

Wisconsin Makes Final Plans for Annual Meetings

Finishing touches for the annual meetings of the American Jersey Cattle Association (AJCA) and National All-Jersey (NAJ) Inc. were on the minds of Wisconsin Jersey breeders as they gathered for the annual meeting of their state Jersey association on March 5, 2011, in Black River Falls.

For the fourth time in 34 years, Jersey breeders from America's Dairyland will host the annual meetings of the national Jersey organizations. This summer, they will be held in the Wisconsin Dells on June 22-25. The event will include the all-donation National Heifer Sale, which will help to fund Jersey Youth Academy.

Mike Fremstad, Westby, one of the meeting's chairs, encouraged everyone to get involved by lending a hand with last-minute details, securing sponsors for financial support and attending the meetings.

In anticipation of the event, members heard from a number of AJCA and NAJ representatives, including the executive secretary of the organizations, Neal Smith, who reported 2010 was another banner year for participation in key programs. A record 132,246 cows and 1,059 herds were enrolled on AJCA performance programs during 2010, including 127,545 cows and 888 herds on REAP. Registrations exceeded 90,000 for the third consecutive year. Seventy-nine percent of animals are registered before they reach six months-of-age; 45% are permanently identified using double-matching approved ear tags. Smith highlighted goals for the AJCA and NAJ for 2015, which include 120,000 registrations, 170,000 cows enrolled on performance programs and 45,000 genotyped animals.

AJCA Director Chris Sorenson, Pine River, Wis., echoed Smith's sentiments about Jersey performance in 2010. Productive life for the Jersey cow continues to be a selling point for the breed at 1,026 days—183 more than the average of all other breeds. The goal for



The Wisconsin Distinguished Service Award was presented to Dean Peterson, pictured here with his wife, Pat.



Outgoing Wisconsin Jersey Queen Cassy Krull, right, congratulates her successor, Abby Tauchen, on being crowned the state Jersey queen for 2011.

2015 is to have the Jersey breed represent 12.5% of the national dairy herd.

Jersey breeders also heard from the presidents of both organizations and the two candidates for AJCA president, Robert Bignami of Orland, Calif., and Richard Doran Jr. of Newberry, S.C.

The current AJCA president, David Chamberlain, Wyoming, N.Y., spoke about the Foundation for the Future policy from National Milk Producers Federation. The policy proposes to reform Federal Milk Marketing Orders by reducing the current four-class pricing system to two and essentially eliminating multiple component pricing. Chamberlain urged Jersey breeders to appeal to their representatives to leave the current system in place as the recommended policy is not beneficial for Jersey breeders.

President Chamberlain encouraged Jersey breeders to genotype their animals and consign to the National Heifer Sale, which will be an all-genotyped event like the record-breaking Pot O'Gold Sale this past November. He also asked Jersey breeders to cast their votes in the upcoming AJCA-NAJ elections either in person or by absentee ballot.

NAJ President Dave Endres, Lodi, Wis., told Jersey breeders that nutritional analysis being done by NAJ shows consumers favor the taste and nutrition of Jersey milk over other milk. A producer in Oregon, Garry's Meadow Fresh Jersey Milk, recently tested 13% higher in protein and 21% higher in calcium. This is one of the reasons why



Youth earning Junior All-Wisconsin awards included Abby Tauchen, left, Derek Sokolowski and Cassy Krull.



Youth earning awards in the junior production contest include (left to right) India Tauchen, Justin Cornell, Wade Kessenich and Kaitlyn Riley.

more Jersey producers are becoming All-Jersey distributors every year.

Awards

Jersey breeders also took opportunity to recognize achievements of their peers during the past year.

Steve Guell, Waupun, was named Wisconsin Jersey Breeder of the Year. He and his wife, Sue, operate SRG Royal Jerseys. The couple started their dairy career milking registered Holsteins. They added Jerseys in 1989; the herd has been all brown since 1993. They prefer the Jersey's reproductive advantages, smaller frame size, higher components and natural grazing ability, a bonus for rotational grazing, which has been a hallmark of the farm the past 18 years.

The 34-cow herd is bred for longevity and depth of pedigree, with some members of the herd tracing seven generations of Guell breeding. In the past five years, Guell has bred eight All-Wisconsin or Reserve All-Wisconsin winners.

SRG Royal Jerseys merchandises about 10-15 head each year through private treaty and leading consignment sales. The Guells are most satisfied when their animals do well for their new owners. Among the standouts are SRG Royal Amadeo Claudia, Supreme Champion of the Wisconsin State Fair in 2009, and SRG Royal Pitino Liberty, Reserve Grand Champion of the Wisconsin State Show in 2007. Both are appraised Excellent-95% and made 365-day records in excess of 28,800 lbs. milk, 1,600 lbs. fat and 1,000 lbs. protein.

Shari Strickhouser, Stephan Jerseys, Elkhorn, was named Jersey Woman of the Year. Strickhouser developed a love for cattle early in life, having been raised on a Holstein and Brown Swiss dairy owned by her parents, the late Richard Stephan and Marilyn Susina. After she graduated from the University of Wisconsin-Madison in 1991, she returned home to farm with her parents.

Strickhouser purchased her first Jersey

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from Gil-Bar Farm of Janesville in 1993. After working at the dairy during the summer of 1998, she became hooked on registered cattle. She purchased 23 head from Gil-Bar Farm and these animals became the foundation of the 62-cow herd, which is all Jersey today.

Stephan Jerseys is enrolled on REAP and a member of Dairyland Jersey Sires. Strickhouser is a routine exhibitor at the Central National Jersey Show, Wisconsin Spring Spectacular Show and several local shows. She



Strickhouser

She won the AJCA Young Jersey Breeder award in 2009. Strickhouser sits on the board of the Wisconsin Jersey Breeders Association and has been president and vice president of the Parish 2 club. She has served on the state show committee since 2005 and is a past secretary of the Elkhorn FFA Alumni Association.

Dean Peterson, Viroqua, won the Distinguished Service Award. He and his wife, Pat, and daughters, Alana and Jackie, operate Peterson Jerseys on a farm that has been in his family for three generations. They breed Registered Jerseys using the PJF prefix.

Peterson has served the Wisconsin Jersey Breeders Association as director and president and has also received the organization's award for Senior Breeder of the Year. He has lent a hand at the Wisconsin State Sale since the mid-1970s and regularly volunteers at the Wisconsin State Jersey Show and the Wisconsin Spring Spectacular Show.

He has been active in the show ring since for five decades, exhibiting his first Jersey at the Vernon County Fair two weeks before he turned five. He has shown cattle at this fair every year since and broadened his venue to include the Wisconsin Spring Spectacular Show, the Wisconsin State Fair and the Minnesota State Fair, earning Premier Breeder and Premier Exhibitor banners at each of these events. He also shows at the Wisconsin State Show, the Wisconsin Jersey Futurity, the Central National Jersey Show and The All American Jersey Show. Peterson-bred animals have topped classes at each event and the Royal Agricultural Winter Fair.



2010 Wisconsin Jersey Queen Cassy Krull, left, and 2011 Wisconsin Jersey Queen Abby Tauchen present Mike Fremstad with awards for the state's top cow for milk, protein and cheese yield, Norse Star Abe Tinker.

The Petersons often provide Jerseys for the judging contests at World Dairy Expo and the Vernon County Fair. Their farm is a regular stop for judging teams preparing for competition as well.

The entire family is active in athletics and volunteering. Dean enjoys bowling, fishing and golf and plays co-ed softball with Alana and Jackie. Alana was named Junior Breeder of the Year and is a recent graduate of the University of Wisconsin (UW)-River Falls. She now works on the farm with her parents and coaches middle school basketball and softball. Jackie was crowned Wisconsin Jersey Queen in 2009 and will graduate from UW-Lacrosse in December with a major in health and fitness. Pat was named Jersey Woman of the Year in 2009.

Junior Program

Tommy Allen, Reedsburg, was named Wisconsin Junior Jersey Breeder of the Year. The 17-year-old is the son of Troy Allen and Leigh Toberman and the grandson of David and Karen Allen. His 34 head of Registered Jerseys are a part of All-Lynn Jerseys, established by his grandfather, and housed at Ryan Dairy in Plain.

Allen started showing when he was nine years old and purchased his first group of heifers in partnership with Juddale Holsteins when he turned 12. He has since



Allen

bought out Juddale's shares and is now a regular buyer at the Pot O'Gold Sale. He purchased Rocha Impuls Whitney, the high seller, from the Pot O'Gold Sale in 2007, Jars of Clay latola 16710 2751 two years later and Woodstock Action Lola this past November. The three as a group have a dozen contracts with A.I. "Whitney" placed 10th in the 2010 Pot O'Gold



Wade Kessenich took home the prize for the state's leading fat producer, Gil-Bar Sparkler Juliann. "Juliann" also earned the high protein award in the junior contest, sponsored by Stargazer Jerseys.

Production Contest and has 14 registered progeny, including four daughters ranked on the list of the Top 500 Heifers for Parent Average Jersey Performance Index (April 2011).

Allen was an escort for the National Jersey Queen contest in 2010 and will attend the second Jersey Youth Academy in July.

All-Lynn Jerseys is one of farms that will be toured during the AJCA-NAJ Annual Meetings and will host the AJCC Research Foundation Benefit Auction and Cow Pie Bingo. Tommy will donate the calf for the bingo contest, which raises funds for Jersey Youth Academy.

Abby Tauchen, Bonduel, was crowned as the 2011 Wisconsin Jersey Queen. Tauchen will represent the breed at dairy functions this summer and compete in the National Jersey Queen Contest at All American festivities next November.

The outgoing Wisconsin Jersey Queen, Cassy Krull, Lake Mills, won the senior division of the youth achievement contest. Evan G. Jones, Ridgeway, placed second in the senior division of the contest. Krull and Jones will compete in the 2010 National Jersey Youth Achievement Contest.

India Tauchen, Bonduel, earned the top spot in the junior division of the youth achievement contest. She received a Registered Jersey calf donated by Allen Hentsch and family, Spring Creek Farm, Hixton. Colin Wussow, Cecil, earned the Louis Hauser Memorial Award and a show halter for placing second in the junior division of the competition.

Scholarships were presented to Charisse Orth, Stitzer; Michelle Owens, Frederic; Morgan Randall, Soldiers Grove; and Abby Tauchen.

Wade Kessenich, de Forest, earned the



Krull

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junior high protein award sponsored by Stargazer Jerseys, the Jodi Cornell Family of Richland Center, with Gil-Bar Sparkler Juliann. The Excellent-93% daughter of Gil-Bar Unique Sparkler, JPI -159, made 28,620 lbs. milk, 1,747 lbs. fat and 1,001 lbs. protein (3x milking) at 5-8.

Other juniors to earn prizes in the youth production contest were: Justen Cornell, Hillsboro; Jonathon Fraser, Viola; Kaitlyn A. Riley, Gays Mills; Abby and India Tauchen; and Kaila and Colin Wussow, Cecil.

The juniors held a dessert auction at the meeting this year in place of the auction that is normally held during the spring show. They raised \$680 from their effort at auctioning the delicious delicacies donated by board members. Funds will be used to purchase shirts for the spring show, sponsor awards at the Wisconsin State Fair, World Dairy Expo and the All American Junior Jersey Show and other events throughout the year.

Production Awards

D & D Jerseys, Newton, earned prizes for high milk and protein production. The 62-cow herd owned by Donna Phillips and Dan Stock had a herd average of 21,787 lbs. milk, 1,029 lbs. fat and 784 lbs. protein (3x milking). D & D Jerseys is also ranked nationally for milk (second), fat (seventh) and protein (third) production with an AJCA lactation average of 25,502 lbs. milk, 1,175 lbs. fat and 897 lbs. protein.

Woodmohr Jerseys, owned by Jon and Wendy Schmidt, Bloomer, took home the award for high fat production. The 47-cow herd has a herd average of 19,438 lbs. milk, 1,136 lbs. fat and 755 lbs. protein.

The Wisconsin Jersey herd that boosted milk production the greatest during 2010 was Riley Farms, owned by Jody Riley, Gays Mills. The herd increased milk production 2,380 lbs. versus the previous year. The herd that increased protein production the most is THF Jerseys, Somerset. The herd owned by Melissa Traiser and her parents, Chip and Pam, improved protein production by 107 lbs. during 2010.

Wisconsin's top milk, protein and cheese yield producer in 2010 was Norse Star Abe Tinker, owned by Norse Star Jerseys, Westby. The Very Good-87% daughter of Ahlem Lemvig Abe-ET, GJPI +157, produced a 4-4 record of 37,140 lbs. milk, 1,577 lbs. fat and 1,125 lbs. protein (3x milking), with a cheese yield equivalent of 3,880 lbs.

The fat champion is "Juliann," mentioned earlier.

Other Business

The *Wisconsin Jersey Booster* has a new editor. Danielle Nauman, Norwalk, took over the reins for Mark and Angela Brown, who had served as editors for the past 16 years, longer than anyone else in the magazine's history.

The Wisconsin State Jersey Show will be August 16-17, 2011, with showmanship classes scheduled for the first day and the breed show the next day. Lynn Harbaugh, Hillsboro, will serve as the official. The Wisconsin Jersey Futurity will be held in conjunction with the show.

Officers were elected as follows: Donna Phillips, president; David Allen, Reedsburg, vice president; Dennis Post, Clinton, secretary; and Nicolle Wussow, Cecil, secretary.

Junior officers are: Abby Tauchen, president; Cassy Krull, vice president; and Kaila Wussow, secretary.



Receiving parish production awards were (front left to right); Mike Fremstad, Norse Star Jerseys; Donna Phillips, D & D Jerseys; Walter Owens, Owens Farms; (back) Steve Tauchen, Tauchen Jerseys; Bill Barlass, Barlass Jerseys; Ron Kutz, Kutz Dairy LLC; and David Allen.



Members of the board of directors for the Wisconsin Jersey Breeders Association include (front left to right) Dennis Post, secretary; Stephanie Hughes; Donna Phillips, president; Jaclyn Pettis; Shari Strickhouser; (back) Bob Randall; Rob Klinkner; Mark Ashmore; Lloyd Heinz; Ralph Uhe; Wilfred Owens; and David Allen, vice president. Missing are Ron Wussow and Nicolle Wussow, treasurer.