

The Progression of National All-Jersey Inc.

Address of
James Ahlem, President
to the 48TH Annual Meeting of
National All-Jersey Inc., June 24, 2005,
Pittsburgh, Pa.

It's wonderful to be in Pennsylvania and report that National All-Jersey Inc. (NAJ) has had another successful year. It is even more gratifying to be successful in a year that has a lot of transition of staff that has taken on more and new responsibilities and has performed at a very high level. I want to congratulate our management team and all staff for a record-setting year. Erick Metzger has done a fantastic job leading NAJ this year. He has had a huge learning curve in the milk marketing and dairy policy arena, which he is grasping very quickly.

Neal Smith included in our Board folders a time line history of the Jersey breed in America and the U.S. Jersey organizations starting back in 1851. Although I don't quite go that far back, it made me realize how fast time passes. It shows the vision that Jersey breeders have had for many years.

When I look at NAJ, it is hard for me to believe I was only five years old when it was organized to promote the unique milk that the Jersey cow produces. JMS was formed in 1970 to help our members market these unique animals. The year 1976 brought the launching of Project Equity to advocate component-based milk pricing and higher minimum standards, which I believe was the start of the revival of the Jersey breed. In 1984, Jersey producers received an estimated additional income of \$16 million due to Equity marketing development. It would be interesting to total up dollars generated by Equity since its inception. Those numbers would be absolutely staggering!

And still, we ask how important is NAJ? I believe if we ever stop asking that question, we are doomed. If we think we

are not important, just look at those dollars and remember where they came from. If we think the dairy industry can't live without us, we will be wrong again. I do know that NAJ and AJCA could not survive and prosper without each other and that is what makes us such a strong organization. This is the vision that the leaders of Jersey had over 50 years ago. Some of those leaders are still around and I can only imagine the pride they must feel as they look at the Jersey cow today.

We're not trying to pat ourselves on the back for carrying out that vision, but trying to create a vision that will take us through the next 50 years. Are we laying solid ground work for the future? That is a tremendous challenge to accept and I know



The 2005-2006 Board of Directors of National All-Jersey Inc. Front row, from left: James Ahlem, President; David Endres, Vice President; Erick Metzger, General Manager; Second row, from left: Neal Smith, Executive Secretary and Chief Executive Officer; Mike Fremstad; Dale Kauffman; Calvin Graber; Norman Martin; Kelvin Moss; Donald S. Sherman, AJCA President; and David Chamberlain, Finance Chair. *Not pictured: Pat Rankin.*

this organization will respond to that challenge. I am confident in this not only because we have strong boards, but because we also have a dedicated staff that play an important part, not only in formulating the vision, but in carrying it out on a day-by-day basis.

How do we continue to grow and prosper?

The bulk of NAJ staff time is spent watching our milk pricing systems throughout the country, to make sure we keep the advantages of multiple component pricing while also trying to

develop relationships with processors who can benefit from using high quality Jersey milk. We have done a good job of educating many dairymen of the value of Jerseys, evidenced by breed conversions and the crossbreeding that is now happening across the country.

Jersey sales continue to boom and Jersey Marketing Service adds value to our organizations with its reputation of finding high quality animals for our customers. This is extremely important because there are many people willing to sell you low quality at high prices, which can sour a new convert which, in turn, is bad for our breed.

We need to actively support and promote the Jersey Expansion Program which is critical to our future growth since our current population cannot support the current demand. I think the old adage about televisions and Jerseys still holds true. Once you have color, you will never go back to black and white.

I think the next real opportunity for Jerseys will come from environmental concerns. We have a smaller cow that produces less waste, creates less dust, is easier on facilities, consumes less water and feed, and on and on. We need to commit research dollars to quantify some of the things just mentioned. We really have just begun to scratch the surface of some of these issues and the potential impact for the

Jersey cow is huge.

In closing, I would like to thank Neal Smith and Erick Metzger for their leadership and especially all of the Jersey staff who, through their efforts, makes us look so good. Most importantly, I want to thank all of you for your support of National All-Jersey. We ask that any time you visit with current or prospective Jersey breeders, remind and encourage them to invest in Jersey programs. Word of mouth is one of the most effective marketing tools there is. So spread the word and keep the vision alive about the most profitable dairy animals in the world: U.S. Jerseys!

NAJ President Address

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Welcome to Columbus. I am enjoying my last annual meeting as President of National All-Jersey Inc. Our Ohio hosts are giving us the opportunity to enjoy the city, our national headquarters, and many great Jersey herds. I am enjoying the opportunity to learn more about Columbus and the great state of Ohio. It has been a great convention so far and there is a lot of good stuff still left on the agenda!