

NEWS FOR IMMEDIATE RELEASE

American Jersey Cattle Association

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USJERSEY REGISTRATION FEES TO INCREASE OCTOBER 1, 2024

Reynoldsburg, Ohio, August 9, 2024—Effective October 1, 2024, registration fees for the American Jersey Cattle Association (AJCA) will increase for the first time in 25 years.

“We are changing the pricing strategy as the board of directors is concerned with data flow and herds discontinuing performance programs throughout the industry,” said Executive Secretary Neal Smith. “Our strategy has always focused on incentives for our premier performance program – REAP – which promotes performance information and data sharing with producers and the industry.”

The association's flagship program – REAP - is a comprehensive service package that includes registration, Equity milk marketing support, functional type appraisal, and performance testing. The program has value-added components built into its bundle, including the use of JerseyMate and HerdView, reduced rates on genomic tests, JerseyTags and transfer rates. At the end of 2023, over 151,000 cows and 988 herds were enrolled in REAP. Fees for REAP herds will not change – males and females under six months of age will still be registered at no cost.

Fees for female registrations will increase by increments between \$5 and \$8 for members and \$28 to \$50 for non-members of the association.

Fees effective October 1 are as follows:

Non-internet fees for members:

Females under 6 months of age:	
First 50 applications:	\$19
51 or more applications:	\$17
Females 6-12 months:	\$24
Females 12-24 months:	\$32
Females over 24 months:	\$40

Fees for applications submitted electronically by members:

Females under 6 months of age:	
First 50 applications:	\$17
51-200 applications:	\$15
More than 200 applications:	\$12
Females 6-12 months:	\$22

Females 12-24 months:	\$30
Females over 24 months:	\$38

Fees for non-members (non-internet):

Females under 6 months of age:	\$30
Females 6-12 months:	\$35
Females 12-24 months:	\$40
Females over 24 months:	\$50

Fees for applications submitted electronically by non-members:

Females under 6 months of age:	\$28
Females 6-12 months:	\$33
Females 12-24 months:	\$38
Females over 24 months:	\$48

Registration fees for males will increase to \$100 for all non-REAP herds. If a REAP herd registers a bull before he is six months old, the cost will remain \$0. A Registered Jersey bull has a greater value because of siring numerous progeny and through the data collected from his daughters and sons to improve the breed.

Registration is a critical element of the dairy industry's continued progress. It creates a permanent database of a Jersey animal's identity and ancestry. The AJCA plays a key role in record-keeping and data flow between dairy entities and the producer to provide the most accurate and unbiased information to continue improving the Jersey breed.

For more information on the herd fee increase, contact the Herd Services department at 614.861.3636 or herdservices@usjersey.com. For more information on USJersey services designed to enhance commercial profitability, contact the American Jersey Cattle Association by writing 6486 E. Main Street, Reynoldsburg, Ohio 43068-2362, visit USJersey.com, or connect at [Facebook.com/USJersey](https://www.facebook.com/USJersey).

The American Jersey Cattle Association, organized in 1868, compiles and maintains animal identification and performance data for 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. For more information on the association's complete line of services for dairy business owners, visit the website at www.USJersey.com or connect at [facebook.com/USJersey](https://www.facebook.com/USJersey).

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