

Huffard Honored by National Dairy Shrine

James S. Huffard III, Crockett, Va., will be honored as the 40th recipient of the Distinguished Cattle Breeder award by National Dairy Shrine. This is the dairy industry's highest honor bestowed to a dairy cattle breeder and will be presented Thursday, October 4, 2012, during World Dairy Expo in Madison, Wis.

"Jim's keen interest is the breeding of productive and functional Jersey cattle so they live longer, are more economical and are properly fed to express their genetic potential," stated Dr. John C Wilk, Emeritus Professor of Animal Science at North Carolina State University.

The guiding philosophy of production-pure genetics with sound functional type was the legacy of Jim's grandfather, James Schultz Huffard, Sr., who acquired Registered Jerseys™ in 1929.

Since Jim assumed management of Huffard Dairy Farms in 1975 after graduating from Virginia Tech, he has placed more than 60 bulls into A.I.

Huffard was just 25 when he made the mating that resulted in Schultz Performing Legend, who went on to sire 11,345 daughters and 535 sons recorded in the AJCA Herd Register. "Legend" daughters were not just top producers; they had another characteristic which was important to Huffard—longevity. In the U.S., Windy Acres Legend Carla, Excellent-92%, topped a milk, fat or protein division of AJCA Leading Living Lifetime Production Contest from 2001 to 2004, and Cherish Legend Rose, Excellent-92%, ranked first in the milk and protein contests in 2002. In Canada, Rexlea Performing Hostess-ET, SUP-EX 92-7E, earned the President's Cup for Lifetime Production from 2003 to 2006.

Schultz Brook Hallmark entered Active A.I. service in May of 1999. To date, he has 10,302 tested daughters in 1,753 herds in his April 2012 genetic evaluation. He was one of the most heavily used bulls in the breed and his popularity both domestically and internationally garnered him ABS Diamond Sire status in 2003. "Hallmark" was the top sire of sons in the U.S., in 2002 with 219 sons recorded by the American Jersey Cattle Association (AJCA).

The influence of "Hallmark" was felt through his A.I. sons, including three

Huffard-bred maternal brothers, "Rescue," "Redwood," and "Restore." In 2010, a son of "Rescue," Schultz Rescue Headline, was the number one sire of sons in the U.S. with 146 sons recorded that year by the AJCA.

"More than 30 years after the birth of "Legend," Jim Huffard continues to provide the breed an ongoing stream of genetics that contribute to profitable



James S. Huffard III

production and longevity," said Richard G. Smith, Jersey Sire Analyst for ABS Global.

Today, Schultz Legal Critic-P ranks 10th on the genomically proven bull list for Jersey Performance Index™. Born in 2010, he is already being used as an A.I. mating sire with 39 registered sons to date. "Critic-P" carries the polled gene and has a cheese merit index of \$700.

Huffard Dairy is operated in partnership by Jim, his brother John and their mother June. The land has been in the family for more than 200 years. Schultz Jerseys is an all-registered 400-cow herd with a 2011 m.e. lactation average of 19,522-888-679. For 19 of the past 25 years, the herd has ranked nationally for production. On its most recent type appraisal, 384 head averaged Very Good-83%. At the end of 2011, there were 34 Excellent cows in the

herd.

"Cattle descending from the cows and bulls bred by Jim Huffard show up for work," said Richard Smith. "They are honest and can be depended on for years to come. They are practical, profitable and do not expect any extra attention."

The Huffard model of production-pure genetics is exhibited in three predominant cow families. The dam of "Hallmark," – Schultz Sooner Harmony, Excellent-90% and over 22,000 lbs. milk; the dam of "Rescue," – Schultz Hallmark Renae, Excellent-90% and more than 18,000 lbs. milk; and the next two generations backing "Critic-P," – Schultz Mygent Chilli-P, Excellent-90% and her dam Schultz Hallmark Chill, Excellent-94%, with six lactations averaging over 22,000 lbs. milk.

"Jim Huffard's contributions to the dairy industry are by no means limited to the genetic attributes of the cattle he has bred," said Smith. "He has served the dairy industry in Virginia in various capacities and most recently through dairy processing, distribution and the marketing of dairy products."

In 2010, Jim and a fellow Jersey breeder, Joey Blankenship, began a partnership in Duchess Dairy, to improve the equity of their milk. The duo bottles the milk from the Huffard herd and Duchess Dairy products are distributed throughout southwest Virginia.

Jim was honored in 2008 by the AJCA as a Master Breeder. He has served the association as president and director, in addition to serving on the board of National All-Jersey Inc.(NAJ). He is currently vice president of NAJ.

Many previous Jersey breeders have been honored with this prestigious award. They include: Colonel and Mrs. H. George Wilde (1978); Mr. and Mrs. A. G. Rankin and Sons (1981); C. Scott Mayfield (1984); John Bishop VI (1987); John and Allaire Palmer and Robert and Laura Pike (1995); Robert Stiles and Family (1999); Walter and Sally Goodrich (2002); Bill, Barbara and David Mason (2003); and Dr. J. J. Malnati (2005).

The annual National Dairy Shrine awards banquet will be held on October 4 during World Dairy Expo in Madison,

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Wis.

For more information about the banquet or about students, producers and industry representatives being recognized by National Dairy Shrine, contact Dr. David Selner, Executive Director, at 920/863-6333. National Dairy Shrine membership information is also available by phone or online at www.dairyshrine.org.