

Expo's 2007 Virtual Farm Tours to Feature Huffard Dairy Farms

Huffard Dairy Farms of Crockett, Virginia will be one of nine North American dairy operations to be featured in World Dairy Expo's 2007 Virtual Farm Tour program.

James S. Huffard III, who partners with his brother John in the business, will narrate a video tour of the 400-cow Registered Jersey™ dairy and answer questions from the audience, starting at 2:00 p.m. on Wednesday, October 3 in the Exhibition Hall at the Alliant Energy Center, Madison, Wis. The American Jersey Cattle Association is the program sponsor.

Huffard Dairy Farms is located in the mountains of southwest Virginia and has been in the family for more than 200 years. The operation is a case study in how one family has adapted and thrived in a farming enterprise, because of a business attitude, attention to detail, smart breeding decisions, merchandising of purebred seedstock, and adoption of new farming practices and technologies.

Jerseys were brought to the 400-acre farm in 1927 by Jim and John's grandfather, J. S. Huffard Sr., and earned their place in the farm business. As the elder Huffard and his son, James Jr., told *Cooperative Farmer* magazine in 1966, "Over a period of 30 years, we have found Jerseys far superior, not in salvage value, not in production volume alone, but in net profit. We have had cattle of other dairy breeds from time to time, but our records show that Jerseys come out on top every time."

The philosophy of breeding for profitable production and sound, functional type established by J. S. Huffard Sr. continues today in the development of the Schultz Jerseys. The milking herd is a model of efficient production, with a June rolling herd average of 18,015 lbs. milk, 812 lbs. fat (4.5%) and 642 lbs. protein (3.6%). The herd's actual calving interval is 12.7 months with average service sire merit of \$318. The involuntary cull rate is just 15%. Nearly 70 cows have been sold for dairy in the past year.

Notable A.I. sires with the family's Schultz prefix include Schultz Performing Legend, Schultz Lester Shane, and Schultz Brook Hallmark, who was the number 1 sire of sons in 2002. "Hallmark" currently has 12 sons in active A.I. service. He is also the maternal grandsire of three Schultz bulls on the active A.I. list, led by Schultz Dudley Restore-ET who is ranked seventh for Jersey Performance Index™.



Just as important to the farm's success over the years has been the heavy reliance on information. "We couldn't get along without complete, accurate farm records," Jim and John's father stated years ago. As the farm increased to 600 acres and the Jersey herd to its present size of 400 cows and 416 replacements, computers have become vital in managing information, notably in the milking parlor which uses the S.A.E. AfiMilk system. Schultz Jerseys was one of the first herds in the U.S. to be enrolled on the REAP program of the American Jersey Cattle Association. Since 1995, REAP has provided cost-effective and efficient delivery of core herd services—registration, performance and linear type evaluation—plus support for specialized marketing services for Jersey milk.

Other Virtual Farm Tours feature dairies located in Michigan, Nebraska, Wisconsin and Ontario, Canada. They are being sponsored by BASF Plant Science LLC, Barenbrug USA, Cover-All Building Systems Inc., McLanahan Corp., Purina Feed LLC and Vita Plus Corporation. There is no charge for these programs.

World Dairy Expo opens Tuesday, October 2, with the Central National Jersey Show beginning that afternoon at 1:00 p.m. in the Coliseum.

Jersey events run all day on Wednesday, starting at 7:30 a.m. with the cow classes in the Central National show. Following the Huffard Dairy Farms program at 2:00 p.m. will be the Top of the World Jersey Sale at 4:00 p.m. in the IGENITY® Sale Pavilion. Jersey Marketing Service, Reynoldsburg, Ohio, is the sale manager.