

For Immediate Release
Ayrshire Breeders' Association

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RAYMOND JARRATT PRESENTED WITH
AYRSHIRE MASTER BREEDER AWARD

COLUMBUS, OH – The Ayrshire Breeders' Association presented its annual Master Breeder Award to Raymond Jarratt of Los Lunas, NM at the National Ayrshire Convention in Altoona, IA on June 23, 2017.

Shady-Dale Farms, LLC, is owned by Raymond and Fenella Jarratt, and their adult children: Karen, Ray Jr., and Janet. The Shady-Dale herd was the largest registered Ayrshire herd in the U.S., milking around 350-360 head, yet they were the smallest dairy herd in the state of New Mexico. The herd was milked twice daily, with 320 cows averaging 53 pounds of milk per day in the heat of summer.

Back in the 1970's the Shady-Dale herd consisted of Ayrshires and Holsteins. However, Raymond thought that to be a "good" breeder he had to go one way or the other with registered cattle. He felt with the advantages of Ayrshires, they were the better breed to go with. At the time, he cited the advantages as the initial cost per animal were lower; there was greater income from higher components, lower maintenance costs, and the hardiness and tolerance to temperature changes. The Ayrshires demonstrated that they were very tolerant of the extreme temperature changes in New Mexico. Their dry lot operation has experienced years of drought with temperatures at 105 degrees and 3% humidity and 40-degree temperature changes from day to night typical. The winters generally are snowy with hard freezes in late May, and winter daily temperature fluctuations almost matching that of summer, conditions which the cows also prove to be very tolerant.

For Raymond, components and strength were a very serious consideration when looking at what genetics to use in his herd. He felt strongly that feed and genetics go hand-in-hand. He was always scouring the A.I. lists, looking for bulls that will provide outcross genetics for the herd, while continuing their tradition of high components and Ayrshire purity. With the infusion of outside genetics, Raymond's goal was to continue breeding the herd to 100% even when the market forces were against him.

Jarratt was dedicated to the Ayrshire breed. He was a member of the Ayrshire Breeders' Association, serving as committee member, board member, vice president, and two separate

terms as president over a broad expanse of years. He was a very inspirational man both to his fellow breeders and to the youth. As Shady-Dale Farm dispersed on May 30, 2017, Raymond stated, “The qualities of components, strength, resiliency, and adaptability are what kept us going.”