

## Iowa Club Meets

The regular meeting of the Iowa Jersey Cattle Club was held on March 19, 2016, at the Country Junction restaurant in Dyersville. Members enjoyed lunch with their peers and also heard from several industry guests at the business meeting.

Mitch Schulte, industry relations program manager for the Midwest Dairy Association (MDA) and associate director for the Iowa State Dairy Association (ISDA), spoke briefly about the Fuel Up to Play 60 program and success the organization has found promoting dairy through new advertising avenues and innovative products. MDA has been meeting with county and breed organizations in smaller groups and sponsoring princesses at larger banquet settings. Schulte mentioned that ISDA is working with dieticians to initiate conversations about dairy.

AJCA-NAJ Area Representative Shawn Styer talked about activities of the national Jersey organizations. For the fourth consecutive year, the AJCA registered more than 100,000 animals, with a record 122,701 registrations at year-end 2015. All-time records were also established for cows (164,118) and herds (986) enrolled on REAP, the flagship herd improvement program, cows appraised (119,545) and contributions to Equity (\$873,195). The breed established new records for all levels of standardized production (19,927 lbs. milk, 960 lbs. fat, 727 lbs. protein, 2,472 lbs. cheese yield) and set a new milestone for annual sale average (\$2,691.44) during 2015 as well.

Domestic sales of Jersey semen rose to 12.8% in 2015 and the percentage of Jerseys in the national dairy herd climbed to an estimated 7.3%. In a recent report from the Council on Dairy Cattle Breeding, per-cow Jersey milk yield increased 3.3% over the previous year while fat yield was up 29 lbs. and protein yield improved by 23 lbs. Gains posted by Holsteins were 1.5%, 12 and 12, respectively.

Two juniors were recognized for placing in the 2016 Hawkeye Pot O'Gold Production Contest. Alaina Johnson of LaCrescent, Minn., won the contest with Lyleschlomer Hancock Justine. The Very Good-85% daughter of O.F. Impuls Hancock, GJPI +161, produced a first lactation with 1,303 lbs. combined fat and protein. Actual production for the 2-4 record is 16,040 lbs. milk, 772 lbs. fat and 531 lbs. protein in 293 days. "Justine" was consigned to the 2013 Hawkeye Pot O'Gold Sale by Covington Jerseys and Hannah and Titus Covington of Leon. Alaina earned a check for \$150 for winning the contest.

The other junior to receive a check for placing was Greyden Henry of Leon.

Members heard reports from several committees and discussed club finances, approving an increase in the stipend for first-time travel for youth and chaperone to The All American to \$100 and \$200, respectively. They also agreed to sponsor prizes for Jersey showmanship winners at the Iowa State Fair.

Jersey breeders were encouraged to attend the Prairieland Production Sale on May 14 in West Union, Iowa. The sale will be broadcast live on JerseyAuctionLive.com. The club will again operate a food stand, which includes donated desserts.

The Iowa State Fair open show will be held on August 12 at the fairgrounds in Des Moines. The judge is Jeff Stevens of Troy, Ont. The junior show will be held the following day and officiated by Joe Sparrow of Frankfort, Ky. The new parlor will be operational.

The junior show at the National Cattle Congress will again award \$2,000 to the Grand Champion, \$1,000 to Reserve Grand Champion and \$500 to Honorable Mention. Money will be held in a trust until the youth reaches college age.

Officers were re-elected as follows: Jeff Holtz, Maquoketa, president; Harvey Metzger, Larchwood, vice president; and Jennifer Zumbach, Coggon, secretary-treasurer. Two, new officer-at-large positions will be elected at the summer picnic.