

## NEWS FOR IMMEDIATE RELEASE

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### **USJERSEY ORGANIZATIONS ANNUAL MEETINGS CANCELLED FOR 2020. WILL MOVE TO A VIRTUAL MEETING FOR THE MEMBERSHIP**

*Reynoldsburg, Ohio, April 13, 2020* - The American Jersey Cattle Association (AJCA) board of directors voted Friday, with support from the board of National All-Jersey Inc. (NAJ), to cancel the 2020 AJCA-NAJ Annual Meetings to be held in Portland, Ore., June 24-27.

Amidst the Covid-19 pandemic, the boards and staff of the USJersey organizations felt at this point in time, it is in the best interest of all parties to cancel a face-to-face meeting and move to a virtual business meeting for the membership this summer.

“This unprecedented decision is imperative to protect the health and safety of our staff, board members, and breeders as well as the financial stability of the USJersey organizations,” said Neal Smith, Executive Secretary of the American Jersey Cattle Association and National All-Jersey Inc.

The two boards and AJCA staff will begin planning virtual business meetings to be held in late June. Elections of directors and a President of the AJCA will still be conducted as planned, including the use of electronic voting for the first time in the election process.

The board voted unanimously to accept the Oregon Jersey Cattle Association’s invitation to host the 2022 meetings.

### **National Heifer Sale Will Go On**

The National Heifer Sale, an annual event held in conjunction with the AJCA-NAJ Annual Meetings, will continue. The venue will be changed to a virtual sale with all lots selling live through videos on [JerseyAuctionLive.com](http://JerseyAuctionLive.com) in conjunction with the virtual meetings of the USJersey organizations.

For six decades, the National Heifer Sale has been the single largest contributor to the national youth development activities sponsored by the American Jersey Cattle Association. Since the sale’s inception in 1958, it has been standard for each consignor to donate 10% of each animal’s selling price to the funds. Through last year’s sale more than \$36,000 was added to the National Jersey Youth Development Fund.

The American Jersey Cattle Association, organized in 1868, compiles and maintains animal identification and performance data on Jersey cattle and provides services that support genetic improvement and greater profitability. Since 1957, National All-Jersey Inc. has provided services that increase the value of and demand for Jersey milk and milk products and Registered Jersey™ cattle and genetics. For more information on USJersey services designed to enhance commercial profitability, contact visit [USJersey.com](http://USJersey.com), or connect at [Facebook.com/USJersey](https://Facebook.com/USJersey).

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