

NEWS FOR IMMEDIATE RELEASE

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JASON ROBINSON ASSUMES FULL-TIME ROLE AS SOUTHEAST/DEEP SOUTH AREA REPRESENTATIVE FOR USJERSEY ORGANIZATIONS

Reynoldsburg, Ohio, July 9, 2020— Neal Smith, Executive Secretary and CEO of National All-Jersey Inc., recently announced changes in the Southeast and Deep South area representative territory.

Effective July 1, 2020, Jason Robinson assumed the Southeast territory vacated by Erica Davis. In this full-time position Robinson will provide on-farm service in Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, east Texas, and Virginia.

Robinson has worked for the American Jersey Cattle Association and National All-Jersey Inc., since December 2011 in strong roles with Jersey Marketing Service and most recently as an area representative in the Deep South.

Prior to beginning his career with the USJersey organization, Robinson had more than 20 years experience in livestock marketing. He established Orion Cattle Services as a professional service provider to purebred cattle marketers in 1998, and steadily grew the business to work from 30 to 35 tie-up and commercial sales annually. Clients of the company included: Guernsey Breeders Association; Modern Associates, St. Paris, Ohio; Brown Swiss Sale Service LLC, Lake Mills, Wis.; and since 2005, Jersey Marketing Service.

Jason has served as a 4-H leader and as secretary-treasurer for the livestock and sale committees in Fayette County, Ohio, and a director of the Ohio Milking Shorthorn Society. He bred and owned the unanimous 2010 All American Junior 3-Year-Old, Blue Spruce HTA Melody Mya. She was Reserve Intermediate Champion of the 2010 International Milking Shorthorn Show at World Dairy Expo.

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 through increasing the value of and demand for Registered Jersey™ cattle and genetics. National All-Jersey, formed in 1957, works to increase the value of and demand for Jersey milk and to promote equity in milk pricing. For more information about services offered by AJCA and NAJ, visit USJersey.com or connect on Facebook at USJersey.

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