important decision, according to 93.9% of those responding, was the creation of National All-Jersey Inc.

Over the past 30 years, NAI's work has broadened to affect national dairy policy, through its promotion of multiple component pricing in the Federal Order marketing system.

Ranked second and third were decisions affecting the image of the organization and the cow. One was the relocation of the headquarters offices from New York City to Columbus, Ohio, a key move in making the Jersey association more accessible and responsive to dairy business owners.

Ranked third was the effort to reconstruct a "Jersey image by emphasizing increased milk production, commercially profitable Jerseys, dehorning, and emphasizing 'utility' in type classification and in the showing as contrasted to attention to 'fancy' points." This historical series has highlighted the different decisions that were a part of this larger purpose undertaken in the early 1950s.

Nothing which has been done in the name of the American Jersey Cattle Association since 1868 has been a disembodied action. Each and every decision has been made by people, people of different aspirations but all joined

in "improving and promoting the breed."

Histories serve different purposes. Of those pertaining to the U.S. Jersey organizations, perhaps Guy M. Crews stated their functions best. History, he wrote in the 1968 foreword to the Centennial volume, *serves as a centennial reminder to its living members of the constructive efforts that have been expended to improve the Jersey cow in America. It is meant to be a respectful tribute to the leaders . . . and their high purpose and dedication to the welfare of Jersey breeders in America . . . (and) serve in some measure to inspire the leaders that will be needed to guide the Club in the next 100 years.*