

David Endres

David Endres, Lodi, Wis., is one of two individuals to receive the Distinguished Service Award of the American Jersey Cattle Association (AJCA) for 2018.

The Distinguished Service Award is presented by the Board of Directors to as many living AJCA members and/or members' families, who, in their opinion, have rendered outstanding and unselfish service for many years and thereby made a notable contribution to the advancement of the Jersey breed in the United States.

The most effective leaders are those who lead by example and can speak your language because they have traveled a mile in your shoes.

Such a leader is David Endres, a self-described “recovering Holstein breeder” who discovered Jersey advantages first-hand, then transitioned his herd to Jerseys nearly three decades ago.

Ever since, Endres has been teaching and preaching the goodness of the Jersey cow. Whether promoting the attributes of the cow herself or crusading for fair pricing for her milk, he has convinced countless dairy producers to buy into the Jersey business, making converts of nearly everyone who hears his story.

As Endres calls to order the 60th Annual Meeting of National All-Jersey Inc. (NAJ) in June, he will do so for the ninth and final time and go into the record books as the second longest-serving president in the milk marketing organization's history. In all, Endres has served 16 years on the NAJ Board, volunteering thousands of hours of his time to meetings, conferences and phone calls and traveling countless miles with one purpose—the advancement of the Jersey breed.

During his tenure as NAJ president, Endres has guided the organization through some of its most important contemporary work, including publication of the Capper/Cady sustainability research in the January 2012 *Journal of Dairy Science*. The NAJ-funded study opened the door for the Jersey breed to promote its efficiency advantage, based on a lower total environmental impact. NAJ worked with allies in the industry to prevent two dairy provisions that were inequitable to high component milk from being adopted in the final version of the 2012 Farm Bill. As well,



NAJ continued its long-time mission to expand the adoption of multiple component pricing, first in the promulgation of the California Federal Order, and, currently in amending the Appalachian and Southeast Federal Orders.

Other projects initiated during his tenure ensure his impact will continue beyond retirement, including research on A2 beta-casein, the Value-Added 101 workshop and a series of webinars focused on the uniqueness of Jersey nutritional requirements.

“Dave Endres is not one to waste time making decisions, or acting on them, so it was no surprise when he decided to switch from Holsteins (generic cows) to more efficient, profitable Jerseys,” wrote Marion Barlass, Barlass Jerseys, Janesville, Wis., who was appointed to represent District 4 on the NAJ Board when Endres became president in 2009. “Nor was it a surprise he did so with speed and clarity, knowing he had made the right decision for his young family.”

Endres and his late wife, Patty, began milking Holsteins on a rented farm in 1986. They bought the farm in 1989 and their first Jersey the following year. They soon discovered breed advantages that were hard to price out, but valuable nevertheless—

calving ease, higher conception rates, longevity, feet and leg stability, and personality.

Convinced Jerseys were the “gold mine” of the dairy industry, Endres began converting the herd from black and white to brown and was milking a fully-Jersey, 60-cow herd by 1992. Today, he and his wife, Jeanne, and his sons, Vincent and Mitchell, and daughter, Sydney, operate Endres Jazzy Jerseys, an 850-cow Registered Jersey dairy.

“Dave saw not only the value of the Jersey cow, but also the value of the programs offered by AJCA,” wrote Mike Wickstrom, Wickstrom Jersey Farms, Hilmar, Calif., who served with Endres on the NAJ board. “The Endres herd was enrolled in REAP at its inception and has continued nonstop through today.”

Endres Jazzy Jerseys was chosen as the site for the second “Improving the Bottom Line” management discussion hosted by the AJCA in 2003, where Endres explained why he switched to Jerseys. The farm was also a tour stop during the AJCA-NAJ Annual Meetings, hosted by Wisconsin in 2011. More recent practices held up for others to emulate are the calf-rearing techniques and new facilities at Endres Jazzy Jerseys, designed specifically for raising Jerseys in the Midwest, featured in *Progressive Dairyman* and *Hoard's Dairyman* and the annual conference tour of the Dairy Calf and Heifer Association in 2017.

“As his story reveals, David Endres is not only in the dairy business, but in the business of people too,” noted Barlass.

Loyal and dependable, he can be counted in on any project that will benefit others. For many years, the Endres family helped Wisconsin juniors operate a food stand at the Wisconsin State Sale to raise funds for youth programs. Today, the family sponsors the Patty Endres Memorial Scholarship for Wisconsin juniors and events at The All American on a regular basis. Endres Jazzy Jerseys supports sales managed by Jersey Marketing Service (JMS) through purchases as well as consignments, including heifers for the all-donation National Heifer Sales in 2005 and 2011, to fund the AJCC Research Foundation and Jersey Youth Academy, respectively.

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The Endres family opened the farm gate to consumers for Columbia County Moo Day in 2008. They bring cows to the local Pioneer Days and the Lodi Agricultural Fair regularly to connect consumers to farmers growing and raising their food. A dream of Sydney is to develop an agritourism business on the farm with a learning center, where cheese, ice cream and beef from the Jersey herd is sold to consumers as well.

Recently, Endres stepped up to the plate in the effort to expand opportunities for high-value Jersey beef, donating 26 animals for an AJCC Research Foundation project being conducted by Dr. Francis Fluharty at the Ohio Agricultural Research and Development Center.

Endres also served the Jersey breed on the All American Sales Committee. He held leadership positions Wisconsin Farm Bureau, the former Alto Dairy Cooperative and the Wisconsin Jersey Breeders Association. He has been a media contact on dairy and agriculture issues for the Professional Dairy Producers of Wisconsin and dairy superintendent of the Lodi Agricultural Fair the past 25 years.

In 1998, Endres was named Outstanding Young Dairyman by Wisconsin Farm Bureau and received the Columbia County Conservation Cooperator Award. In 2013, the Wisconsin Jersey Breeders Association presented him with the Distinguished Service Award. He and Patty received the National Outstanding Young Dairy Farmer Award from the Jaycees in 2001.

“Through family and personal health setbacks, Dave has persevered, giving his all when situations called for much less,” noted Wickstrom. “Whether hauling bulls to Ohio for research projects or sale animals to a JMS sale, Dave is always willing to do more than expected.”

As he hands over the gavel to his successor, it is a deserving time to recognize David Endres for his years of championing the Jersey breed, wherever and whenever an opportunity arises.

Distinguished Service Awards

1954 W. W. Trout, Springfield, Ohio*
1955 Harold J. Turner, Bethel, Vt.*
1956 Judge Peter J. Shields, Sacramento, Calif.*
1957 R. C. Calloway, Baton Rouge, La.*
1958 Lynn Copeland, Nashville, Tenn.*
1959 Chester Folck, Springfield, Ohio*
1960 Ernest Greenough, Merced, Calif.*
1961 Paul Jackson, Wilmington, Ohio*
1962 Harriet J. Groos, Vancouver, Wash.*
1963 R. K. Stout, Lansing, Mich.*
1964 Herbert G. Myers, Boise, Idaho*
1965 Charles S. Kelly, Hudson, Wis.*
1966 Joseph F. Sawyer, Galt, Calif.*
1967 Henry P. Knolle, Sandia, Texas*
1968 H. I. Sawyer, Hughson, Calif.*
1969 M. L. Baird, Springfield, Ohio*
1970 E. Lea Marsh, Jr., Old Lyme, Conn.*
1971 Stanley N. Chittenden, New Lebanon, N.Y.*
1972 Arthur Dieterich, Sherman, Texas*
1973 Amzi Rankin, Jr., Faunsdale, Ala.*

1974 Capt. T. J. and Elizabeth Bay, Lynden, Wash.*
1975 Mrs. Thomas H. Carruthers, III, Glendale, Ohio*
1975 Paul Sparrow, Athens, Tenn.*
1976 Wyatt A. Williams, Orange, Va.*
1977 Dr. J. H. Arnold, Newnan, Ga.*
1977 Reuben R. Cowles, Statesville, N.C.*
1978 Jean E. Lemmermen, Tiffin, Ohio*
1979 John Weir Jr., Geuda Springs, Kan.*
1980 Clyde K. Chappell, Knoxville, Tenn.*
1980 Newell Mills, Fallon, Nev.*
1981 Harold Wright, White River Junction, Vt.
1982 C. L. Collins, Jr., Sylacauga, Ala.*
1983 Ray Chamberlain, Wyoming, N.Y.*
1984 Dr. C. A. Ernstrom, Logan, Utah*
1985 J. F. Cavanaugh, Columbus, Ohio*
1986 W. Charles McGinnis, Mountville, S.C.*
1987 G. Joe Lyon, Toledo, Iowa
1988 Dr. John Wilk, Raleigh, N.C.
1989 Robert Lord, Woodstock, Vt.*
1990 Dr. H. Duane Norman, Fulton, Md.
1991 Edwin L. Crotty, Trenton, N.J.
1992 Richard A. Riggs, Evansville, Ind.*
1993 Maurice E. Core, Columbus, Ohio
1994 John Giacomini, Eureka, Calif.*
1995 W. R. Lutz, Newton, N.C.*
1996 Max Gordon, Winchester, Ind.*
1997 Harold Owens, Frederic, Wis.*
1998 Richard Clauss, Hilmar, Calif.
1999 Elmer D. Larson, Burlington, Wash.*
2000 Dr. J. J. Mainati, Newberry, S.C.*
2001 Harold W. Roller, Weyers Cave, Va.
2002 Ray R. Schooley, Marshfield, Mo.
2003 D.L. Strandberg, D.V.M., Alma Center, Wis.*
2004 Neal F. Schirm, Canal Winchester, Ohio*
2005 J. Lawrence Benson, New Lebanon, N.Y.
2006 Ted Luther, Mount Ulla, N.C.*
2007 Alvin Moss, Litchfield Park, Ariz.*
2008 David W. Spahr, Findlay, Ohio
2009 Dr. Robert C. and Helene C. Dreisbach, Mercer, Pa.
2010 Paul Chittenden, Schodack Landing, N.Y.
2011 Donald Sherman, Hilmar, Calif.*
2012 John Palmer, Cornish, Maine*
2013 James Ahlem, Hilmar, Calif.
2014 Glen and Marilyn Easter, Laurens, S.C.
2015 George and Shirley Barlass, Janesville, Wis.
2016 Charles D. “Chuck” Ahlem, Hilmar, Calif.
2017 Craig Rhein, Pine Grove, Pa.
2018 David Endres, Lodi, Wis.
218 Chris Sorenson, Pine River, Wis.

* deceased