



Ambition Hercules Jordan Honored as Cow of the Year

Release Date: September 10, 2013

Contact: Ashley Andre, 608-224-5002

Jim Dick, Communications Director, 608-224-5020

MADISON – Ambition Hercules Jordan is representing the Jersey breed as the 2013 Cow of the Year. That announcement was made today by Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) Secretary Ben Brancel. ‘Jordan’ is owned by Derek Orth of Lancaster.



Ambition Hercules Jordan

“Congratulations to Orthridge Jerseys on developing this exceptional Jersey cow, who has a strong record of milk production and excellent genetics,” said Brancel. “The future of Wisconsin’s dairy industry is very bright with dedicated dairy farm families like the Orths and quality cattle like Ambition Hercules Jordan.”

Ambition Hercules Jordan was bred by Amber Elliott of Marshall and was purchased by Orth in 2007 as a heifer to add to his family’s growing herd. Elliott had purchased the dam of ‘Jordan’ from Owens Farm, Inc., Frederic, where this cow line had been bred by the Owens family for a dozen bovine generations, going back to the early 1950’s.

‘Jordan’ has continued to increase in her production and climb in her type appraisal score each year. Through the completion of her most recent lactation she has a lifetime production of more than 130,000 pounds of milk and is classified EX-94. In her most recent lactation, begun at age 7-01, ‘Jordan’ produced 28,080 pounds of milk, 1,410 pounds of fat and 992 pounds of protein in 305 days. She is milked three times a day in the farm’s parlor, along with her more than 250 herd mates.

Ambition Hercules Jordan is part of Orthridge Jerseys’ flush program, allowing Orth to capitalize on her genetic transmitting ability. Through ET and natural births, ‘Jordan’ has 18 daughters and six maternal granddaughters born thus far, with additional ET calves due in September. The first bull placed in AI from this cow family is Orthridge Jenga, whose semen was released for sale in June of 2013. ‘Jordan’ is currently bred and due in October to begin her seventh lactation.

Ambition Hercules Jordan was selected as the 2013 Cow of the Year according to a succession plan determined by the Wisconsin Purebred Dairy Cattle Association to honor the seven major dairy breeds. The Wisconsin Jersey Breeders Association chose Ambition Hercules Jordan for this recognition to represent the Jersey breed.

“The Wisconsin Jersey Breeders Association is proud to announce Ambition Hercules Jordan as their choice for Cow of the Year!” said Donna Phillips Stock, the Association President. “Jordan is the epitome of the best of the Jersey breed combining high productions, genetics, and type. Jordan is a true Wisconsin cow, with her lineage tracing back through several well-known Wisconsin Jersey farms on both her maternal and paternal sides.”

The 2013 Cow of the Year Proclamation will be presented by Brancel and the 66th Alice in Dairyland Kristin Olson during the International Jersey Show at the World Dairy Expo in Madison. For more information about the Cow of the Year, contact DATCP’s Becky Paris at 608-224-5115 or rebecca.paris@wisconsin.gov.

###