

Donald S. and Elsa Sherman

Donald S. and Elsa Sherman of D&E Jerseys, Hilmar, Calif., are the recipients of the Master Breeder Award of the American Jersey Cattle Association (AJCA), which will be presented on Friday, June 25, 2010, during the Jersey Breeders Banquet in Portland, Ore.

The Master Breeder award is bestowed annually to a living AJCA member, family, partnership or corporation that, in the opinion of the Board of Directors, has bred outstanding animals for many years and thereby made a notable contribution to the advancement of the Jersey breed in the United States.

This year's Master Breeder has shown a long commitment to the ability to evaluate cattle and breed them to accentuate their strengths and weaknesses through use of various scientific breeding tools in combination with good dairy sense. They are scholars of the breed and have made genetics a passion they enjoy sharing with others.

"The Shermans have worked their entire lives breeding the kind of Jerseys that will improve not only the breed, but also the lives of those who depend on them," said Benny Rector, Hilmar, on behalf of the California Jersey Breeders Association in a nomination letter.

Donald "Donnie" and Elsa Sherman have an extensive and proven history of developing animals that make positive impacts on the Jersey breed. For more than three decades they have supported the Jersey breed and Jersey associations through consignments of their best animals to local, regional and national sales, providing animals from their solid breeding program to Jersey herds throughout the country.

"No matter what sale he consigns to, I know as a buyer that his animal will be one of the best genetically," said David Allen, All-Lynn Jerseys, Reedsburg, Wis.

Not only have Donnie and Elsa bred exceptional individual animals, they have bred two outstanding herds of cattle. Their original herd, started in 1978 after Donnie was discharged from the United States Marine Corps, is located in Hilmar at D&E Jerseys. This herd consists of 620 cows



and replacement heifers and has an AJCA herd PTA average of +304M, +11F, +10P, +85NM\$. The D&E herd also has a JPI of +33, ranking 18th in the country for herds with more than 300 cows.

The second herd owned by the Sherman family is Avi-Lanche Jerseys, Dalhart, Texas. It is a partnership with their daughter and son-in-law, Jennifer and Richard Avila. This larger scale herd consists of 2,400 cows with an equal number of replacements. This herd has an AJCA Herd PTA average of +245M, +6F, +7P, +36NM\$ and a JPI of +17.

Both of the herds are 100% Registered, enrolled on REAP, contribute to Equity and use JerseyTags for identification and Jersey Mate for sire selection options.

Breeding great cows means using the best bulls available. This is evident as in April 2010, two of the cows on the Top 200 list hail from D&E Jerseys. In addition to their nationally recognized herd, seven of the top 15 "G" tested young bulls are a product of D&E dams, something fellow Jersey breeder Herby Lutz, Her-Man Jerseys, Chester, S.C., called "truly a remarkable feat in these fast paced

changing times."

These lists only foreshadow the great work done by the Shermans, including some very influential cow families and bulls. The first animal to show this trend was D&E Duncans Bell, a bull developed from a D&E cow and Highland Magic Duncan, which was a bull that was acquired by Jerseyland Sires largely due to Donnie. D&E Duncans Bell was one of the outstanding bulls of his time to combine type and production traits.

Of all the animals and cow families bred by D&E Jerseys that have shown impact, the most significant might be D&E Abe Violet and her descendants. Dating back half a century, the "Violet" family has been bred by the Shermans for more than 14 generations. "Abe Violet" has a GJPI of +144 and is scored Excellent-90%. These solid genetics were passed on to her three daughters and four sons. Of the four male offspring, three have January 2010 GJPIs averaging +240, and all are either in A.I. or waiting to enter.

D&E Paramount Violet, a daughter of "Abe Violet" now owned by David Allen, currently has 11 sons with GJPI averages of 273 and one daughter with a GJPI of +305, the daughter being a member of the D&E herd. In addition, six of the top 10 GJPI young sires that do not yet have milking daughters are sons of "Paramount Violet."

Donnie has always had an eye for selecting great cattle to breed from, as evidenced by the many families he has purchased. One of the Sherman's earliest acquisitions that allowed for development was Molly Brook General Bella-P, a cow they bought in partnership with Phil Fanelli, Hilmar, Calif. This line was bred forward three generations to put D&E Henry-P into A.I. "Henry-P" is one of the best production-bred bulls in recent history.

The next major impact animal purchased was Clover Farms Berretta Kelsey-ET, an Excellent-92% cow that produced 34 offspring, seven of those being scored Excellent. Among the six sons of "Kelsey" were two well-known bulls: Keeper of D&E and D&E Avery Kody. These two bulls combined have sired a notable 5,030

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production tested offspring, and 3,350 appraised offspring in the U.S.

Another high producing cow brought to D&E Jerseys is Jo-Gep Hallmark Party Time-ET. "Party Time" has 34 offspring and two sons heading into A.I. One of her daughters, D&E Rueben Party Time, was the fourth high seller in the Jersey Research Foundation donation sale in 2005 and is one of 10 daughters with an average JPI score of +179 and an average appraisal score of 85.7%.

"[The Shermans have] developed this outstanding herd while giving unselfishly to the leadership of all the local, state and national Jersey organizations," said Herby Lutz.

Donnie and Elsa have also made contributions to various other divisions of the dairy industry. He was one of the founding fathers of Jerseyland Sires, where he continues to serve as chairman of the Selection Committee. On the other side of the spectrum, he was one of the original founders of the Hilmar Cheese Company, in which he is still actively involved.

Donnie has also been very involved in other Jersey organizations, serving as a board member and president of the Central Valley Jersey Breeders Association and being active with the California Jersey Cattle Association (CJCA), in which he also served as president. On the national level, Donnie served two terms as an elected AJCA board member, AJCA vice president and three terms as AJCA president from 2004-2007.

As a fourth generation dairy farmer in California, the quality of D&E Jerseys has been recognized by area Jersey breeders. In 1981, the Shermans received the American Jersey Cattle Club's Young Jersey Dairyman Award and the CJCA's Senior Breeder Award in 1999.

The Shermans are committed to providing quality Jersey genetics to all and are regular consigners to the National Heifer Sale and All American Sale. They believe the best way to improve the overall production of the Jersey breed is to make sure only the best animals are being offered, only selling their top animals during events.

The Shermans are very committed to Jersey youth programs and offer an annual memorial scholarship with the CJCA in memory of their late daughter. The Nanette Sherman Taylor scholarship is offered annually to youth of the CJCA.

In addition to the donation made to the Jersey Research Foundation sale, the Shermans also donated the proceeds from the sale of one of their bulls, D&E Rebel

Scholar-ET, to the AJCA Scholarship Fund. The bull was sold for syndication during the 2005 All American Sale, providing many opportunities for Jersey youth.

Donnie has also served as a local 4-H leader, a member of the Merced County Extension Advisory Committee, an active member of the Merced County Farm Bureau and a member of the Western United Dairymen. In addition to his local work, Donnie has represented the United States at international Jersey events like the World Jersey Conference in May 2008 and has hosted visitors from around the world at both D&E Jerseys in Hilmar and Avi-Lanche Jerseys in Dalhart.

Donnie and Elsa Sherman continue to provide their highest quality animals to Jersey farmers throughout the country while also purchasing a few top-quality foundation animals every year. It has become a great passion of theirs to know they are not only building a strong herd at D&E and Avi-Lanche Jerseys, but also helping all those around them improve the genetic state of the Jersey breed.

Master Breeders

1944	William MacPherson, Thomasville, Ga.*
1945	W. R. Kenan, Jr., Lockport, N.Y.*
1946	George W. Sisson, Jr., Potsdam, N.Y.*
1947	E. S. Brigham, St. Albans, Vt.*
1948	Guy Miller, Modesto, Calif.*
1949	Dr. Howard D. Odum, Chapel Hill, N.C.*
1950	Judge J. G. Adams, Asheville, N.C.*
1951	N. M. Tibbles, Independence, Ore.*
1952	Frank W. Barber, Fayetteville, Tenn.*
1953	Herman F. Heep, Buda, Texas*
1954	Dale Dean, Ridgeway, Mich.*
1955	Maurice Pollak, Lincroft, N.J.*
1956	J. L. Hutcheson, Jr., Rossville, Ga.*
1957	John R. Sibley, Spencer, Mass.*
1958	J. Chester Elliff, Tulia, Texas*
1959	A. W. Sweet, Sixes, Ore.
1960	Col. H. G. Wilde, Lenox, Mass.*
1961	C. Edward Knolle, Sandia, Texas
1962	Russel Hoar, Newark, Ohio*
1963	William Ross Proctor, Pittstown, N.J.*
1964	Clifton F. Russell, Rossville, Ga.*
1965	Chester Folck, Springfield, Ohio*
1966	C. Scott Mayfield, Athens, Tenn.*
1967	E. E. Greenough, Merced, Calif.*
1968	Henry Uihlein, Lake Placid, N.Y.*
1969	Charles S. Kelly, Hudson, Wis.*
1970	H. Fowler Hupman, Springfield, Ohio*
1971	Milton Humbert, Cleveland, Tenn.*
1972	Willis Rupert, New Waterford, Ohio*
1973	Earl Hutchinson, Tunbridge, Vt.*
1974	Antone J. Regli, Ferndale, Calif.*
1975	Mrs. Diana Ryan, Newport, R.I.*
1976	James and Georgia* Pappas, Modesto, Calif.
1977	Mrs. H. G. Wilde, Lenox, Mass.*
1978	Henry W. Black, West Baldwin, Maine*
1979	John Bishop VI, Columbus, N.J.*
1980	Mrs. A. G. Rankin* and Sons, Faunsdale, Ala.
1981	W. L. Payton, Stephenville, Texas*
1982	Curtis Hobson, Athens, Tenn.
1983	Stanley N. Chittenden, New Lebanon, N.Y.*
1984	Walter H. and Joan Brown, Hughson, Calif.
1985	Newell Mills, Fallon, Nev.
1986	John R. Owen, Lewisburg, Tenn.
1987	Robert S. Pike* and Family, Cornish, Maine
1988	Ray Chamberlain, Wyoming, N.Y.*
1989	Ralph* and Betty Reichert, Riley, Kans.
1990	Stanley K. Bansen, Dayton, Ore.*
1991	Henry P. Knolle, Sandia, Texas*
1992	Phil V. Fanelli, Hilmar, Calif.
1993	Dr. J. J. Malnati, Newberry, S.C.
1994	Walter and Sally Goodrich, West Danville, Vt.
1995	Edward, Harold, and Donald* Wright, White River Junction, Vt.
1996	Elmer D. Larson, Roy, Wash.
1997	Albert Bradford, Turner, Maine

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1998	Robert Stiles Family, Clearbook, Va.
1999	Robert and Barbara* Howard, Tillamook, Ore.
2000	Charles L. Lutz, Newton, N.C.*
2001	Duane Kuhlman, Snohomish, Wash.
2002	Duane Wickstrom, Hilmar, Calif.
2003	James Chaney, Bowling Green, Ky.
2004	Charles J. Steer, Cottage Grove, Tenn.
2005	William G. Mason Family, Buhl, Idaho*
2006	Aaron F. Richards, Farmington, Utah*
2007	Robert Bignami, Orland, Calif. and Harlan Askeland*, Orland, Calif.
2008	James S. Huffard III, Crockett, Va.
2009	Ahlem Farms Partnership and Ed Fisher, Hilmar, Calif.
2010	Donald and Elsa Sherman, Hilmar, Calif.

* deceased