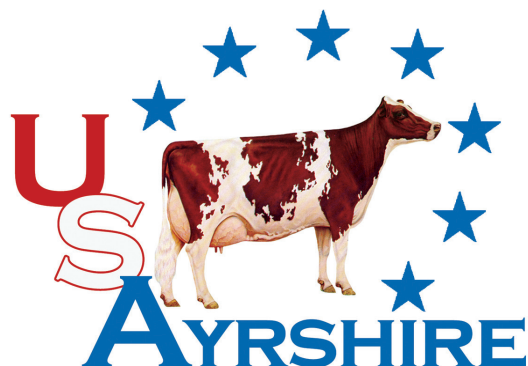


January 2016



NEWS

Join Us For The 2016 World Ayrshire Conference!

You know the World Ayrshire Conference is coming to the U.S. in 2016. You know the dates are September 20 – October 9. The conference will start in New England at the Eastern States Exposition and thread down to the Mid-Atlantic region, go across the Mid-West and end in Madison, Wisconsin with the World Dairy Expo. There will much to see, lots to learn and new friends to meet.

So, what does all this mean for U.S. breeders?

Engage!

We know the conference is long, and covers a great geographic area, making it very difficult for many U.S. Ayrshire breeders to participate in the entire event. You can pick portions to attend a la carte. We encourage you to meet up with the tour as it goes, even if it's for an afternoon or two days. We will pro-rate the fees for the portions you can attend. Contact the ABA or a member of the core planning committee, and we will do our very best to accommodate your needs.

Support!

There is lots of planning that goes into preparing for an event of this size and scope. We can use your support. Do you have vendors that might support the conference? We have materials already prepared that you can utilize in soliciting their donations. The ABA has a special fund for this event; the more contributions we get, the more we can promote U.S. Ayrshire breeders and genetics.

Are you curious about how Ayrshire breeders are faring in other countries? Come and meet our guests, engage them in conversation, and make them feel welcome. Do you have a few hours you can volunteer to help during the World Ayrshire Federation meetings or maybe in the World Dairy Expo booth? We will need manpower and much positive energy to get all of the tasks completed.

Market!

Take advantage of this opportunity to

share what you're doing in your herd with our international guests, and your fellow American breeders. The September/October issue of the Ayrshire Digest will be the special world conference issue. There will be ads and articles from each member country of the World Ayrshire Federation. All advertisers will have the opportunity to have their ad displayed in a special World Conference section online at Dairy Agenda Today. Many extra copies will be printed and sent to all member countries, as well as being online. This will be THE issue you don't want to miss advertising your Ayrshires. The deadline is July 25, 2016.

The Ayrshire Yearbook has been growing and improving every year since its inception. Copies of it will be presented to all international guests at the conference, as well as placed in the ABA booth at World Dairy Expo. Again, you won't want to miss this special opportunity to participate. Promote the best cows and heifers in your herd, along with a color photo for each, pedigree/production information and anything else noteworthy about the animal. The cost is just \$100 per animal, or a discounted rate of \$75 per cow when you advertise four or more. Every Ayrshire herd in the U.S. should be represented in the Yearbook, whether it be your high producers, flush cows, show cows, promising heifers and more! Bulls with semen being marketed may also be advertised in the Yearbook. The deadline is August 1, 2016.

A virtual farm tour will be put together consisting of all U.S. Ayrshire owners who want to participate. It will be shown on the tour bus monitors, and all conference attendees will receive a copy of the complete virtual tour on a jump drive so that they may share the experience with others at home. The fee is \$150, and the participation deadline is June 1, 2016.

In other international marketing activities the ABA has conducted over the years, we've learned from the U.S. Livestock Genetics Export (USLGE) program that for approximately every \$1 US invested, there is the potential for \$7 US in return. Breeders are hungry for information,

and they eagerly share with each other.

Learn!

Phase III will begin with the World Ayrshire Federation meetings, and we encourage everyone to attend. We anticipate that these few days will have the largest attendance of the conference. In addition to conference guests, we have invited industry professionals and others of interest. Each member country will give a presentation explaining the status of the Ayrshire breed and the latest projects they are working on. There will be round table discussions and educational seminars, and so much more that you won't want to miss.

U.S. Ayrshire Breeders' Foundation Solicits 2016 Grant Applications

The U.S. Ayrshire Breeders Foundation has \$3,000 in grant funds available for 2016. The funds can be used for: breed advancement (genetics or promotion), breed development (program development or youth education) and international development in the Ayrshire breed.

Grant applications can be obtained from the Ayrshire Breeders' Association office at 1224 Alton Darby Creek Rd., Suite B, Columbus, Ohio 43228; online at www.usayrshire.com; or by calling 614-335-0020. Applications from industry, educational institutions, groups or individuals will be accepted and are due by May 15, 2016.

The final deadline for the 2016 REWARDS program is approaching! Applications must be submitted by March 31, 2016. REWARDS is the solution for breeders looking for convenience and cost-savings to enhance the value of their Registered Ayrshires. Applications are available online: www.usayrshire.com/news.

AYRSHIRE BREEDERS' ASSOCIATION

1224 Alton Darby Creek Rd., Suite B, Columbus, Ohio 43228 • Phone (614) 335-0020 • Fax (614) 335-0023 • E-mail: bpayne@usayrshire.com • www.usayrshire.com

MARK YOUR CALENDAR!

DEADLINES

February 5, 2016 - Advertising deadline for March/April Ayrshire Digest

February 10, 2016 - Classification sign-up deadline for MN, ND, SD, IA, NE, KS, IL

March 10, 2016 - Classification sign-up deadline for PA, NJ, DE, MD, VA

March 31, 2016 - Final deadline for 2016 REWARDS program

SALES

March 5, 2016 - Iowa Spring Extravaganza Sale, West Union, IA

April 1, 2016 - Ohio Ayrshire Spring Sale, Columbus, OH

April 8, 2016 - New York Color Breeds Sale, Syracuse, NY

April 8, 2016 - Kentucky National Sale, Louisville, KY

April 9, 2016 - Wisconsin Spring Sale, Neillsville, WI

April 16, 2016 - PA Spring Sale, Shippensburg, PA

June 17, 2016 - Grand National Ayrshire Sale, Oklahoma City, OK

October 7, 2016 - World Ayrshire Event Sale, Madison, WI

MEETINGS

February 27, 2016 - Ohio Ayrshire Annual Meeting, Plain City, OH

March 5, 2016 - Wisconsin Ayrshire Annual Meeting, Tomah, WI

June 13-17, 2016 - National Ayrshire Convention, Oklahoma City, OK

September 20 - October 9, 2016 - World Ayrshire Conference, USA

SHOWS

September 19, 2016 - Mid-Atlantic National Junior Show, Harrisburg, PA

September 20, 2016 - Mid-Atlantic National Show (heifers), Harrisburg, PA

September 21, 2016 - Mid-Atlantic National Show (cows), Harrisburg, PA

September 22, 2016 - Eastern States National Show at The Big E, West Springfield, MA - Judge Robert Fitzsimmons

October 6, 2016 - International Show (heifers) at World Dairy Expo, Madison, WI - Judge Molly Sloan

October 7, 2016 - International Show (cows) at World Dairy Expo, Madison, WI - Judge Molly Sloan

November 5, 2016 - Southern National Junior Show at NAILE, Louisville, KY - Judge Julie Hemp

November 8, 2016 - Southern National Show at NAILE, Louisville, KY - Judge Selwyn Donald

Please send your calendar dates to the ABA office!

2016 Spring Ayrshire Sales

Many of the spring sale managers are actively looking for consignments. If you are interested in consigning, please don't sit back waiting to be asked. Take action today and contact the ABA office or a breeder in your area to get more information.

Don't miss out!

Wisconsin 'Beginning in Ayrshires' Grant Announced

The Wisconsin Ayrshire Breeders' Association (WABA) is proud to announce our new producer grant program! Wisconsin 'Beginning in Ayrshires' Grant will help breeders establish themselves in this excellent breed.

The successful applicant will be awarded a \$1,000 grant from WABA, which will be used to help purchase an Ayrshire. The goal of this program is to show existing dairy producers the profitability of Ayrshires in their milking herd. Ayrshire dairy cattle are a valuable asset to every farm. They have many positive attributes that are profitable for all types of operations, including: low somatic cell counts, higher pregnancy rates, trouble-free body composition, functional size, higher fat and protein percent, compete well in grazing and freestall scenarios, and many other wonderful attributes.

Applicants for this grant can have owned Ayrshires in the past and be looking to expand their herd, or be a new breeder looking to buy their first animal.

The successful applicant will be awarded a \$1,000 grant from WABA. This money will be given as a certificate, which can be redeemed with the purchase of animals at the annual Wisconsin Ayrshire Spring Sale. This year the sale will be held on April 9, 2016, at the Clark County Fairgrounds in Neillsville, Wis. The animal purchased at the sale must be a pregnant heifer, or a milking cow of any lactation status.

The winner of this grant will be also given a one year free membership to WABA, and assistance and information in the selection of their sale purchase.

The grant winner will be announced at the annual meeting in March. Their grant money will be given after successful purchase at the Wisconsin Ayrshire Spring Sale in April.

To qualify for the grant, a person must fulfill these stipulations:

- Actively engaged in farming
- Age 25 or older
- Interested in the Ayrshire breed
- Wisconsin resident
- Complete and submit application
- Provide two references, professional and personal
- Attend Wisconsin Ayrshire Spring Sale

Applications can be found and downloaded on our Facebook page, Wisconsin Ayrshire Breeders' Association, on the www.usayrshire.com website. To have a paper copy of the application mailed to you, please call Richard at 715-307-0537. Applications must be returned by Feb. 12th, 2016.

Completed applications should be emailed to richard.franta@gmail.com, or mailed to Richard Franta, W3659 650th Ave. Spring Valley, WI 54767. Please contact Richard with any questions about the program or application.

Marjorie Hardy Hired For Ayrshire Digest Ad Sales

Purebred Publishing is pleased to announce the hiring of Marjorie Hardy to the staff. As many of you know, she brings a strong Ayrshire background to the team. She is already hard at work selling advertising space for upcoming issues. Contact her to help with all your advertising needs.

We are excited about the plans we have with the ABA for the 2016 magazines. Beginning with the March/April issue of the *Digest*, we will be adjusting costs to reflect a streamlined approach for advertising for all our publications. The rates change only a bit, with a slight increase for full pages, but a decrease for half and one-third pages.

Another change occurring for 2016 will occur with state page cost. The block costs will increase to \$60 per block. The states are responsible for collecting and submitting the copy for each advertiser on their page by the advertising deadline dates. We will gladly work with each state to design and change the pages and ads, but your help is needed to organize these state pages. Many states already do this and it has been very much appreciated.

Below are the new rates and the advertising deadlines for each issue:

Back Cover \$618	Inside Covers \$515
Full page \$515	2/3 page \$412
1/2 page \$355	1/3 page \$250
1/4 page \$207	Bus. Card/block \$75
State Block \$60	

(state pages must be organized and submitted by a representative of the state, have at least 3 advertisers and be submitted by deadlines. State blocks/pages will be billed to the state association, not to individual breeders)

*Discounts available for contract advertising. Contact us for details.

Ad Deadlines:

March/April - Feb. 10 (All-Americans)

May/June - April 4 (National Convention)

July/August - June 24 (Convention wrap-up)

September/October (World Conference Special Edition) - July 25

November/December - October 12 (National Shows & World Conference wrap-up)

We hope this information is helpful as you plan your marketing strategy for 2016. Please call Marjorie at 614.339.5394 or email her at purebred.sales@gmail.com.

Attention Ayrshire Youth!

There are many fun Ayrshire youth contests being planned for the 2016 National Ayrshire Convention in Oklahoma, and we want you to participate! The first deadline for the National Ayrshire Youth Record Books and Scholarship Applications is March 1, 2016. The postmark, fax and email deadline is June 1st to enter the National Ayrshire Queen Contest, Photo and Display Contests, and Quiz Bowl and Dairy Jeopardy Contests. Applications are available online at www.usayrshire.com/youthapplication