

California Jersey Breeders have Annual Meeting

The California Jersey Cattle Association (CJCA) hosted their annual meeting the weekend of February 14 and 15, 2014 at the College of the Sequoia's (COS) Tulare Center, Tulare, Calif. A small social with snacks was held at COS on Friday evening, with business meetings, informational presentations, the California Gold Sale, and an awards banquet filling Saturday's hours.

Board member of the American Jersey Cattle Association (AJCA), C.A. Russell, Hilmar, reported on the success of the 2013 year and what challenges and changes lie ahead as the Jersey cow is promoted as relevant, sustainable and "green." Russell also spoke of the 2014 AJCA Annual Meetings in Alexandria, Va., and of plans for the 2016 Annual Meeting, with California as the host state.

National All-Jersey (NAJ) board member, Mike Wickstrom, Hilmar, reported on a record year for income. He also spoke of the challenges of the farm bill and regulation of milk pricing.

Executive Secretary and CEO of AJCA-NAJ, Neal Smith was on hand to introduce Maija Haggith as the new AJCA-NAJ Southwest Area Representative, stepping into the position vacated by Allen Carter who retired December 31, 2013. Smith also reviewed the success of the Jersey cow and the support of the breeders during our changes and challenges as the AJCA strives to stay updated with new and improved technology and programs.

The manager of Jersey Marketing Service (JMS), Jason Robinson, was on hand to summarize the 2013 sale season and to answer questions about the California Gold Sale, held later that evening. He also spoke of the new technology and programs making JMS sales more virtual, comparing and contrasting online sale options as compared to the still popular live sale venues.

CJCA officers were elected with Jim Quist, Fresno, as president; Stan Henderson, Paso Robles, vice president; Kathy Sanders, Hilmar, secretary; and Nancy Miguel, Hilmar, as treasurer. Janice and Benny Rector were recognized for their service on the board and as officers of CJCA and given well wishes on their move to Texas.

Junior Activities and Awards

The California Junior Jersey Association (CJJA) enjoyed their time during the annual meeting in Tulare. Mixing business with pleasure, the group of

youth elected officers and spent the afternoon making memories at the SKY-WALK indoor trampoline facility. New officers include: Rylin Lindahl, Visalia, President; Steven Pozzi, Petaluma, Vice President; Rebecca Sanders, Secretary; Regina Pozzi, Treasurer; Nicole Sanders, Reporter; Area Representatives include Cort Rowley, Visalia, and Gia Barcellos, Hanford.

New advisors of the CJJA were announced as Natalie Sanders, Hilmar, and Karessa Mast, Denair. These two former junior members look forward to guiding the next generation of California Jersey youth. The group invites everyone to "like" the California Junior Jersey Association on Facebook.

Awards were presented to a select group of junior members during the combined banquet on Saturday evening after the California Gold Sale. Regina Pozzi was awarded with the CJCA Scholarship and Cort Rowley was bestowed with the Intermediate Youth Achievement honors.

The 2013 California Jersey Queen, Kasidi Barcelos, Hilmar, thanked the breeders for entrusting her as their royalty for the past year, noting the positive changes a public role can have on a shy youth. She stated that competing for National Jersey Queen during the All American festivities was a great accomplishment and she made many memories. Barcelos then passed the crown to the 2014 California Jersey Queen, Brittany Luis, Ceres. Luis will represent the Jersey breeders at state activities and shows for the next year and is eligible to compete for the National Jersey Queen title in November.

Youth production awards were also presented, with 18 entries from eight youth members. Brock Tate, Hilmar, is the owner of CDF Blair Futurity H0507, Excellent-92%. The Sil-Mist Montana Blair 3753-ET daughter topped the state youth production contest with multiple component pricing dollar value of \$4,655.38. Actual production for the 5-4 record is 26,610 lbs. of milk, 1,473 lbs. of fat, and 1,039 lbs. of protein in 305 days (3x milking).

McCallister Russell, Hilmar, placed second in the production contest with Yosemite Garrett Jerrick M11315, Very Good-82%. She produced a 2-7 record with a dollar value of \$4,539.85. Lars William Russell, Hilmar, was third with Aloha Abe Party Time, Very Good-87%. Her 5-2 record has a dollar value of \$4,149.57.



Kasidi Barcelos, 2013 California Jersey Queen, (l) congratulates Brittany Luis (r), the 2014 California Jersey Queen